

Title: How do we maximize nutrition and sustainability with our protein choices?

Summary

University of Guelph students partnered with Maple Leaf Foods to create an index for different protein sources based on nutrition and sustainability.

Transcript

Filmed from above, text appears and disappears over a red background covered in writing utensils, stationary and raw meat products. Sometimes a woman's hand and face appear and she draws decorative text and illustrations on the background.

The text reads:

Problem: North American meat consumption rates are unsustainable for a growing world population. But accessible, comparative data on the environmental and nutritional impact of various protein sources is lacking. How can we maximize nutrition and minimize the environmental footprint of our protein sources? (Nutritional Quality and Environmental Impact). We partnered with Maple Leaf Foods to help Canadians make informed protein choices. We collected mountains of data on: digestibility; land use; eater use; GHG emissions; water use; cricket; pork; beef; chicken; amino acids; protein amount; mealworm; soy. And created a novel comparative online tool for the web to assist with protein selection, all while generating research to support corporate decision making for better sustainability. Our work will empower and inform consumers to help make more nutritious and sustainable protein choices. Special thanks to: Maple Leaf, Food from Thought and Canada First Research Excellence Fund. Community engaged projects prepare our students to become tomorrow's leaders in the agri-food sector through experiential learning. For more information, visit arrelllfoodinstitute.ca/partner. Over 90% of the food used in the making of this video was donated or diverted from waste.