

In your opinion, to what extent should ethical and sustainable eating be further encouraged? (180 words, $\pm 10\%$)

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→ this is NOT ONLY about fake meat ⚠

ETHICAL = Ethical factors surrounding food are those that are seen as being morally right. For example, buying food which is **Fairtrade**.

SUSTAINABLE = food that is produced, processed, distributed and disposed of in ways that contribute to thriving local economies. It is also food that protects the diversity and welfare of both plants and animals, avoid contributing to climate change and wasting natural resources and provide social benefits.

Sustainable development = développement durable

/sə'steɪnəbəl dɪ'veləpmənt/

An approach to human development that aims to meet the needs of the present without compromising the ability of future generations to meet their own needs.

Fair Trade

Organic food

Animal Welfare

GREENWASHING

You might remember the controversy back in 2019 when **McDonald's introduced paper straws that turned out to be non-recyclable**. Aside from the questionable practice of cutting down trees to make disposable straws, this was a classic example of a corporate giant pretending to address an issue — in this case, plastic pollution — without actually doing anything.

<https://thesustainableagency.com/>

Nestlé, for example, prides itself on being a sustainable company, but has been accused of extracting large quantities of groundwater in regions where water is scarce and of being one of the biggest producers of plastic waste.

PAIR WORK

Write a short introduction (two sentences tops)

Find a plan (Two parts / one example in each)

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The implications of what somebody chooses to eat are far reaching¹ and may ultimately have an impact on their life and on the lives of others. Yet, one should not jump in blindly.

On paper², there is everything to gain from choosing, say, organic and local food. This can benefit both consumers and producers, while limiting the environmental impact. Buying Fairtrade products, **for instance**, guarantees consumers that producers get their fair share, and this kind of responsible purchasing should be encouraged. Children should be taught at school not to favor convenience³ and habit over sustainability.

In practice, though, things are not so clear-cut. Choosing plant-based meat may limit the greenhouse-gas emissions caused by farming and livestock breeding. But some alternatives can have significant environmental impacts. **For example**, cultivating soybean⁴ can contribute to deforestation in certain regions. Therefore, ethical and sustainable eating is paved with good intentions⁵, but are customers simply buying themselves a clear conscience, with the help of companies like Nestlé whose marketing strategy borders on⁶ greenwashing?

Still, I believe ethical and sustainable eating should be embraced, provided⁷ noble causes are not hijacked⁸ and customers have access to all the information they need to make wiser choices.

198 words

¹ Far-reaching = d'une portée considérable

² On paper = in theory = theoretically

³ Convenience = commodité

⁴ Soybean = soja

⁵ To be paved with good intentions = être plein de bonnes intentions.

⁶ To border on sth = frôler / friser qch

⁷ Provided = à condition que

⁸ To hijack = détourner

Introduction:

Accroche

Problématique

⚠ Ne pas recopier la question ⚠

1er paragraphe :

On the face of it, it should be encouraged.

Exemples

2è paragraphe :

However, there's more to it than meets the eye.

Exemples

Conclusion

Réponse à la question posée

