

MEAT

bad news on a bun

BEEF

takes 28 times MORE LAND to produce than pork or chicken.³

MEAT CONSUMPTION OVER TIME⁵

CO₂ EMISSIONS PER KG OF FOOD²



Nuts
.2 kg



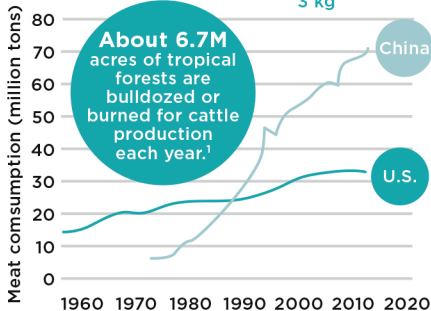
Fish (wild catch)
3 kg



Chicken
6.1 kg



Beef
59.6 kg



About 6.7M acres of tropical forests are bulldozed or burned for cattle production each year.¹

The world's top five meat and dairy producers combined emit more greenhouse gases than Exxon-Mobil, Shell, or BP.⁴