The EAT-Lancet study and the food system: implications for policy and research

The EAT-Lancet report has shown that agricultural practices, in combination with meat-rich diets (mostly in Western countries) lead to high environmental impacts and are not healthy. The EAT-Lancet Commission suggests a ‘Great Food Transformation’ which for the average Western (and Dutch) consumer would mean a strong reduction in the consumption of meat, added fat and sugar, and an increase in the consumption of vegetables, fruits and whole grains. Proposing such a concept is relatively easy, and might be a useful frame to mobilize people, but what does it actually mean in practice? What kind of policies are needed at the local, national, European and local scale to initiate this Great Food Transformation? What are the implications for the research and innovation agenda?