



WHY RATIONING?

This summer Cambridge Sustainable Food will be looking to the past to learn some lessons in sustainability.

Rationing in Britain was in place between 1940-1954 and despite the reduced availability of food people were actually healthier and followed a more sustainable diet than we do today.

This challenge will give participants the opportunity to experience rationing for themselves. Whether you join for a week or a month, you will learn all about sustainable consumption and the importance of wasting less.


THE CHALLENGE

All participants will receive their own WWII ration book along with access to our tips and recipes online.

Our launch event on the 12th June will be full of interesting insights into rationing and sustainable diets during this period. At the event, you will also have the opportunity sign up to the Challenge and collect your ration book.

CAMBRIDGE CARBON FOOTPRINT PRESENTS

THE WWII RATIONING CHALLENGE



RATION BOOK

Consumer's Name

Address

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Challenge Start date:	Serial Number of Book
Challenge End date:	KP 070306

FOOD FROM THE PAST, FOOD FOR THE FUTURE

