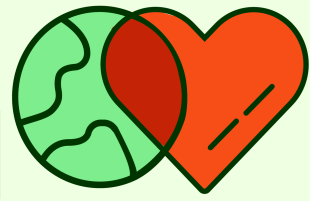




GOOD FOR THE **HEART**

GOOD FOR THE **EARTH**

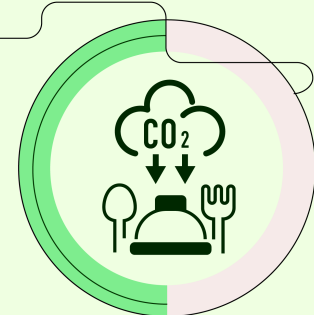


MORE of this, **LESS** of that:
the **healthy diet** that halves emissions



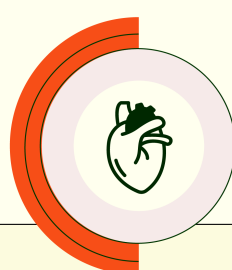
NO NEED TO EXCLUDE ANY FOOD:

by adjusting their eating habits Europeans can prevent cardiovascular diseases while reducing the EU carbon footprint linked to food consumption by almost



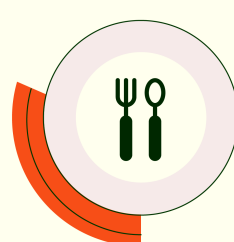
50%

Food choices account for **50%** of deaths due to Cardiovascular diseases



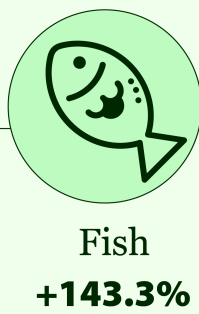
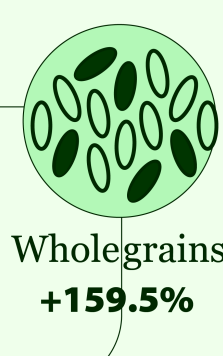
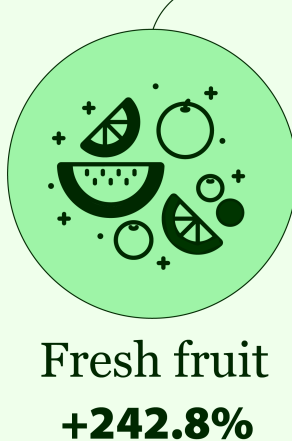
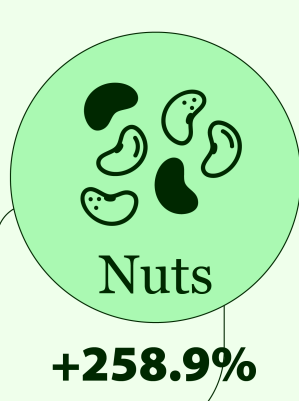
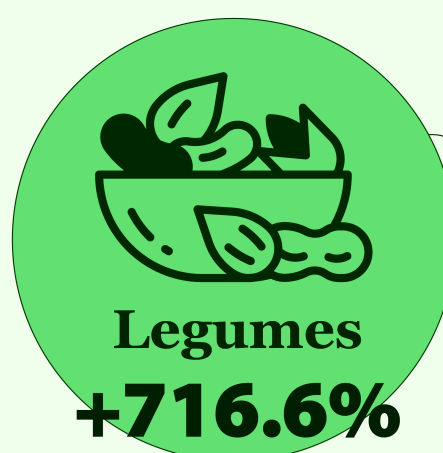
which are responsible for the **45%** of all European deaths

37% of total net anthropogenic GHG emissions are linked to food systems

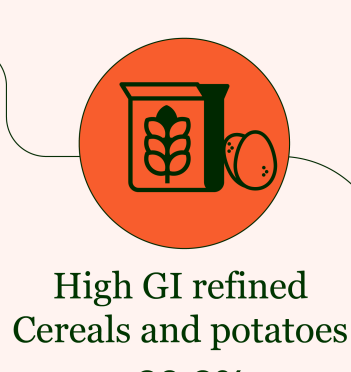
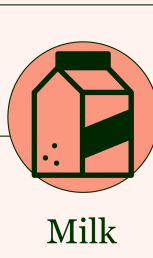
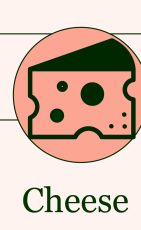
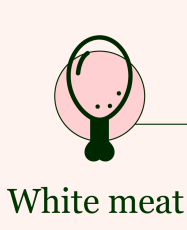


Desirable increase or decrease in consumption of foods compared to current weekly dietary pattern of Europeans.*

+ MORE



- LESS



*To calculate current food consumptions of Europeans, researchers converted the quantity of food stuff available for consumption in the European geographic area into grams of consumption per capita per week (g/capita/week). Presumable food waste was subtracted. Source: FAO. Time frame: 2014-2018.