

Battle of the Burritos: Understanding Our 'Foodprint'

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Food Day

What's the 'foodprint' of a burrito?
It depends on the ingredients you choose!



BEEF BURRITO



638 calories
28 g protein
12 g fiber

896
grams CO₂ equivalent

VEGGIE BURRITO



604 calories
23 g protein
33 g fiber

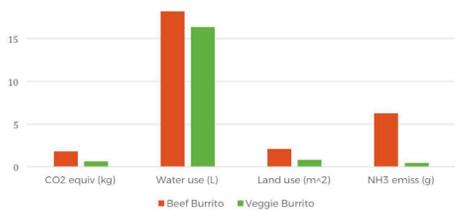
88
grams CO₂ equivalent

Burrito analysis by Jennifer Jay, PhD. Sources: Tilman & Clark (2014), caloriedcount.com. For more information, visit <http://www.cce.ucla.edu/profile-jay/>

Comparing the environmental impacts of beef vs. veggie burritos

(ingredients listed above)

Source: Meier & Christen (2012)



Sources: FAO, EPA

That's as much as the entire transportation sector.

Livestock is a major contributor to climate change, responsible for 14.5% of global greenhouse gas emissions.



2015

was the warmest year since modern record keeping began.

Source: NOAA

With population growth and increasing global demand for animal products, greenhouse gas emissions from agriculture are expected to rise

80%

by 2050.

Source: Tilman & Clark (2014)



Source: Mark Bittman, "Food Matters"

"If we each ate the equivalent of three fewer cheeseburgers a week, we'd cancel out the effects of all of the SUVs in the country."

For your health and the planet, experts recommend:

Eat more plants - fruits, veggies, nuts, seeds, legumes, and whole grains! Limit red and processed meats. Limit sugar-sweetened foods and drinks.

Source: DGA Advisory Committee Report



Hungry for more?
healthy.ucla.edu

This infographic was created in collaboration by Jennifer Jay, PhD, Professor, Department of Civil and Environmental Engineering; Amy Rowat, PhD, Professor, Department of Integrative Biology and Physiology; and Hannah Malan, MS, PhD Student, Community Health Sciences. Nutritional values used in these calculations come from caloriedcount.com. This nutrient data information is approximate and should be viewed and used as a guide only. Variation in preparation techniques, sources of supply, as well as regional and seasonal differences may affect the nutrition values of the final product.

#FoodDay2016 #UCFoodForAll #UCLALiveWell

Project Summary

Aligned with national Food Day on October 24, this project focused on educating students, staff, faculty, and community members about the carbon footprint – or 'foodprint' – of what we eat.

The week-long campaign featured an innovative infographic (left); a complementary panel discussion; promotional and follow-up blog posts; and a custom webpage with additional information about food and sustainability resources at UCLA. Highlights include the following:

- Created in partnership with Professors Amy Rowat and Jennifer Jay, the infographic illustrates an ingredient-level carbon footprint analysis of two burritos: one made with animal proteins, including beef and cheese, and the other made with vegetables.
- We partnered with UCLA Dining, Libraries, and Ronald Reagan (RR) Medical Center to disseminate over 400 infographic table tents in dining halls, libraries, and the RR cafeteria.
- The panel discussion expanded upon the concepts presented in the infographic, featuring panelists Professor Jennifer Jay, Adjunct Professor and Senior RR Dietitian Dana Hunnes, and Coalo Valley (Cricket) Farm CEO and Co-Founder Elliot Mermel.
- UCLA Dining provided a "flexitarian" lunch at the event, offering attendees a sneak peek of the plant-forward recipes featured in the new De Neve Flex Bar that was launched in Winter 2017.
- Coalo Valley Farms hosted a cricket tasting along with information about the environmental benefits of bugs as a source of dietary protein.
- The infographic was shared with all ten UC campuses through the GFI network, the campaign was featured in the *UC Food Observer*, and a follow-up Q+A blog with the panelists was published on *Huff Post*.
- The Food Day webpage (healthy.ucla.edu/foodday) highlighted events throughout the week and provided links to resources spanning food security, food films, food courses, and sustainable dining efforts at UCLA.



Acknowledgements

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