

**How Much Meat Should We Eat?
Understanding the Complexities of Developing
Sustainable Healthy Eating Advice**

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Recently published healthy eating guidelines several countries - including France and Denmark - have included sustainability criteria by, for example, advising individuals to consume local and seasonal produce. Research into the effects of diet on health and into the impact of food production on the environment form two large bodies of research evidence.

The attempts to combine these large separate bodies of knowledge into straightforward recommendations for the general public involves complex judgements about how to reconcile sometimes contradictory and incomplete evidence. Developing advice about ideal levels of meat and fish consumption seems to be particularly difficult in this context.

Such debates provide an excellent opportunity to investigate the development of a novel form of 'policy science' (Jasanoff, 1990). In my presentation, I will first outline the general characteristics of policy science, and then use case studies from twentieth century nutrition advice to discuss the kinds of issues that arise in the development of healthy eating criteria by expert advisors and national governments.

This presentation is based on the literature review for an interview-based study into the development of sustainable eating guidelines, and, in conclusion, I will outline the more complex debates and issues that I expect my interviewees to discuss when describing the incorporation of sustainability criteria into such advice.