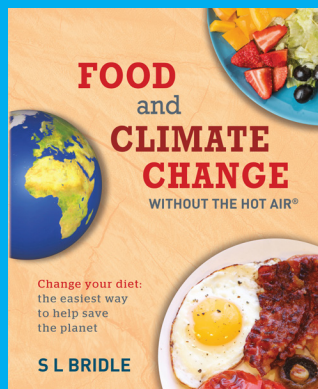


## EAT ECO - NEW BOOKS REVEALS SIMPLE WAYS TO SAVE THE PLANET

*How can changing our diet help the climate crisis?*



### WHY THIS BOOK MATTERS

- A quarter of all greenhouse gas emissions come from food - so diet is a simple but crucial way to reduce our carbon footprint.
- The book offers quick tips and easy food swaps to help us all save the planet.
- Sets out how the foods we eat contribute to the climate crisis in a concise, easy to read manner, using color diagrams and illustrations.
- Author is a Professor at Manchester University, TEDx speaker, food activist and an acknowledged expert on food sustainability.

*Food and Climate Change Without the Hot Air* is published in January 2021 by UIT Cambridge and available from all good bookshops, priced at US \$23.99 CAD 25.99 in paperback. ISBN: 9780857845030

The author is committed to ensuring that everyone reads the book and uses it to make food more sustainable, so it will be free as an ebook.

The climate crisis is causing major changes to our world – sea levels are rising, species are becoming extinct and food production is expected to fall. *Food and Climate Change Without the Hot Air* is a comprehensive guide to the small changes we can all make to our diet to fight climate change.

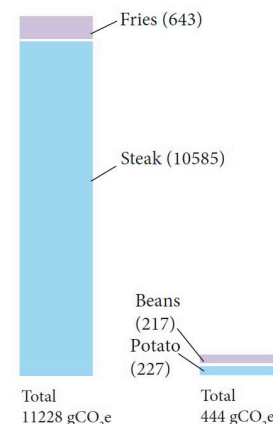
Based on the latest scientific research, the book doesn't advocate one diet over another but sets out the facts we all need to know to make informed decisions about the way we eat – from what foods we buy to where we buy them and how we cook them.

The book guides us through a typical day, starting with how different breakfast options impact the planet, followed by lunch, dinner and, of course, snacks. To

calculate the impact each food has, it takes into account all parts of the food chain – clearing land, growing, processing, manufacturing, packaging and transportation, as well as cooking the food at home and disposing of waste.

The pages are bursting with surprising facts to arm yourself with – e.g. a cheese sandwich causes more climate impact than a chicken sandwich and a latte causes ten times the climate damage of a regular coffee, even if you take into account the paper cup.

Using this book, readers can apply this knowledge to tweak their favorite meals and recipes in order to reduce their food emissions – making it easy to do your bit to save the planet.



A child told Sarah, "I don't understand what your book is about, but I really get the diagrams!"

### ABOUT THE AUTHOR



Sarah Bridle is a professor at Manchester University and food activist. She became committed to a change in food policy because of her children and her concern for their future. She divides her research time between food-related climate change and astrophysics.

Bridle is the founder of a [sustainable food network](#) and leads both [Take a Bite out of Climate Change](#) and the [Greenhouse Gas and Dietary Choices](#) Open Source Toolkit.

[@sarahbridle](#) #faccwtha  
<http://sarahbridle.net/faccwtha.html>

### READY TO SPEAK TO THE MEDIA:

Sarah Bridle is available to interview, write guest articles and provide expert comment on topics including:

- ◆◆◆ Quiz: What's your food carbon footprint?
- ◆◆◆ Eat Eco Challenge: Swap your food habits for 7 days and see how many emissions (& money!) you save
- ◆◆◆ Tea v coffee – which of our favorite foods & drinks are worst for the planet?
- ◆◆◆ 10 surprising facts about food and climate change
- ◆◆◆ Top budget-friendly tips to reduce food waste
- ◆◆◆ Is going vegan the way to save the planet?

- Quick ways to make your favorite dinners more eco-friendly
- ◆◆◆ 10 simple ways to reduce your carbon footprint – switch to veg spread, microwave potatoes, eat beans
- ◆◆◆ Eco-friendly snack swaps – water for orange juice, apples for berries & chocolate for cake
- ◆◆◆ How are fertilizers so bad for the planet?
- ◆◆◆ What can the government do to tackle food emissions?
- ◆◆◆ How can we change farming practices to reduce food emissions?