

*Viva!*



# ...and that's only the beginning!

55 billion animals were slaughtered worldwide last year. Most were factory farmed. Their demand for food is at the heart of all the world's biggest environmental problems.

*"Livestock's contribution to environmental problems is on a massive scale. The impact is so significant that it needs to be addressed with urgency."* United Nations Food & Agriculture Organisation



## Extinctions

Wild plants and animals are disappearing – up to 1000 times faster than normal because the forests and wild areas where they live have been cleared for animal farming.

## Global Warming

18 per cent of greenhouse gases are produced by livestock farming – more than all the world's planes, boats, cars and trains combined. If we don't act soon global warming will become unstoppable.

## Acid Rain

About two-thirds of the nitrous oxide and ammonia that cause acid rain comes from manure.

## Pollution

Livestock are responsible for most pollution – animal waste, hormones, antibiotics, pesticides and chemicals. They are killing coral reefs and diseasing humans.



## Wasted Land

Livestock use up to 70 per cent of all agricultural land. Many times more people could be fed from the same land on a diet based on plant foods.

## Forest Destruction

Seventy per cent of all cleared Amazon land is used for grazing cattle and most of the remaining 30 per cent for growing animal feed.



## Superbugs

Antibiotic-resistant bacteria such as E coli and deadly superbugs threaten our children's future and we can largely thank intensive livestock farming.



## Spreading Deserts

Dry areas make up one-third of the world's land and overgrazing is destroying 73 per cent of their ranges. They are turning to desert.



## Overfishing

Fish stocks have been so devastated that 82 per cent are on the road to extinction.



## Diet of Disaster

That's the only way to describe eating meat, fish and dairy products and most scientists believe there's little time left to prevent catastrophe.

That's the bad news! The good news is – you don't have to play a part in this rape of the planet.

With one simple decision – today – you can slash your contribution to all these devastating environmental catastrophes. It couldn't be easier.

## Change your diet – change the world

Go vegan! You'll be healthier and so will the planet. Viva! can help you all the way. See the attached slip to find out how.