



You want to bake your cake

But what happens before?

Where do your ingredients come from?

Where does the energy to power your oven come from?

What is the impact of your cake into the world?

Everything starts... at the shop

First of all, never forget to read the product label, which contains “best before” date, nutritional information, and producer.

You have the list of your ingredients and go to the shop, but then ... which flour, which eggs, which butter and milk do you have to buy?

Pay attention to “Organic” or “Fair Trade”, certification, content of vitamins, fibers, sugars, saturated fats and any other nutrients detail.



Water, sun, soil ... what else?

- First of all to grow a plant you need a seed and some suitable soil.
- With some water and the warmth of the sun the seed germinates underground.
- The plant grows and produces its new leaves, fruits and seeds.
- The soil need to be reach of nutrients for the plant and watered to remain wet, but also pests must be controlled to avoid damage to the crop.
- Which are the things we usually eat? Think about an apple pie.



Large scale, industrial agriculture

- Never forget that the first objective of the large scale industrial agriculture is high economical profit for the production firm.
- It usually makes extensive use of mechanization, chemicals, antibiotics and pesticides, seeds selection for high yield and not necessarily for good food, factory-style treatment of animals.
- It's true it usually brings to the market cheaper products, but this does not include the environmental cost related to pollution, reduced biodiversity, soil depletion, fish die-offs and water waste.



Integrated Farming

- Integrated Farming is a farm management system which aims to deliver more sustainable agriculture, combining the best of modern tools and technologies with traditional practices.
- In Integrated Farming you still use chemicals but keep them to a minimum and practice crop rotation, look for parasites before spraying the field unnecessarily, reduce the water consumption, extend the use of renewable energy, pay attention to environmental protection.



Organic Agriculture

- First of all organic agriculture is sustainable, and takes care of its impact on the soil, its uses, the environment as a whole, the global climate, air and water pollution and last but not least the community that lives where food is produced.
- Synthetic pesticides and fertilizers are excluded, using instead manure and compost to enrich the soil , ladybirds and wasps to get rid of pests, crop rotation to preserve the good quality of soils.
- Weeds are controlled by mechanical means, pulling them away with special machines or by hand, or adding straw and wood chips between the rows of plants.
- GMO cannot be used in any step in the production chain.
- This production methodology grows products with fewer chemical residues and generates less pollution with a better environmental footprint, even if the production per hectare is lower.
- Unfortunately until today no wide scale, long term scientific study has been conducted to evaluate the direct benefit of organic food consumption or the statement that “organic food tastes better”.



Local products

- Transport can make the difference when you think about the energy consumption and CO² emissions needed for the food to be produced and brought to your table.
- When you can choose (ok, bananas do not grow well in the snowy Alps ...), buy local products, which do not need to travel 1,000 Km in a lorry, burning 250 liters of diesel and throwing 250 kg of CO² in the air we all breath.
- And when you think about water, why do you think you need a plastic bottle when there are already good pipes bringing it to the tap in your kitchen?



GMO - what is it?

- Genetically modified organisms (GMOs) can be defined as organisms (i.e. plants, animals or microorganisms) in which the genetic material (DNA) has been altered in a way that does not occur naturally by mating and/or natural recombination. The technology is often called “modern biotechnology” or “gene technology”, sometimes also “recombinant DNA technology” or “genetic engineering”. It allows selected individual genes to be transferred from one organism into another, also between non-related species. Foods produced from or using GM organisms are often referred to as GM foods.



- (Source WHO, 2016)

GMO or not GMO

- People and governments around the world frequently discuss if it is safe to introduce GMO crops which have never been on the Earth before their invention.
- On the one hand GMO plants are more resilient to extreme weather conditions and parasites, but also chemicals, and yield more nutrient food.
- On the other hand GMO food is not proven to be safe for the long-term health of the people who eats it and for the environmental sustainability of the land where it grows.
- For sure GMOs are good for the Industries which makes them ...

