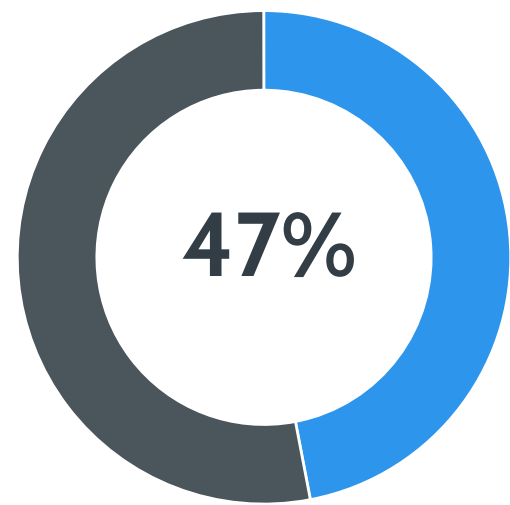


WANT TO FIGHT CLIMATE CHANGE?

Try changing what you eat.



Livestock production is responsible for 14.5% of total global greenhouse gas emissions (1)



Ruminants (animals like cattle and sheep) are responsible for 47% of production-related greenhouse gas emissions from agriculture (2)



Red meat production is 150% more greenhouse gas intensive than the production of chicken or fish (3)

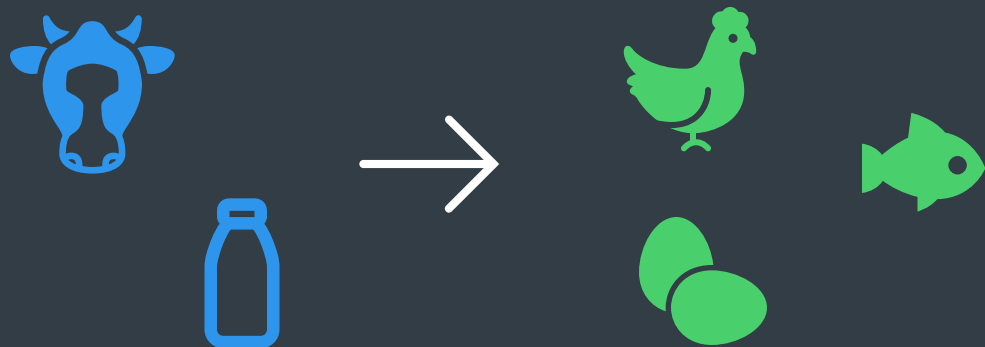
Kg of protein produced | 1

Kg of Co2e produced

300

For every 1 kg of beef protein produced, almost 300 kg of CO₂e are produced (1)

But, cutting back on red meat and dairy consumption can cause dramatic changes:



If a typical family replaces 30% of its calories from red meat and dairy to a combination of chicken, fish, and eggs, they will save more carbon than a household that ate entirely locally for a year. (3)

A global reduction in heavy red meat consumption could result in up to a 35% reduction in greenhouse gases by 2050. (2)

