



You are what you eat → WB, pp. 5 – 6

BEFORE YOU READ

1 Talking about eating habits

- a** Discuss your eating habits with a partner. How would you describe them? Do they depend on different situations? Say what influences what you eat.
- b** Read the food sustainability dos and don'ts below. With a partner discuss which dos and don'ts you try to follow. Are they all easy to stick to? Say why or why not. What could you add to the list?

DO

- Eat seasonal, local vegetables [...]
- Shop often in small quantities to avoid food waste
- Try to limit animal products to once a day

DON'T

- Eat out-of-season vegetables or those flown in from other countries
- Buy avocados, quinoa and almonds from unsustainable sources
- Buy factory-farmed meat products
- Use clingfilm or single-use plastic to carry or store food

The Sunday Times, 2019

The Future of Food: the McCartneys' tips on how to eat more sustainably

What food is truly sustainable? The McCartney family, rapper Loyle Carner, chef Douglas McMaster and climate activist Anna Taylor **5 tell all**

The McCartney family are passionate about the planet. From the Meat Free Monday campaign Sir Paul launched with his daughters Stella and Mary to Stella's **10 Today for Tomorrow** award for young activists combating climate change, they wear their eco-credentials on their sleeve. It was their idea to bring together a group of like-minded people to discuss **15 sustainability** – and in particular how we think about the future of food. It's a hot topic right now, with the exhibition Food: Bigger than the Plate at the V&A and the publication of the Jonathan Safran Foer **20 book** *We Are the Weather: Saving the Planet Begins at Breakfast*.

"I love that book," exclaims Stella McCartney. "I've just collaborated with him on a new collection." Perhaps **25 surprising**, given that the US writer

endorses a two-thirds vegan, one-third meat diet rather than the vegetarian regime that the fashion designer follows. [...]

Anna Taylor is an 18-year-old campaigner **30** who founded the UK Student Climate Network. She explains the downside of the current vogue for veganism. "In terms of lifestyle changes, going veggie or vegan is one of the most helpful things you can **35** do for the environment. But I think there is an accessibility problem. You can find vegan products a lot of the time, but many of them are very expensive." As a student herself, she feels this keenly. "You see **40** people on Instagram with almond milk matcha lattes. They're saying, 'I'm vegan and I drink these every day,' and I'm, like, not many people can actually do that."

- 2 **sustainably** nachhaltig
 10 **award** Preis
 11 **to combat** bekämpfen
 12 **to wear sth on one's sleeve** etw sehr deutlich zeigen
 12 **eco-credentials** Ökobewusstsein
 14 **like-minded** gleich gesinnt
 18 **V&A** The Victoria and Albert Museum, London
 23 **to collaborate** zusammenarbeiten
 26 **to endorse sth** etw befürworten
 28 **regime** Diät
 32 **downside** Schattenseite
 33 **vogue** Mode
 34 **to go veggie** Vegetarier/-in werden
 37 **accessibility** Zugänglichkeit
 40 **to feel sth keenly** etw sehr intensiv empfinden
 42 **matcha latte** ein fein vermahlener spezieller Grüntee mit Milch

45 There are strong arguments against a
vegan diet. The demand for avocados,
quinoa and almonds is depleting the
environments in which they're grown and,
although not on the scale of US
50 monoculture crops such as corn and soy, it
is not sustainable.

Is the McCartneys' Meat Free Monday the
way forward? Sir Paul says: "When we
started Meat Free Monday, the idea was
55 this is doable, so let's hope people can do
this. If you look at the period between
then and now... it's on fire!" His enthusiasm
is clear. "If people start to do it on a small
scale, they miss meat one day, then find
60 that it's a bit more affordable, and they
learn from it."

Affordability is key. Cheap meat is the
cause both of deforestation and industrial
farming; Ben Coyle-Larner (the rapper
65 Loyle Carner), who grew up in Croydon,
has strong views. "A working-class family
might think, 'I can get a packet of 10
chicken thighs to feed my whole family
from KFC, whereas if I try to make
70 something healthier, it's more expensive.'"

He runs a cookery school, Chilli Con
Carner, to teach teens how to prepare
healthy food. And that is a huge issue – for
all their support of Extinction Rebellion,
75 kids in all strata of society are ordering

McDonald's on Uber Eats. They might
have heard of the newly cool vegan
burgers, but can they prepare a healthy
meal?

One young person who knows and cares 80
more than most about food sustainability
is the chef and author Douglas McMaster,
whose new London restaurant, Silo, will
be completely zero waste. He believes that
we all need to make a commitment. "See 85
every action as a vote," he says. "If we all
don't go to McDonald's, we are voting for
McDonald's to cease to exist. If we all buy
organic food, then we are voting for
organic food to exist. And then companies 90
will listen."

The McCartneys were, of course, brought
up on a plant-based diet after their late
mother, Linda, converted to vegetarianism
in the 1970s. Her brand, Linda McCartney 95
Foods, is still going strong after 30 years,
as Stella explains: "*She* put veggie food in
the frozen aisle and *she* made it
affordable." Stella acknowledges the
difficulty of privileged people seeming 100
preachy about sustainability. "If we want
people to go veggie, we need to educate
them. We need to inspire them, make it
look sexy, make it look cool, and make it
accessible." (697 words) 105

Lisa Markwell, *The Sunday Times*, 2019

- 47 **to deplete sth** etw
erschöpfen,
abbauen
50 **crop** Ernte, Getreide
55 **doable** machbar
58 **on a small scale** in
kleinem Umfang
62 **to be key** entschei-
dend sein
63 **deforestation**
Abholzung
75 **strata** Schicht
84 **zero waste** Null
Abfall, Zero-Waste
88 **to cease** enden
94 **to convert to sth** zu
etw übertreten
96 **to be still going
strong** noch immer
erfolgreich sein
98 **frozen aisle**
Tiefkühlregal
100 **privileged**
privilegiert
101 **preachy**
moralisierend
102 **educate** bilden,
ausbilden

WORKING WITH THE TEXT

2 Reading for gist

In your own words, explain in what way the people who were interviewed for this article are "like-minded".

3 Reading for detail

Read the text again and make profiles of the people: Anna, Douglas, Linda (photo-
grapher), Loyle, Sir Paul (musician), Stella and Mary (fashion designer, photographer).

4 Focus on analysis → S7.2 → Self-check 1.1


- a Decide if the text is written in a more informal or formal style. Give reasons.
- b Find examples in the text that help to classify its style, tone and register.

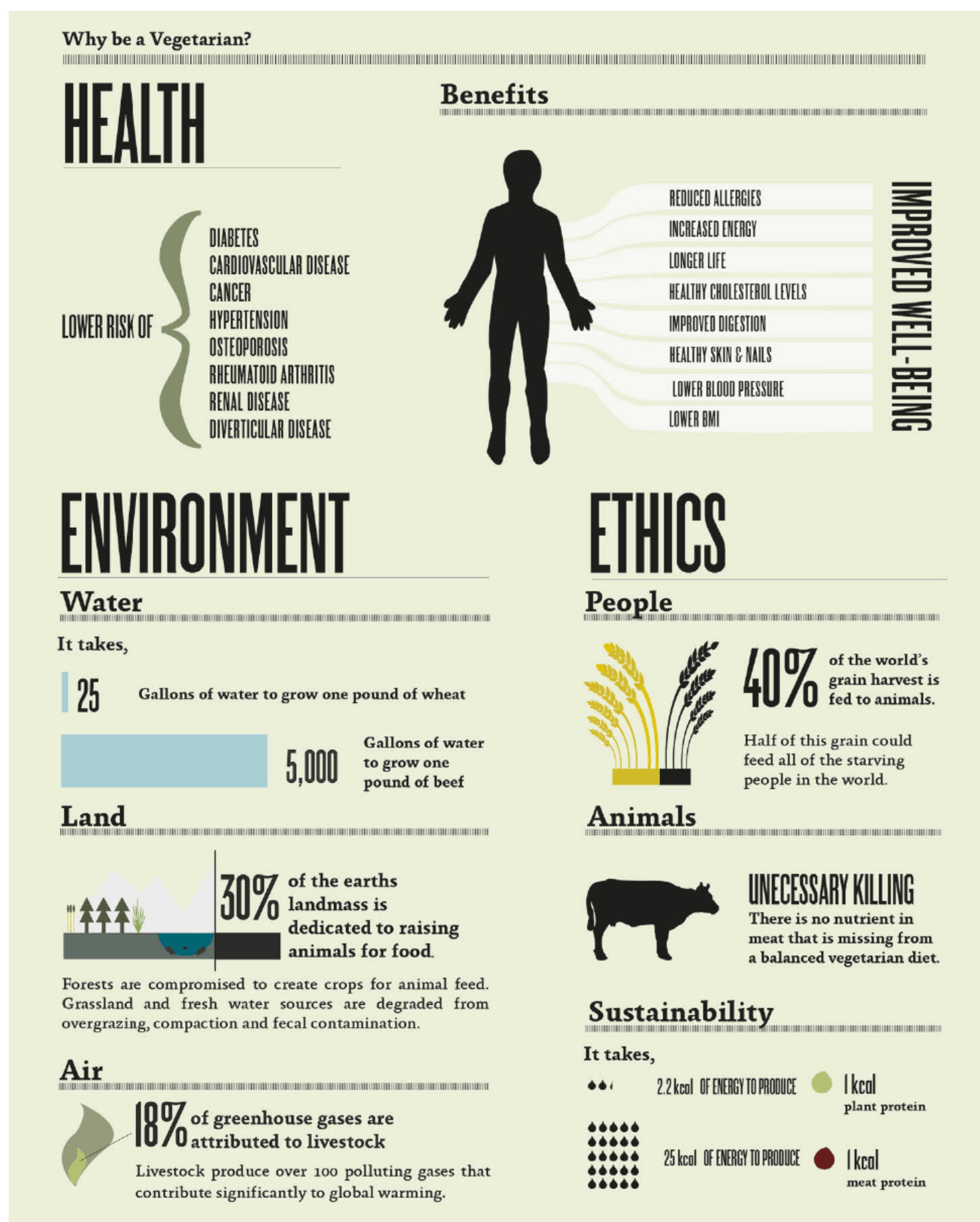
5 Writing a blog post → S 5.2 → Self-check 3.1

Choose one of the campaigns mentioned in the text and write a blog post about it. Outline the aims of the campaign and what it might achieve. Refer to your own experience.

A STEP FURTHER

6 Working with an infographic → O1 → S10 → Self-check 1.6

-  **a** With a partner, summarise the information presented in the infographic. Say whether you can relate to any of the reasons for being vegetarian. Give reasons.
- b** Choose one of the topics in the infographic. Do some research on the internet and prepare and give a 5-minute presentation on your chosen topic.



Stefanie Stobart, Euroveg, 2020