ODRŽIVA PREHRANA: ZDRAVA ZA LJUDE, ODRŽIVA ZA PLANET

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Cilj ovog izlaganja je dati pregled trendova u prehrani vezanih uz održivost. Prehrambene navike imaju velik uticaj na okoliš a proizvodnja hrane uzrokuje 33 % globalne godišnje emisije stakleničkih plinova. Kako ljudska populacija eksponencijalno raste, a prirodni izvori se iscrpljuju alarmantnom brzinom, sve je veći broj potrošača zabrinut ne samo za prehranu i njezin uticaj na zdravlje već i za to kako i gdje je hrana uzgojena/proizvedena te jesu li pri tome primjenjivani principi održive proizvodnje. FAO održivu prehranu definira kao prehranu koja ima nizak utjecaj na okoliš, koja doprinosi sigurnosti hrane i prehrane te boljitku sadašnjih i budućih generacija. Posebno mjesto u konceptu održive prehrane ima tradicionalna hrana. Istovremeno, dio potrošača poistovjećuje organsku proizvodnju sa održivom proizvodnjom iako suvremeni standardi proizvodnje ne potvrđuju takav stav. Zbog toga je bitno educirati potrošače da i postupci poput kupovine namirnica u sezoni kada dospijevaju, od lokalnih proizvođača, sa što manje ambalažnog materijala i što manje dodanih sastojaka tijekom prerade, kao i kupovina namirnica u količini koja je zaista potrebna te minimiziranje otpada hrane također doprinose održivosti. U konačnici moramo si osvijestiti činjenicu da su potrošači zbunjeni mnoštvom deklaracija, da trebaju pojašnjenje što pojam održivosti zaista podrazumijeva te da svi skupa moramo reevaluirati mogućnosti prehrambene tehnologije da zadovolji potrebe za hranom. S ciljem pronalaska odgovora na sva otvorena pitanja potrebno je udruživanje potrošača, dobavljača, prehrambene industrije i vlasti.

Ključne reči: održiva prehrana, edukacija, potrošači
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SUSTAINABLE DIET: HEALTY FOR HUMANS AND SUSTAINABLE FOR THE PLANET

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The aim of this lecture is to give an overview of trends in nutrition regarding the sustainability. Eating habits have a major impact on the environment and food production is responsible for 33 % of the total annual emission of the greenhouse gasses globally. As the human population increases exponentially and natural sources disappear at an alarming rate, consumers are increasingly concerned not just with nutrition and its impact on the human health but also with how food was produced and weather sustainable agricultural practices were used. According the FAO sustainable diets are those diets with low environmental impacts which contribute to food and nutrition security and to healthy life for present and future generations. Special position within the concept of sustainable diet belongs to traditional food. Current data show that some consumers perceive organic production and sustainability as one and the same, even though current production standards may not validate this concept. Therefore, consumers should be educated that buying foods in-season, from local sources, when possible, with minimal packaging and fewer ingredients, and in the amount which they really need to fulfil the needs and at the same time to minimise food waste also contribute to food sustainability. In conclusion, we need to be aware of the fact that consumers are very confused with too many labels, that they need explanation on what sustainable nutrition really means, and that we need to re-evaluate possibilities of food technology to keep up on satisfying demand of our food supply chains. And to find the answers to all remaining questions we need joint responsibility of consumers, retailers, food industry and governments.

Keywords: sustainable diet, education, consumers

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