

BRUSSELS: A JOURNEY TO DISCOVER WHEN FOOD IS REALLY GOOD. HOW CAN WE EAT BETTER AND HELP THE PLANET?

From September 18 to November 10, an exhibition in the Belgian capital will explain “when food is produced sustainably”, “where the narrowest gap between hunger and obesity is” and “where the fight against food waste is most effective”. Organised by the Barilla Center for Food & Nutrition, this truly multi-sensory journey will get viewers involved and will demonstrate how much our dietary choices impact not only our health, but also the world we live in. The exhibit, along with the webinar scheduled for September 21 from 4-5 pm (www.barillacfn.com/webinar), is one of the main international events leading up to the BCFN’s next Forum on Food and Nutrition, taking place December 4-5 in Milan.

From September 18 to November 10, Brussels will welcome the Barilla Center for Food and Nutrition’s newest exhibition, “*Weighing Less on Our Future: Our Food Choices Count!*”. The initiative, hosted in the Belgian capital by Philanthropy House, is a true *voyage through food sustainability*. The show starts from one premise: we have just 13 years to reach the 17 Sustainable Development Goals laid out in the UN’s 2030 Agenda. Our dietary choices will play a fundamental role in helping us be successful. Using this as a launchpad, visitors are taken on a journey through videos, photographs and texts which explain how even a small gesture, such as knowingly choosing what we put on our plate, can be good for our health and that of the planet. As one of the main events leading up to the 8th International Forum on Food and Nutrition (taking place in Milan on December 4-5), the exhibition will also be a stage for workshops and meetings with experts and policy makers who are being called upon to find solutions that limit the impact a few industries have on the Earth, one of them being agriculture (which uses nearly 40% of the planet’s surface between growing crops and raising animals). Not only that, but it’s essential to figure out how to incentivise young people - who are synonymous with innovation - to join this industry, given that in Europe only 6% of farmers are under 35 (compared to the 30% who are over 65).

Luca Virginio, Vice President of the Barilla Foundation, explained: “*The food system which we’ve adopted in recent years needs an overhaul for a number of reasons. First of all, because the world’s population will reach 8.1 billion by 2025 and we must find a way to feed everyone. Today, 795 million people go without regular access to food or suffer from hunger, while 2.1 billion people are overweight or obese. What can we do to narrow this gap? Also, over 40% of global grain production is used to feed animals and to produce biofuels: is this the right thing to do? Meanwhile, 1.3 billion tonnes of food are wasted, equal to one third of global food production and four times the amount needed to feed the 795 million malnourished people around the world. What concrete actions can we take to stop this from happening? This exhibition is meant to be a place in which the culture of ‘eating well, with awareness’ is promoted, where discussions can take place so that we can overcome the challenges that concern all of us, together.*”

The exhibition is one of the events leading up to the Forum, joining other initiatives organised by the Barilla Center for Food and Nutrition over the coming weeks, such as the **webinar on September 21 from 4 to 5 pm CET (those interested can take part by heading to: www.barillacfn.com/webinar)**.

Titled ***Global Citizens for the Future of Food***, the webinar will highlight the importance of educating global citizens, especially the younger ones, about the need to reach the United Nations’ sustainability goals, with particular attention to food.

THE DOUBLE FOOD AND ENVIRONMENTAL PYRAMID: AN ANSWER TO THE CHALLENGES AHEAD

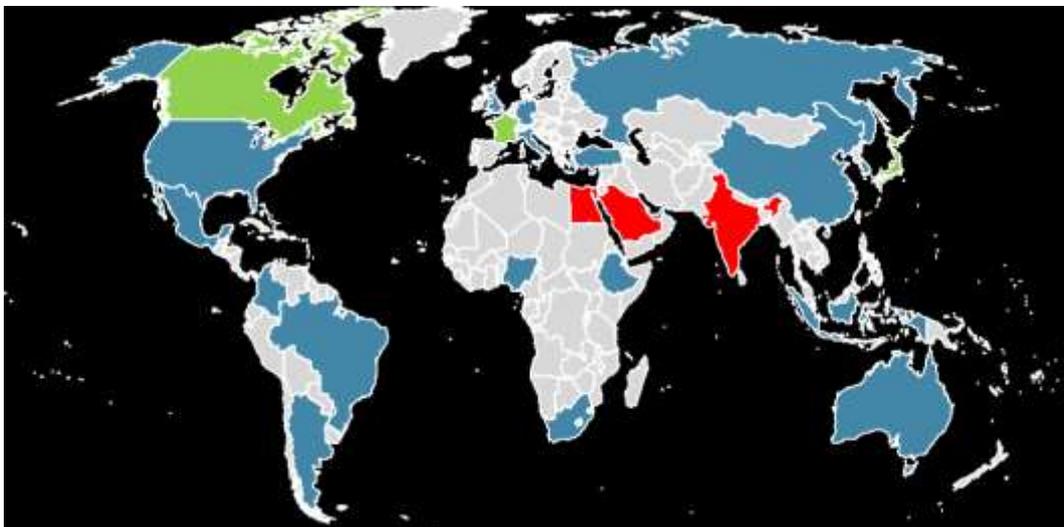
While at the exhibition in Brussels, visitors can also discover the double food and environmental pyramid created by the BCFN, an image which presents the classic food pyramid (the fundamentals of which coincide with the Mediterranean diet) alongside a new, upside-down, “environmental” pyramid, which classifies different foods according to the environmental impact of how they’re farmed. The Double Pyramid reminds us of the importance of our dietary choices in terms of our health and the environment, and illustrates how foods with lower environmental impact are those that dieticians advise us to eat more of, while those with a bigger environmental footprint are the same ones we should eat in moderation. The BCFN estimates that in just one week, diets with little red meat can reduce CO₂ emissions by 9 kg and water use by 6,900 litres per capita.



THE FOOD SUSTAINABILITY INDEX, THE RANKING WHICH SHOWS “WHERE” FOOD IS TRULY GOOD

Finally, the exhibition will help visitors discover “where” you eat really well, that is, where the agricultural system is the best beyond the simple flavour of food. How? With the Food Sustainability Index (FSI), a ranking which arose from the collaboration between the BCFN and the Economist Intelligence Unit (EIU) and a unique tool which analyses the sustainability of the food systems of 25 countries. The FSI is based on 58 indicators which measure a food system’s sustainability according to three pillars: food loss and waste, sustainable agriculture, and nutritional challenges. What can we glean from the Index? That France is the country with the best food system, followed by Japan and Canada. Meanwhile, Egypt, Saudi Arabia and India are the nations called upon to make the greatest effort to improve.

The exhibition, as well as the FSI, will also be a platform for the discovery of interesting facts. For example, do you know which countries stand out the most in terms of tackling dietary challenges? France (which developed national programmes for healthy eating and taxed unhealthy foods), Mexico (where the government approved an 8% tax on



Top Performers

- 1) France
- 2) Japan
- 3) Canada

Lowest Performers:

- 23) Egypt
- 24) Saudi Arabia
- 25) India

high-calorie foods and on soft drinks) and Nigeria (which has a national programme to provide children balanced meals at school). Or, what nations are dedicating the most effort to developing sustainable agriculture? Germany (for the low use of pesticides, which has resulted in over 6% of the country’s farming being organic, with the goal of reaching 20% of overall agricultural production), Ethiopia (which developed a programme for agricultural growth, focused on improving the availability of water for farming) and Italy (which stands out for having the agricultural industry with the lowest impact from CO₂ emissions). Or, discover which countries are leading the fight against food waste, an area in which France reigns (thanks to the new rules which require supermarkets to donate unsold food to *food banks* and to other charities), followed by the United Kingdom (for the educational consumer campaigns which brought about a 21% drop in food waste over five years) and South Korea (where families and businesses are required to pay for what they throw away).