Climate Impact of Your Food Choices – Talking Points

Follow the Tabling 101 guidelines. If you’re doing this in a common area rather than a structured setting, think about what makes passersby want to engage in a tabling activity. Combine these strategies with one of the following prompts (or a variation) to draw people to your table. The prompt should be attention-grabbing, but should also relate specifically to the outreach.

Possible Prompts:
- Want to learn which foods are best for combatting climate change?
- All foods are not created equal when it comes to greenhouse gas emissions. Come test your food knowledge!
- How well do you know your food?
- *(Experiment with your own)*

Once They're at the Table:
- There are greenhouse gas emissions associated with all food items through their production, processing, packaging, and transportation.
- On this board, you’ll see the pounds of carbon dioxide emitted in the production and transportation of a single serving of 8 different food items: avocados, beans, beef, chicken, coffee, eggs, tea, and tofu.
- Your job is to match the food items with the corresponding GHG emissions.

Answers & Talking Points:
*Use talking points sparingly*

<table>
<thead>
<tr>
<th>CO₂-equivalent Emissions (lbs.) Per Serving</th>
<th>Food</th>
<th>Serving Size</th>
<th>Possible Talking Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>17.00</td>
<td>Beef</td>
<td>75g</td>
<td>• Eating 1 serving of beef each day for a year emits the same amount of GHGs as driving a car 7,196 miles</td>
</tr>
</tbody>
</table>
| 3.00                                      | Chicken| 75g          | • Eating 1 serving of chicken each day for a year emits the same amount of GHGs as driving a car 1,270 miles  
  • This amount of chicken also uses up 616m² land, equal to the space of 2 tennis courts.  
  • Compared to cows and sheep, chicken does not produce as much methane and requires less food and water than cows. If you want to lower your carbon footprint without giving up meat, chicken is a better option. |
### Emission Stats:

| 1.22 | Eggs | 2 eggs | Eating 2 eggs per day for a year emits the same amount of GHGs as driving a car **518 miles** |
| 0.93 | Coffee | 1 cup | Drinking 1 cup of coffee per day for a year emits the same amount of GHGs as driving a car **397 miles** or heating an entire home for **24 days** |
| 0.43 | Avocado | ½ avocado | Eating half of an avocado each day for a year emits the same amount of GHGs as driving a car **184 miles** |
| 0.35 | Tofu | 100g | Eating 1 serving of tofu each day for a year emits the same amount of GHGs as driving a car **149 miles** or heating a home for **9 days** |
| 0.22 | Beans | 150g | Eating 1 serving of beans each day for a year emits the same amount of GHGs as driving a car **93 miles**  
Beans are a great source of protein (like meat), AND their production emits 99% less GHGs |
| 0.09 | Tea | 1 cup | Drinking 1 cup each day for a year emits the same amount of GHGs as driving a car **39 miles**  
Tea is much less carbon-intensive than coffee. Plus, tea bags can be reused for even more savings |

### Closing:
- The takeaway message is that our food choices have a big impact on climate change.
- Consider making a commitment to eat a low-carbon meal at least once a week.
- *(Encourage them to follow us on social media (point them towards the sign) and/or sign up for our mailing lists (especially if they’re affiliated with WFU).)*

### FAQs:
- **What aspects of food production do these emission stats come from?**  
  *Emissions data includes all stages of their production, including processing, packaging, and transportation, but excluding the cooking process.*

- **What is the source of your data?**  
  *All data is from the BBC (www.bbc.com/news/science-environment-46459714).*
CLIMATE IMPACT OF YOUR FOOD CHOICES

17.0

CO₂ Emissions (lbs.) Per Serving
Tabling 101

“Tabling,” or staffing an interactive event with the purpose of educating and engaging the university community, is an important part of our outreach and behavior change efforts. Your enthusiastic participation in these outreach events is essential to the success of any behavior change campaign. It is important to have fun at these events, but also to take this job seriously. Below are some basic tips for effective tabling.

Do:

- Stand behind the table or slightly in front of the table.
- Invite passers-by to join you at the table. Greet them and ask if they are interested in participating.
- Use clear and concise communication. Take a few minutes to practice your pitch so that you are prepared to deliver a short, accurate summary to every person who comes to the table. It’s often best to begin with a question as your prompt.
- Smile and exhibit a positive attitude. Sustainability is fun, tabling is fun, and people want to join other people who are having fun.
- Thank participants for their time and suggest at least one more way they can get involved with campus sustainability (e.g. mention that they can find more info on the office’s website, invite them to sign up to get more information delivered to their inbox, or mention an upcoming lecture or event).

Don’t:

- Be late for your shift. Your colleagues are counting on you.
- Sit behind the table. We usually don’t even have chairs, so this shouldn’t be a temptation.
- Read, play on your phone, or dig through your bag. This makes it look like you are disinterested, bored, or unapproachable, which prevents people from wanting to talk to you. You will also miss out on opportunities to invite people to join you at the table.
- Mumble or insult participants. This is not the place for inside jokes, sarcasm, or vagueness.
- Give inaccurate information. If you don’t know the answer to a question, take the person’s email address and let them know that you or someone from the office will get back to them.