

**Sustainability  
begins at home**

Every time you enter the doors of a big supermarket, burger chain or clothing store you are effectively voting for who produces your food, where it is produced, what breeds and varieties are produced and what the human and environmental cost is to those countries and ours

Does supermarket  
food tell a story  
you want to hear?

**Lowest price  
means highest  
environmental  
cost**

Use your knife &  
fork to become part  
of the solution to  
industrial farming

Reduce CO<sup>2</sup>  
- shop local  
& buy local

Defend the  
environment with  
your knife & fork