

EARTH

MOB

REDUCE WASTE. SPEND LESS. BE SUSTAINABLE.

PAVILION

CONTENTS

Welcome

Time for Change

Diet

Sustainable Food Choices

Shopping and Organisation

Cooking

Food Waste

Water

Plastic

Life

Resources

Footnotes



WELCOME ON BOARD MOB

We're over the moon that you're here to join us on this shared mission to becoming more sustainable. This book is about an issue very close to all of our hearts. It's about our future and our planet.

At MOB Kitchen we are striving to be better; and this means being kinder to our planet by using up everything in our fridge, cutting down on all waste and making more eco-conscious shopping decisions.

We're not going to lie; it's been a challenge. When we started our journey to becoming more sustainable, it was incredibly daunting. There was so much information to take on board.

The issue was that we wanted to be better, but we didn't really know where to start. There is so much noise about all the things we *should* be doing. But what should we focus on?

We had simple questions like which plastics are really recyclable? What do 'free range' and 'organic' actually mean? Can you really use a Parmesan rind in your cooking?

What we needed was a comprehensive, no-frills guide about how to be more sustainable in the kitchen – but it didn't exist. So, we've created it.

We know how much you care about our planet, and this is our attempt to help. *EARTH MOB* contains answers to all your food-related queries, and in this handbook we want to give you all the tools that you need to be the best, most ecologically-minded version of yourselves, without getting overwhelmed by the task.

Our future starts at home with all of the small choices we make every day around food. Let's do this.

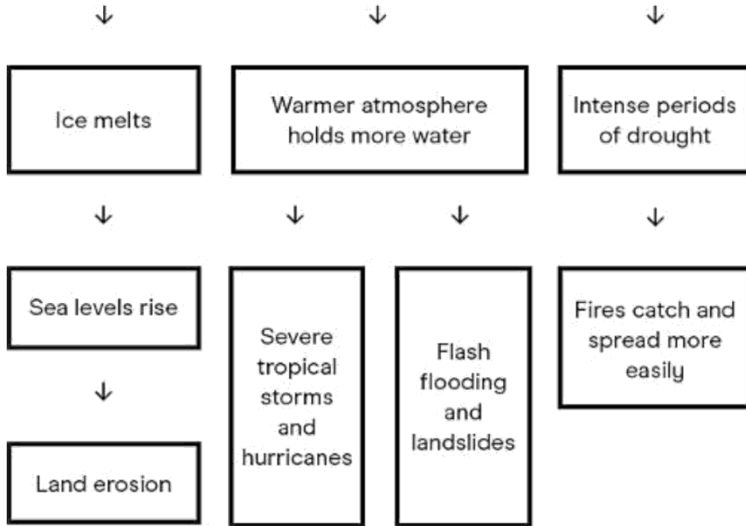
TIME TO ACT

First things first, let's talk about what's happening to our planet. Even if across the world certain individuals and organizations are playing ignorant, the effects of climate change are already being felt.

To put it into perspective, each year over 20 million people are forced out of their homes because of climate change.¹ Be it devastating cyclones in Africa, deadly floods and landslides in South Asia, crop-failing droughts in Central America, the hottest summers on record in Europe or the heart-wrenching Australian bushfires, we can no longer ignore what is going on.

SO, HOW IS THIS HAPPENING?

TEMPERATURES RISE



Our ecosystems are being put to the test by increasingly extreme weather conditions. Nature is resilient, but with devastation happening on an increasing scale it needs a helping hand.

Anything we can do now to reduce our individual climate impact is crucially important and it DOES make a difference.

WE CAN ALL MAKE A DIFFERENCE

To be clear MOB – taking the full responsibility of climate change on yourself is simply not fair. In order for large-scale change to happen, governments around the world need to step up to the plate and change their policies. In the meantime, we all have a voice and we can use it to come together and make some noise.

Take Greta Thunberg. If you haven't already heard of her we are not sure what rock you have been living under for the past two years, but, to fill you in, this teenage Swedish climate change activist has been making waves around the world, spear-heading a global call for action.

One Friday in August 2018, Greta decided that instead of going to school she would start an environmental strike outside the Swedish parliament to protest against the lack of action on the climate crisis. Her three-week long initial protest gained publicity, and now every Friday students around the world follow in her footsteps striking for #fridaysforfuture.

Greta has Asperger's syndrome, which she considers a gift because it allows her to see the world and its climate crisis in black and white. She gives refreshingly honest speeches, challenges global leaders on their environmental policies and

has sailed across the Atlantic on a zero-carbon yacht twice to attend a UN action summit. Greta is a leader and we should all be doing what we can to follow her example.



**"NO ONE IS TOO
SMALL TO MAKE A DIFFERENCE"**

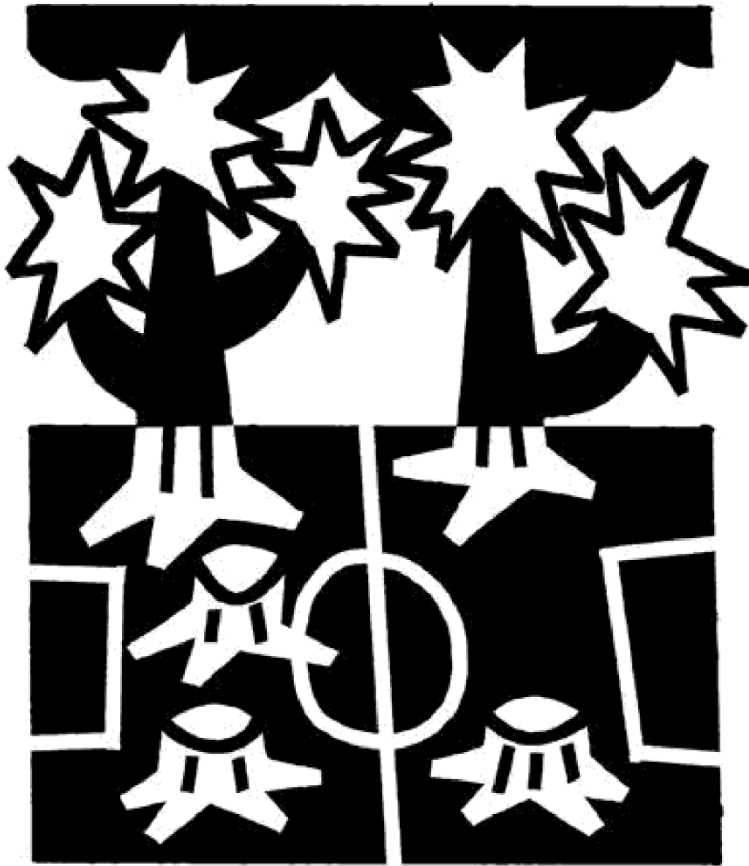
+ GRETA THUNBERG

ENVIRONMENTAL

THE BAD NEWS

- The Earth is currently on track for a **2.9–3.4°C** (37.2–38°F) increase in temperature by 2100. Experts warn that this increase must be kept below **1.5°C** (34.7°F) to avoid devastating impacts.²
- The United Nations reports that **1 million** species of plants and animals are at risk from **extinction**.³
- The world's food system is responsible for at least $\frac{1}{3}$ of all greenhouse gas emissions.⁴
- **One football pitch** of forest is destroyed every **second**.⁵
- The rate of Antarctic ice loss has **tripled** in the last decade.⁶
- Climate change is already affecting food security.
- The World Health Organization (WHO) estimates that **4.2 million** people die globally every year as a result of air pollution.⁷
- In 2019 the Earth Overshoot Day was **29 July**. This means that by 29 July we had used up all of that year's

regenerative resources.⁸



HEADLINES

THE GOOD NEWS

- An estimated **6.6 million** people across **185 countries** took part in the global climate strikes in September 2019.⁹
- **1 in 3** people are now shopping more consciously.¹⁰
- Costa Rica has one of the most ambitious climate change plans to completely decarbonize its economy by 2050. **98%** of its electricity already comes from **renewable resources**.¹¹
- **Generation Z** (those born between 1995 and 2012) have the highest levels of social responsibility and are the most globally mobilized around causes they believe in.¹²
- There are **170+** global organizations addressing climate change.¹³
- Stricter restrictions have been placed on **single-use plastic** around the world.



- The European Green Deal aims to make Europe the first **climate-neutral** continent by 2050.¹⁴
- Everyone is **talking** about climate change – **even the Pope.**¹⁵
- More and more trees are being planted. Ethiopia planted more than **350 million trees in just one day!**¹⁶

MOB, IT'S TIME FOR CHANGE.

First things first, and that's getting the kit for sustainability. These are our reusable staples →



- ✓ Reusable water bottle
- ✓ Reusable coffee cup
- ✓ Tote or string shopping bag
- ✓ Bamboo straw
- ✓ Reusable cutlery set

SEASONALITY

Part of becoming more sustainable in the kitchen is understanding where our food comes from. When nearly everything we buy is pre-washed, pre-packaged and sometimes even pre-cut, it is easy to forget that our fruit and veg have been grown, loved and tended to by another human being.

To put it differently – if you had the time and the patience of a saint, you could even grow a lemon tree from a pip – that’s if you didn’t mind waiting up to 15 years for it to produce any fruit.

So MOB, to help make sure that we don’t absent-mindedly throw out half a courgette that has been lurking at the back of our fridge, we’ve got to appreciate the effort that goes into growing it in the first place.

That starts with a shout-out to the farmers who dedicate their lives to producing food for our plates.



FARMING

An estimated 95% of our food is produced using soil.¹⁷ It is the foundation of our food system and maintaining its health is vital.

Soil is its own living ecosystem, teeming with bugs and all sorts of life. It converts dead matter into nutrients, acts as a water filter, controls diseases and even mitigates against climate change by storing carbon – we NEED to care for it.

Healthy soil = lots of good-quality fruit and veg = happy humans.

Unfortunately, over the past 50 years the soil has taken a battering. In order to feed an ever-increasing population, we have had to find ways of producing food faster. This means spraying our crops with harsh chemicals and repeatedly using the same piece of land to grow crops year in, year out.

These industrialized farming processes harm the soil, repeatedly stripping it of its natural nutrients, without allowing time for recovery. Luckily, there are some fantastic farmers out there who are trying to save our soil.

These farmers are using more natural methods that promote and maintain our plants and wildlife. Growing different crops alongside one another is one of the best ways to keep our soil happy, which is good news because we love diversity and so do plants.

So, what can the MOB do to help?

- Try different types of fruit and veg. There are over 30,000 edible plant species in the world, and we currently only eat 150–200 of them!¹⁸
- Support your local farmers. If you hear of a local market happening then go along – it's a great way to get quality produce at a good price.
- Eat more seasonally. This means trying not to buy asparagus in winter or parsnips in the summertime.

That last one is an absolute game changer. Eating seasonally means our food is fresher, more nutritious and above all **MORE DELICIOUS**. And don't worry if you don't know what's in season when, the following pages contain a guide to eating for the seasons.

SPRING

Veg:

- Asparagus
- Cauliflower
- Jersey Royal new potatoes
- Peas
- Purple sprouting broccoli
- Spinach
- Spring greens
- Spring onions
- Radishes
- Watercress

Fruit:

- Elderflower
- Rhubarb*

Meat:

- Lamb

Fish:

- Crab
- Mussels
- Plaice
- Salmon
- Sea trout

*yes, we know, this is technically a veg!



First published in the United Kingdom in 2020 by
Pavilion
43 Great Ormond Street
London
WC1N 3HZ

Copyright © Pavilion Books Company Ltd 2020
Text copyright © Mob Kitchen 2020

All rights reserved. No part of this publication may be copied, displayed, extracted, reproduced, utilized, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical or otherwise including but not limited to photocopying, recording, or scanning without the prior written permission of the publishers.

ISBN 978-1-91166-351-5

A CIP catalogue record for this book is available from the British Library.

www.pavilionbooks.com

Publisher: Helen Lewis

Editor: Cara Armstrong

Designers: Laura Russell and Hannah Naughton

Design Consultants: OMSE

Illustrations: Bill Rebholz

Digital Edition: Renata Jukic

