

# RESOURCE SHEET: WWF'S LIVEWELL PRINCIPLES



## EAT MORE PLANTS

Enjoy vegetables, fruits and whole grains.

## EAT A VARIETY OF FOODS

Have a colourful plate!



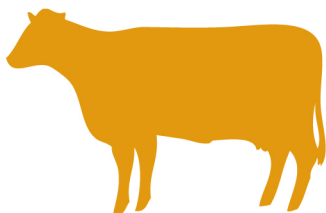
## WASTE LESS FOOD

One third of our food is lost or wasted.



## MODERATE YOUR MEAT CONSUMPTION - BOTH RED AND WHITE

Try other sources of proteins such as peas, beans and nuts.



## BUY FOOD THAT MEETS A CREDIBLE CERTIFIED STANDARD

Consider MSC, free-range and fair trade.

## EAT FEWER FOODS HIGH IN FAT, SALT AND SUGAR

Keep sweet and salty foods for occasional treats.



MSC stands for 'Marine Stewardship Council'. This logo means that the fish you buy was caught in a way that maintains fish stocks and protects the marine environment.



Free range means that the meat and eggs you eat come from animals that have been raised outdoors, at least some of the time.



Fair trade means that workers have received a fair amount of money for their products and worked in safe conditions.