



CONSCIOUS CONSUMERS

Plant-based Diets

Workbook

Name _____



A fresh look at agricultural science and food



This project aims to start conversations about topics of importance to society by looking at overlapping topics of Food Miles, Plant-Based Diets, Personalised Nutrition, Rewilding, Animal Welfare and Climate Change.


There is a lot of information on social media and in the news about these topics but it's often hard to know what to believe when stories seem to contradict each other. These workshops will give you an introduction to some of the key facts and encourage you to look more closely at sources of information available online to determine how reliable they are.

We all have to make choices, particularly around the food we eat and our choices as consumers really do have the power to shape the world we live in.

Following each workshop, we invite you to undertake further research and encourage others to become more Conscious Consumers!



The **Food and Farming Discovery Trust** coordinate and communicate existing food, farming and countryside educational activity in Norfolk. They also develop new activity and support educators and providers to enhance the learning outcomes for all young people in Norfolk through food, farming and the countryside.

 discoverytrust.org.uk



The **Science, Art and Writing (SAW)** Trust is a science education charity (no.1113386) developed in 2005. SAW takes a fresh approach to science education, using intriguing images to initiate exploration of scientific research through activities in practical science, creative writing and visual arts, aimed at as wide an audience as possible.

 sawtrust.org




A skills award to support and inspire the next generation into Science, Technology, Engineering, Maths and Medicine (STEMM). Students aged 13-19 can register through their school or at home and start working towards a bronze, silver or gold level award. Ask your teacher about how you can get involved or visit our website.

 ysawards.co.uk



LEAF Education works with members and partners to promote visits to farms. LEAF Education also provides access to a range of high-quality educational resources and activities for school-based studies and outdoor visits.

 leafuk.org/education

Funded by:



What is a plant-based diet?

A plant-based diet is a diet consisting mainly or solely of foods derived from plants, including vegetables, fruit, nuts, seeds, grains and legumes. Diets high in these have been linked to a range of health benefits.

A plant-based diet is not necessarily a vegetarian or vegan diet.



The UK plant-based market was worth **£443m in 2018**



In 2018 the UK launched **more Vegan products** than any other nation



Demand for **meat-free food** in the UK **grew 987% in 2017**

– according to the Vegan Society, 2020.

What information can we trust?

In this workshop you will look at some examples from a range of different sources including traditional news sites, wellness blogs and social media. You will develop skills in critical thinking to explore the claims you encounter, using evidence to evaluate them.



Common features of trusted sources:

- Claims backed up by links to scientific studies
- Author is named and relevant qualifications listed
- Uses moderate language, 'may have effect'
- Good use of grammar, limited use of exclamation marks, capital letters etc
- Minimal links to advertising/ independence of publication
- Review of topic with interviews from qualified experts



Common features from questionable sources:

- Exaggerated claims
- Qualifications of author unknown
- Little or no editorial control
- Mostly opinion based, potentially biased point of view
- Linked to advertising
- Emotional language used, commonly to guilt reader towards action
- Negative shaming of others viewpoints
- Scaremongering



Fake news

is a form of news that deliberately spreads misinformation via traditional news media outlets and social media. It is usually written with the intent to damage an organisation or person and/or to gain financially or politically.

What else influences how we respond to claims made in the media?



Consequences for the environment



Advertising



Peer pressure



Affect on health



What we enjoy eating



Personal choice



Availability and convenience



Price



What factors influence your diet choices?



Activity Sheet One

Plant-based Diet Claims

1 A vegetarian diet can be very healthy, but your diet won't automatically be healthier if you cut out meat. With good planning and an understanding of what makes up a healthy, balanced vegetarian and vegan diet, you can get all the nutrients your body needs to be healthy without the need for supplements. However, if your diet isn't planned properly, you could miss out on essential nutrients.

2

- Low the risk of heart diseases
- Boosts metabolism and cut down fat consumption
- Provides essential nutrients to our body
- Helps in improving immune system

#vegan #veganfood #HealthyLiving #healthtips

3 A Plant-Based Diet is Good for Your Health and More Sustainable for Our Planet!

4 Despite the boom in veganism, even the most optimistic scientists caution that there is still much we do not understand about the diet. In particular, little is known about the long-term consequences of veganism and whether it does hold significant advantages over an omnivorous or vegetarian diet.

5 To really thrive you should say goodbye to the following as they're all incredibly acidic and your body works best when it's alkaline, they're also really hard to digest which means they suck your energy and slow down your digestion: Dairy, Gluten, Refined sugar, including all candy, fizzy drinks and almost all chocolate, white rice, white flour, white pasta. Anything with chemicals, additives and flavorings, including natural flavorings. Almost all supermarket products that are labeled as 'healthy,' such as dairy free butter, gluten free rolls and pizzas, soymilk and soy yoghurts, store brought almond milk, Meat, fish and eggs...

6 Vegan fast food alternatives are often worse for your health than the meat equivalent. Obviously the pros are that [veganism] is getting people to think about plant-based foods, but the con is that it makes us think that it is good for you when it can be equally or more unhealthy

7 Well balanced plant-based diets, that are also low in saturated fat, can help you manage your weight and may reduce your risk of type 2 diabetes, cardiovascular disease and some cancers. However, as with any diet, plant-based nutrition needs to be planned.

8 “I am tired of being pimped by food companies, and then eating bad, poisonous food, and feeling bad in the morning ... I don't want to be diabetic and in and out of the hospital because I'm eating the pimp's food.”

9 Vegans get all the nutrients that they need to be healthy, such as plant protein, fiber, and minerals, without all the nasty stuff in meat that may slow you down and make you sick, such as cholesterol and saturated animal fat.

10 A transition to less and better meat and dairy will bring a host of benefits from reducing greenhouse gas emissions, freeing up land to support biodiversity and carbon sequestration, improve animal welfare and reduce antibiotic use, as well as improving our health

Still curious? Here's some further resources



Food Ethics Council

The Food Ethics Council are an independent charity that aims to help create a food system that is fair and healthy for people, animals and the environment.

National Health Service (NHS) UK

The NHS website aims to provide objective and trustworthy information on all aspects of health and healthcare.

Harvard Summer school - 4 tips for spotting a fake news story

Check out this blog which helps you to develop your critical thinking and identify fake news stories.

Food DATABANKS at QI

The home of the national food databank, which has information about nutritional values of foods eaten in the UK - they have a recent article about vegan diets.

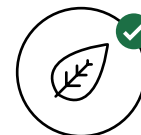


Conscious Consumers Topics

Now that you have completed the Animal Welfare topic, why not try one of the other Conscious Consumers topics?



Animal Welfare



Plant-based Diets



Food Miles



Rewilding



Personalised Nutrition



Climate Change