

TIP 1: BUILD IN ONE "LOW IMPACT" MEAL YOU'LL ACTUALLY REPEAT

Pick one meal that is easy, cheap, and doesn't rely on meat or dairy, and make it part of your regular rotation.

TIP 2: USE LOCAL FOOD PROPERLY, NOT JUST OCCASIONALLY

Local food only works if you actually use it. Try a farmers' market or local veg box, but build your meals around it. Buying local and then letting it go off defeats the point.

TIPSHEET

FOOD

Did You Know?

Producing 1 kg of beef can use over 15,000 litres of water, compared to a fraction of that for most plant-based foods.

TIP 3: READ LABELS WITH A BIT OF SCEPTICISM

"Organic", "natural", "eco" don't tell the full story on their own. Look for clear certifications like Bord Bia or Fairtrade, but also check what the product actually is and how often you'll use it.

TIP 4: USE THE SEASONAL SHORTCUT

Instead of memorising a seasonal calendar, use this rule: if it's cheap, everywhere, and looks fresh, it's probably in season. Seasonal food tends to be lower impact and better value.

TIP 5: SPOT ULTRA PROCESSED FOODS QUICKLY

Flip the packet over. If the ingredient list is long and full of things you wouldn't recognise in a kitchen, it's likely ultra processed. These foods often have a higher environmental and health impact.

Additional Resources

- **Stop Food Waste Ireland** – Meal planning, storage advice, and leftover ideas: www.stopfoodwaste.ie
- **Bord Bia Best in Season** – What fruit and veg are in season in Ireland: www.bordbia.ie/whats-in-season/best-in-season/
- **Bord Bia Quality Assurance Scheme** – What the Bord Bia Quality Mark actually means: www.bordbia.ie/bord-bia-quality-mark/
- **Fairtrade Ireland** – What Fairtrade labels mean and when they matter: www.fairtrade.ie
- **Local farmers' markets (Ireland)** – Find markets near you and buy seasonal produce: www.irishfarmersmarkets.ie

