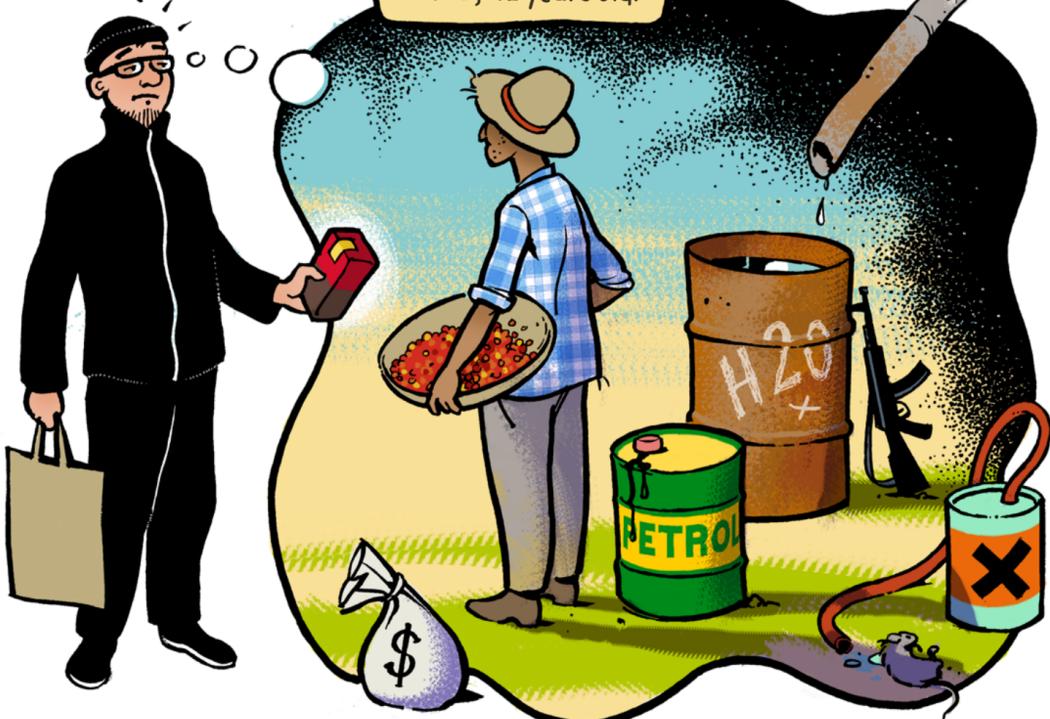


DANI, 42 years old:



MORE SUSTAINABLE ENJOYMENT — THIS IS HOW IT WORKS!

What we eat and buy has an impact on our health, the environment, the economy, and on humans and animals — both in Switzerland and in other countries. How can we make sure our influence is as positive as possible? How can we eat in a way that is healthy and sustainable? Here are some ideas ...

(4) The Label Reader

It's crazy how much energy, resources and environmental and social problems can be hidden in one common, everyday product. Of course, you don't see that when you look at the food in the supermarket, and we often are unsuspecting and unquestioning consumers ...

«... But many imported foods are produced under questionable conditions. People who spray vegetables with pesticides but no protective wear; ...»



«... women who have to work 12 hours a day for meagre wages. Or valuable drinking water, used to grow avocados for export! In comparison, protection for workers and the environment in Switzerland are almost ideal.»

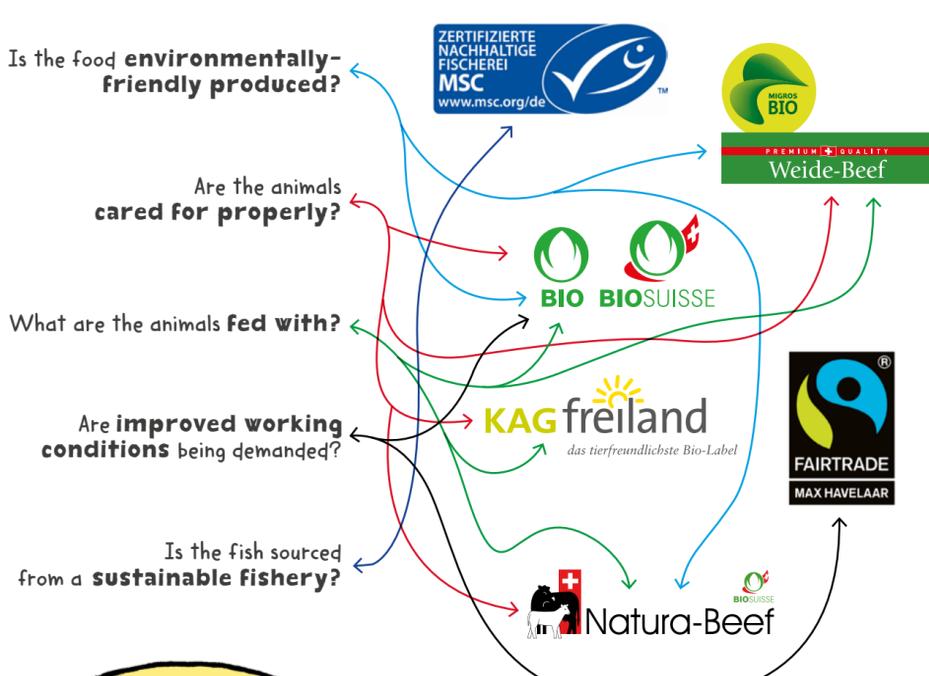


As a consumer, I have the option of saying no and buying products from ecological and fair production whenever possible. That's no longer so difficult with all the Fair trade and organic labels, and independent label checks on the internet*. You might think I sound a little radical, but I think I have a responsibility. And I take it seriously.



Dani's associated LABEL JUMBLE:

* Not everybody can take the time and effort to research the complexities of global food production on their own. To get an overview, check out www.wwf.ch/foodlabels and www.labelinfo.ch. There you can find out which labels are serious and what criteria they use. Here is a small selection:



Alright, got it?



This illustration makes no claim to be complete. The depicted labels and connecting lines are intended to serve as examples.

Tips:

Use your power as a consumer: influence which products will be available on the market in the future with your purchase.

Use labels as a guide and make a point of buying food that has been produced in an environmentally responsible, species-appropriate and socially fair way.

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