


SAMAYU



**FCOOL
& YOU^{2.0}**

MAKE THE CHANGE

Food & You 2.0

Make The Change

What?



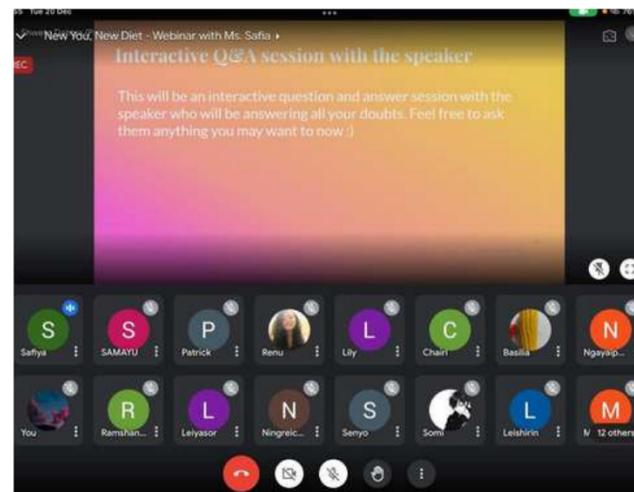
Our consumer outreach campaign, 'Food & You 2.0. Make the Change' is an invitation to live better, love better, and eat better this year with F&Y2.0; and be the 2.0 version for ourselves, animals, and the planet!!

How?



Diet plays a huge role in shaping our lives why should it not *evolve* with everything else? With F&Y2.0 we bring to consumers everything they need to take this leap from resources to expert advice, from recipes to fun challenges, and from health to love.

Pilot!



Our small pilot on Dec 20, 2022, with partner pledges on websites, partner-led events- webinar / offline outreach called 'New You, New Diet', was a great success. We are ready to scale this campaign!

Introduction to Speaker

Picture

Bio

What is the problem with our current diet?

**MINIMALLY PROCESSED FOOD
OR UNPROCESSED FOOD**

FRUITS & VEGETABLES



WHOLE GRAINS



BEANS



SPICES



NUTS & SEEDS



PROCESSED FOODS

SUGAR



REFINED WHEAT & MAIDA



REFINED OILS



DAIRY PRODUCTS



RICE & BREADS



JAMS & KETCHUPS



ULTRA PROCESSED FOODS

SOFT DRINKS & JUICES



BISCUITS, COOKIES & CHIPS



FRIES, PIZZAS & BURGERS



CHOCOLATES, WAFERS, CANDIES AND ICE CREAMS



What is the problem with our current diet?

UNPROCESSED FOODS

COMES FROM NATURE, EASY TO DIGEST, REAL FOOD.

PROCESSED FOODS

COMES FROM A FACTORY, MADE BY MACHINES,
USED AS AN INGREDIENT.

ULTRA PROCESSED FOODS

COMES FROM FACTORY, MADE BY MACHINES,
PACKAGED FOOD, HIGH SUGAR & SALT AND
HAS HARMFUL INGREDIENTS.

What is the problem with our current diet?

HEALTH ISSUES



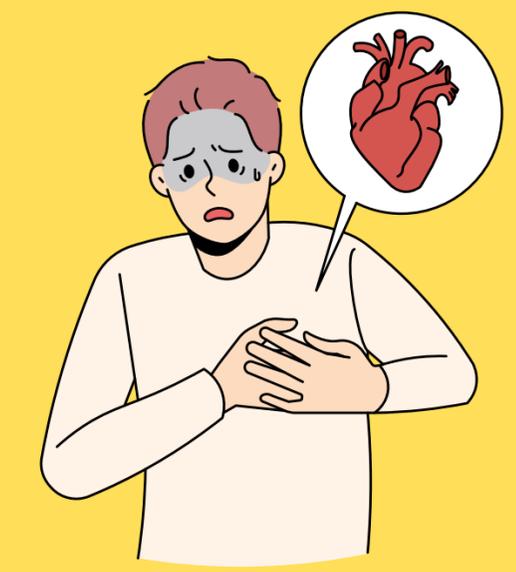
OBESITY



HIGH BLOOD PRESSURE



IBS



HEART ATTACK



DIABETES



CANCER

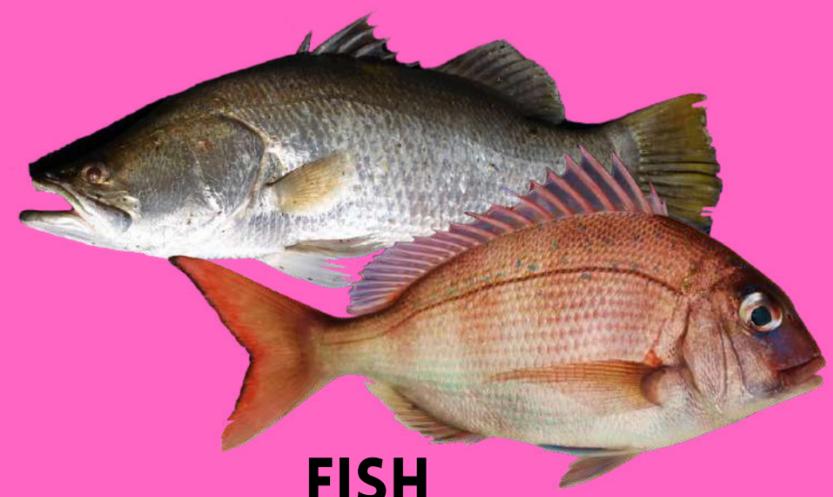


THYROID

Negative effects of animal based foods



DAIRY PRODUCTS



FISH



EGG



RED MEAT

ANTIBIOTICS

CRUELTY

OVERCROWDED CONDITION



PESTICIDE RESIDUE

HORMONES INJECTION

VIRAL DISEASES

UNSANITARY

HIGH CHOLESTEROL

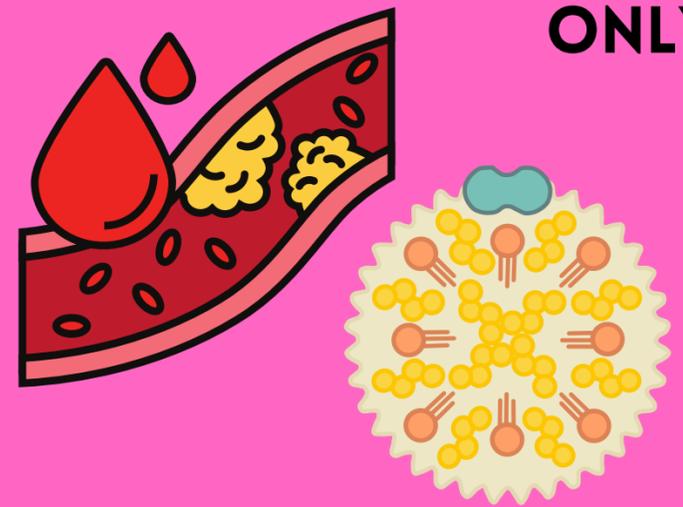
HIGH FAT

LOW IN FIBRE

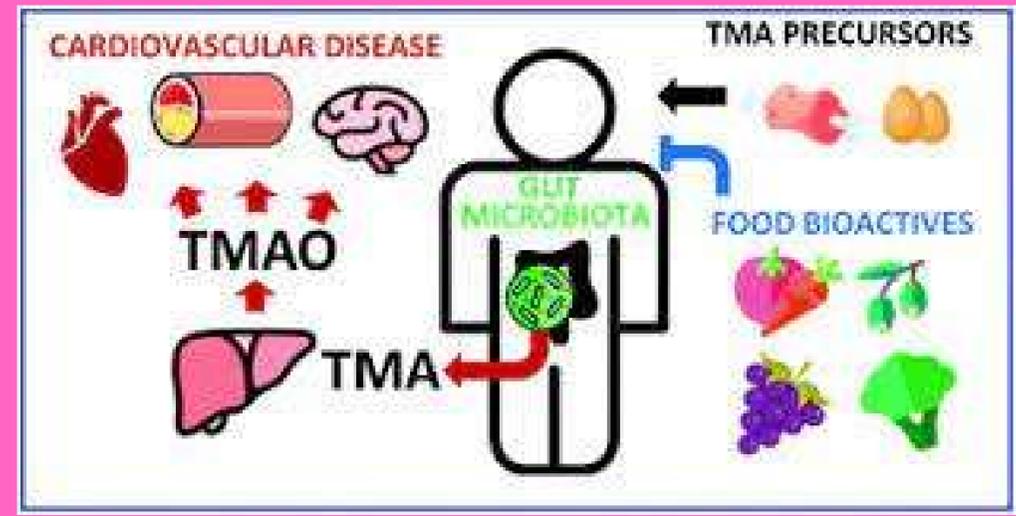
Negative effects of animal based foods



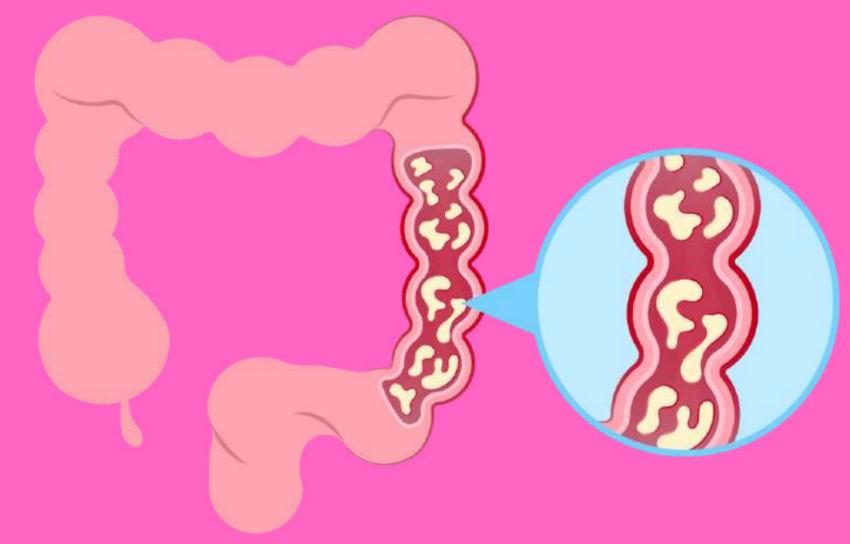
AMR (ANTI MICROBIAL RESISTANCE)



**CHOLESTEROL & SATURATED FATS
NOT PRESENT IN PLANT-BASED FOODS**



**TMAO PRODUCTION
ONLY ANIMAL BASED FOOD GIVE TMAO**



LACTOSE INTOLERANCE

Negative effects of animal based foods



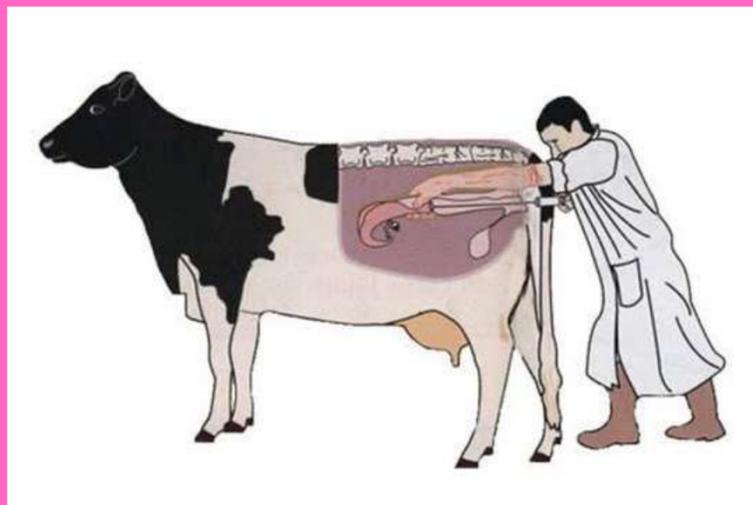
CAGED, UNHYGENIC



MALES CHICKS GRINDER



TREATED LIKE COMMODITY



ARTIFICIAL INSEMINATION



12 BEES = 1 SPOON HONEY



CRUEL TREATMENT

Negative effects of animal based foods

Animal agriculture

is to blame for the extinction of 24,000 of the 28,000 species on the IUCN Red List.

1 kg of red meat requires over

15,000 litres

of water, compared to **1,200 litres** for a kg of maize and **1800 litres** for a kg of wheat



14.5% OF INDIA'S TOTAL GHG EMISSIONS ARE FROM CATTLE, WHICH IS MORE THAN THE **ENTIRE TRANSPORTATION SECTOR**

1/6th

of an acre is enough to feed you for a year on a plant-based diet, while a meat-based diet would require 18 times more

92%

of fresh water is used for farming, with livestock accounting for one-third of it.

Livestock accounts for **77%** of global farming land

Benefits of Plant based food



HIGH FIBRE

HIGH ALKALINE

BALANCED DIET

LESS CALORIES

FREE FROM CHOLESTEROL

WEIGHT LOSS

LOW RISK OF HEART ATTACK

LOW RISK OF CANCER

Healthy Eating

12 PLANT FOODS THAT ARE HIGH IN Protein

VEGAN OUTREACH

Complete Nutrition

Soy Bean
(76 calories with 17 grams protein, 3 grams carbs, 2 grams fiber, and 9 grams of fat)

- Soy Paneer (Tofu)** (76 calories with 17 grams protein, 3 grams carbs, 2 grams fiber, and 9 grams of fat)
- soya chunks** (345 calories with 52 grams of protein)
- Yogurt** (Protein- 4.7 g, Fat (total lipid) 2.7g, Fatty acids, saturated- 0.5g, Fatty acids, mono-unsaturated- 0.6)
- Soy Milk** (vitamin B6, magnesium, folate, and zinc)
- 100 gms of Chana Sattu** contains 413 calories, 26 gms protein, and 18 gms of dietary fibre
- Two tablespoons (32 grams) of natural peanut butter include:**
 - Calories: 190.
 - Protein: 8 grams.
 - Fat: 16 grams.
 - Carbohydrates: 7 grams.
 - Fiber: 3 grams.
- Mix Dal** (There are 354 calories in 100 g of Mix Dal. Calorie Breakdown: 5% fat, 69% carbs, 26% prot.)
- Chana** (per 1/2 cup drained): 100 calories, 17g carbs, 5g protein, 1.5g fat, 4g fiber

Healthy Alternatives

Dairy Alternatives

Yoghurt		→	Soy Yogurt
Milk		→	Coconut Milk Nut Milk Rice Milk Oat Milk
Cheese		→	Cashew Cheese
Butter		→	Peanut Butter
Cream		→	Coconut Milk Cashew Cream
Ice-Cream		→	Frozen bananas or berries blended



Myth Burst And Fact

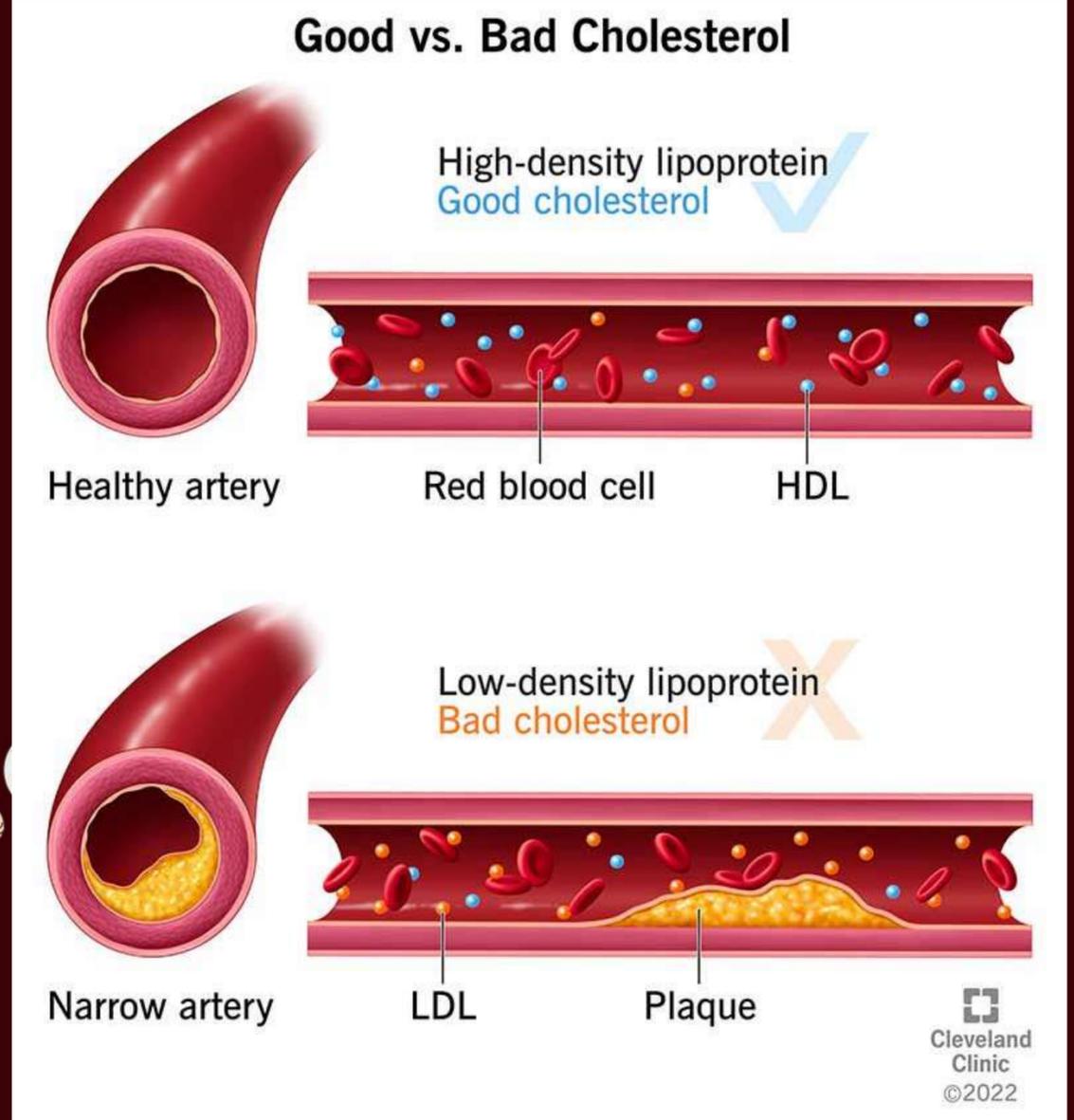
ESSENTIAL AMINO ACIDS:

@JACKED.ON.PLANTS

<p>✔ HISTIDINE Rice, wheat, legumes, potatoes, cantalope</p> 	<p>✔ VALINE (BCAA) Legumes, spinach, broccoli, sesame and hemp seeds</p> 	<p>✔ TRYPTOPHAN Oats, spinach, soybeans, sweet potatoes</p> 
<p>✔ THREONINE Watercress, spirulina, pumpkin, leafy greens, hemp & chia seeds</p> 	<p>✔ PHENYLALANINE Avocado, beans, rice, almonds, seaweed, pumpkin and spirulina</p> 	<p>✔ METHIONINE Sunflower seeds, hemp seeds and chia seeds</p> 
<p>✔ LYSINE Beans, soy, quinoa, pumpkin seeds, seitan and pistachios</p> 	<p>✔ ISOLEUCINE (BCAA) Lentils, beans, oats, rye, soy, quinoa, brown rice and cabbage</p> 	<p>✔ LEUCINE (BCAA) Peas, pea protein, whole grain rice, sesame seeds, pumpkin, seaweed</p> 

Plant-based oils like palm and coconut oil are also high in saturated fats, but Plant-based oils is basically high-density lipoprotein cholesterol (HDL-c), the 'good' cholesterol.

Nine amino acids—histidine, isoleucine, leucine, lysine, methionine, phenylalanine, threonine, tryptophan, and valine

Nutrition chart

Dairy butter

Marketed by: Gujarat Co-operative Milk Marketing Federation Ltd., Anand 388 001, www.amul.com

Customer Care No. 1800-258-3333 (Toll Free) In case of complaint / feedback, contact Marketer. Write to us at butter@amul.coop

KEEP UNDER REFRIGERATION

Ingredients: Butter, common salt
CONTAINS PERMITTED NATURAL COLOUR [ANNATTO]

BEST BEFORE 12 MONTHS FROM PACKAGING WHEN STORED REFRIGERATED AT 4°C OR BELOW

For Batch No., Date of packaging, MRP (incl. of all taxes) see side panel

Net Weight: 100 g *Issai*

Lic. No. 10012021000071

Energy, kcal	722
Energy from Fat, kcal	720
Total Fat, g	80
Saturated fat, g	52
Trans Fat, g	3
Cholesterol, mg	180
Sodium, mg	836
Total Carbohydrate, g	0
Added Sugar, g	0
Protein, g	0.5
Vitamin A, mcg	650

*Approx. values

Nutritional Information*	
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Peanut butter

NUTRITIONAL INFORMATION		
SERVING SIZE (32g)	PER SERVE*	PER 100g*
ENERGY	194 kcal	605 kcal
PROTEIN	10g	30g
CARBOHYDRATE	7g	22g
SUGAR	1g	3g
ADDED SUGAR	0g	0g
DIETARY FIBRE	4g	12g
TOTAL FAT	16g	49g
SATURATED FAT	3g	9g
POLYUNSATURATED FAT	4g	12g
MONOUNSATURATED FAT	9g	28g
TRANS FAT	0g	0g
CHOLESTEROL	0mg	0mg
SODIUM	0mg	25mg



Factory made Cold drinks

NUTRITION FACTS
(Typical Values per 100ml)

ENERGY	44 kcal
CARBOHYDRATE	11 g
SUGAR	11 g
PROTEIN	0 g
FAT	0 g

INGREDIENTS: CARBONATED WATER, SUGAR, ACIDITY REGULATORS (338), CAFFEINE, CONTAINS PERMITTED NATURAL COLOUR (150d) AND ADDED FLAVOURS (NATURAL FLAVOURING SUBSTANCES).

Advertisement trick

Home made cold drinks



Nutrition Facts	
Serving Size 1 cup	242 g
Amount Per Serving	
Calories 60	Calories from fat 1
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0g	0%
Sodium 5mg	0%
Total Carbohydrate 20g	7%
Dietary Fiber 1g	4%
Sugars 4g	
Protein 1g	
Vitamin A	2%
Vitamin C	121%
Calcium	3%
Iron	1%

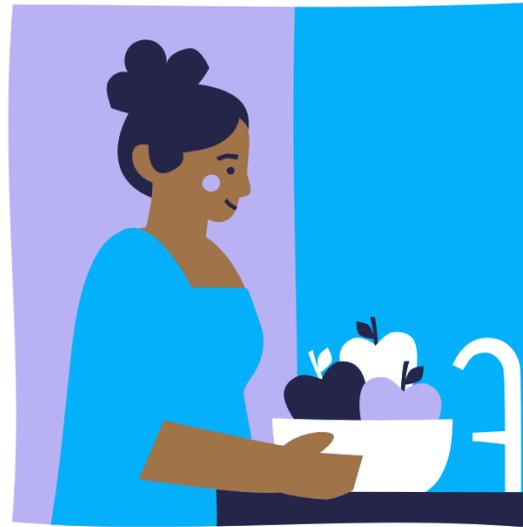
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.



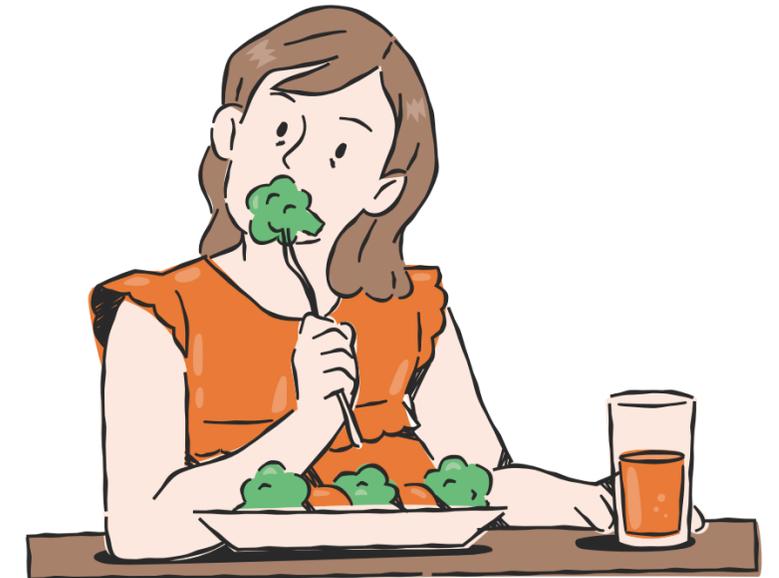
Healthy Eating Habits



EAT WITH FAMILY



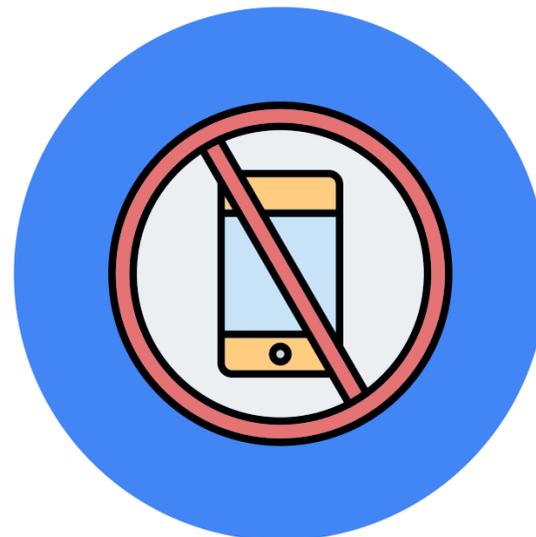
WASH VEGGIES & FRUITS



EAT MINDFULLY



COLOURFUL PLATE



NO PHONES/VIDEOS



AVOID EATING OUT

Take the pledge to eat healthy

We Pledge



Healthier
lives for all

#GoDairyFree

We Pledge



Heal
the climate

#GoDairyFree

We Pledge



Move cruelty
to net zero

#GoDairyFree

We Pledge



Justice
for all

#GoDairyFree

Campaign website- the resource hub

Sign up

**New YOU begins
with New DIET**
**Want to be a 2.0
version of
yourself?**



[Learn more](#)

THANK YOU

