



RENN

Regional Hubs for
Sustainability Strategies

Healthier eating and drinking

The sustainable shopping basket:
Guide to environmentally conscious
and social consumption





For the good of people and the planet

Most people think their diet is balanced. Yet, much of what we eat is too fatty, too sweet and not sustainable enough. To truly live sustainably, you simply need to follow a few rules of thumb and let yourself be guided by credible information and seals. You can reduce your carbon footprint by up to 20 percent if you consistently buy regional, seasonal and organic produce, go vegetarian and prevent any food from going to waste.



FAIR EATING

When you buy fair trade food, you support the regional economy of its countries of origin. More than anything, fair trade promotes small rural structures, and many involved organizations fight against child labor and forced labor. You'll recognize fair trade food from the Fair Trade logo.

COOK AT HOME INSTEAD OF TAKING OUT

Fast food and convenience products create a great deal of trash. Which is why it's best to go for meat-free organic products in recyclable or recycled packaging. Products like these are more environmentally friendly and contain fewer additives. Even better, bring along something you've prepared at home. When you go out to eat, choose vegetarian or vegan options as well as organic and/or regional products. Should you be unable to clean your plate, keep a container on hand that you can use for taking leftovers home – along with a reusable cup for your coffee-to-go.

DRINK TAP WATER

Tap water is a sustainable alternative to bottled water and is perfectly safe to drink – it's the most rigorously controlled food in Germany. It saves you trips to the supermarket and the need for drink-delivery services, allows you to cut down on plastic and it's gentle on your wallet.

AVOID PALM OIL

It seems that every other product in the grocery store contains palm oil. This demand places a heavy burden on people and the planet – to produce the oil, palm trees in tropical forests are chopped down in great numbers, thereby destroying precious ecosystems. Therefore, choose products that are palm oil-free instead whenever you can. It's mandatory for palm oil in food products to be declared on the packaging.



BUY ORGANIC

Whenever you buy organic products – marked by the EU organic products label – you promote organic farming. This label defines the minimum standard for organic farming in Europe and is mandatory for packaged organic products. It indicates that at least 95 percent of the ingredients come from organic farming, which means they were grown without chemical-synthetic fertilizers, genetic modification or pesticides, and that livestock was reared in a species-appropriate manner. Organic eggs carry a stamp with a number code that starts with “0”.

EAT LESS MEAT

Consuming high-quality, and preferably organic, meat in moderate amounts is much less harmful to our climate and promotes species-appropriate livestock rearing – even though organic meat tends to be more expensive than meat from conventional livestock farming. The recommended daily intake is 14 grams of red meat and 29 grams of chicken, or a total of 300 grams of meat per week. We currently eat five times that amount (on average).

GO REGIONAL

Regional food travels shorter distances and can be enjoyed fresh when in season. Buying it also promotes regional farming. Produce farmed in Germany but purchased outside the growing season has a greater carbon footprint than seasonal goods due to the need for cold storage – yet overall, it still has a smaller carbon footprint than imported goods.

GO SEASONAL

Enjoy seasonal produce as much as you can. The seasonal calendar will tell you what’s fresh when. Fruits that have been harvested in season taste better, too. And the energy balance of seasonal produce is also better since it doesn’t require intense cold storage or long-distance travel.



EAT HEALTHILY

Taking care to have a balanced diet also protects our climate! Balanced means: primarily plant-based foods (five servings per day), a moderate intake of animal-based products and only the smallest amounts of fat and candy.

AVOID WASTING FOOD

On average, 55 kg of food per person per year ends up in the garbage cans of German households. Which is why it makes all the difference when you carefully plan your grocery shopping – and don't throw any food away without first giving it a sensory test (look, smell, taste). The use-by date is not an expiry date. Make sure to store your food correctly. Not all produce needs to go in the fridge. Tomatoes and southern fruits keep better at room temperature. Leftover food can be passed on to others, for instance via the Foodsharing Network.

LOOK FOR THE FOLLOWING SEALS

Fair Trade: This seal identifies fair trade with raw material producers.



Bio label and EU organic products label: These are government seals for organic products complying with the EU-Eco-regulation.



Bioland, Demeter, Naturland: These farming association seals identify food from organic farming.



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Check out www.nachhaltiger-warenkorb.de for important information about sustainable consumption as well as independent information about the various seals and product labels. You'll find information about food, travel and mobility, living and building, housekeeping and electronics, as well as fashion and cosmetics.

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