

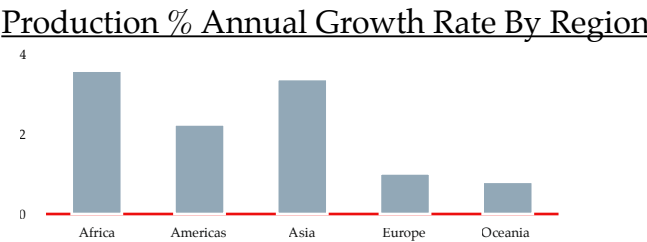
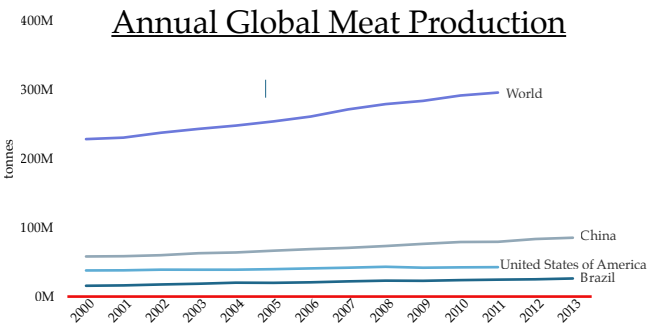
CATTLE & CLIMATE CHANGE:

There is a way, but is there also the will to tackle emissions from meat production?

Climate change is a real and persistent threat and our unsustainable consumption of meat is a whopper-sized part of the blame for that. But just as clear is the fact that to address this problem, consumers will need to be the difference-makers by displaying a willingness to change their habits.

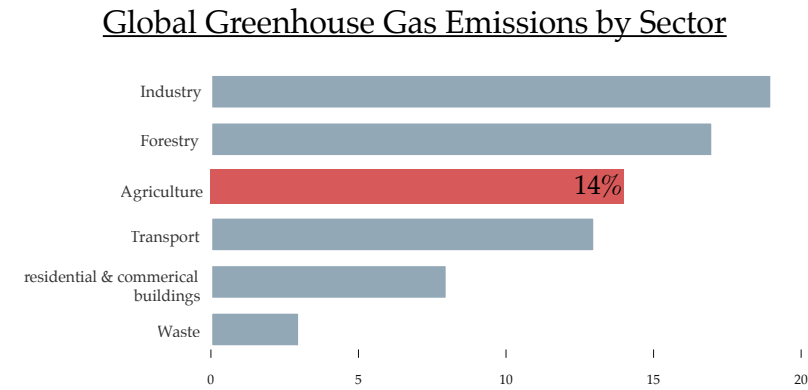
CASH COW

Below is a snapshot of the production of meat worldwide and in three of the biggest producers in the world. The amount of meat being produced has grown steadily over recent years and is projected to continue growing particularly as developing countries grow income, among other factors.

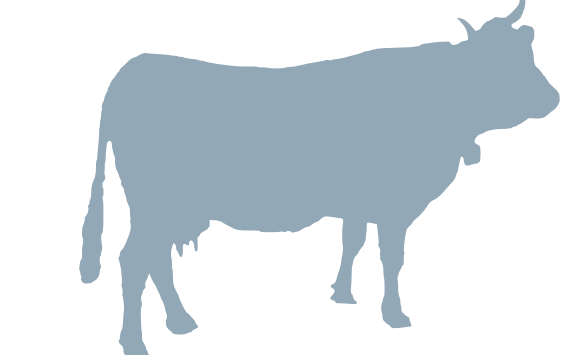
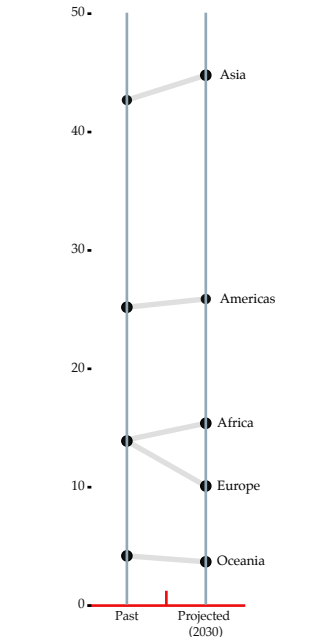


IMPACT IN PERSPECTIVE

The charts below demonstrate agriculture’s contribution to climate change. Particularly, vis a vis livestock which emit methane. After fossil fuels is methane in a breakdown of greenhouse gases globally.

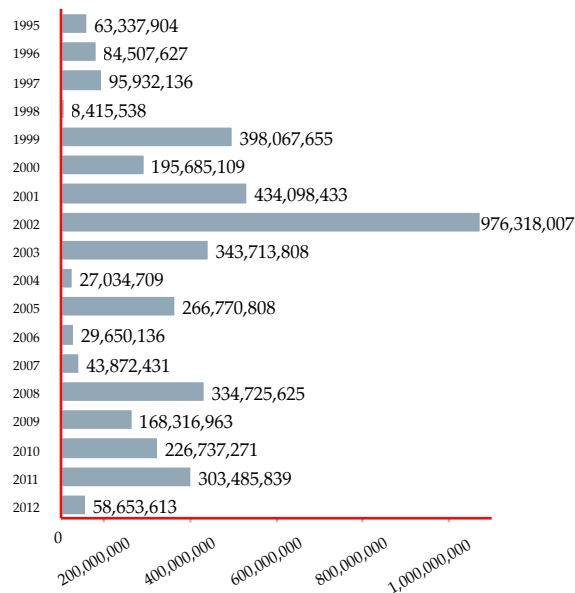


Emissions by Continent



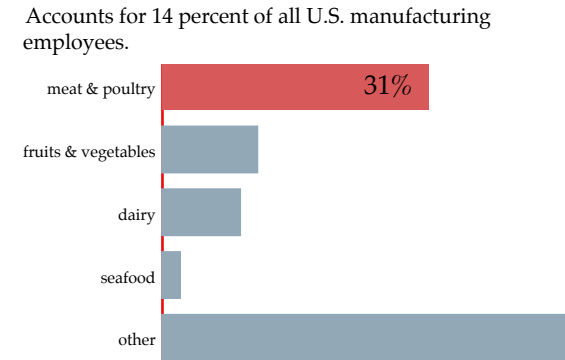
Livestock Subsidies in the United States totaled \$4.1 billion from 1995-2012

Using the US as an example, one of the drivers of this amount of production are government subsidies, meaning the price of meat is kept low. This adds up to high profits, and also makes meat more affordable than healthier options , demand for meat goes up and nothing changes.



The industry also has a significant economic impact. In 2013, the U.S. food and beverage manufacturing sector employed about 1.5 million people. Meat and poultry plants employed the largest percentage of workers.

Food Manufacturing Employees, 2013



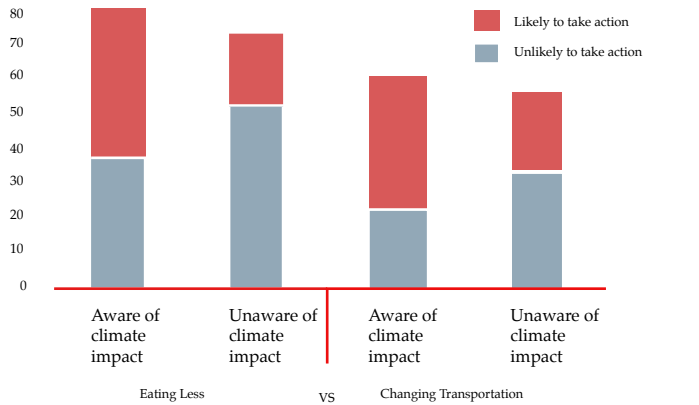
CHANCES FOR CHANGE

So we now have an idea of how big the livestock industry is in terms of how much meat is produced globally and how that number is projected to grow annually. And we also know how much the agricultural sector plays a role in greenhouse gas emissions. And looking specifically at the impact of cattle, we’ve seen that methane emissions are especially harmful.

But for that to change individuals need to change their habits. Is there a willingness to do so?

Awareness of Impacts Affects Individual Action

The chart below shows willingness to curb meat consumption and production affected by lack of awareness.



Change of Meat-eating Habits Over 3 years & Why

In an NPR survey, a majority of respondents reported no change in their habits despite a concern over environmental impacts.

