

Meat is an energy inefficient food. It requires more energy feeding plants to animals and then eating the animals as meat, than just eating the plants in the first place! Cut out the middle man and go veggie! The UN has warned that if we keep consuming the planet's resources at the current rate, we will need two extra planets because our population is set to rise to nine billion by 2050. However, a vegetarian, preferably vegan diet, could feed the world many times over, since it requires far less land.

Feed the world

A piece of land the size of five football pitches can feed only two people on meat. But it can feed ten people on maize, 24 people on grains, or 61 on soya!

tip:
Eat to feed the world!

A vegan diet is energy efficient and means that valuable resources can be used to feed the world! Be sure to cut down on food waste and use up all your fridge contents by eating leftovers and making easy meals like soups!

You can take positive steps towards helping our environment by Eating Green and going veggie, and by encouraging others to do the same before time runs out for our planet.

More info at www.eatgreen.org.uk
www.viva.org.uk
www.vivaactivists.org.uk (under 18)



- ☐ Please send me a FREE Eat Green pack
- ☐ Send me _____ (state how many) copies of this leaflet to distribute
- ☐ Send me a FREE Go Veggie pack
- ☐ YES! I enclose a donation of £ _____

Title _____ First name _____
Last name _____
Address _____

I enclose a cheque/PO (payable to Viva!) for £ _____ Postcode _____

Everyone knows that riding a bicycle, recycling and using energy saving light bulbs is good for the planet. However, one of the most effective ways of cutting our carbon footprints and saving animals is to be energy-efficient eaters! If we change our diets we can change the world!

Biodiversity

Loss of biodiversity is one of the greatest challenges we face. Ecosystems are threatened by the meat industry because of its high use of land, particularly in the Amazon. Vast quantities of rainforest are felled to make more room for grazing cows and growing crops such as soya to feed animals reared for meat. Every year, 7.3 million hectares of rainforest is destroyed – this is the equivalent of an area twice the size of Paris being cut down every day. This means that millions of rainforest animals are killed or left homeless on top of the 55 billion animals killed for meat every year.

One-third of amphibians, a fifth of all mammals and one-eighth of all birds are now threatened with extinction.

One major ecosystem – the sea – is at great risk. Many fishing stocks are running out of fish, while some are even on the brink of extinction.

Fish farming is not the answer either – for every tonne of farmed fish four tonnes of wild fish need to be caught to feed them, making the problem worse, not better.

One of the best ways to save animals and protect their habitats is to go veggie!

Biodiversity means the variety of life on Earth at all its levels, from genes to ecosystems.



tip:
Eat vegan!

Taking steps towards eating a plant-based diet means you are eating further down the food chain and are helping to reduce the amount of land destroyed for rearing farmed animals. This means you are helping to save millions of animals – both farmed and wild! Cutting out meat and going vegetarian is a great step in the right direction. But nothing can cut your carbon footprint like going vegan!

Energy-Efficient Eating...

Eat Green to save animals and the planet!

now that's a bright idea!



HOT!

The livestock industry is responsible for more greenhouse gases than the whole world's transport! It contributes 18 per cent of harmful gases, compared to only 13.5 per cent from cars, aeroplanes, trains and boats. This means that a vegan driving a gas guzzler 4x4 causes less harm to the environment than a bike-riding meat eater.

Every year, 2.4 billion tonnes of CO₂ is pumped into the atmosphere because of the meat industry's land use, including slash and burn techniques in deforestation and the destruction of carbon sinks. Some 86 million tonnes of methane – which has 20 times the global warming potential (GWP) as CO₂ – is belched out by ruminant animals like cows every year, with manure adding an extra 18 million tonnes. Livestock also contributes 65 per cent of nitrous oxide emissions (296 times GWP).



tip:
Eat local!

Eating a locally-produced vegan diet is one of the most environmentally-friendly actions you can take! Vegans contribute far less greenhouse gases than meat eaters, who are responsible for 1.2 million tonnes more global warming gases a year than veggies. Encourage the person who buys the food in your household to buy locally-grown produce – this cuts down on harmful gases even more from transporting food in trucks and aeroplanes and the production of packaging.

Pollution and water

tip:
Eat organic!

Vegan organic food is great for our planet. It ensures that no chemicals, like fertilisers, are used meaning that it is much better for the earth and ourselves, not forgetting all the animals that die from consuming pesticides. Without them the seas would be freer of toxins, meaning that it would be a happier, safer place for the world's sealife.

Agriculture uses most of the world's fresh water – demanding 70 per cent of our supply. Meanwhile, 2.3 billion people live in water stressed areas and 1.7 billion live without access to clean water. To make the situation worse, the livestock industry is one of the major causes of water pollution, from chemicals used in feeding, rearing and processing animals reared for meat, including fertilisers and pesticides. The processes involved in making the chemicals produce millions of tonnes of CO₂ every year, too. In addition, two-thirds of the nitrous oxide and ammonia that cause acid rain comes from manure.

