

# Sustainable Eating

# 3

## Not as tasty but high quality fuel

These are the foods we tend to eat in “healthy” mode to make us feel virtuous, and they may indeed serve our bodies well as fuel. They have a place, but consider whether there a way to make them taste better to you so you will want to eat them.

< Less

← DELICIOUS

< Higher  
← QUALITY of FUEL

# 1

## Highly delicious, high quality fuel

The ideal foods to eat: you want to eat them for the immediate experience as well as the longer-term experience of how they serve to fuel your body.

NESS → (Immediate experience)

More >

# 4

## Not that tasty, not quality fuel either

Why eat anything from this quadrant? These foods may be ones you eat out of habit, advertising, custom, etc. – there may be a reason to eat them but they are easiest to let go of if they are problematic as fuel. Consider: foods that are “forbidden” but really don’t taste that good; foods that are supposedly “healthy” but really don’t do much for your particular body.

→ (Longer-term experience)  
Lower >

# 2

## Highly delicious, not as great for fuel

These are the foods we tend to feel guilty eating, but they have a place because they are so good and entertaining. Make sure you are paying attention when you eat them to maximize their entertainment value, and consider whether there is a way to make eating them kinder to your body.