

2023

# SUSTAINABLE FOOD



# Sustainable food in Singapore

We behaved like our planet's resources are unlimited.

Now we know we were blatantly wrong. The choice is simple: we either start acting in a sustainable manner, or humanity will face an unpleasant future.

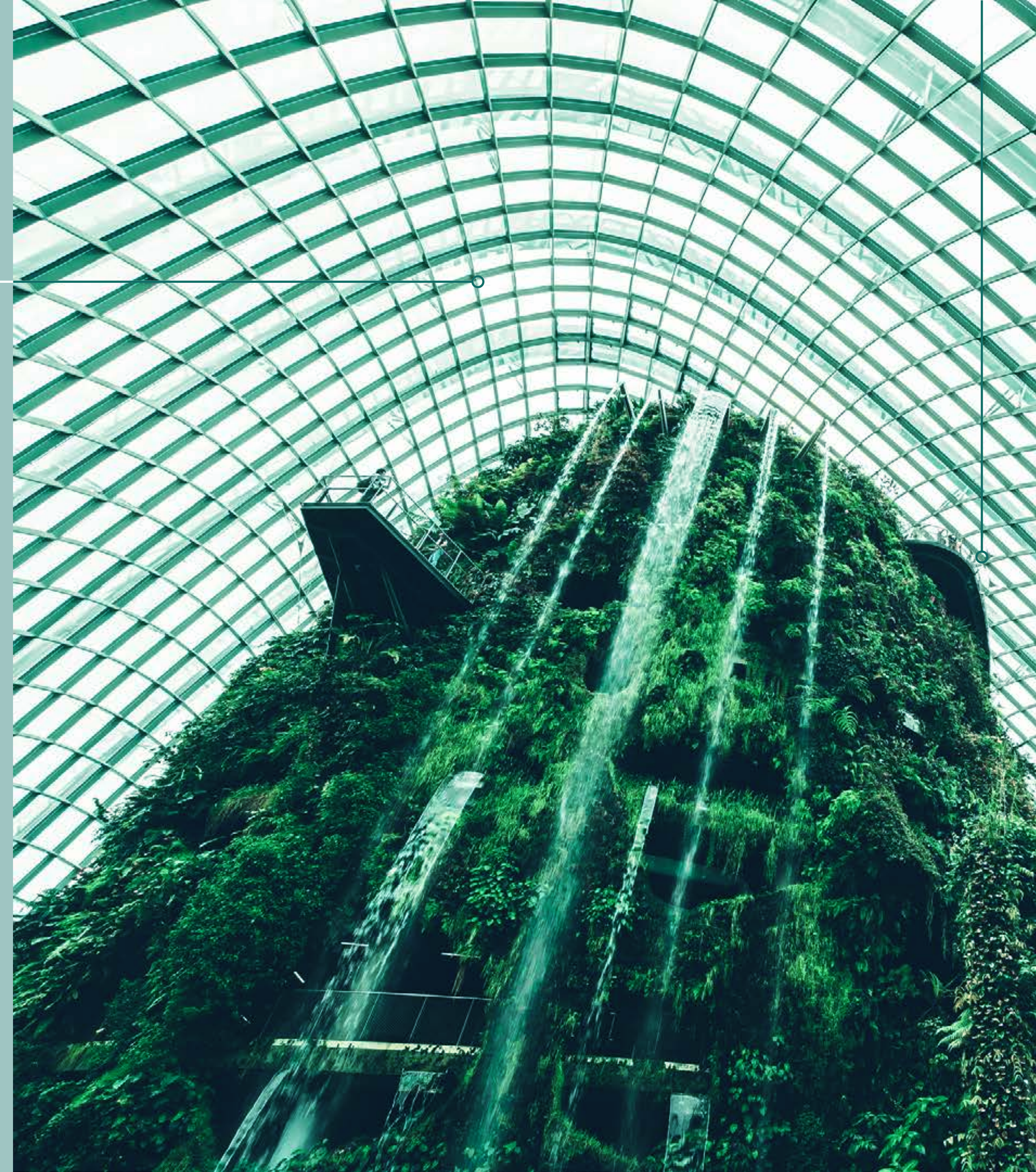
Food production is a prime candidate for the overhaul – its production eats up huge amounts of resources.

It will not be easy at all to bring sustainable food to everybody's plate.

But food is a complex and sensitive subject. It means much more to us than just getting the raw nutrients.

You have to look at how people relate to Sustainable Food – a deceptively simple concept, hiding complex implications.

Because without people's buy-in, the transition will be even harder.



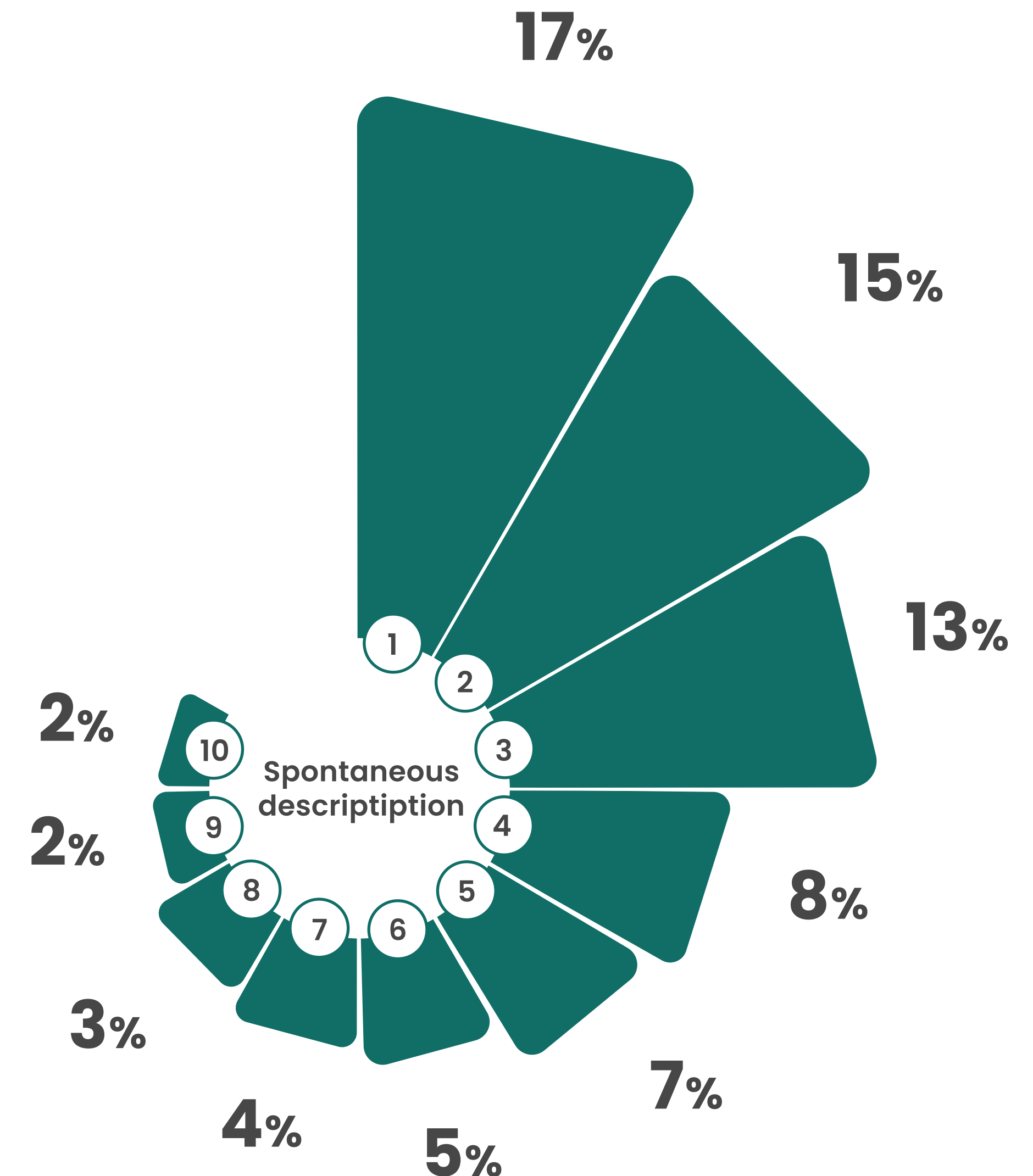
# Spontaneous description

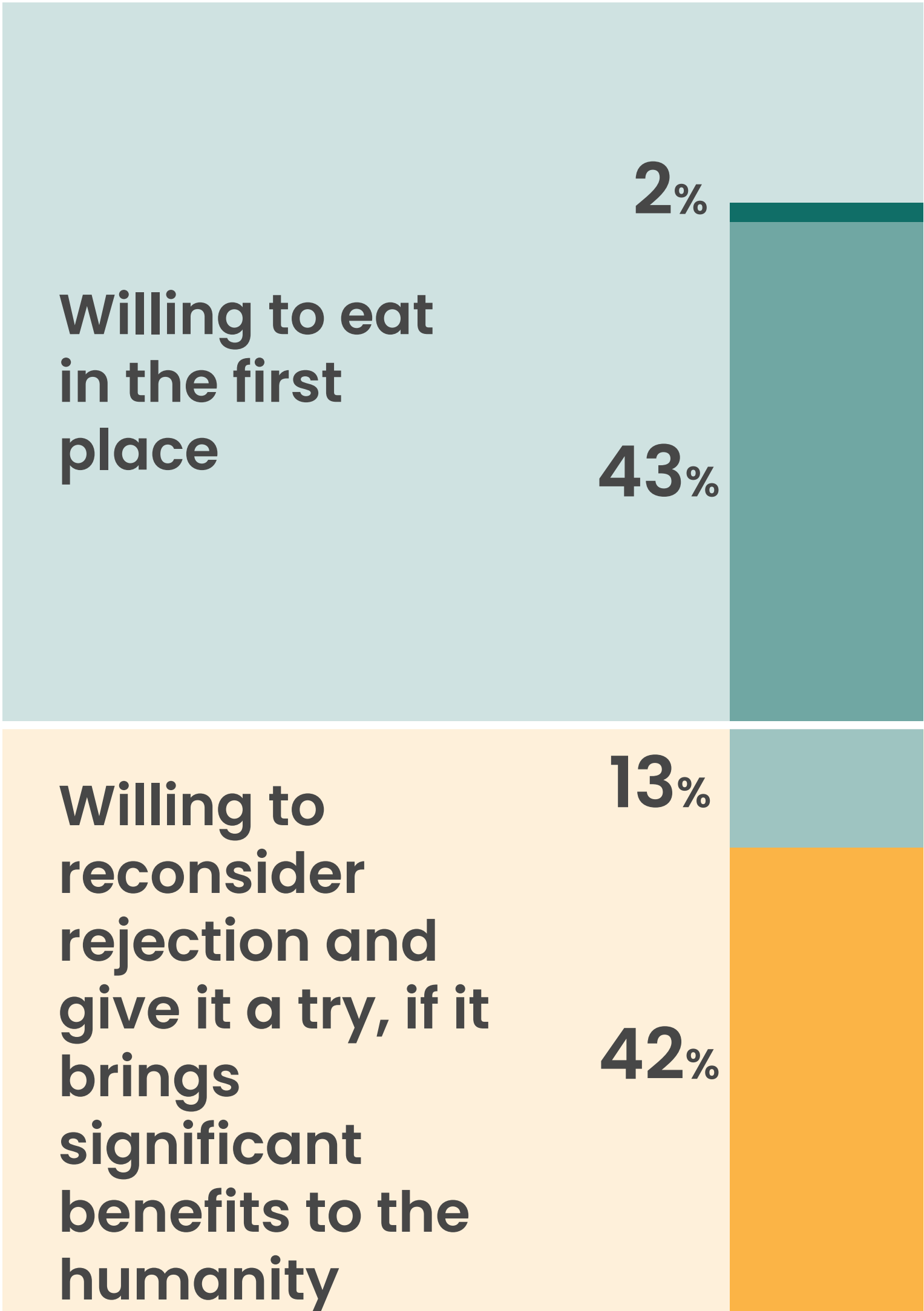
Besides being environmentally friendly, Singaporeans see **Sustainable Food** as plant-based or vegan; organic or natural is also a quite desired attribute.

And it has to be healthy and nutritious. And safe to eat, if possible.

What's not to like?

- ① Environmentally friendly
- ② Plant based or vegan
- ③ Healthy, nutritious or balanced diet
- ④ Safe
- ⑤ Organic or natural
- ⑥ Long lasting, canned or frozen
- ⑦ Food for all or food security
- ⑧ Good or tasty
- ⑨ Locally grown
- ⑩ Food recycling or reduce waste





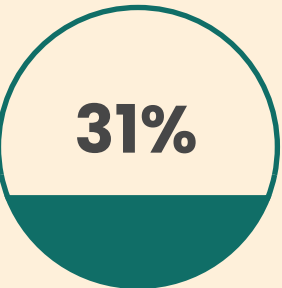
But food sustainability will require significant changes to our diets. Insects are some very promising candidates.

Are people ready for it?

Not really; 2 in 5 Singaporeans say under no circumstances would they accept insect-based food on their plate, mainly because such products are seen as disgusting and potentially unsafe to eat, and the very idea of eating bugs is disturbing.

There's still much work to be done before pushing forward such a controversial solution.

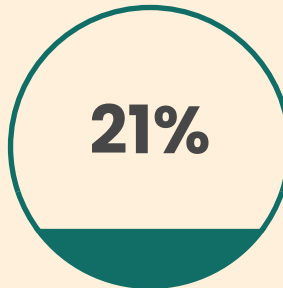
Barriers



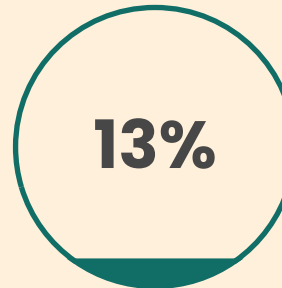
I think they are disgusting



I find the idea disturbing in general



I'm not sure that they are safe to eat

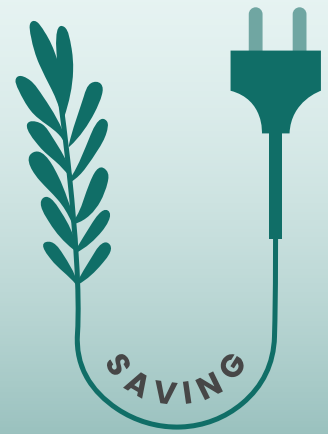


I don't think that they are good tasting

Be a part of the change and join the movement towards a healthier planet today!

To learn more, **fill out the form on our resources page**  
and you will receive the full report by email.





# SUSTAINABLE FOOD



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