



Sustainable living

The Ideality

WORKBOOK

How to reduce
food waste and
save money

THEIDEALITY.COM

Introduction

First I would like to say "Congratulations you made it!" You made the first step towards sustainability and a more eco-friendly living. You planted the seed in your mind, perhaps even talked about it more frequently and that is such an amazing step.

There are so many different ways to be more sustainable and only a handful of people on this planet manage to be close to perfection. Personally, not being perfect is absolutely fine! I prefer above all to be special and unique with my flaws (even if some are not always welcomed) than to be too perfect. Do not get me wrong this still should be a goal of yours but don't blame yourself for the challenges that cross your path. You are doing your best and this is the most important! The change begins with one small step!

A little background about this guide before going into it. Having a sustainable lifestyle is based on several aspects. One of them is Zero waste. This is a bit of a harsh word I would say, I would prefer to say: less waste. However, even if you only reach less waste, you should attempt to generate zero waste.

Honestly, in today's society I am pretty sure very few people manage to be 100% zero waste.

There are several areas in your house where you can look at the waste and try to work on reducing it. This guide is mainly focusing on the kitchen.

The kitchen area has different type of waste:

- Food waste being the main one. From going to the supermarket to cooking delicious recipes, to even throwing away rotten food, there is definitely a lot of waste going on there and it is so so easy to reduce it. A few easy swaps and some routines will help reduce to 75% of your food waste and help you get more organised.
- Plastic waste: you will see how shocked you'd be when you focus on the plastic that we buy and have in our kitchen.
- Cleaning supplies: not only can they easily be toxic, we use them in abundance, without really realising their impact.

On this guide we will focus on the food waste part.

However, if you are wondering about the rest keep an eye on the blog, some surprises are coming soon!

I hope you enjoy this read and this guide will help you on some of the small changes that can easily be done!

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the condition of being protected from harm or other non-desirable outcomes.



Acknowledgement

First, I would like to thank Elena, Shannon and Maarten. This has been more than a support during the process of writing this piece. From reading the first draft and correcting my mistakes and lack of punctuation to keeping up with the process, they have definitely added value to this journal.

I would also like to thank my snorkeling supervisor during my trip in Punta Cana. You see, he was definitely a character. His love for the ocean would have made anyone jealous. He could talk hours about the sea from when he was a kid until now and raised so much concern about the changes he could see. From swimming with sharks, colourful fishes and algae to barely anything. He made me so curious to go and see that, see if it was true, that the sea looked like a ghost town.

I don't think I was expecting too much from this experience but what came out of it was more than a small shock, a decision to change a way of living. Yes, the sea looked dead, grey and not welcoming but also his behaviour impressed me. For someone so involved in his passion for the ocean he actually was harming it: on the boat he used chemical cleaner for the tools and on our way back while opening a pack of chewing gum the plastic bag flew in the ocean. He let it go without any concerns.

This is what made me think more and more about sustainability and the changes we can make to protect the thing we love.

This is what made me care for a more colourful future.

This is what made me understand the power we can have as humans.

This is why after this trip I began to change my view of life, of consumption and realised our flaws and the things we can do.

This is our responsibility, our planet, our oceans, our future.

This is for us.

FOOD WASTE

The climate crisis that we are facing today is impossible to deny. We have been raised in a booming economy without any limit to our consumption or production. This is leading to a cry for help for our planet TODAY. You would be gullible to deny that you cannot change or do anything about it or that you would not be impacted by it.

Everything is linked to the climate and our planet. Without it, we would not be here. We can see a change in so many aspects of life: climate change with more fires, more snow, weird seasonality, hotter years; sanitary changes: pandemic that raise and quickly evolve breaking our economy, people dying due to poisonous environment, hazardous water and pollution, over-consumption and low quality products leading to high volume of trash and overfilled land-fields. The latter produces methane a toxic gas for the environment which is one factor of the ozone hole.

To help the planet and reduce our environmental impact, there is one main aspect of society that needs to be worked on: consumption. Over-consuming leads to companies over-producing, always at lower rates/ prices, forest being destroyed to make space for bigger production factory, wasting without caring.

Food waste is one of the numerous aspects of the waste management that needs to be tackled to help our Earth. Food is at the base of our needs and yet nowadays is what is the most wasted (with water).





Food waste and food loss is food that is not eaten. However, waste and loss are two different aspects of it.

Food loss represents all the parts before selling; from production to processing. However, everything which is distributed and then not eaten is considered as wasted. Farmers spend their life trying to grow several vegetables or fruits and sell them on farmers' market or to big corporation to make a living. One of the issues to sell to big distribution centre is the regulations. In fact, everything is precisely decided by the EU Standards for Fresh Horticultural Produce: apples need to be a certain size and a certain weight. You can find at the end of this guide the appendix 1: the UK marketing standard for apples in supermarket! As scary as a horror movie... Farmers send their bulk of vegetables to the supermarket and there, they take one of the vegetables and verify its weight, size, colour before putting it on the aisles. If the picked vegetables is not perfect the company will just send them back or trash the bulk order.



This is a part of the food loss and is more and more common. Therefore few years ago campaigns such as Inglorious Fruits and vegetables by Intermarche came out to show that the colour, size or bruise of your food does not matters. Even if a tomato is not totally round or is a bit bruised it does not matter.



The food waste part is fully on us, unfortunately. Throughout the years, with the increase in competitions for basic products, companies produced more and more leading to always lower prices. We have been raised to chase for the more competitive price or the lowest price depraving people of an actual living. Farmers are not fairly paid anymore and we take basic needs for granted. During the booming economy, people felt the need to own things as it was supplied and most of our parents have been raised in this environment of "after war". This lead to a society over buying, over consuming.

Our generation however, cannot continue like this for the sake of our planet and, hence, future generations.

How many times did you see your parents throw leftovers from the week or buy too much of products and then forget they have it in their cupboard or fridge?

Nowadays, a normal family of 4 would waste around £780. In the US the average is around \$2200.

Following FeedingAmerica the two top food waster are homes with 54 billion pounds of food going to waste, and consumer facing businesses such as restaurant with 50 billions food wasted.

Some calculation to make you think:

- Each year, 72 billion pounds of food are lost while 42 million people face hunger.
- Each year, according to family survival planning, a person needs to have 508 pounds worth of food.
- Even with increasing the person needs to 1000 pounds of food there would still be enough food for everyone facing hunger or malnutrition.



Save our
landfills

Compost

Save food

Reduce food waste

Relearn consumption

How much do you actually waste?

And its financial impact.

We are all different and even if researchers state that we waste a certain amount per person it is interesting to find out how much do YOU waste. At the end of this guide, you can find the appendix 2. This will help you understand how much you and your family waste and how much money you could save.

I would recommend not to write directly on the appendix, instead, use, or an Excel and create three columns, or just an old paper.

In the first column, you should write what type of food you throw away. I would separate this column into three: the aliments part where you can write what type of food you waste; then packaging where you can add all type of waste coming from packaging; and to finish, one part for cleaning products/ soap and more. This will help you determine what do you waste the most. Following this guide, you will also find ways to conserve food, reuse it and even compost it. By knowing which aliments you waste most you can already find the best ways for them to be preserved longer.

In the second column, you can write down the quantity. The best would be to use a scale for each piece you trash to be the most accurate as possible. However, not everyone has this time, hence do it to the best of your knowledge. Take a guess.

The last column is the most interesting one but also the most challenging one and requires a bit of your time. When you go to the supermarket and you accept the receipt ticket keep it during this whole process. This will help you with this step. If you do not keep it, just use the internet to find the price of each item that you throw away. If you want to be more precise you can calculate, with the price per kilo and the amount you throw away the exact number. Then sum it all up together and write down your number. You can finally know how much in a day or a week you throw away and, hence, how much money you waste.

I would recommend doing this experiment for a week to have a more accurate number.

Look into this sheet and your number: what do you see? What type of food do you waste the most? How do you believe you could reduce this waste? Do you believe that you bought too much in the first place? Did you plan your meals and end up ordering food and then let your food rot? Did you cook too much? This is important for you to think about those things. The society we live in taught us to over-consume. Most of us do it without realising, we buy in a higher quantity because of low price, reduction, discounts. This is a move we do unconsciously now and you need to realise what exactly draught you to this.

Finding out what exactly is thrown away and why will help you conserve, preserve, reuse the food or buy in smaller quantity.

Once you finished this guide and adjusted to a new way of living, make sure to do this again, you will be so impressed by your change.



How to do groceries sustainably

You might have found out that you do not waste too much or in the contrary are shocked by your waste and the money thrown away. When you think about it it is quite crazy right? You buy something to throw it then away. At that point you should directly throw out this money through the window. I would like you to take a moment and look at the amount you wrote on that paper. Was it for the week? Or is this the total amount for the month?

Then think about something you want. For example you need to buy new shoes because yours are currently walking their last walk, or just going to the restaurant with your friends or significant other. Then think about how many weeks of food waste represent a night out or new shoes and put it as a goal. According to the ecoexperts.co.uk in the United Kingdom, the food wasted represent a total per year of £780. In the US, it can go up to \$1600. Imagine everything that you could do with that money.

The goal being to reduce this waste, there are several things to think about. First is why do we waste that much? One of the main response I got after asking around is: planning!

When going to the groceries most of the people do not have a clear idea of what they should buy nor what they will eat during the week. Going to do groceries is even most of the time inspired by a dangerous state of mind: this moment when you are at home and tell yourself I am hungry, yet there is nothing to eat in this house". So to fill your home as well as satisfy yourself you go do groceries thinking of what you would like to eat. This is the worst thing to do. Never go to the supermarket when hungry, this will lead to impulsive buy and unnecessary groceries.

Instead make sure you eat before going to the supermarket and that you are not hungry when there.

Begin Planning

To begin planning you can use the document appendix 2. First step will be to consider your agenda and what is your weekly view: Do you have a lot of outside meetings? Are you planning on being home a lot? How many days do you have children at home? Are you planning on a one night order this week or not?

Once you have a clear view of your weekly plan then you can begin to fill in the document. First on the first column you will plan all the meals you are thinking of having. Small trick is to repeat some meals to make sure you can buy in bigger quantity at the supermarket! Most times, buying in bigger quantity helps with finances.

First step is to begin to think seasonally: you can find at the end of this guide few pages on seasonality of products in the UK. If you are from any other countries you can check: Eufic.org. This website will help you find the seasonality of fruit and vegetable per countries.

Make also sure that you can use everything and do your research! For example if you plan a big salad with chickpeas, think about keeping the chickpeas water (also known as aquafaba) and reusing it in another recipe during the week. Aquafaba can be used in vegan home made mayonnaise, vegan meringue or even cookies.

I am not gonna lie to you it is not an easy task at the beginning and you might get frustrated. Try to always remember this, you are doing it to save money, to save some food and the planet. Now that you have all of your meals you can begin to plan what ingredients you do need and the quantity of it.

Plan & Use the rests in your fridge

One thing that I do in general is planning for the full seven next days. But still go to the supermarket one day before my last. This just helps in case of rest.

In fact, if you have still food left then you can think of ways to reuse it and make amazing recipes. There are several websites that you can use such as supercook.com. All the ingredients that are left in your fridge and pantry can be entered to find the perfect recipe which will help you use as many

Ready to go

Now that you have planned all your meals and wrote down the ingredients for everything, you can get ready for your weekly grocery trip.

I would definitely recommend to go to a farmers market for so many different reason: the products, the warmth of the people, helping your community. However we are not all lucky enough to be able to live close to a farmers market or able to pay for those premium products.

Bulk pantry/ zero waste shop are absolutely amazing and quite fun for all the family. A range of food sold in bulk, that you can buy per weight is definitely an amazing way to bring your family to be more waste responsible. They also sell containers such as glass bottles (for olive oil, vinegar, juices), reusable hemp bags (for dry nuts, vegetables and fruits), reusable boxes for the rest. You can reuse those boxes as lunch boxes.

Going to the supermarket is definitely easier for a lot of people and sometimes cheaper. As those companies buy in bulk it is easier to find discounts. However plastic is everywhere in a supermarket: from the package of ready to eat food, even vegetables or bags. It is so important, in today's climate to stop asking the cashier for plastic bags. The best solution is to reuse the bags you already have. Try to buy the vegetables which are not all covered in plastic and again try to buy local products.



STORING YOUR FOOD

It can sound quite dull to think about just storing food and I believe most of us are the same. We go to the market and come back to put everything in the fridge. But did you know that by being more careful with your way of storing food you can actually save your food for up to a week. This is quite impressive and will definitely make you think about it.

Once you come back from your groceries, you should put first your meat fish and dairy directly into your fridge. Make sure that they are properly separate from each other to avoid cross contamination. I would recommend to put them in reusable boxes to ensure that.

If you went to a zero waste food shop you might already have your juices and milk in reusable jars and can directly keep them in the fridge.

Looking at your fruits and vegetables there are a few things to look out for:

Potatoes, onions, garlic and shallots should always be kept in a drawer/cupboard in the dark. They do not dry and will stay longer fresh whereas the fridge might be too moist for them

Apples, contrary to popular belief are not to be kept on the counter top: they will be way more fresh and keep their form if you add them to your fridge. Make sure that in your fridge they are not wrapped in anything. Tomatoes and citrus fruits are not to be kept in the fridge. Make sure that those sun fruits are kept on the countertop not directly in the sunlight. They will keep their composure and texture way longer.

Avocados are to be kept on the counter to help with the ripening process and then put in the fridge. Don't forget the fridge only helps with slowing this process. Cauliflower, broccoli and mushroom are not always doing good with too much moisture. First do not clean them that would add water on the product and hence moisture. You should just keep them in the fridge in a dry towel.

For carrots, asparagus, leaves, celery, they are better kept in water. Just use one of your old reusable jars. Berries (except raspberries) can be washed, dried and put in a container with a dry towel then stored in the fridge.

This exercise is quite fun and often it makes your fridge look amazing!



CONSERVING/ PRESERVATION YOUR FOOD

HOW TO CONSERVE YOUR EXTRA FOOD? HOW TO PREPARE IT TO LAST?

Even after being careful in the way you store your food and with your grocery list, you still have some vegetables and fruit left and they begin to look a bit old? No worries, we won't trash them! Instead we will make them delicious.

Conserving or preserving food can help to keep it for months. This definitely is a good alternative to trash. There are several ways of conserving food such as freezing, pickling or keeping it in sugar or salt.

The first preservation technique is freezing and I believe everyone knows about it. However, there are a few things you need to remember:

- never put hot food in your freezer. That might contaminate other leftovers.
- place every item in reusable bags and make sure you took out as much air as possible.
- meat and fish should not stay in your freezer for too long so make sure you use it quickly,
- date all of it to know how long it has been frozen.

One tip is to freeze all of your favourite fruit in season to make sure you can eat them all year long. For example berries, once frozen fresh while in season they will always be better than the one bought in big plastic bags in the frozen aisle at the supermarket.

The second famous way of conserving is making pickles. In the UK, this is actually a really known technique and they mastered it into even pickling eggs!

Personally pickled eggs are not my cup of tea however pickled vegetables are so simple and so good. Add them to your sandwiches or salad and you will see the difference, it is quite impressive.

Pickling food is super simple and I am pretty sure you do not need anything new from what you already have at home: reusable jar, vegetable, water and vinegar. You should first wash thoroughly the jars (you can boil them) to ensure no contamination.

Then add your vegetables. You should cut most of them however small onions or smaller food don't need to be. Carrots need to be peeled.

Then you are going to do a Brine. A brine is half water and half vinegar, you can then adjust the ratio depending of your taste.

I would recommend to also add some spices to your vinegar to give more flavour to your vegetables: ginger in pickled carrot. You can also use different type of vinegar to adjust the taste!

Make sure there is no air in the jars and seal them. Then it is a patience game as more you wait better the flavor will be...



FROZEN FOOD

PICKLED FOOD

CANDIED ORANGE

Have you ever tried in your grandma brioche the candied cherry or oranges? It brings a sweetness quite interesting to those batter.

Well, do you know that it is just the easiest thing to do and as a sweet tooth, I would say the best thing ever to eat!

If you have kids and you do not want to give them those gelatin sugary candies from the store, I cant imagine a better swap than this one.

It is really easy to make candied fruit and you need only need three ingredients: water, sugar and the rest of your citrus peels.

First, you should clean your citrus peel to make sure you do not have any dirt on them. Boil three cups of water with three cups of sugar and wait until boiling. Once it is, add the peels and wait again until boil.

You can then reduce the heat and let simmer for around & hours until the peels are quite soft.

Then you have two choices:

1- you can drain them and then add them to a bowl with a cup of sugar and shake. Slowly put the candied peels on foil and let dry for 2 days. you can then enjoy this sugary treat.

2- my best friend's favourite: on the stove, warm up some extra dark chocolate. Drain the orange peel and when cooler dip half of each peel in the chocolate. Wait until the dark part is hard and then add a sugar coat on the orange part. You can then let those chocolate orange candy dry for 2 days before enjoying!

I would love for you to share your trials and findings on conserving food. Feel free to tag @theideality on instagram in your picture to share them with the community.



Using food scraps

Cutting, peeling, slicing: you will end up having some food scraps. During a normal week you would just trash it. But now it is different! Let's change this habit and make your cooking more exciting. Yes, I know it can sound weird: how am I gonna use trash food and make it exciting? Sounds more disgusting to me than anything? If this is what you are telling yourself no worries, I will change your mind.

We have been so used to having everything delivered to us and prepared for us that we forgot some of the basics of cooking. For example food stock. The most simple yet barely ever done anymore, it is a great type of food flavouring. You can find vegetable stock, meat stock everywhere at the supermarket and would in general pay around £2 for 4 chicken stockpot. If we consider you buying this two times a month to add flavour to your dish I can easily say that I can help you save £208. How? I only need a bit of work on your side and a lot of your "trash food".

A box should always be by your side in the kitchen. You can even write scrap food on it. It will help to remind you every time you begin to cook that scraps don't go to the trash but there. Keep fruit and vegetable scraps separated.

With all the vegetable scraps you can easily put them all in a big pot, with some water, garlic, pepper and any herb you like and then let it simmer until you have a flavoured vegetable broth.

Here is a recipe I often like to do. I am using mainly scraps from carrots, potatoes, leeks, partnership and onions. I like to add garlic gloves, black pepper, some bay leaves, thyme and sometimes parsley. They are a lot of recipes online for scrap vegetable broth. I will let you do some research and some trials to find the best for you.

Once your broth is done I would recommend keeping one part in the fridge for the upcoming meals. Utilizing an ice cube container to create several small vegetable stocks is also perfect and easy to conserve for a long time.

However, if you are not a fan of this idea there are still so many things you can do with vegetable scraps. Potatoes scraps can be dried in the oven or fried and used as crisps as well as parsley.



I love sweet food so for me to reuse fruit peels has been the best thing to save money and cook delicious treats.

Apple peels have so many benefits and should be reused. One of my favourite tricks is to dry them in the oven and have apple crisps: low calories and delicious.

Citrus peel can be cooked in sugar. This is how you make candied orange. You can also use any fruit from the citrus family. A little tip here: you can; once the orange peels are done, dip them in a bit of dark chocolate. This is not my favourite treat but a lot of my friends love it.

However, there are so many other things you can do with citrus peel. Use a glass jar or a big bowl and mix all of your citrus peel with vinegar. Keep it for a few days and use it then as a multi-purpose cleaner.

There are so many ways to reuse your food scraps. Nevertheless, you need some time to do some trials and some research. My first vegetable broth was disgusting and tasted so sour. I had to read into it a bit more to see exactly which type of vegetable I could add to it and how to balance the flavour.

If you do not have the time nor the willingness to do it no worries! Don't just quit! I have another trick under my sleeve: composting.



COMPOSTING



Wondering why you should compost is totally natural. The first time I heard about it I did not understand the difference between throwing food scraps in the compost bin compared to simply throwing it away. In my head, throwing food away was just exactly the same thing. Instead of composting I was putting the food in a bin which is then sent in a big field far away where food rots. How wrong I was! If you think the same do not blame yourself. In fact you should not blame anyone for thinking this way! This is not something we are taught or we learn in school. Even our parents would not know about it.

What am I talking about? Well, if I tell you Methane you might begin to understand. Methane is a poisonous gas leaving in the atmosphere at a low quantity. At that stage it is not dangerous. However more this gas is produced or created, more problems it brings with it such as crop production and negatively impacting human health. This gas is produced at really high quantities in landfills due to the lack of oxygen: in fact trash are piled up leaving no oxygen for the oldest and lowest trash to rot, leading to the creation of this gas.

Composting is used for every type of plantation. And even, if during a long time it was mainly seen in houses with garden, more and more flats with balcony are doing it. You can use it to reduce your waste and also for any type of plant in your house, this would be the perfect nutritious food for them.

If you don't want a compost in your flat, you can look into your community or city website. A lot of cities took the initiative to create compost in parks or near farms that need it. Most of the time you won't even have to move. You will receive a compost trash and you will have to put it outside on certain days of the week for the council to pick it up!



HOW TO COMPOST

In a flat or at home, I can prove you that it is easy to compost and even free. If you want to buy a composter you can but you can also use and old box which you are not using anymore. Make sure that you make some holes. This will help the compost to reach some oxygen and help with the seamless process. You need to make sure your compost is always moist but not soaked.

Every few weeks you should try to mix it or shake it to ensure that oxygen can reach every layer and that everything is getting decomposed at the same rythm.

WHAT TO COMPOST

If you are a beginner you might believe that every food waste can be compostable, unfortunately that is not true. Composting is a fine balance between carbon and nitrogen and not everything should be put in a compost if you want it to be successful.

Do compost: egg shell and vegetables trimmings, coffee ground and tea leaves/ bags, housepland and weeds, cardboard, wrapping paper, toilet paper rolls.

Do not compost: fish, meat or bones, oils, animal faces and dairy.



The Ideality

COMMISSION IMPLEMENTING REGULATION (EU) No 543/2011
of 7 June 2011

laying down detailed rules for the application of
Council Regulation (EC) No 1234/2007 in respect of the fruit and vegetables and
processed fruit and vegetables sectors
Extract for the apples reglementation

(ii) Class I

Apples in this class must be of good quality. They must be characteristic of the variety³.

Apples must express the following minimum surface colour characteristic of the variety:

- $\frac{1}{2}$ of total surface red coloured in case of colour group A,
- $\frac{1}{3}$ of total surface mixed red coloured in case of colour group B,
- $\frac{1}{10}$ of total surface slightly red coloured, blushed or striped in case of colour group C,
- no minimum colour requirement in case of colour group D.

The flesh must be perfectly sound.

The following slight defects, however, may be allowed, provided these do not affect the general appearance of the produce, the quality, the keeping quality and presentation in the package:

- a slight defect in shape,
- a slight defect in development,
- a slight defect in colouring,
- slight bruising not exceeding 1 cm² of total surface area and not discoloured,
- slight skin defects which must not extend over more than:
 - 2 cm in length for defects of elongated shape,

The Ideality

Waste list

Trash

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The Ideality

Grocery list

Food Prep

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Grocery list

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The Ideality United Kingdom

Winter Veg

Beetroot
Brussel sprouts
Cabbage
Cauliflower
Celeriac
Celery
Chicory
Kale
Leek
Potato
Pumpkin
Broccoli
Shallot
Sweet potato Turnip

Fruit

Apples
Pears
Rhubarb

Spring Veg

Asparagus
Bell Pepper
Broccoli
Brussel Sprouts
Cabbage
Carrots
Cauliflower
Celeriac
Artichoke
Kale
Lettuce
Leek
Pak Choi
Parsnip
Pea
Potato
Radish
Rucola
Spring onions
Spinach
Swede
Sweet potato
Watcress

Fruit

Apricot
Apple
Grapefruit
Nectarine
Pomegranate

Summer Veg

Artichoke
Asparagus
Aubergine
Beetroot
Bell Pepper
Broad Bean
Broccoli
Cabbage
Carrot
Celery
Chard
Chili
Courgette
Cucumber
Fennel
Garlic
Haricot bean
Lettuce
Mushroom
Potato
Onion
Pea
Radicchio
Raddish
Rucola
Spinach
Spring Onions
Sweet corn
Tomato
Turnip

Fruit

Blackberry
Blackcurrant
Blueberry
Cherry
Apple
Greegape
Gooseberry
Plum
raspberry
Redcurrant
Strawberry
Watermelon

Fall Veg

Artichoke,
Aubergine
Beetroot
Bell Pepper
Broccoli
Brussel sprout
Butternut squash
Cabbage
Carrot
Cauliflower
Celeriac
Chard
Chicory
Chili
Courgette
Cucumber
Garlic
Haricot bean
Artichoke
Kale
Lettuce
Leeks
Mushrooms
Onions
Pak Choi
Parnship
Pea
Potato
Pumpkin
radicchio
raddish
Rucola
Shallots
Spinach
Spring Onions
Sweet corn
Sweet popatos

Fruit

Apples Plum
Blackberry Pomegranate
Cranberry raspberry
Elderberry Redcurrant
Gooseberry Strawberry
Pear Watermelon

Road Map to Less Waste Food Success

Going on this sustainable journey can be scary and overwhelming. Let me help you, one step at a time!

01

With the appendix 1, find out how much you waste, and its financial impact. You will get so much clarity on your areas to improve and the money you can save.

02

Try to understand why you waste so much: is it overconsumption? Is it change of plan?
How can you plan your weekly meals effectively? Look into the fruits and vegetables seasonality. It takes time. Then write down all the ingredients that you need to buy for your meal plan.

03

Go to the bulk food store, the farmers market or if you have to, the supermarket. Make sure to pack your reusable containers, your carry bag to not have to ask for any plastic bags once there. Dont forget your list!

04

Keep your scraps and find way to reuse them before creating your own compost.

05

Take again the annexe number 1 and do it again.
Be proud of your change! Even if it is not perfect yet you made the first step!
Never stop trying this is how it gets better!

Sustainable living

The Ideality

CONGRATULATIONS

*You made it!
You are amazing!*

I am so proud of you and would love to know what your results are. Feel free to tag us in any post or story about your journey. Feel free to go on facebook and join the group The ideality to share your story with others and get the chance to get future guides and books for free.

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