

GREENER CATERING

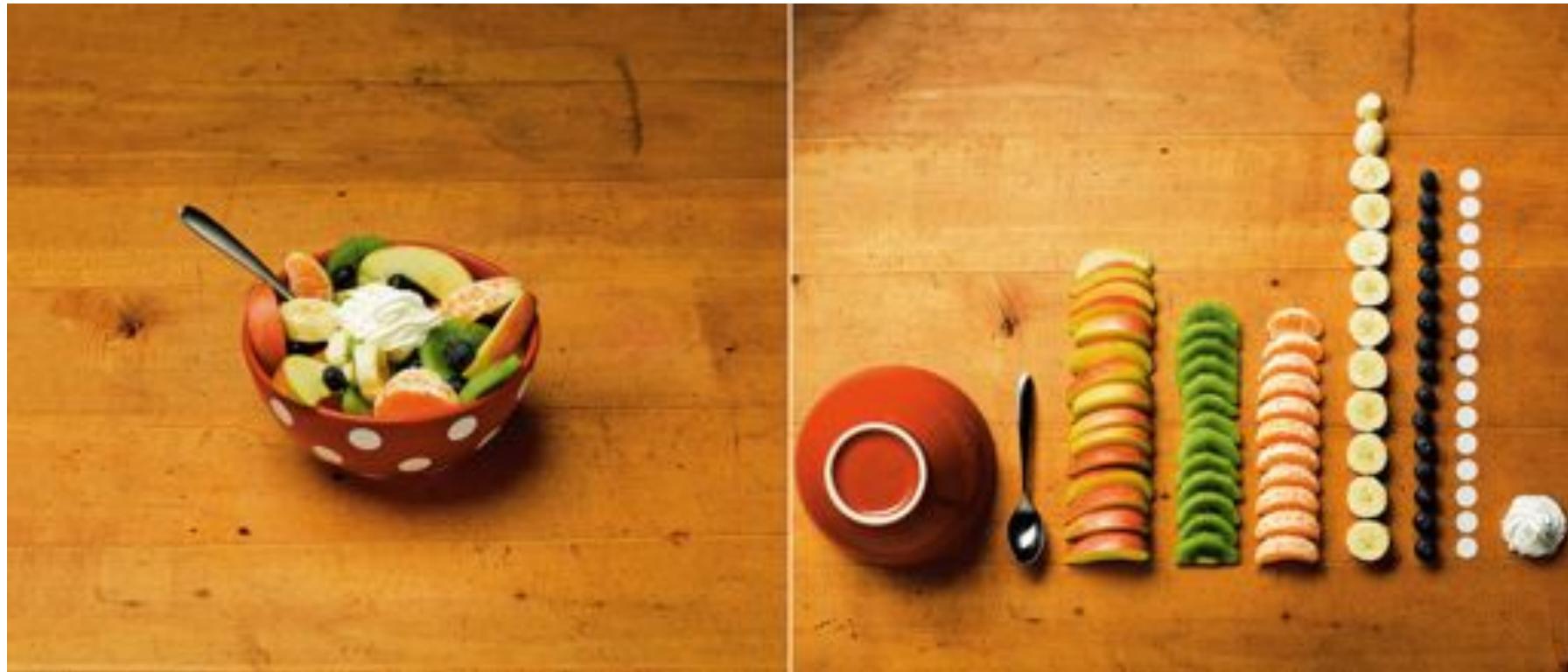


Budapest, 24 April 2012

2nd GO Group Workshop 2012
Session on Greener Catering

Lucile Barras

A Short Journey through Food



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Tremendous Development
from:



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To:



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From:





To:

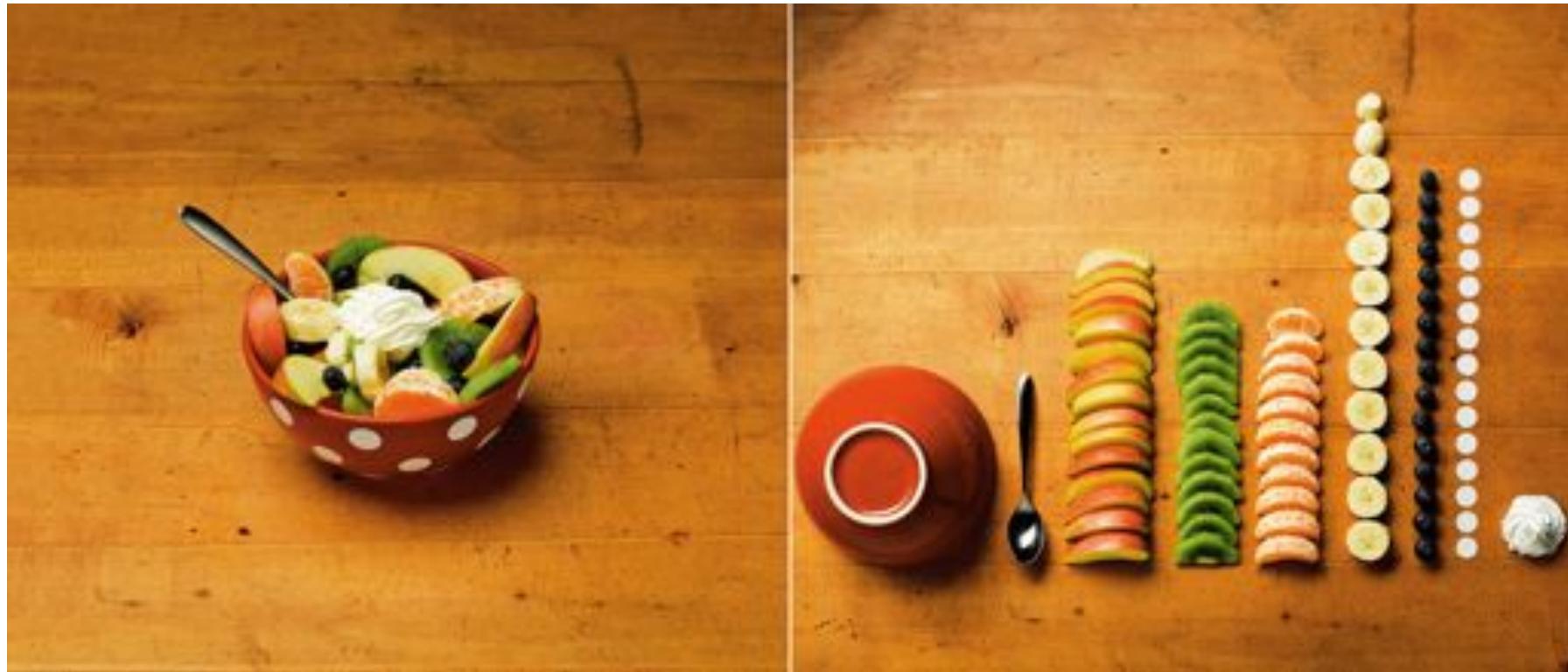


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Hey, what is in my plate?



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Environmental and Health Aspects



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Eat organic, seasonal, regional



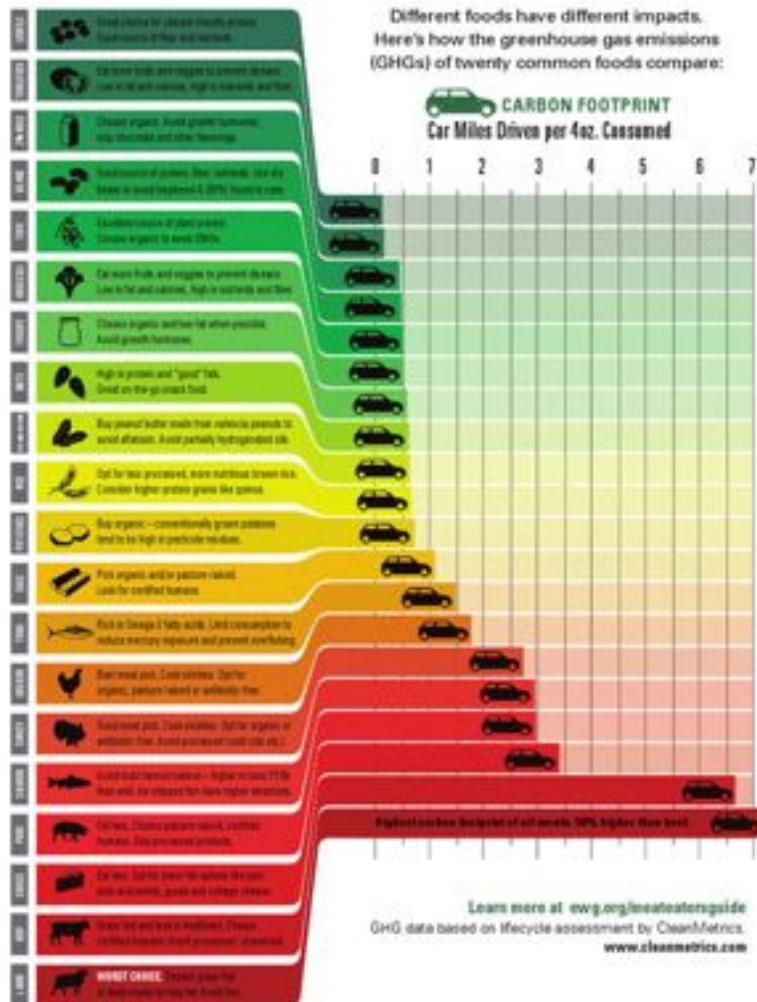
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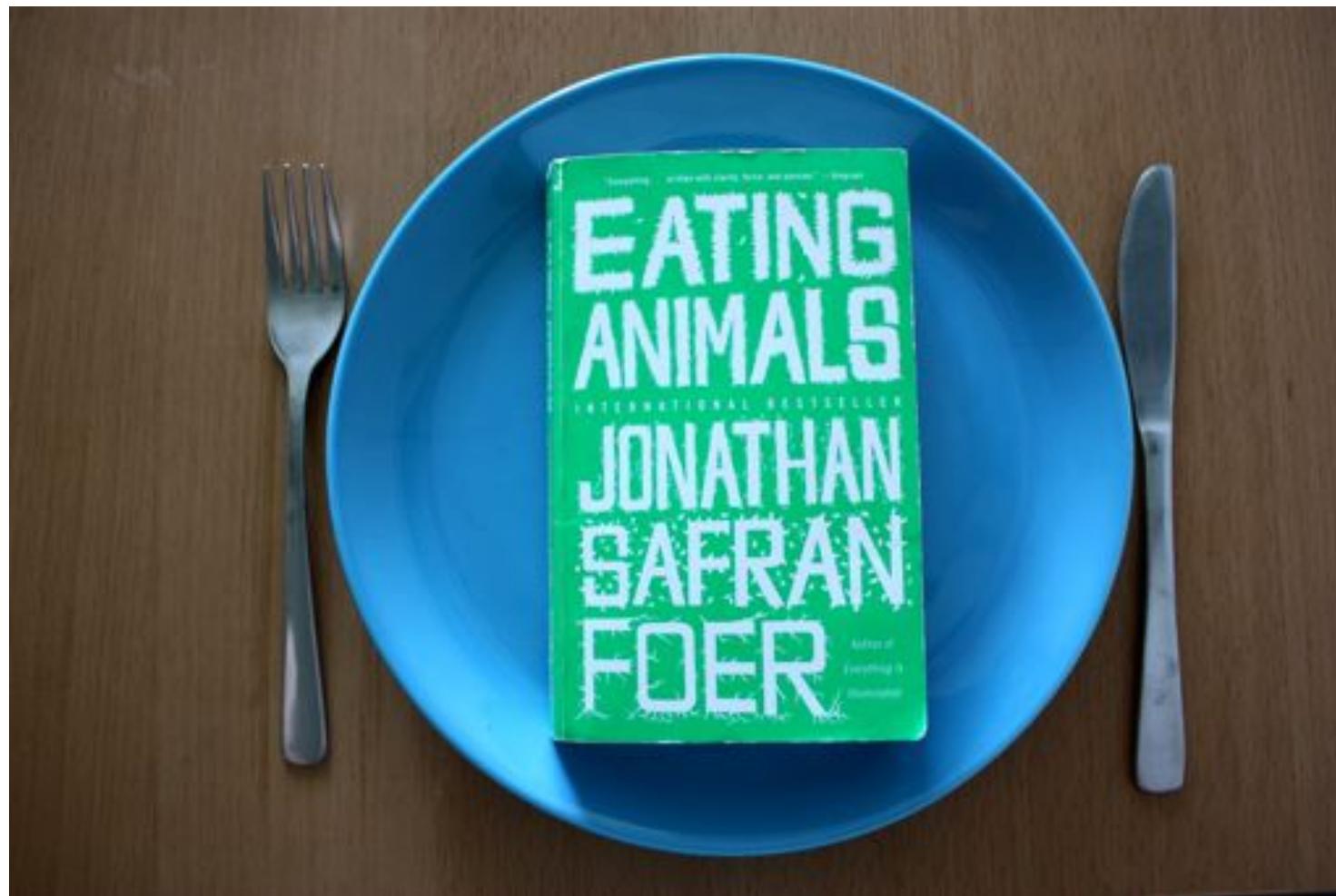
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Climate Impact of Food

EAT SMART. YOUR FOOD CHOICES AFFECT THE CLIMATE.



Meat vs. vegetarian food



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Food waste

1/3 of global food production!!





Food and personal identity



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Food and event identity



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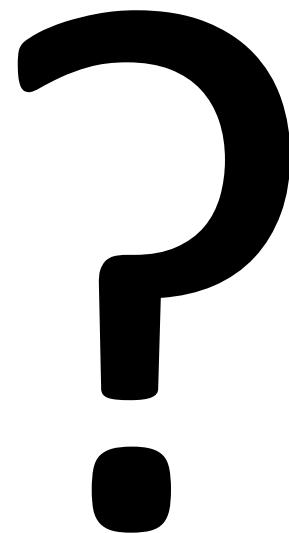
Conclusion

Tremendous transformation of the food market:
Evolution is going on.

Growing awareness of food impact on:
Health, environment and karma.

Strong identity and communication factor of food:
Choose your offer.

How?





Thank you!

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