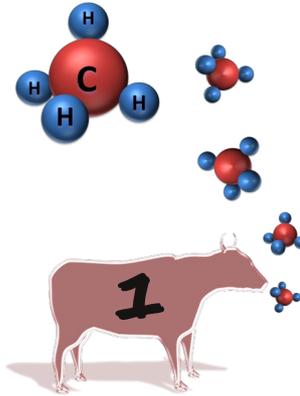


4 
*more effective
 than recycling*

High Impact Action: Plant-based diet

Researchers have calculated that if we only grew crops to feed people (not for livestock or biofuels), we would create enough new calories for an extra **4 billion** people on Earth. With the world's population still expanding, it's time to think about changing our diet.

Cows produce a large amount of methane, or CH₄, which is a very strong greenhouse gas. In fact, this digestive process created the equivalent of **2 billion tonnes** of CO₂ in 2010. More than all of Canada put together!



It takes ten calories from plants to make one calorie of meat. That means extra land is used to feed animals that could be used for people. This requires more fertilizers, pesticides and deforestation than a system without meat.



Won't someone else just buy the meat?

Every time you buy a product you send a price signal to the company selling it, telling them to produce more. Boycotts work because enough people refusing to buy a product sends a strong message and changes what a company makes. And it goes both ways: there are four times more chickens in the world than fifty years ago because people eat more meat than they used to. What you buy matters - meat included.

Reasons to eat green

In recent years many news articles and films have documented inhumane conditions for animals in factory farms and slaughterhouses. If you're worried about animal cruelty then a plant-based diet is a reasonable first step.

Vegetarians also have a lower risk of death from heart disease, as well as lower rates of diabetes and cancer.

If you have to...

If you can't go without meat, try to choose poultry (chicken and turkey) over cow products. As you can see on the right, it can make a huge difference to your carbon footprint. You won't find fish on the graph because they can be anywhere between potatoes and beef (0.7 to 14kgCO₂e/kg).

