



Leith's Responsible Global Citizens: Dietary, Food Waste and Recycling Habits. (Report on initial 2015 survey.)



A healthy harvest from Leith Community Croft



Responsible global citizens...

Whether by contributing to the so-called [migrant crisis](#), to extreme winds, to unusually heavy snow, or in other ways, climate change is already affecting us.

The good news is that we can do something about it, and Leith Community Crops in Pots' survey demonstrates that people in Leith are acting as responsible global citizens, by not wasting food, by eating little red meat, by recycling, and by composting. If others copied their behaviour, we could dramatically reduce greenhouse gases.

Well done, Leithers!

This report presents some of the major findings of a baseline survey conducted on the food, food waste and general recycling behaviour of 23 households associated with Leith Community Crops in Pots with a view to estimating their environmental impact. A more comprehensive report will discuss the methodology used in greenhouse gas estimations, as well as which findings were presented in this report, how they were presented and why, with reference to social norms methodology. Deficiencies in the survey are, however, mentioned: it did not ask people about their consumption of dairy products, which are associated with significant greenhouse gas emissions, and it failed to ask about egg consumption. These and other issues will be rectified in follow-up surveys.

Food wastage was very low, recycling very high and meat consumption very low. Indeed, the average red meat consumption in the meat-eaters surveyed was considerably lower, at 27.7 g/adult-equivalent/day, than the maximum 43 g/day recommended by the World Cancer Research Fund, and half the average consumption reported for Scotland as a whole in 2006 (58.7g/day). As red meat has a considerable environmental impact as well as implications for health, this is good news.

Leith Community Crops in Pots hopes that those who participated in the survey will serve as role models for others, that the report itself will help them talk to others about the issues raised and that the project (the survey and the report together) will serve as a model for others to replicate and improve upon. The more comprehensive report, mentioned above, should facilitate this.

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Introduction

Food is responsible for around one-fifth of all greenhouse gas emissions from products consumed in the UK, the largest contributors to which are meat and dairy.¹ In addition, average meat consumption in Scotland is higher than is recommended for a healthy diet.^{2,3} Yet, to date, 'efforts by non-governmental organizations to encourage reduced meat consumption in light of climate change have been quite limited, particularly among environmental non-governmental organizations.'⁴ However, even the UK government's scientific advisers (the Scientific Advisory Committee on Nutrition) have suggested that people should limit their consumption of red and processed meat to 70 g/day for health reasons⁵ and the World Cancer Research fund recommends a maximum of 43 g/day, which contrasts with the figure of 58.7 g, which the average Scot was consuming in 2006.⁶ As has been pointed out by others, including some of the references already cited, this low-meat-consumption-for-health recommendation suggests a win-win scenario: what is good for the environment is also good for people's health.



The screenshot shows the Eating Better website. The logo features a stylized 'E' made of three overlapping circles in orange, green, and blue. Below the logo is the tagline 'for a fair green healthy future'. The page header includes 'About' and 'News & Comment' links. The article title is 'Public prioritise eating less meat to tackle food system challenges' by Sue Dibb, dated Aug 6, 2015. The category is 'Eating Better Challenge Research Behaviour change Policy Business Sustainable diets Climate change Meat consumption Food security Environment'. The article text states: 'Eating Better welcomes new research published today demonstrating strong public support for eating less meat as the most effective and achievable step that consumers could take to reduce the impacts of their diet on the climate. By comparison lab-produced meat was strongly rejected as unnatural though eating insects was seen as a possible option in the longer term.'

A survey of people in England, Scotland and Wales showed that they were willing to cut back on meat consumption when the effects were explained. Our survey shows that people here don't eat much meat anyway!

¹ European Journal of Clinical Nutrition (2012) 66, 710–715; doi:10.1038/ejcn.2012.34; published online 11 April 2012 [accessed Aug 19, 2015].

² 'The Footprint of Scotland's Diet. The environmental burden of what we eat. A report for Scotland's Global Footprint Project.' Sibylle Frey and John Barrett, Stockholm Environment Institute, http://assets.wwf.org.uk/downloads/the_footprint_of_scotlands_diet.pdf [accessed Aug 19, 2015].

³ 'Eating Better Policy Briefing 2014: Policy recommendations for promoting healthy sustainable diets in the UK.' <http://www.eating-better.org/uploads/Documents/EB-policybriefing14-web.pdf> [accessed Aug 19, 2015].

⁴ "'We don't tell people what to do": An examination of the factors influencing NGO decisions to campaign for reduced meat consumption in light of climate change.' http://www.researchgate.net/publication/265383102_We_dont_tell_people_what_to_do_An_examination_of_the_factors_influencing_NGO_decisions_to_campaign_for_reduced_meat_consumption_in_light_of_climate_change [accessed Aug 19, 2015].

⁵ 'Eat less red meat, Government scientists warn.' Patrick Hennessy, Political Editor, and Laura Donnelly. *Daily Telegraph*, 19 Feb 2011, <http://www.telegraph.co.uk/news/health/news/8335986/Eat-less-red-meat-Government-scientists-warn.html> [accessed Aug 19, 2015].

⁶ 'Meat consumption in Scotland: analysis from the Expenditure and Food Survey.' http://www.researchgate.net/profile/Karen_Barton/publication/248623123_Meat_consumption_in_Scotland_analysis_from_the_Expenditure_and_Food_Survey/links/0deec52e6443a7b2b8000000.pdf [accessed Aug 20, 2015].

*We are all one,
one creation,
all connected.*

Leith Community Crops in Pots is a Leith-based charity. Our charitable purposes can be summarised as to encourage and support the people and organisations of Leith to grow food (fruit and vegetables), and flowers for pollinating insects, in urban spaces, in order to improve health and wellbeing, community cohesion and the environment. Our major source of funding to date has been the Climate Challenge Fund, so we are also interested in reducing greenhouse gas emissions,

especially through changing people's food-related behaviours (diet, provenance of food, food wastage and waste disposal, and composting).

This report, intended for wide dissemination, summarises the findings of our first (baseline) survey on food, food waste and general recycling carried out by Leith Community Crops in Pots in 2015. In order to keep it to a reasonable length, the detailed findings and the methods used (e.g. assumptions, coefficients and formulae for converting food and waste figures in to carbon dioxide equivalents and the social norms approach to the presentation of findings used in this report) will be discussed in another, more comprehensive report, to be published later. We regret that we omitted to ask people about their consumption of dairy products and eggs. (Hard cheese, in particular, has a significant environmental footprint.)

Demographics

Twenty-three households completed the initial survey. All but three were local according to their postcodes. Nine were adults living singly (or at least reporting on only their own behaviour). Five consisted of two adults. The rest described themselves as follows:

- 1 adult, 2 children: 3 and 6
- 1 adult 41-60, 2 teens 13-17
- 1 adult M 26-40, 1 adult F 26-40, 1 child <2
- 2 adults 26-40, 1 child 5-12
- 2 adults 40-45, 1 child 8
- 1 adult F 42, 1 adult 18, 1 child 5, 1 child <2
- 1 adult F 41-60, 1 adult M 41-60, 2 children 5-12
- 1 adult M 41-60, 1 adult F 41-60, 1 child 5-12
- 2 adult M, 1 adult F, child 16



Crofters enjoying a spot of lunch. A good mix of families and single people, almost all local, took part in our survey.

The above data were converted into 'adult-equivalents' so that some idea of per capita (per 'adult') behaviour could be obtained. To make calculations manageable (and with some unavoidable subjectivity, given the imprecision of the data), 13- to 17-year-olds were counted as adults, 5- to 12-

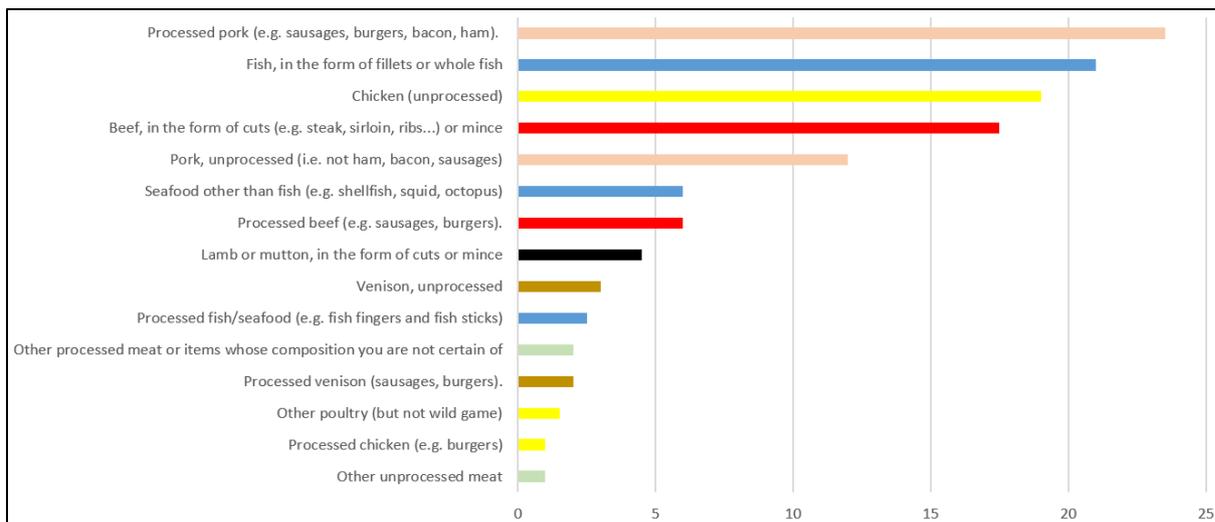
year-olds were counted as being equivalent to half an adult each, and children and babies of 4 and under were counted as being equivalent to a quarter of an adult each.

Not all respondents answered all the questions.

Meat: people eat very little!

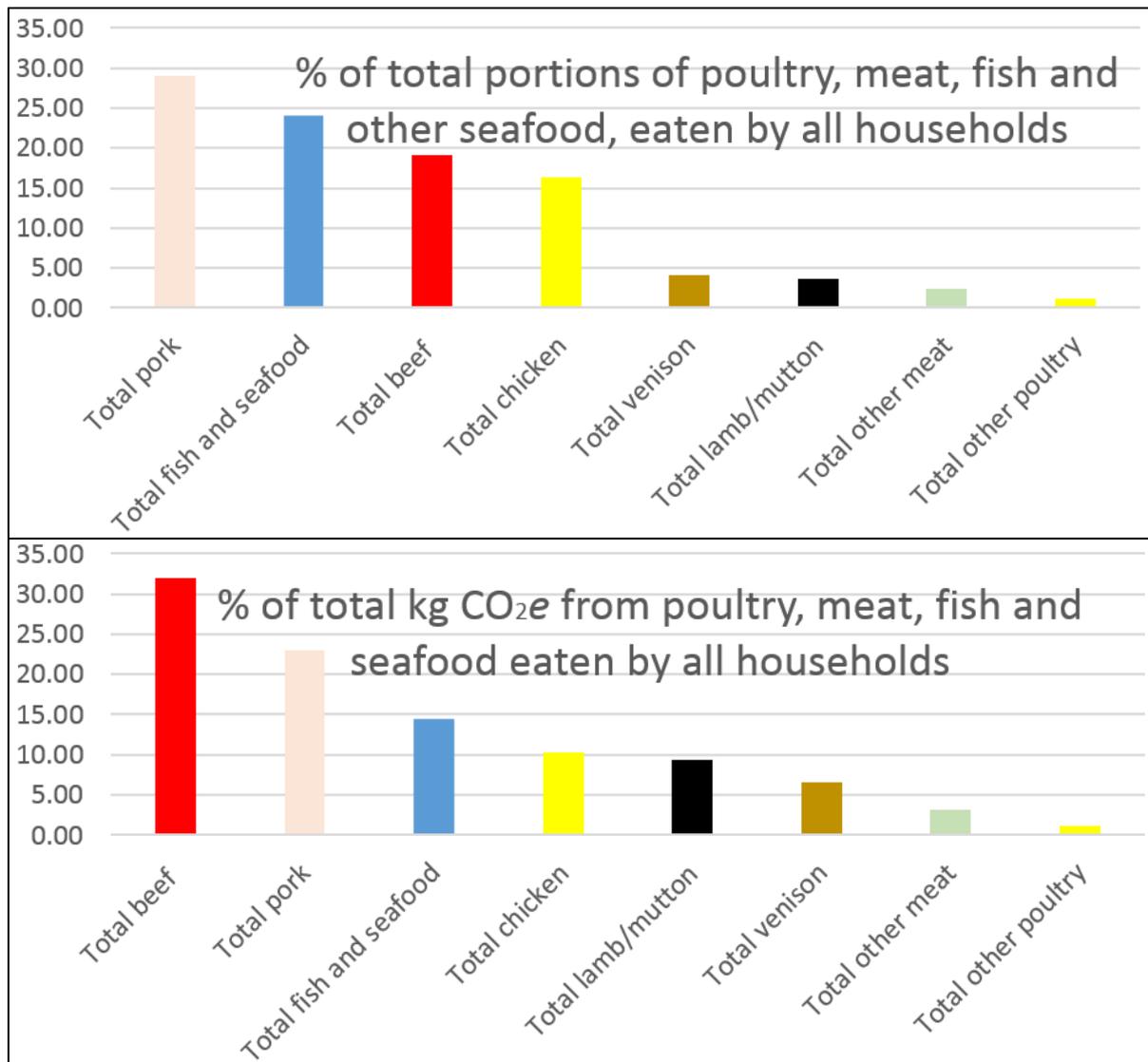
Overview

Meat has a large impact on climate change, particularly meat from ruminants because of the methane they produce, which is a potent greenhouse gas. Fortunately the people surveyed reported eating very little. Even if vegetarians were excluded, the average consumption of red meat, including pork (and products such as bacon) amounted to less than two portions per adult-equivalent per week, and the average consumption of processed meat (excluding poultry) amounted to less than one portion. Processed meat (e.g. bacon and sausages) has been reported to be [most harmful to one's health](#), so the low consumption figures are great news for the health of survey participants too!

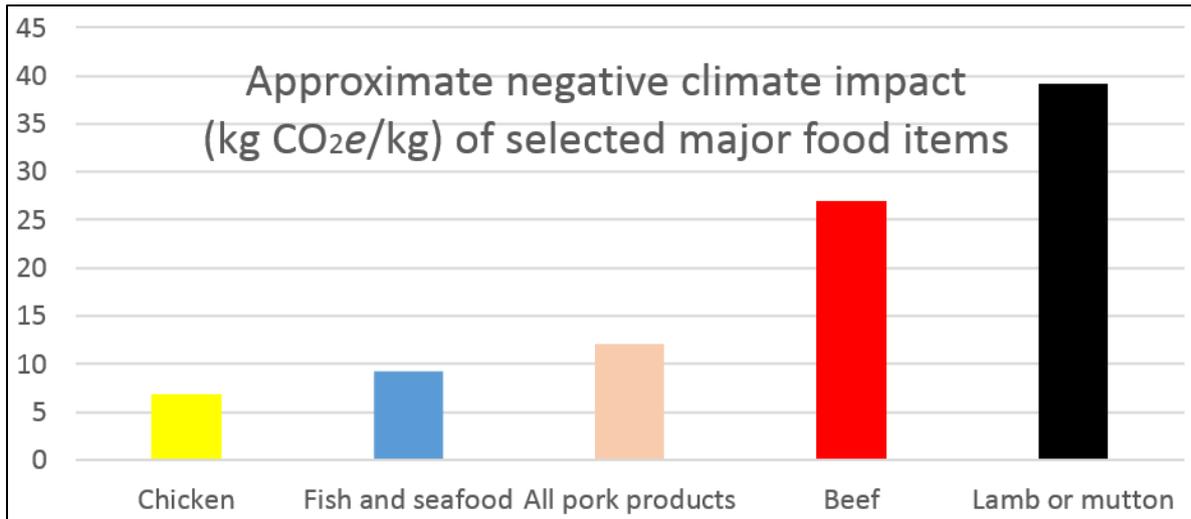


Total portions of various items reported eaten by the surveyed households per week (the estimated equivalent of 43.75 adults). The average consumption of all these items in terms of portions per adult-equivalent was only 2.8/w.

The average consumption of red meat by mass, excluding pork, was 72g/w/adult-equivalent and 153g including pork (91g and 194g respectively if only meat-eaters are considered), and of processed meat (excluding poultry) 77g/w/adult-equivalent (97g if only meat-eaters are considered), comfortably within the limits recommended for health reasons.



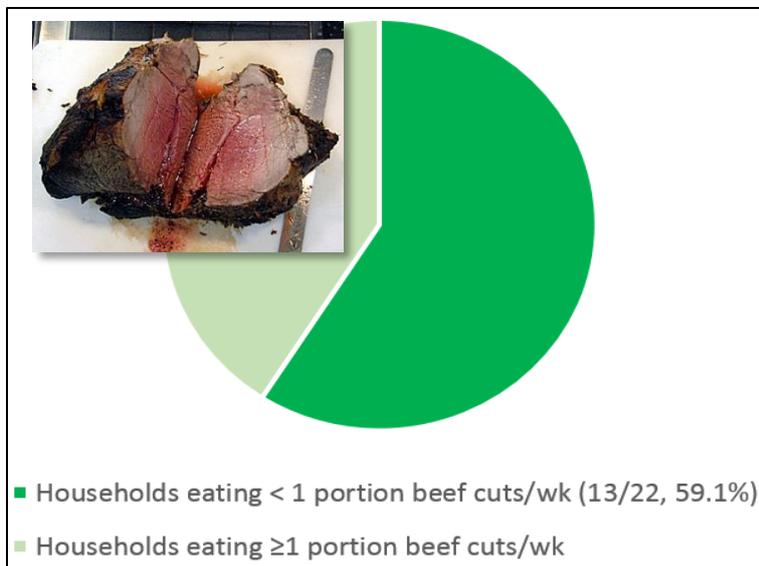
Although, of the items surveyed, beef is not the major item consumed in terms of portions, it contributes most to climate change because of its high impact per kilogramme.



Reduce your beef and lamb/mutton consumption, in particular, and you will reduce the climate impact of your diet, the figures suggest.

The above graph gives an idea of the conversion figures used in calculating greenhouse gas impacts of major food items. Note, however, that the portion size of chicken was considered to be 0.14 kg, and for other items 0.1 kg, so its impact per portion would slightly increase its apparent relative contribution.

Beef: most eat less than one portion of beef, in the form of cuts or mince, per week, and many eat none.



Low beef consumption by locals

Of the 22 respondents to this question, most (13 or 59.1%) said their households ate less than one portion of beef a week (and six of these ate none).

No individuals ate more than two portions per week

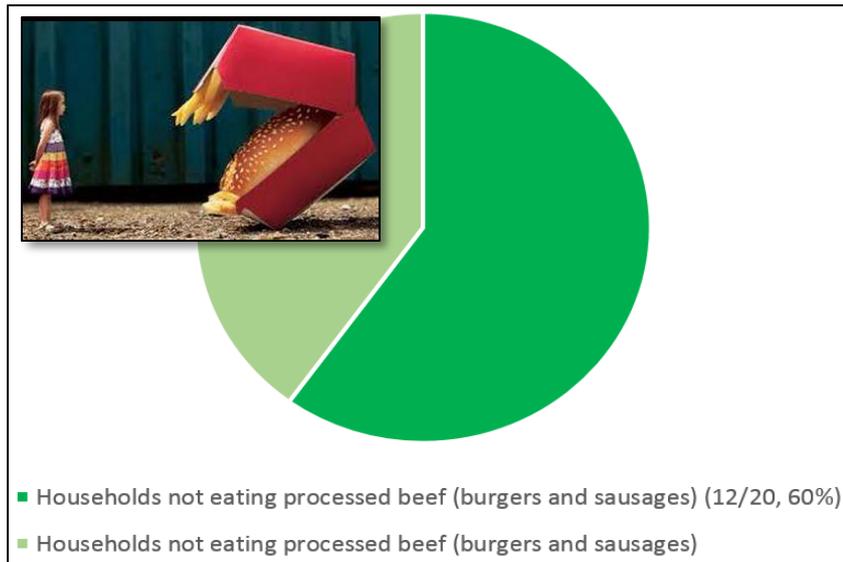
Only two households reported eating more than two portions of beef a week, with the maximum being four portions a week. Both of the households consuming more than two portions a week consisted of at least two adults. This means that none of the individuals

represented by the survey ate more than two portions of beef a week on average.

The low consumption of beef is important because beef has a huge greenhouse gas impact. In fact, while beef in various forms (including burgers and sausages – see below) comprised only 14.3% of the portions of meat, fish and seafood eaten by the households completing the survey, it was estimated that it contributed 32% of the greenhouse gases from these components of the diet. By cutting back on beef (and lamb/mutton), people can significantly cut their contributions to global warming, even if they eat chicken or pork instead.

Most households do not eat processed beef (burgers and sausages)

Most respondents to this question did not eat these products (12/20 or 60%). Only four households had as much as one portion a week, and two of these had more than one member. These low figures are excellent news, as red meat is bad for the environment and processed red meat might be especially harmful to health.



Most people don't eat burgers

Chicken: most eat less than one portion of unprocessed chicken a week, and many eat none.

Of the 22 respondents to this question, most (12 or 54.5%) said they ate less than one portion of unprocessed chicken a week (and six of these ate none). Only four ate more than two portions a week.



Hardly anyone eats processed chicken

89.5% of respondents (17/19) did not eat any processed chicken. The two that did, reported eating less than a portion a week.

Other poultry: almost no one eats it

Only two households reported eating any other poultry.

Most households do not eat lamb or mutton (in the form of cuts or mince)

Of the 21 respondents to this question, most (14 or 67%) did not eat it, and only two households ate as much as a portion a week. Lamb/mutton is even worse than beef in terms of its impact on the environment, so the low consumption of this is good news.

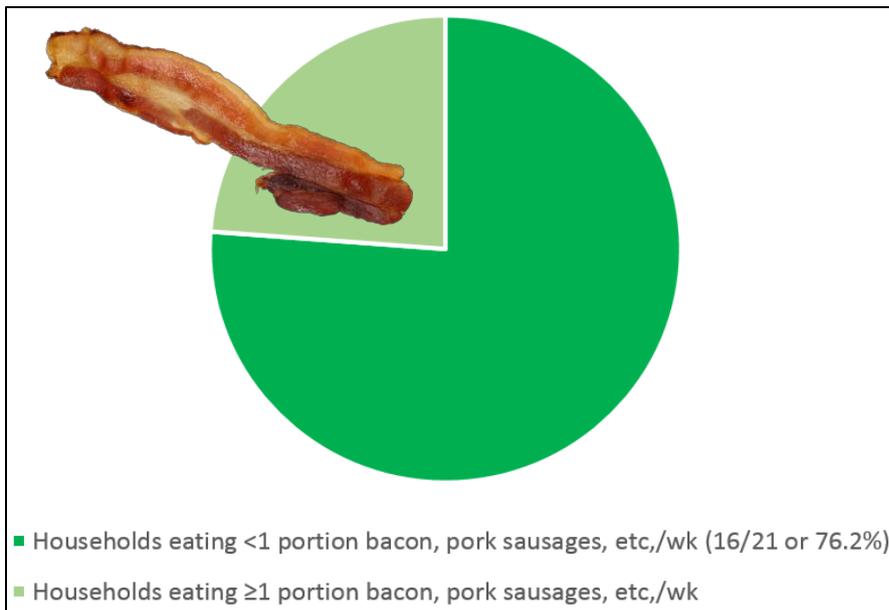


A colourful vegetarian dish. The people who responded to our survey don't eat much meat – good news for their health and the environment.

Most households do not eat unprocessed pork

Of the 20 respondents to this question, most did not eat unprocessed pork (11 or 55%), and only three households reported eating more than one portion a week.

Pork sausages and burgers, and ham and bacon, are consumed in very small quantities



Bacon scarcely eaten: the vast majority of households surveyed eat less than a portion of processed pork (bacon, sausages, etc.) a week.

Most households (16/21 or 76.2%) consumed less than one portion of processed pork (bacon, sausages, etc.) per week and nearly a third (6/21 or 28.6%) did not eat any at all. Only one household consumed more than three portions a week, and this had four inhabitants.

Most households do not eat unprocessed venison or other unprocessed meats

The great majority of respondents to these questions did not eat unprocessed venison (15/21 or 71%) or other unprocessed meats (17/19 or 89%).

Hardly anyone eats other processed meats

15/18 (83.3%) households responding to this question stated that they did not consume any other processed meats.

Fish and seafood

Very few households consumed more than one portion of fish, in the form of fillets or whole fish, per week

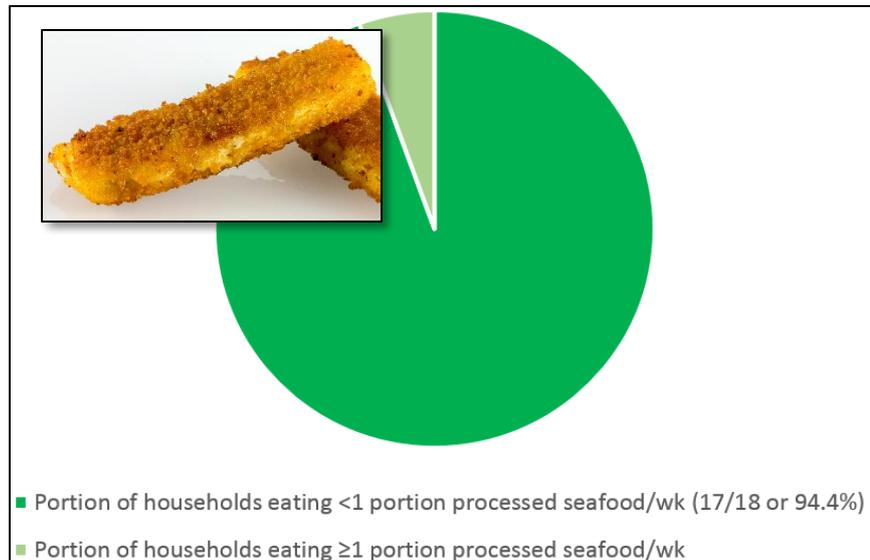
19/23 households (82.6%) consumed one portion or less of fish in this form a week.

Very little unprocessed non-fish seafood is eaten

17/18 households (94%) consumed less than one portion of unprocessed non-fish seafood per week.

Very little processed fish/seafood is eaten

17/18 households (94%) consumed less than one portion of processed fish/seafood per week.



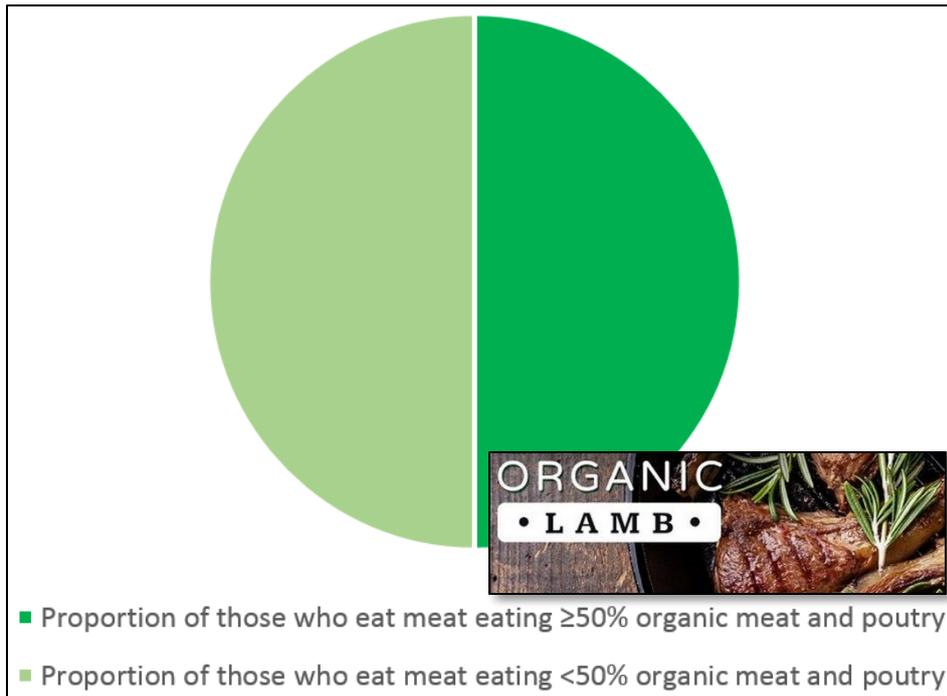
Fish fingers not popular! This chart shows how little processed fish is eaten, but other forms of fish and seafood are also not eaten in large quantities.

Scottish, organic and free range?

Most of those who meat and poultry source at least half of this from Scottish producers

14 of 17 (82.4%) of the households that eat meat and poultry and answered this question report that at least half of this is Scottish in origin.





Half of those who meat and poultry eat at least 50% organic produce

9 of 18 (50%) of the households that eat meat and poultry and answered this question report that at least half of the meat and poultry they consume is organic.

Organic meat - not a minority thing! Half of those households that eat meat (9/18) consume at least 50% organic meat and poultry.

Most of those who meat and poultry eat at least 50% free range products

9 of 17 (52.9%) of the households that eat meat and poultry and answered this question report that at least half of the meat and poultry they consume is of free-range origin.

Fish and seafood

Most of those who eat fish and seafood consume at least 50% Scottish-origin products.

10 of 16 (62.5%) of those who eat fish and seafood consume at least 50% Scottish-origin products.



Most of those who eat fish and seafood consume at least 50% sustainably sourced products.

9 of 15 (60%) of those who eat fish and seafood consume at least 50% sustainably sourced products.

Fruit and vegetables

Most consume at least 50% Scottish fruit and vegetables

12/23 respondents (52.2%) reported that at least 50% of the fruit and vegetables they consume was Scottish in origin.

We always consider origin – but this will differ at different times of the year. We generally tend to focus on making sure it was produced in the UK rather than specifically Scotland. If we have a choice over Scottish or UK produce we will choose Scottish. If we want to buy produce that is not available from a British source, we will then consider a range of things – how they were grown, the type of economy we are supporting, fair trade (e.g. we always buy fairtrade bananas) and food miles.



It's normal to eat organic! Almost every household surveyed eats at least some organic fruit and vegetables.

Organic fruit and vegetables

The vast majority (20/23 or 87.0%) of respondents consume at least some organic fruit and vegetables. (Only one reported that none of the fruit and vegetables consumed was organic. This person is presumably not a Crofter.)



The average household eats fruit and vegetables in over two meals a day

The average number of daily meals containing vegetables was 2.39 and containing fruit was 2.11.



Food Waste

Very little meat and seafood wasted

Only seven of the seventeen meat-eating households reported wasting any meat, so the majority of the households in which meat was consumed did not waste any (58.8%) and only one wasted as much as a portion a week. This is excellent, because meat is very environmentally

expensive to produce. However, the biggest contribution to greenhouse gases from food waste (5.8 kg CO₂-equivalent) came from meat. This reflects the environmental impact associated with even a small amount of it.

Only three households reported wasting any seafood or fish and all of these wasted on average less than a portion a week.

Less than a portion of vegetables wasted per week

The average weekly household wastage of vegetables was 0.91 of a portion.



Most meat-eating households take care not to waste this environmentally costly item.

*Any leftovers
are made into
new dishes.*

Sometimes, when we get fruit, there will be a strawberry that is bad, but the rest of them are fine.

Less than half a portion of grain-based food wasted per week

The average weekly household wastage of grain-based food was 0.39 of a portion.

Very little dairy products or milk wasted

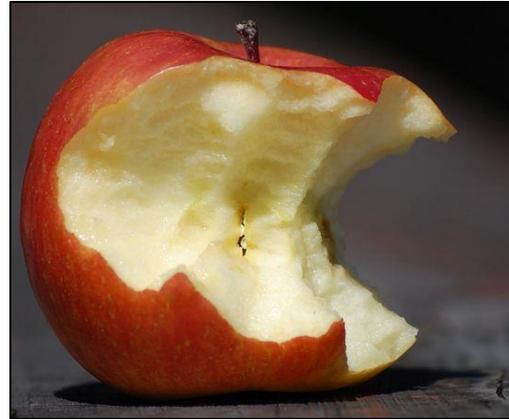


The total milk wasted weekly by all the households put together was only two pints.

85.7% (18/21) of households reported wasting no milk. The three households that did waste milk, reported wasting a total of about two pints between them.

Less than a portion of fruit wasted per week

The average weekly wastage of fruit per week was even less than that of vegetables, at 0.73 of a portion.



This is as much fruit as the average household reports wasting a week – less than three-quarters of a portion.

71.4% (15/21) of households reported wasting no dairy products (excluding milk). The total amount wasted by all households together was estimated to be only four portions a week. However, the second largest food waste-related contribution to greenhouse gases (3.1 kg CO₂ equivalent) came from this source, as dairy products are very environmentally expensive to produce.

Most households put no food waste into general waste

61.8% (13/21) of households do not put any food waste into the general waste, which goes to landfill. This is good because food that goes into landfill generates methane, a powerful greenhouse gas.

Most households use the municipal food waste disposal service

75% (15/20) of households put at least some of their food waste into the municipal food waste system. They dispose, on average, of an estimated 78.3% of their individual households' food waste this way.

Source of food

An estimated 40.3% of food did not come from supermarkets



Most households do not put any food into general waste. This is good, because food that goes into landfill generates methane, a powerful greenhouse gas.

Farm shop or veggie box and some supermarket: Lidl/Sainsbury.

Most of the rest came from small local shops (20.7%, used by 18/19 households) and organic box schemes (15.3%, used by 9/20 households). Most of the respondents to this survey completed it early in the growing season. We anticipate that Leith Community Croft will contribute a significant portion of people's food over the summer.



Where respondents' food came from: 40.3 % did not come from supermarkets. Other major sources were small local shops and organic box schemes, the latter being used by a surprising 45% of households (9/20) and supplying 15.3 % of total food. We hope that Leith Community Croft will make a significant contribution to people's diets over the course of 2015.

By car if I happen to be passing. I would not make a specific trip for food.

Most food is sourced on foot

14/20 households (70%) reported getting at least half of their food on foot. An estimated 60.6% of the food sourced by respondents was obtained by using no form of transport other than walking.

I use the car to do one main monthly shop for bulk items such as toilet rolls/ nappies/ cleaning products and will also stock up on heavy items in bulk such as tinned tomatoes/ coconut milk.

Most people do not use Tesco as their most important source of food



Tescopoly? No. Most households get most of their food elsewhere.

12/20 households (60%) named somewhere other than Tesco as their main source of food.

Bags and recycling

Most people do not acquire new disposable plastic bags every week



Most households are careful about the use of plastic bags.

If you take disposable plastic bags from the supermarket checkout you are in the minority. According to our survey, 14/21 households (66.7%) do not get new disposable plastic bags every week, and the maximum taken by any household in a week was three.

Most people recycle most things

Most households recycled glass (95.2% of households), paper (100%), cardboard (100%), cans (90.5%), plastic bottles (95.2%) and plastic bags (61.9%).

No, sir. No, sir, *not* three bags full! Most households send the equivalent of less than one large bin bag of waste to landfill per week.

12/22 (54.5%) of households reported producing less than one large bin bag of landfill waste per week (the average of all households being 0.83 of a bin bag) and only one reported producing more than two bags. The latter consisted of three adults and a teenager and produced less than three full bags a week.

Discussion

Myths busted: responsible global citizens, not lazy and selfish 'consumers'

Bad behaviour more noticeable, not necessarily more common

Irresponsible behaviour is generally more obvious than responsible behaviour. One tends to notice, and dwell on, litter, discarded fast food, and bin bags left on the pavement to be ripped open by seagulls, spilling an assortment of material, much of which could have been eaten, recycled or composted, reflecting the culprits' unhealthy diets and their indifference to their fellow human beings and the environment at large.

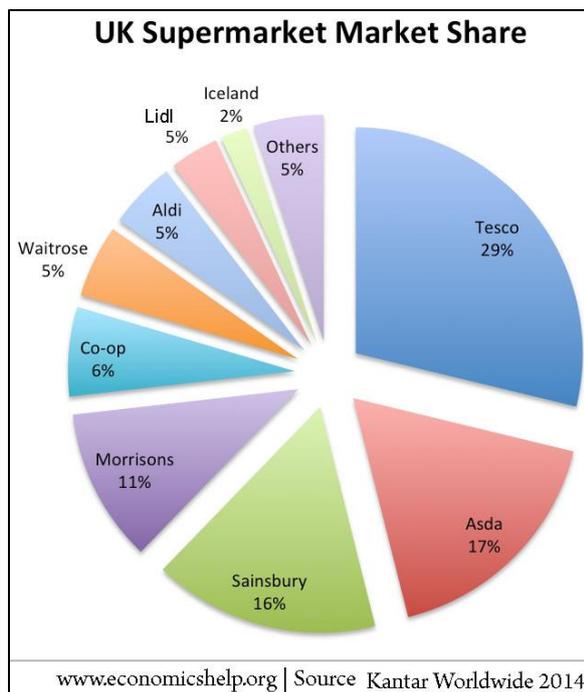
One does not notice people making sure that they only buy what they can eat, people choosing to spend what limited money they have on less meat but with better environmental credentials, and people diligently recycling their rubbish. It is therefore easy to make false assumptions about how

badly 'most people' behave, and consequently to slip into a 'Well, no one else cares, so why should I?' mindset. This survey gives the lie to such assumptions.

Surprising and heartening

While it could be argued that the people who participated in our survey were likely to be more responsible in their behaviour than the population at large (because of their willingness to take part in the first place, and their connections with Leith Community Crops in Pots), the extent to which this appeared to be the case was surprising and heartening.

Food wastage was very low, recycling very high and meat consumption very low. Indeed, the average red meat consumption in the meat-eaters surveyed, was considerably lower, at 194 g/adult-equivalent/week or 27.7 g/adult-equivalent/day, than the limit of 300 g/week or 43 g/day recommended by the World Cancer Research Fund, and half the average consumption reported for Scotland as a whole in 2006 (58.7g/day). As red meat also has a considerable environmental impact, this is great news.



Tesco may dominate the UK supermarket scene, but most respondents did not get most of their food from this chain.

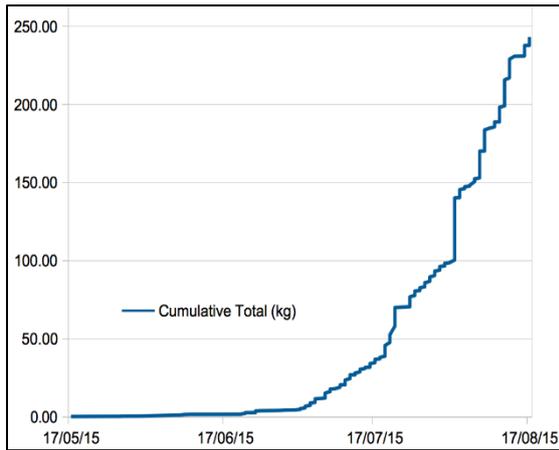
It was also surprising to the author of this report that most people's food did not come from Tesco, the most prominent Leith supermarket. This could be considered good news, because large supermarket chains monopolise the UK grocery market. Tesco – the biggest – is responsible for over a quarter of UK grocery sales.

Responsible citizens

'Most people', therefore (at least amongst those who completed our survey), are not irresponsible and selfish consumers, but rather responsible global citizens.

Organic myth busted

A myth that appears well and truly busted is that organic food, and vegetable box schemes, are only for a tiny minority – a privileged few. Nearly a half (45%) of households used organic box schemes (or got some of their food from them) and half of the households that eat meat consumed at least 50% organic meat and poultry. An objection occasionally raised against such types of food is that they are 'too expensive'. In fact, box schemes are excellent value, if one learns not to waste the food provided (a process that can be rewarding in itself), and one can certainly afford to source one's meat ethically if one cuts down the amount one eats. Indeed, while the survey responses do not enable us to prove that many people are doing just this, they would certainly be compatible with people making such a responsible choice. Until we have a fair pricing system – one that makes the price that one pays for food reflect its environmental impact – this seems a good option.



Approaching a quarter of a tonne of organic fruit and veg! Leith Community Croft's produce so far this year.

growing season.

What can be improved?

Improvements to the survey

This topic will be discussed in more depth in another report, but in order to make the survey more comprehensive in terms of capturing people's impact on the environment, while avoiding making it off-puttingly long and complicated, there will be some

additional categories (notably with regard to the consumption of dairy products), coupled with some rationalisation of the categories used for meat, poultry, fish and seafood. The ideal would be for people to keep detailed food diaries, but we feel this would be asking too much.

Improvements in people's behaviour

As should be clear, overwhelmingly the people surveyed already seem to be behaving in a responsible way and they probably deserve praise rather than lectures. It is, furthermore, unrealistic to expect everyone to become vegan or never to waste anything or only to buy organic food. However, we might suggest, for example, that people consider substituting pork or chicken for some of the lamb, mutton or beef they are eating, and that they read through this report with a view to seeing anything that their peers are doing which they might like to try.

We also recommend signing up for our Leith Lunches programme, which offers an enjoyable exploration of the way we can make the world a better place through our food choices. The feedback has been very encouraging so far.

Nothing from the Croft... yet

Almost no one mentioned sourcing food from Leith Community Croft. This was, no doubt, because the survey was conducted early in the growing season and because not all the respondents were Crofters. We expect the follow-up survey to show a significant improvement.

Although the year is far from over, we have already exceeded 2014's harvest of 224 kg of fruit and vegetables and expect to grow a multiple of this – all low-input, pesticide-free, low-carbon food, carried home largely on foot or bicycle. More people will certainly have been joining the Croft and/or sharing its produce during the 2015

I have just signed up to Leith Community Croft and am hoping to grow more food there this year with my kids. We had several meals from the Croft last year and the kids loved the immediate process of harvesting, walking home, cooking it up and eating together.

Conclusion: what next?

Role models

The people surveyed (largely Leith residents) appear to be far more responsible with regard to their dietary choices, recycling behaviour, etc., than some might have imagined. We hope that they will serve as role models for others. It can be difficult to raise the topic of climate change and, especially, to tell people what they might be able to do better. One way of getting around this might be to refer others to this report – ‘Have you seen this? It’s quite interesting?’ – and use it as a way of opening a conversation.



Role models – we learn by copying others.

On another level, we would like this project itself to act as a model for others, and so the detailed report to follow will be written such that others can emulate and improve on our work. We would be delighted if it were replicated around Scotland, and further afield.

Follow-up survey

We shall be asking all those who completed the survey reported here to fill out another similar survey, and we would welcome it if others completed it too, especially if they live in Leith.

‘Take-home’ messages

- Food choices matter.
- Climate change is serious, but we are not powerless.
- We must not let our view of humanity be distorted by the more visible irresponsible elements.
- More people than you might realise are thinking about this issue, and there are more caring and responsible people out there than you might think.
- You can make a difference, as they already are.

Acknowledgements

The board and staff of Leith Community Crops in Pots would like to thank the photographers whose work appears here, and all those who participated in this survey, not only for taking the trouble to complete it, but also for what they are doing for the ir community, Scotland and the world at large. You truly are responsible global citizens.

Well done!



The courgette crew! Having grown up growing their own food, these youngsters on Leith Community Croft are surely more likely to have an appreciative and responsible attitude to food as adults. (Although their parents would also appear to be excellent role models, if our survey is any indication!)

Thanks are also due to Keep Scotland Beautiful/the Climate Challenge Fund, who made this work possible.

