

# FAST FOOD GROWN LOCAL

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46% of fast food meals eaten were at lunch time

over a quarter of American adults eat fast food daily

## why do people eat fast food?

**convenience:** fast food restaurants are usually quick and convenient. people can get a meal without having to spend a lot of time waiting. this is especially appealing to busy individuals who may not have time to cook.

**affordability:** fast food is often cheaper than dining in a full-service restaurant. this makes it a more accessible option for people on a tight budget.

**taste:** fast food is often engineered to be very palatable, containing a lot of salt, sugar, and fat

**lack of cooking skills or time:** some individuals might not have the skills or time to cook at home





# IS FAST FOOD BAD?

yes, but it doesn't have to be!

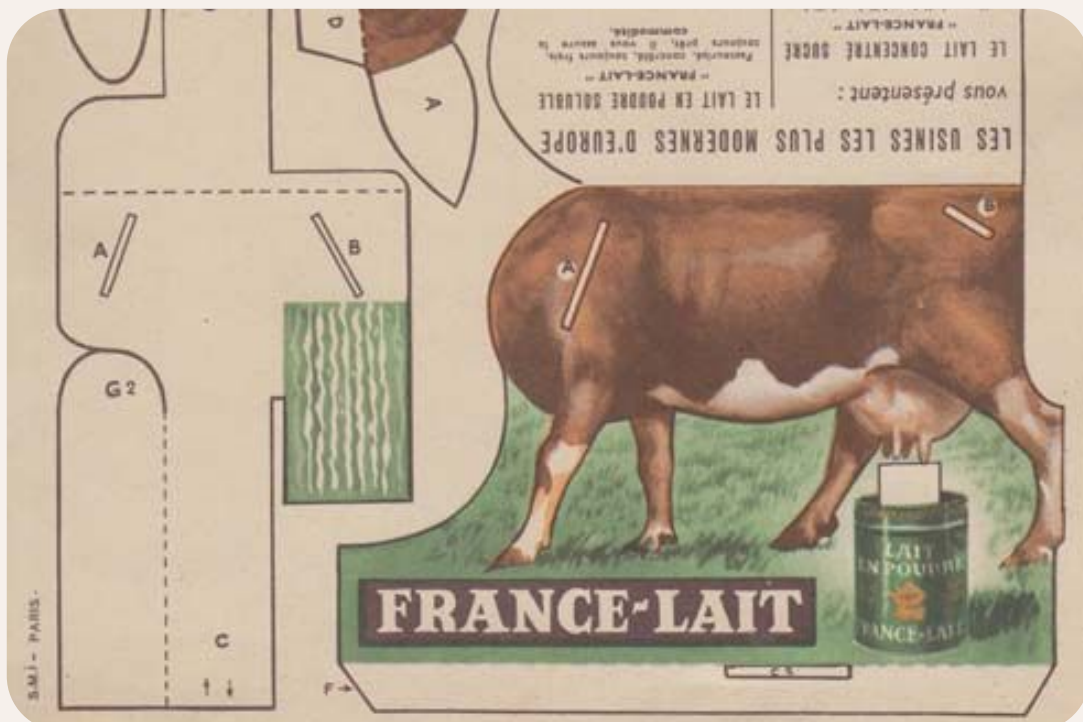
## your person

highly processed, low in nutrients, high in fat, sugar and sodium, contains hormones, additives, etc.



## your planet

one of the largest contributors to global carbon emissions, generates massive amounts of waste

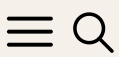


## sourced ethically?

often criticized for low wages, inadequate benefits, and poor working conditions for employees

explorative sourcing from countries with lax labor laws and low wages

further concerns with animal welfare



## OUR SOLUTION

eat fast, eat healthy, save earth!

our brand attempts to solve this major issue that pervades the western world: **our reliance on fast food.**

many eat fast food due to its speed, its price and its accessibility, many simply do not have the time to cook

through our brand, you have options! within urban areas, pick-up or delivery of **cheap, organic, nutrition-dense food** packed like lunchboxes, perfect for work or school.

moreover, we supply **comprehensive meal plans and recipes** for those who want to eat at home, so that they can use their time efficiently and plan ahead, while simultaneously being both sustainable and healthy! **body, mind, and planet!**



# OUR GREENHOUSES



one of the ways our food is cheap!

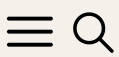
within inner cities, we have multiple greenhouses that grow produce largely through vertical farming. these maximise space, reduce land use, increase water and energy efficiency, reduce pesticide use, and extend growing seasons.

moreover, one of the ways we can compete with large fast-food firms is our reduced transport costs, reduced costs through efficient use of water and electricity, and a greater yield year-round.

by combining these techniques and technologies, our urban agriculture becomes more sustainable for the environment and economically viable



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# COMPARISON: 50GREEN VS MCDO

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## McDonald's

- high fat, high sodium, highly processed food
- 80% of carbon emissions come from its highly active supply chain
- more than 53 million metric tons of carbon per year
- produces more carbon emissions than Norway
- a Big Mac from McDonald's is the equivalent of driving nearly eight miles in terms of carbon dioxide emissions
- sources produce from every corner of the earth, often unethically
- does not pay workers well
- does not have sustainability in mind

## 50green

- highly nutritious, likely plant-based food
- marketed specifically for students and work, but entirely healthy for children
- delivery by bicycle (only in interior city) further reduces cost and carbon emission of petrol
- grown locally and organically
- definitely has a lower carbon footprint
- we value our community and our workers as we are all integral parts of both our business and the collective mission to save our planet
- sustainability is always at the forefront of our pinds and our product



# OUR CONTRIBUTION

## 1) your health

our food will benefit both your mind and your body in so many ways--this will manifest itself in real life, from a better mood to better work.



## 2) accessible

our delivery and pickup system are both very concise and efficient, and ideal for major urban areas



### Let the Colonel pack your picnic

Kentucky Fried Chicken® is ready for a picnic any time you are... at over 1,200 locations. And it's always fresh and hot when you pick it up.

In a couple or three minutes you're on your way. With "finger lickin' good" chicken and all the trim-



He'll season the chicken with a secret recipe of 11 spices and herbs. And cook it according to his patented process. So it'll be tender and tasty... and the best chicken you ever ate.

Pick up Kentucky Fried Chicken today. It'll go any-

## 3) quality

having workers who care for their community and are highly paid will pass onto their crops. as such, the overall quality of our produce and therefore your food will be better

## 4) planet

last, but most certainly not least, by reducing the carbon emissions of typical fast food (not only through minimal use of animal products), and by sourcing ethically and sustainably, we contribute to the fight to mitigate the effects of climate change



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FOOD  
GROWN  
LOCAL



50green

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50shadesofgreen\_mx

50shadesofgreen\_mx Day 19: NATURE (greenest challenge)

Our business proposal--a way to combat the fast food industry, one of the biggest contributors to waste and carbon emissions.

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school name: Greengates School Mexico  
team name: 50shadesofgreen\_mx

@turninggreenorg #pgc2023

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Sé el primero en indicar que te gusta esto  
HACE 41 SEGUNDOS

😊 Añade un comentario... Publicar

# instagram link

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