

**EAT  
GREEN**

# A HOW-TO GUIDE



**TAKE  
THE JUMP**

# THIS HOW-TO GUIDE

This guide offers all you need to know about trying the Take the Jump shift: EAT GREEN.

If you have any thoughts or suggestions that you think would be great to add, please do let us know at [team@takethejump.org](mailto:team@takethejump.org).

## Content:

- 1. What is EAT GREEN?**
- 2. Why EAT GREEN?**
- 3. Step by step guide to EATING GREEN**
  - a. Take it step by step
  - b. Start with the right approach
  - c. Connect with others for support
  - d. Having fun with EAT GREEN
- 4. Resources to help**



# SUMMARY

## EAT GREEN IN STEPS

If you think it may be hard to do this shift straight away, that's ok! It's enough to try what you can and just build from there. Here's a summary of our suggested approach for building up to EATING GREEN step by step:

1

### START WITH WHAT'S MANAGEABLE

To start, try introducing plant based food to a part of your life. Maybe try a meat free Monday, or plant based meals on weekdays. Or just eat plant based at work, or while at home. Whatever feels easy to achieve. Try this for a month or more. This alone will make a huge difference if you're used to eating meat more regularly.

**No need to label yourself!**

2

### EXPERIMENT WITH NEW FOODS AND RECIPES

When you are next out shopping, fill your basket with vegetables and try some of the excellent plant-based foods that are now available. There are lots of recipes online for delicious, easy to cook vegetable dishes. Remember, going plant based doesn't mean that you have to eat lentil broth all the time - you can still have tasty fast food and eat a balanced diet! You may also notice that your shopping bill is cheaper.

3

### TRY LOCAL AND SEASONAL:

Shop at your local greengrocer or farm shop and buy fruit and vegetables that are in season and have been grown locally. Not only will they be very fresh and have a small carbon footprint, they will be more nutrient-rich and tastier compared to fruits and vegetables which have been picked when not fully ripe. There'll be less packaging and you can save money by buying the amount you need.

4

### EAT GREEN FOR LONGER:

As you get used to reducing your meat, try expanding the amount of time you are doing plant-based. Maybe try to reduce meat eating to just one or two days a week.

5

### EAT EVEN GREENER:

If you've just been cutting down meat, try dairy too. There are many delicious alternative plant-based milks, cheeses and butters available in supermarkets now. Nutritional yeast sprinkled on meals gives a cheesy flavour

6

### 'EAT GREEN':

Once you feel ready you can get to being mostly plant based, by try eating meat/dairy just one day a week or removing meat/dairy from your diet for a month.

*"Check out the rest of this guide for more help, guidance and resources"*

**TAKE THE JUMP**

**1. WHAT IS**



**EAT  
GREEN**

**?**

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# 1. WHAT IS EAT GREEN?

More than 25% of total global emissions arise from the food system. And it's not just about climate change. If you look at biodiversity loss, land use change, fertilisers in the ocean creating dead zones and the massive extinction and loss of insects due to pesticides, these problems are all driven by industrialised food production. If we can change our eating habits to a plant based diet with no waste, we can have a massive 9% impact out of the 27% changes within our personal control. Science shows there are 3 changes we can make that will dramatically reduce emissions from the food we eat:

## 1. Go plant based, or as close as you can

Move to a mostly plant-based diet. This means replacing most of the meat and dairy we eat with plant-based alternatives which are lower in overall emissions. The closer to entirely plant-based the better, though not everyone may want to go all the way. The upper limit for meat consumption is 16kg a year (so try a maximum of 300g per week) and 90kg of dairy (so try a maximum of [1.7kg per week), however it is much better to aim for closer to none. While on the JUMP try to eat an entirely plant-based diet.

## 2. Don't waste food (and money)

Make sure that you eat everything that you buy. This means not throwing food away. If we stop wasting food entirely (or as close as possible) it means we can avoid wasting all the resources and emissions associated with producing that food and getting it on your plate. An added bonus is that we can also save money!

## 3. Eat healthy portions

Eat healthy amounts. This means not eating excessively. The 'healthy amount' of food will be completely personal for each person, body type and level of physical activity, so find what feels right for you.



**2. WHY**

**EAT  
GREEN**

**?**

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# 2. WHY EAT GREEN?

## Why are **plant-based diets** better?

- 1) **Plant based food is delicious and great for our health** - As you switch to a plant based diet, you may feel more well-rested and have more energy, thanks to a better night's sleep. Sleep enhancing brain chemicals such as serotonin, tryptophan, and melatonin are found in many vegan foods. You will also be supporting your [gut microbiome](#) with the increase in fibre, so over time you may notice more mental clarity and mood change as your body starts to produce mood enhancing hormones more efficiently. Other benefits to your heart, energy levels, digestion and general well being are also widely documented.
- 2) **It will protect our environment** - Evidence shows that animal-based foods, in particular red meat, are major sources of greenhouse gas emissions

## Why should we **stop wasting food?**

Levels of food waste globally are huge: around a third of food produced is wasted. Some of this waste happens in the supply chain (partly driven by consumer preferences) but household food waste is a bigger issue. Every time we throw food away, it is not just the emissions associated with the management and disposal of food waste, but all of the energy and resources that have gone into producing that food that is then wasted.

## Why should we **eat healthy portions?**

Not only is there a massive impact of food production on emissions, but there are multiple health problems associated with overeating. Research shows that sticking to a recommended calorie intake of 2,500 kcal per day supports both human health and sustainable use of planetary resources (Eat Lancet Commission, 2019). This of course varies from person to person, body type and level of exercise.



**3. HOW TO**

**EAT  
GREEN**

**?**

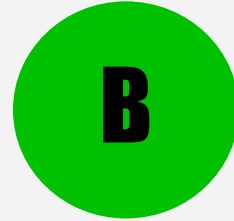
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# 3. HOW TO EAT GREEN



Building up to it in a way that works for you! Try out our **'Step by step guide to Eating Green'**



Approach change in a **positive and helpful way: Trying is enough so just start!**



**Connect with others** to get support and inspiration



**Be creative and have fun** with EATING GREEN

See next pages for more information on each of these suggestions

**A**

# A STEP BY STEP GUIDE

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Once you feel ready you can get to being mostly plant based, by try eating meat/dairy just one day a week or removing meat/dairy from your diet for a month.

*"Check out Section 5 below for resources to help with each of these steps"*

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# B

# APPROACH CHANGE IN A POSITIVE WAY

**1**  
**TRYING IS ENOUGH, SO JUST START**

Even if you can't keep to it 100% you can still take the JUMP & do your best. If it feels too much, start with what you can and keep building

'NO SHAMING! Change isn't easy so be kind. Talk about what makes it difficult. Build people up. Laugh at our flaws. Welcome all hypocrites'

**2** **NO MORE 'US & THEM'**

Taking the jump doesn't mean going back to the stone age! Consuming less means more time and energy for...

**3** **JUMP FOR JOY**

- COMMUNITY** 
- COMEDY** 
- CELEBRATION** 
- CAMARADERIE** 
- CARE** 
- COLLABORATION** 
- CRAFT** 
- CULTURE** 
- CREATIVITY** 
- CONTENTMENT** 
- CONNECTION** 

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# CONNECT WITH OTHERS FOR SUPPORT AND INSPIRATION

You are not alone in trying to eat green. Connecting with others is probably the best way to stay inspired, supported and learn new things. Here's a few options:

## Local Groups

The are local Take the Jump groups forming all around the UK and beyond, where you can meet others in person. Check out the list of local groups [here](#).



## Our social media

We have lots of great material shared by people taking the jump, and beyond, showing how they're approaching EAT GREEN.

[Instagram](#) - Videos and posts from people taking the jump, as well as announcements and updates from Take the Jump.

[TikTok](#) - All sorts of fun video content around the six shifts and 'less stuff more joy' lifestyles

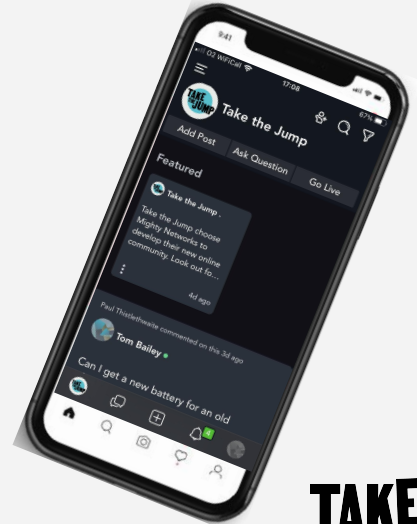
[Twitter](#) - News, commentary events and info from Take the Jump.

[Facebook group](#) - Discussion group



## The HUB

The Take the Jump HUB is the online community space for everyone taking part. Here you can chat with others taking the jump, find out about regular meetups and drop-in calls, and access all our guidance material and training courses. Sign up to the HUB [here](#).



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# D

# Have fun with EATING GREEN



## Be an intrepid explorer!

Discover fruits and vegetables you may have never tried before or rarely eat, try different ways of cooking them.

Try out different herbs and spices. Be inspired by the plant-based cuisines of the Middle East, South India, South America and other lands.



**Share food in community** ❤️ Organise a plant-based dinner party for friends. Cook a plant-based family dinner, cook a meal for housemates or bring tasty plant-based food and drink to parties and festive events. Perhaps you could cook a delicious plant-based cake to share with your colleagues and only reveal that it's vegan after the compliments have come flooding in!



## Plantise your favourite meals!

Find out how to create delicious plant-based versions of your 'go to' favourites and comfort foods (see webpages and apps in resources section for plant-based recipes of traditional meat/dairy based foods)

## Grow your own!

What could be more satisfying than eating produce you have grown yourself? Grow food in your garden, on your flat balcony, inside your home, sign up for an allotment, get into guerrilla planting or community allotments.



## Join a community supported agriculture (CSA) scheme!

Buy a share in a farm and receive locally grown, super fresh vegetables, grown using permaculture techniques. Enjoy heirloom vegetables that you won't find in the supermarkets, grown for taste rather than high yield, and enjoy volunteer days where you can help out on the farm for a day. As well as building community, they also give back to the wider community in various food-related ways.



## Go foraging!

Foraging is all about finding food freely in nature. Foragers describe many benefits to foraging, including being in nature, taking time to look around and notice what is there, and nutrients and a level of freshness you will not find in the supermarket aisle.

*“Check out Section 5 below for resources to help with each of these suggestions”*

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# 4. RESOURCES FOR



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# Resources List

**R1. Free applications**

**R2. Websites: Supporting Plant-based Eating**

**R3. Websites: Grow your own and Foraging**

**R4. Great Podcasts**

**R5. Great TED Talks**

**R6a. & R6b. Movies to Watch**

## R1. Free Applications

Here are a few of the many available applications which may help support the shift.



**Veggie Alternatives.** This award-winning app is among the best choices for vegan beginners. Veggie Alternatives provides you with substitutes to a variety of food products, such as ice cream, milk, bacon, and egg. Newbies don't need to worry about limited choices as this app has the solution to satisfy your cravings in a healthy way. It claims more than 300 alternatives to substitute your favorite animal products.



**21-Day Vegan Kickstart.** 21-Day Vegan Kickstart offers 21 days of recipe and full meal plans. All the recipes and meal plans are approved by experts, allowing your body to get sufficient nutrition intake during the diet. Moreover, you can enjoy yummy vegan recipes around the globe. Never get bored!



**Gonutss.** Named as 'vegan translator', Gonutss is a simple app every vegan must download. This app helps you find healthy recipes as well as substitutes to common animal products. Simply search for non-vegan recipes or food and let this app discover vegan alternatives for you. There are hundreds of recipes, raw materials, and vegan products to try.



**Food Monster.** You can discover no less than 15,000 different recipes to make your vegan life more fun and enjoyable. Additionally, this app offers 40 new recipes every week so you can mix healthy meal plans and never get bored. Another thing to love about Food Monster is that it comes with seasonal menus, including summer, spring, fall and winter.



**Vegan Scan.** There's nothing worse than reading labels in a busy supermarket, trying to figure out whether a product is vegan. We've been there! Thanks to the Vegan Scan app, you can scan the barcode and quickly discover whether it's suitable for vegans or not.



**Vanilla Bean.** Displays vegan restaurants all over the world. For more specific search, it has labelling features for lactose-free, organic, or gluten-free. With over 33,000 restaurants around the globe, this app is suitable for vegan travellers.



**Cowculator - Friends not Food.** This little calculator lets you work out how much of a positive impact your choice has had on the environment. This includes the amount of water you've saved, how much forested land has not been used and how many animals' lives you've not had to sacrifice in search of food



## R2. Websites: Supporting Plant-based Eating

### General info

[How to Go Vegan | Guide to Going Vegan \(vegansociety.com\)](#) Advice and information from the Vegan Society

[News – Vegan Organic Network](#) Advice and information from the Vegan Organic Network

[Top Resources for Plant Based Living \(over 150 suggestions\) Veggie Chick](#) Loads of great resources identified by the Veggie Chick

[Why You Should Start Eating With The Seasons – One Green Planet](#) Advantages of eating locally and for the seasons

### Seasonal eating

[Seasonal Food – Vegetarian & Vegan Dishes 100% Meat-Free \(theflexitarian.co.uk\)](#) 100's of tasty recipes arranged by month

[Foraging Recipes: How To Use Wild Plants – Woodland Trust](#) recipes and other foraging resources

[8 vegan recipes to replicate your favourite dishes | Lifestyle Asia Bangkok](#) Plant-based versions of our favourite foods

[Vegan Recipes for 12 of the Nation's Favourite British Dishes – PETA UK](#) Plant-based versions of traditional British recipes

### Plant-based recipes

[All Recipes | Recipes | PETA](#) Plant-based recipe database, search for what you want or just browse the mouthwatering pictures

[Plant Based Recipes | The Game Changers \(gamechangersmovie.com\)](#) Sweet and savory recipes from 'The Game Changers' website

[Plant-Based Recipes, a Comprehensive Archive | Forks Over Knives](#) Sweet and savory recipes from 'Forks over Knives' website

## R3. Websites: Grow your own and foraging!

[Apartment Gardening For Beginners \(thespruce.com\)](https://thespruce.com/apartment-gardening-for-beginners) Webpage on how to grow herbs, fruits, and vegetables in a small space

[How to Start a Container Garden \(thespruce.com\)](https://thespruce.com/how-to-start-a-container-garden) Webpage on how to grow herbs, fruits, and vegetables in containers

### Grow Food

[How to Start Guerrilla Gardening: 8 Steps \(with Pictures\) \(wikihow.com\)](https://www.wikihow.com/Start-Guerrilla-Gardening) Wiki explaining what guerilla gardening is and how to go about it

[How allotments are feeding community spirit - CPRE](https://www.cpre.org.uk/allotments) Article from The Countryside Charity detailing the benefits of allotment growing

[About Us | Social Farms & Gardens \(farmgarden.org.uk\)](https://farmgarden.org.uk/about-us) A UK wide charity supporting communities to farm, garden, and grow together. Can offer advice and support, training and guidance to people considering setting up a community garden/allotment.

<https://communitysupportedagriculture.org.uk> Find out more about CSAs and what is available to you in your area

### CSAs

[Community supported agriculture | Permaculture Association](https://www.permacultureassociation.org.uk/) More on CSAs, and learn about permaculture, how growing different plants together eliminates the need for pesticides (even organic ones!)

### Forage Food

[Foraging: A beginner's guide | BBC Good Food](https://www.bbc.com/food/foraging-a-beginners-guide) Beginners guide to foraging from the BBC!

[Essential Foraging Guide - Wild Food Month by Month - Woodland Trust](https://www.woodlandtrust.org.uk/foraging/essential-foraging-guide-wild-food-month-by-month) A guide for what wild foods to look out for each month when foraging

## R4. Great Podcasts



**Just Beings Podcast** ([Just Beings Podcast](#)) Conversations with changemakers about how to shift our thinking to create a better world for people, animals, and the planet



**Brown Vegan Podcast – Brown Vegan** Monique Koch offers all the advice you could ever need to transition to vegan living, as well as cooking tips and recipes. She also features guests and explores different topics around diet and lifestyle.



**The Plant Based News Podcast - UK based podcast** Hosted by Robbie Lockie, Plant Based News delivers pioneering vegan news and ethical views weekly.



**Live Planted with Alyssa** (Apple & Spotify podcast): The show goes into health, wellness, activism, environmentalism, cruelty-free practices, sustainability, animal rights, and how to make it all work while living a 'regular' life. If you know anyone who wants to make the switch to veganism, Alyssa is there to help real people make it work.



**Nutrition Facts with Dr. Greger** . (Apple & Spotify) Michael Greger, M.D. FACLM, founder of NutritionFacts.org, and author of the instant New York Times bestseller “How Not to Die” celebrates evidence-based nutrition to add years to our life and life to our years.



**The Minimalist Vegan** (Spotify & Apple) Best-selling authors and passionate bloggers, Michael & Maša Ofei explore what it means to live with incredible intentionality. They bring honest conversations to your ears discussing a range of topics including; minimalism, veganism, zero-waste, productivity, consumerism amongst other things!



**The Plant-based Morning Show** (Apple podcasts) Co-hosts Matt Frasier and Doug Hay, who also host the No-Meat Athlete Podcast, kicked off this daily vegan podcast in September 2022. In it, the pair go through all of the latest vegan news that's circulating in the world.

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## R5. Great Ted Talks

[Tristram Stuart: The global food waste scandal | TED Talk](#) Western countries throw out nearly half of their food, not because it's inedible -- but because it doesn't look appealing. Tristram Stuart delves into the shocking data of wasted food, calling for a more responsible use of global resources.

[Dr. Joanne Kong: The Power of Plant-Based Eating | TED Talk](#) In this engaging talk, Dr. Joanne Kong explores dietary trends and advocates for the importance of plant-based eating.

[The plant-based diet | Michael Greger, MD. | TEDxBismarck - YouTube](#) Dr Michael Greger explains what science tells us about the impact of a plant-based diet on the human body

[A Plant-based Diet Changed My Life | Pat McAuley | TEDxBabsonCollege - YouTube](#) Pat McAuley describes the impact that food has on his life and why he is an advocate of the health and environmental benefits of plant-based living.

[Think Veganism | Kerry McCarthy | TEDxUniversityofStirling - YouTube](#) Kerry speaks about her personal path to veganism and questions the concept of compassion in the contemporary environment. How did our brain really evolve? [Think Veganism | Kerry McCarthy | TEDxUniversityofStirling - YouTube](#)

[Ending the battle between vegans, vegetarians, and everyone else | Brian Kateman | TEDxCUNY - YouTube](#) Brian Kateman suggests a new descriptive category of 'reducitarian'

[Why is the Science of Nutrition Ignored in Medicine? | T. Colin Campbell | TEDxCornellUniversity - YouTube](#) Campbell has conducted experimental research on the effect of food and nutrition on the development of cancer and related diseases. His research program was relatively large, and his findings were published in more than 300 peer reviewed professional papers.

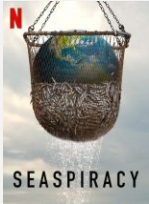
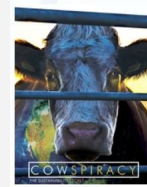
[The Most Powerful Strategy for Healing People and the Planet | Michael Klaper | TEDxTraverseCity - YouTube](#) Dr. Klaper says he had an awakening while putting people to sleep. When we awaken to the damage that a meat-based diet creates in our body and the toll that the industrial production of animal flesh inflicts upon our planet, we then become aware that the single most effective action anyone can take to improve their personal health and help heal our injured planet is to reduce, or better, eliminate their consumption of meat.

## R6a. Movies to Watch

### Cowspiracy: The Sustainability Secret

Follow the shocking, yet humorous, journey of an aspiring environmentalist, as he daringly seeks to find the real solution to the most pressing environmental issues and true path to sustainability.

<https://www.imdb.com/title/tt3302820/>



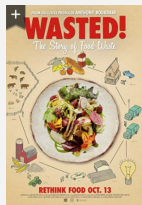
### Seaspiracy

From plastics and fishing gear polluting the waters, to the irreparable damage of bottom trawling and by-catch, to illegal fishing and devastating hunting practices, humanity is wreaking havoc on marine life and, by extension, the entire planet. What Tabrizi ultimately uncovered not only challenges notions of sustainable fishing but will shock anyone who cares about the wonders of ocean life, as well as the future of the planet and our place on it. [Seaspiracy - Watch Free Online \(documentarymania.com\)](https://www.documentarymania.com/watch/seaspiracy)

### Honeyland

The last female bee-hunter in Europe must save the bees and return the natural balance in Honeyland, when a family of nomadic beekeepers invade her land and threaten her livelihood.

<https://www.imdb.com/title/tt8991268/>



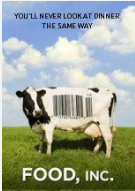
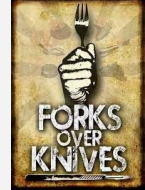
### Wasted! The Story of Food Waste

Through the eyes of famous chefs, audiences will see how they make the most of every kind of food, transforming what most people consider scraps into incredible dishes that create a more secure food system. <https://www.imdb.com/title/tt6207096/>

## R6b. More Movies to Watch

### Forks over Knives

What if one simple change could save you from chronic diseases such as diabetes and heart disease? Take a deep dive into the plant-based diet documentary that has influenced millions around the world. [Forks Over Knives - Full Movie - YouTube](#)

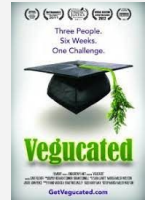


### Food, Inc.

2008 documentary about how food production has been industrialised in the USA, and the consequences for us of that approach. [Food Inc - Watch Free Online \(documentarymania.com\)](#)

### Vegucated

Follows 3 meat and cheese loving New Yorkers who agree to adopt a vegan diet for 6 weeks. [Vegucated - 2010 \(ORIGINAL\) - YouTube](#)



### The Game Changers

Produced by James Cameron, Arnold Schwarzenegger and Jackie Chan and documents the explosive rise of plant-based eating in professional sports. Follow the story of James Wilks - elite Special Forces trainer and winner of The Ultimate Fighter - as he travels the world on a quest for the truth about meat, protein, and strength. [The Game Changers \(2018\) | Watch Free Documentaries Online \(watchdocumentaries.com\)](#)

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website

**www.takeTheJUMP.org**

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Social (insta/facebook/twitter)

**@takeTheJUMPnow**

hashtag

**#takeTheJUMPnow**

