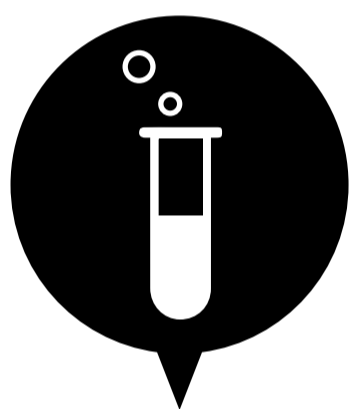


HEALTHY

 <p>Carrot</p>	 <p>Muesli Bar</p>
<p><i>Ingredients</i></p> <p>Carrot</p>	<p><i>Ingredients</i></p> <p>Wholegrain cereals (48%) [Rolled Oats (36%), whole grain wheat (12%)], glucose (wheat), compound chocolate chips (9%) [sugar, vegetable oil, milk solids, cocoa, cocoa mass, emulsifiers (492, soylecithin), salt], wheat puffs (wholemeal wheat flour (5%), wheat starch, sugar, antioxidant [307b]), dietary fibre (inulin), sunflower oil (soy), sugar, humectant (glycerine), modified wheat starch (1412), coconut (sulphites), invert sugar, honey, skim milk powder, emulsifier (soy lecithin), flavour, preservative (223) (sulphites).</p>

When did food stop being grown on farms and start being made in factories and labs?



223 = food?

Food labelling is a minefield. Real food is being replaced by a series of indecipherable numbers, syrups and fillers...



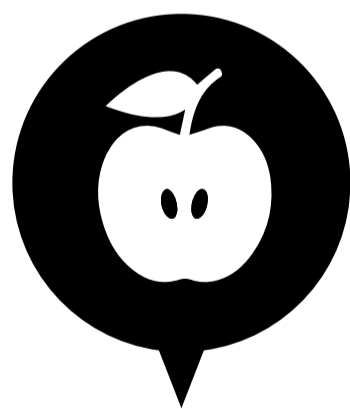
It's killing us

Today's generation of children may be the first to have a shorter life expectancy than their parents due to diet



Unhealthy

Over half the population in Australia is overweight or obese. This leads to a cost burden of over \$40 billion dollars annually (healthcare and lost productivity)



Real food ✓

Eat food that's been grown by a farmer (wholefood) and avoid plastic packaging. Simple really



Food = Life

Treat food like it's health insurance. What you eat will influence your quality of life



Disease

Diet-related illnesses such as some cancers, type-2 diabetes, heart disease and stroke are amongst our biggest killers



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