

Contemporary Challenges Making a Difference

ECIE4010

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Link to my own PowerPoint: [Food Sustainability Personal.pptx](#)

Link to group PowerPoint: [food sustainability.pptx](#)



Food Sustainability as a wicked problem. Just how did food sustainability become a societal problem and when? Our ancestors ate what was available, according to *The Evolution of Diet* by Ann Gibbons in the National Geographic (2014), humans obtained their proteins and fats from eating animals and seafoods and obtained their vitamins from wild greens and fruits. Not until 10,000 BC when humans started to understand that eating starchy crops can provide them energy as well as the grains can be fermented giving a better flavour and potentially medicinal thus improving their eating habits.



The broken plate (Gratton, 2025). As the world advances, so does our dietary choices, according to (Food Standards Agency, 2022) which is relatively due to the concept of “convenience”, the scarcity of nutritious food in the premises; perceived poverty and of population explosion. We have become reliant on the comfort that we can always have the access for a ready meal regardless of its nutritional value as stated by Blake, C. E., et al. (2021). According to The Food Foundation (2022), the most deprived 5th of the population would need to spend 45% of their income on food and a quarter of all food outlets in England are fast-food businesses and rising.



Why What We Eat Is So Important?



Our diet has evolved overtime. The truth is because the fast food or ultra processed foods are mostly tasty, because they are non-filling, they lack actual nutrients, you end up consuming a lot of extra calories resulting in obesity, diabetes and many other illnesses. Suddenly we come to realised how unhealthy eating habits that we chose have corrupted us, hence became a global problem as based by the (UN, 2024). Our food system must change to ensure sustainability, and it needs to be acted upon because of the health issues it brings to humanity.

THE TENBY Observer

By [Sonja Tutty](#)

Wednesday 20th November 2024 9:14

More than 1,000 emergency food parcels handed out in Pembrokeshire

Food bank network Trussell said the number of people still facing hunger and hardship across the UK remains "heartbreaking".



This headline of The Tenby Observer (2024) last year, clearly denotes the empathic side of humanity which is linked to Theodor Lipps (1851-1914) concept of empathy. The Trussel Trust Food Bank (2024) had distributed 1363 food parcel to be exact in Pembrokeshire alone from April to September last year. It is very much disturbing to think that hunger and poverty is prevalent, and we can stop this if we do not stand idle and watch others pushed to the brink. Therefore, if we do our part then we can move towards ending the need for emergency food in the UK.

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