



Why we need a Farmers' Friday instead of a Meatless Monday

Let me start by giving my appreciation to all of you invested in the sustainable food cause. I am myself a fierce advocate and multiplier in this area, yet the one thing that keeps me from fully engaging with organizations dedicated to this cause is the fact that throughout the sustainable food movement we still make it mainly about (eating less) meat.

However, the real problem is not the meat, it is the industrialization and the anonymization of our food system throughout ALL food categories.

We assume that telling people to eat less meat will automatically lead to increased quality, but in reality, that is not necessarily true AND if people simply switch from industrial meat to industrial eggs or industrial beans, that still supports the same unsustainable industry practices – directly or indirectly. Even buying organic is not necessarily a guaranty anymore, since the organic food market is more and more industrialized as well and big corporations are silently taking over organic companies.

We need to make this about quality first and then let quantity adjust itself naturally.

From my professional experience as a Holistic Nutrition Coach specialized in fertility and hormonal balance and also from my personal experience of not eating meat for many years, I can tell you that many people, especially women, do need MORE meat and not less. Even going a single day without it can harm them in some cases.

Likewise, the small farmers who invest themselves whole-heartedly in raising and preserving traditional breeds of animals or who engage in grazing projects to keep the environment naturally fertile need you to buy and eat as much of their meat as possible and not less!

You might agree with me on that or not, but the point is that as long as we make it about eating less meat, we only create division within the group of sustainable food advocates, by judging those who do choose to eat meat on a daily basis. As a consequence, the movement loses effectiveness and power.

So instead of a Meatless Monday, we need a Farmers' Friday! Let's advise people what they SHOULD do and not what they should NOT do! Let's put quality and short-circuit distribution first.



Together for us, the farmers, the animals and the planet.



Instead of a horizontal shift between food categories, we need a vertical shift in food quality

What we should advise instead:

What we usually advise:

Product Categories	Production Mode: Industrial / Anonymous 	Production Mode: Sustainable / Short Circuit 
Vegetables and Fruit	😞	😊
Meat	😞	😊
Chicken	😞	😊
Fish	😞 (incl. farmed "bio" fish)	😊
Eggs	😞	😊
Dairy	😞	😊 (raw)
Grains	😞	😊
Legumes / Pulses	😞	😊
Nuts and Seeds	😞	😊
Vegetarian meat & dairy replacements	😞	😊

Please also refer to my article: Eating meat can be healthy, sustainable and ethical: <https://www.caminodelafertilidad.com/eating-animal-foods-can-be-regenerative-part-1-nutrition/>

