

Let me tell you a story...

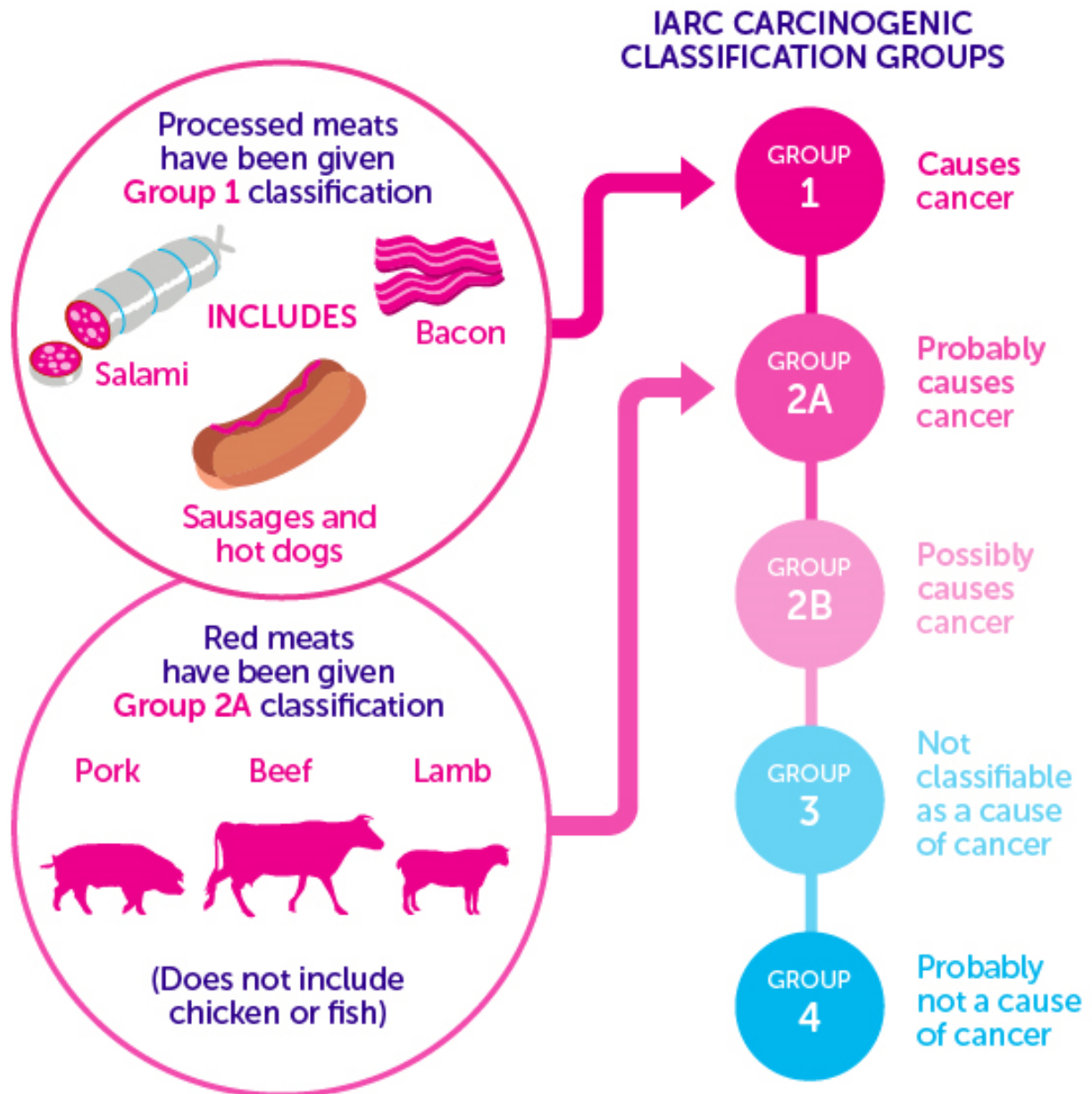
1. Globally meat production and meat consumption is growing rapidly because:
 - a. the world's population has increased sharply (in 1975 it was around 4 billion, by 2018, it had reached approximately 7.3 billion)
 - b. the world's population is now richer (more money = ability to buy and eat more meat products)
2. Yet, the production and consumption of meat has negative environmental effects
3. Producing livestock ([cattle = meat] = consumption of meat) requires:
 - a. lots of water (resulting in water shortages)
 - b. lots of land (resulting in deforestation and then desertification)
4. Producing livestock results in:
 - a. pollution of land, rivers and oceans (because of the fertilisers, growth hormones and pesticides used to produce meat)
 - b. significant levels of Greenhouse Gasses (i.e., methane from livestock) which is leading to Global Warming
5. The consumption of meat has negative consequences for human health
 - a. eating meat significantly increases risk of cancer
 - b. eating meat increases the risk of heart disease, diabetes and obesity
 - c. meat products are the most likely to result in food poisoning

Interestingly,

6. Modern humans do not need to eat living creatures (animals, birds, fish) because all the protein we need can be found in nuts, pulses, fruits and vegetables
7. Producing fruit and vegetables is:
 - a. more ethical (there is no killing of animals involved)
 - b. more environmentally friendly (less water, land and no growth hormones are required)
 - c. better for the environment because it does not lead to Global Warming

MEAT AND CANCER

HOW STRONG IS THE EVIDENCE?



These categories represent how likely something is to cause cancer in humans, not how many cancers it causes.

However,

8. Many people are unaware of the environmental problems and ethical issues related to meat consumption and production
9. Many people are unaware of the fact that we can get all the protein and vitamins we need from fruit and vegetables

The meat industry makes billions and billions of dollars (companies like MacDonald's and KFC are some of the richest in the world)

10. The meat industry considers **one solution** to be factory farming (moving livestock from the outside into factories)
 - a. factory farms, need less land and less water
 - b. drawbacks include the fact that such farms are (1) unethical and (2) cause lots of pollution and (3) the meat produced in such places is not good for human health.
11. Government and environmental groups suggest **another solution** which is, taxing meat production and taxing meat products (e.g., Big Macs and KFC buckets)
 - a. tax on meat production and meat products could reduce demand for meat
 - b. drawbacks include (1) the fact that the meat industry will campaign against any form of taxation and (2) many consumers will still eat meat even if it is taxed

Therefore (in conclusion)

12. The best solution would be to become vegetarian or vegan
13. The advantages of being vegan are many:
 - a. it is the ethical choice
 - b. it is the healthy choice
 - c. The vegan diet is the best for the environment (e.g., less Greenhouse Gas emissions).

GO VEGAN



COMPASSION



NONVIOLENCE



FOR THE
ANIMALS



FOR THE PLANET



FOR THE
PEOPLE