



Visual Communication *for* Sustainable Food Futures

by Mattie Brister

the posters

MEAT LESS

VEG MORE

Eating less meat and eating more fruits and vegetables can save you up to 14% in food costs, benefit your health, and help the planet.

Beetroot
beats beef.

*for your Savings
for your Health
for your planet*

Source: Orlitz, L., Scarborough, T., Sassi, F., et al. (2018) 'The EUPHEA Guide: Estimating the health implications of transitioning from sugar and fibre quantities to diet quality' DOI: 10.1016/j.cmi.2018.08.001. The environmental Panel on Climate Change (2018) 'Transforming and restoring the global food system' in Global Warming of 1.5°C, Available at: <https://www.ipcc.ch/report/15c-report-2018/summary-for-policy-makers/>. Clark, M., Rogan, M., Scarborough, T., Hall, J. (2017) 'The great agricultural trade-off: healthy and sustainable dietary patterns: a modeling study' The Lancet Healthy Review, 1(7), doi:10.1016/S2666-7691(17)00221-1.

LESS



IS

MORE

Eating less meat and eating more fruits and vegetables can save you up to **14%** in food costs, benefit your health, and help the planet by reducing pollution

*for your Savings
for your pleasure
for your Health*

Source: Tobler, L.L., Scarborough, A., Kaur, A., Barnes, M. (2016) The CHAMPS Study: Modeling the health implications of transitioning from Super and Tolerant published PLOS ONE, 11(2). doi:10.1371/journal.pone.0147104. The International Panel on Climate Change (IPCC) Working Group II contribution to the global assessment of climate change of 1.5 °C, available at: <https://www.ipcc.ch/report/working-group-ii/>. Springmann, M., Clark, M., Heinze, M., Scarborough, A., Steiner, J. (2017) The global and regional costs of healthy and sustainable dietary patterns: A modeling study. The Lancet. Healthy eating, 393, 449-458. doi:10.1016/S0140-6736(17)30753-6.



M VEG MORE
MEAT LESS



find out how
you can eat
less meat

Save up to **14%** by
choosing a low-meat diet

Save **30%** by switching to
a vegetarian or vegan diet

SAVE YOUR *MONEY* ***EAT LESS MEAT.***

Source: Springmann, M., Clark, M., Rayner, M., Scarborough, P., Webb, P. (2021) 'The global and regional costs of healthy and sustainable dietary patterns: A modelling study.' *The Lancet Planetary Health*, 5(7). doi:10.1016/S2542-5196(21)00251-5.



Cost of living got you down?

Reduce your food costs by up to
14% by choosing a low-meat diet.

SAVE YOUR *MONEY*
EAT LESS MEAT.

Source: Springmann, M., Clark, M., Rayner, M., Scarborough, P., 2016. P. (2016) 'The global and regional costs of healthy and sustainable dietary patterns: A modelling study.' *The Lancet Planetary Health*, 5(7). doi:10.1016/j.lanplh.2016.05.001



Care about your health?

Eating more fruits and vegetables
and eating less red meat and
animal products can reduce the risk
of type 2 diabetes, cardiovascular
disease, and colorectal cancer.

SAVE YOUR *HEALTH*
EAT LESS MEAT.

Source: Cobiac, L.J., Scarborough, P., Kaur, A., Rayner, M. (2018) The EATWELL Guide: Modelling the Health Implications of Incorporating New Sugar and fibre guidelines. PLOS ONE, 13(2), doi:10.1371/journal.pone.0197955



Love your planet?

Animal products like meat and dairy have a huge impact on the environment. You can help fight climate change by eating less meat and eating more seasonal, locally grown fruits and vegetables.

SAVE YOUR *PLANET*
EAT LESS MEAT.

Source: The Intergovernmental Panel on Climate Change (2018) 'Strengthening and implementing the global response' in Global Warming of 1.5 °C. Available at: <https://www.ipcc.ch/w/5f/chapter/chapter-4/>

VEG MORE

MEAT LESS

Veg More



Meat Less

**Lettuce
eat less meat.**

Animal products like meat and dairy have a huge impact on the environment. You can help fight climate change by eating less meat and eating more seasonal, locally grown fruits and vegetables.

Source: The Intergovernmental Panel on Climate Change (IPCC) 'Strengthening and Implementing the global response in Global Warming of 1.5 °C'. Available at: <https://www.ipcc.ch/1515/Fapter1/Fapter-4/>

VEG MORE

MEAT LESS

Veg More

Animal products like meat and dairy have a huge impact on the environment.

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You can help fight climate change by eating less meat and eating more seasonal, locally grown fruits and vegetables.

Meat Less

**Squash emissions.
Eat less meat.**

Source: The Intergovernmental Panel on Climate Change (2014) 'Strengthening and implementing the global response' in Global Warming of 1.5 °C. Available at: https://www.ipcc.ch/15/15_A4paper/chapter-4/

VEG MORE

Veg
More

MEAT LESS

Meat
Less

VEG MORE • MEAT LESS • VEG MORE • MEAT LESS • VEG MORE • MEAT LESS • VEG MORE • MEAT LESS • VEG MORE • MEAT LESS

Beetroot beats beef.

Eating more fruits and vegetables and eating less red meat and animal products can reduce the risk of type 2 diabetes, cardiovascular disease, and colorectal cancer.

Source: Colucci, L.J., Scarborough, P., Kuc, A., Ripstein, M. (2016) The EATWELL Guide: Modeling the Health Implications of Incorporating New Sugar and Fibre Guidelines. PLOS ONE, 11(3). doi:10.1371/journal.pone.0147654

Veg more.

*for your Savings
for your pleasure
for your Health.*



Eating more fruits and vegetables and eating less red meat and animal products can reduce the risk of type 2 diabetes, cardiovascular disease, and colorectal cancer.

Meat less.

Source: Collins, L.J., Scarborough, P., Kaur, A., Reyer, H. (2016) The EATWELL Guide: Modelling the health implications of incorporating New Sugar and fibre guidelines. PLOS ONE, 11(2). doi:10.1371/journal.pone.0147959.



VEG MORE MEAT LESS

Eating more fruits and vegetables and eating less red meat and animal products can reduce the risk of type 2 diabetes, cardiovascular disease, and colorectal cancer.

Source: Cobiac, L.J., Scarborough, P., Aitao, A., Poponi, M. (2016) The EATWELL Guide: Unveiling the Health Implications of Exceeding Free Sugar and Free Fats/Saturated Fat. NCD RISK FACTOR SURVEILLANCE JOURNAL 2016; 2(1): 1-10

VEG MORE

*for your Savings
for your Health
for your planet*



MEAT LESS

You could reduce your food costs by up to 14% by trying out a flexitarian, low-meat diet.

Eating more fruits and vegetables and eating less red meat and animal products can also reduce the risk of type 2 diabetes, cardiovascular disease, and colorectal cancer.

Animal products like meat and dairy have a huge impact on the environment. You can help fight climate change by eating less meat and eating more seasonal, locally grown fruits and vegetables.

Source: Cohen, J., & Baranowski, P. (2010). The (RED) i Guide: Reducing the health impacts of consuming less high-calorie products. *PLoS ONE*, 5(12), e15111. doi:10.1371/journal.pone.0151111. The Intergovernmental Panel on Climate Change (IPCC). (2006). Strengthening and Implementing the global response to climate change of IPCC. Available at http://www.ipcc.ch/publications_and_materials/working_group_ii/wgii_tcm264.htm. *PLoS ONE*, 5(12), e15111. doi:10.1371/journal.pone.0151111.

LESS



IS

MORE

Animal products like meat and dairy have a huge impact on the environment. You can help fight climate change by eating less meat and eating more seasonal, locally grown fruits and vegetables.

Eating more fruits and vegetables and eating less red meat and animal products can also reduce the risk of type 2 diabetes, cardiovascular disease, and colorectal cancer.

Sources: The Intergovernmental Panel on Climate Change (IPCC) Strengthening and implementing the global response to climate change in 1.5°C. Available at: <https://www.ipcc.ch/report/15c-report/>.
Lee H, Collier L, Scarborough P, Hall S, Rogers M. 2019. The EATWELL Guide: Modelling the health implications of incorporating fibre, sugar and free glutamate. *PLoS ONE*. 14(2): e0199196.



VEG MORE MEAT LESS

Animal products like meat and dairy have a huge impact on the environment. You can help fight climate change by eating less meat and eating more seasonal, locally grown fruits and vegetables.

Eating more fruits and vegetables and eating less red meat and animal products can also reduce the risk of type 2 diabetes, cardiovascular disease, and colorectal cancer.

Sources: The Intergovernmental Panel on Climate Change (IPCC) Strengthening and Improving the Global Response to Global Warming of 0.2°C. Available at <https://www.ipcc.ch/report/ar4/wg2/>.
Dr. A. C. Cook, L.L., Scarborough, S., You, A., Hayes, M. (2018) 'The EPIC Study: Boosting the health implications of reducing free sugar and free guidelines. PLOS ONE, 13(2), 1-12. doi:10.1371/journal.pone.0191765

LESS

(MEAT) IS



MORE

*for your Savings
for your Health
for your planet*

You could reduce your food costs by up to 14% by trying out a flexitarian, low-meat diet.

Eating more fruits and vegetables and eating less red meat and animal products can also reduce the risk of type 2 diabetes, cardiovascular disease, and colorectal cancer.

Animal products like meat and dairy have a huge impact on the environment. You can help fight climate change by eating less meat and eating more seasonal, locally grown fruits and vegetables.



Sources: Cohen, J.L., Scrimgeour, K., Hall, A., Nelson, W. (2018) The OATHELI Guide: Stability of the health implications of incorporating olive oil and olive products. <https://doi.org/10.1017/S1446788718000178>, The Flexitarian Diet: Focus on Climate Change (2018) The growing and implementing the plant-based diet: A global analysis of 10 000, available at <https://www.ourworldindata.org/vegetarianism>; Jurek, M., Clark, D., Larson, M., Scarborough, A., Wells, J. (2017) The global and regional costs of healthy and sustainable dietary patterns: a modelling study. *The Lancet Planetary Health*, 1(7), 517-525. [https://doi.org/10.1016/S2542-4555\(17\)30011-4](https://doi.org/10.1016/S2542-4555(17)30011-4)



VEG

Eating more fruits and vegetables and eating less red meat and animal products can reduce the risk of type 2 diabetes, cardiovascular disease, and colorectal cancer.

MORE

MEAT

LESS

Source: Collier, L.J., Scarborough, P., Kim, A., Mozaffarian, D. (2018) The EATWELL Guide: Modelling the health implications of incorporating new Sugar and Fibre guidelines. *PLoS ONE*, 13(5), doi:10.1371/journal.pone.0197985

SAVE YOUR MONEY *SAVE YOUR PLANET*



You could reduce your food costs by up to 14% by choosing a flexitarian, low-meat diet.

Animal products like meat and dairy have a huge impact on the environment. You can help fight climate change by eating less meat and eating more seasonal, locally grown fruits and vegetables.

Source: Oxford, U.K. (2018). *Meatless Mondays: The Health Implications of Incorporating the Super Diet Guidelines (2018)*.
doi:10.1002/ajhb.14000. The Environmental Impact of Climate Change (2018). *Strengthening and Implementing the global response to climate change of 1.5 °C*. Available at: <https://www.unep.org/press/1.5c>

EAT LESS MEAT.



SAVE UP TO 14% BY CHOOSING A FLEXITARIAN, LOW-MEAT DIET.

REDUCE YOUR FOOD COSTS BY UP TO A THIRD BY SWITCHING TO A VEGETARIAN OR VEGAN DIET.



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SAVE MORE SAVE MORE
SAVE MORE SAVE MORE
SAVE MORE **MEAT LESS**

SAVE YOUR

MONEY

You could reduce your food costs by up to 14% by choosing a flexitarian, low-meat diet.



Animal products like meat and dairy have a huge impact on the environment. You can help fight climate change by eating less meat and eating more seasonal, locally grown fruits and vegetables.

SAVE YOUR

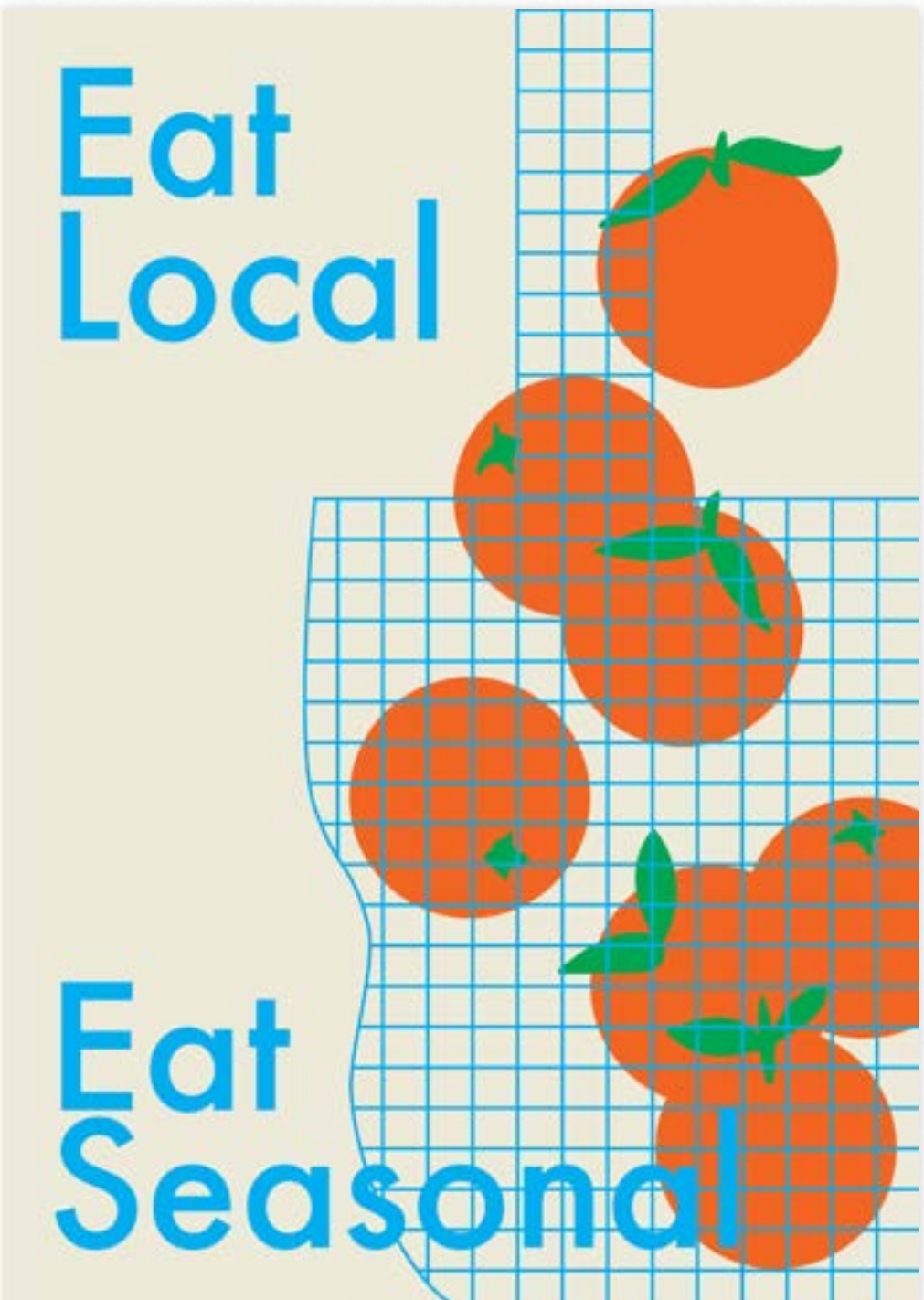
PLANET

Source: Cornell U.S. Sustainability Center, Niles A. Nassif, M.S. (2015) The EATBY2050 Guide: Modeling the Health Implications of Incorporating New Super and Fine Grains. P.10-116. <http://dx.doi.org/10.2139/ssrn.com/2618662> | The Intergovernmental Panel on Climate Change (IPCC) Strengthening and Implementing the global response to climate change of 1.5 °C. Available at <https://www.ipcc.ch/reports/>

**SAVE YOUR MONEY
SAVE YOUR HEALTH
SAVE YOUR PLANET**



EAT LESS MEAT.



Farm

to



to

Fork



LESS
(MEAT)
IS
MORE

