

SUBJECT

**EATING, CHOOSING THE
TYPE OF FOOD YOU EAT :
THE ULTIMATE ACT OF
SUBVERSION**

AND WHY FOOD IS A POLITICAL SUBJECT ?

WHAT HAVE YOU HEARD ABOUT MEAT ?

**WHAT ARE YOUR PRECONCEIVED
IDEAS ABOUT MEAT ?**

PRECONCEIVED IDEA ABOUT MEAT

FOOD	 1 KG	>>	 25KG
WATER	 1 KG	>>	 15 000 L
LAND	 LIVE STOCK	>>	 $\frac{3}{4}$
METHANE	 LIVE STOCK	>>	 15 %

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FOOD & WATER

Do livestock really drink
and eat all of our food ?

02 _____

ABOUT LAND

Do livestock really take
all of our land ?

03 _____

ABOUT METHANE

Do livestock really is
responsible of 15 % of
global warming ?

04 _____

WHY ?

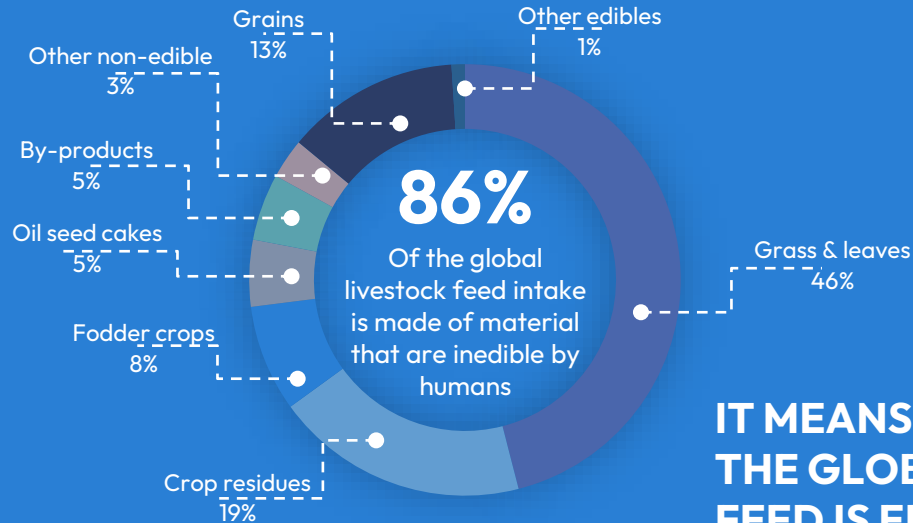
Why are these figures
used in this way?

01

FOOD & WATER

ABOUT FOOD

WHAT COWS REALLY EAT



**IT MEANS THAT ONLY 14 % OF
THE GLOBAL LIVESTOCK
FEED IS EDIBLE**

ABOUT WATER

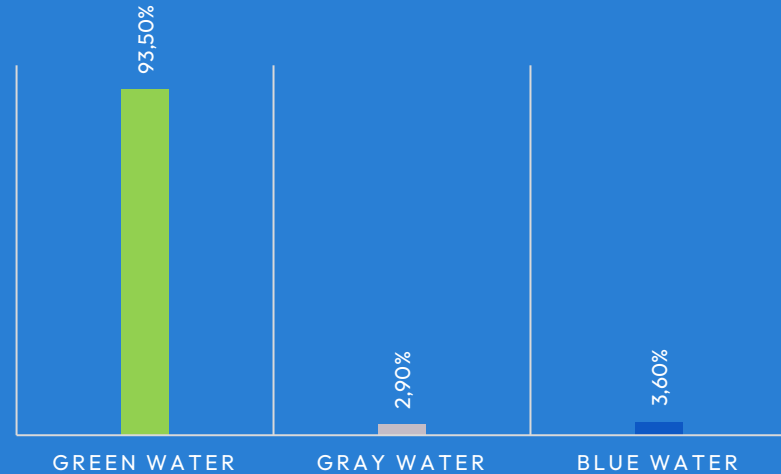
THERE IS DIFFERENT TYPES OF WATER :

GREEN WATER : Rainfall

GREY WATER : Relatively clean water from
baths, sinks, washing the barn

BLUE WATER : Fresh water

AVERAGE WATER CONSUMPTION



It means that we need 1075 L of non-green water to produce 1 KG of Meat. In comparasion, Rice need 790 L

DAILY VITAMIN AND MINERAL INTAKE

200g OF STEACK

VITAMIN		MINERALS	
VITAMIN E	2%	CALCIUM	4%
VITAMIN K	2%	IRON	18%
THIAMINE	4%	MAGNESIUM	10%
RIBOFLAVIN	12%	PHOSPHORUS	40%
NIACIN	66%	POTASSIUM	10%
VITAMIN B6	60%	SODIUM	4%
FOLATE	6%	ZINC	52%
VITAMIN B12	34%	COPPER	8%
PANT.ACID	12%	PROTEIN	86%
CHOLINE	32%		

200g OF RICE

VITAMIN		MINERALS	
VITAMIN E	0%	CALCIUM	6%
VITAMIN K	0%	IRON	4%
THIAMINE	16%	MAGNESIUM	8%
RIBOFLAVIN	4%	PHOSPHORUS	18%
NIACIN	36%	POTASSIUM	6%
VITAMIN B6	24%	SODIUM	0%
FOLATE	2%	ZINC	8%
VITAMIN B12	0%	COPPER	12%
PANT.ACID	10%	PROTEIN	18%
CHOLINE	0%		

FOR COMPARAISONS



39 000



10 000



1050



200



120



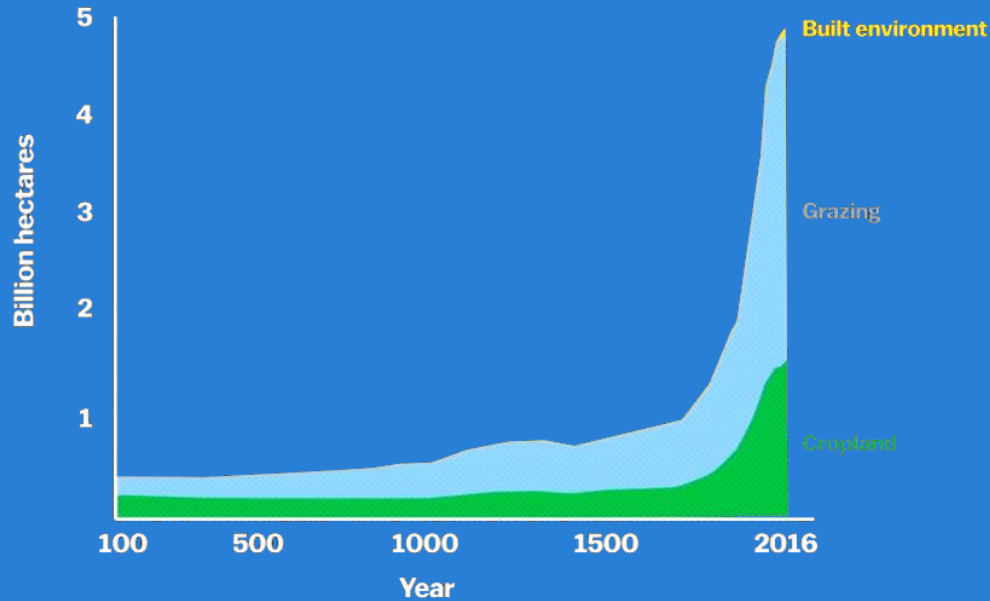
02

ABOUT LAND

GLOBAL HUMAN LAND USE

Global human land use

Source: HYDE/Our World in Data



VAST MAJORITY OF LAND USE IS FOR AGRICULTURE.

AS WE CAN SEE GRAZING TAKE WAY MORE SPACE THAN CROPLAND.

SO WHY DON'T WE REDUCE GRAZING TO USE MORE SPACE TO GROW CROPS?

THERE IS ALWAYS A BUT



MARGINAL LAND

Is land that has little or no agricultural or industrial value. It represent $\frac{2}{3}$ of the agriculture land



FERTILIZER

Manure can be used as natural fertilizer



CROPS

Crops do not grow everywhere/anywhere



NO LIVESTOCK

$\frac{2}{3}$ of food producing land would go to waste



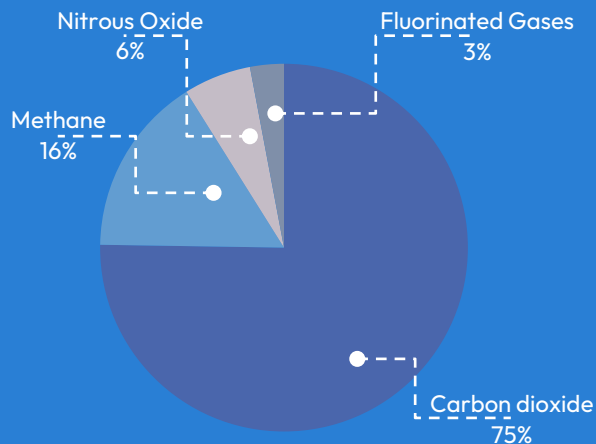
03

ABOUT METHANE

Methane from agriculture represent 16 % of
greenhouse gas emissions

GREEN HOUSE GAS

GLOBAL GREENHOUSE GAS EMISSION BY GAS



METHANE IS MORE THAN 25 TIMES AS POTENT AS CARBON DIOXIDE AT TRAPPING HEAT IN THE ATMOSPHERE.

NATURAL CYCLE



GRASS GROW

Grass is made with rain (H_2O) and photo synthesis (CO_2)



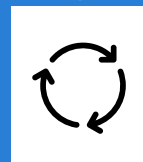
GRAZE

Livestock eat grass, which is transformed into methane



BURP

Livestock burp and release methane in the atmosphere



TRANSFORM

After 10-12 years methane is converted in H_2O and CO_2

04

BUT WHY ?

USED TO JUSTIFY POLITICAL CHANGE

TAX MEAT

There is already a plan in Europe to tax meat and reduce taxes on fruit and vegetables



DRASTIC MEASURES

reduce the number of livestock in the world's second largest exporter of agricultural and agri-food products by 30%

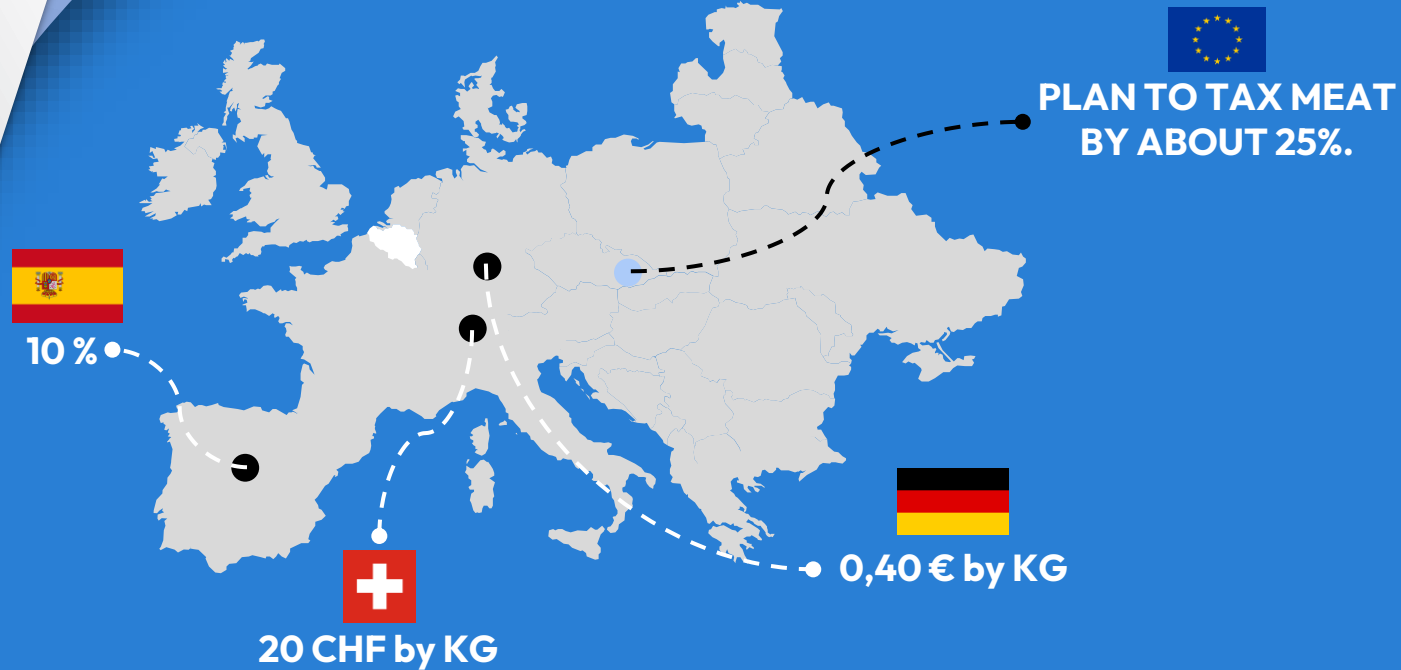


NEW BUSINESS

Replacing meat is a good window of opportunity to create new business



ABOUT TAX ON MEAT IN EUROPE



PROVIDE NEW SOURCES OF MEAT...



INSECT _____

Insect is a good source of proteins and other essential nutrients while being less costly to produce.



ARTIFICIAL MEAT _____

Made by « Beyond Meat » using plant.



MEMPHIS
MEATS



BEYOND MEAT™



Ynsect

Agtronutris



INNOVA FEED

THE ORIGINAL



...BROUGHT TO YOU BY GOOD
PHYLANTROPIC FRIENDS!

BILL GATES



Microsoft

DON THOMPSON



McDonald's

MEHDI BERRADA



Rothschild

JACK WELCH



General Electric



CONCLUSION

IT RAISE A LOT OF QUESTION :

- Is it a good idea to leave part of our diet in the hands of a few billionaires ?
- Is this a violation of our rights ?
- What about farmers?

05

RESSOURCES

RESSOURCES

- <https://www.investopedia.com/terms/m/marginal-land.asp>
- https://www.the71percent.org/industrial-water-usage/#:~:text=Clothing,gallons%20of%20water%20are%20consumed,https://www.youtube.com/watch?v=sGG-A80Tl5g&list=LL&index=7&t=396s&ab_channel=WhatI%27veLearned
- <file:///C:/Users/emili/Downloads/environments-06-00038.pdf>
- <https://www.epa.gov/gmi/importance-methane>
- <https://www.epa.gov/ghgemissions/global-greenhouse-gas-emissions-data>
- <https://www.nutripro.nestle.fr/article/apport-nutritionnel-conseille-pour-adulte>
- <https://www.academie-medecine.fr/apports-nutritifs-des-viandes-bovines/>
- https://www.researchgate.net/figure/Blue-water-use-for-rice-production-and-consumption_tbl2_297650322
- <https://meatthefacts.eu/home/more-than-meats-the-eye/environment/how-much-water-does-it-take-to-produce-1kg-of-beef/#:~:text=With%20more%20than%2090%25%20of,around%2050L%20of%20fresh%20water,https://www.celagri.be/combien-de-litres-deau-faut-il-pour-produire-1kg-de-viande/>
- <https://reporterre.net/Aux-Pays-Bas-la-revolte-des-agriculteurs-se-poursuit>
- <https://www.tappcoalition.eu/nieuws/16831/increasing-number-of-countries-start-taxing-meat-and-dairy->
- <https://www.lesechos.fr/industrie-services/conso-distribution/la-start-up-americaine-beyond-meat-compte-lever-184-millions-de-dollars-lors-de-ipo-1013280>
- https://www.lemonde.fr/economie/article/2021/11/10/ces-start-up-francaises-qui-composent-l-assiette-de-demain_6101563_3234.html
- <https://www.lesechos.fr/industrie-services/conso-distribution/faut-il-taxer-la-viande-1170313#:~:text=L'id%C3%A9e%20d'instaurer%20une,europ%C3%A9enne%2C%20%C3%A0%20partir%20de%202021,>

TO GO FURTHER :

“Eating less Meat won't save the Planet. Here's Why” from the channel What I've Learned