

# WHERE'S THE BEEF?

We've substituted meat in this meal with high-protein vegetarian alternatives to start a conversation about the role meat plays in climate change.

Agriculture is the largest source of greenhouse gas emissions. Direct emissions from raising livestock alone account for nearly 20% of all emissions—include indirect emissions from land-use, deforestation and transportation, and that number is much closer to 50% (and growing as developing countries adopt meat-heavy diets).

**Eating less meat is one of the best solutions we have to stop climate change.**



## DON'T HAVE A COW, MAN.

Adopting a strict vegetarian or vegan diet is the most surefire way to reduce your carbon footprint but it's not the only way. Here are 3 simple steps to fight climate change if your hankerin' for meat is just too strong:



### **1. Stick to established health standards.**

That's 2,500 calories per day for the average person and 46 grams of protein for women and 56 grams for men. Here's the easiest trick: *limit the portion size of your meat to less than two decks of cards a day.*

### **2. Limit red meat.**

Point your fork toward the poultry, pork, and fish. Raising cattle requires about 28x more land, 11x more water, and results in about 5x more greenhouse gas emissions.

### **3. Buy local when you can.**

Grocery shopping? Reduce fossil fuels used to move your food by looking for food that's locally produced. Make friends with your butcher—they'll be happy to tell you where their meat comes from.

If 50% of the world's population adopts these tactics, we'll remove 66.11 gigatons of CO<sub>2</sub> from our atmosphere by 2050. Along with other solutions, this will bring us dramatically closer to the point at which the concentration of greenhouse gases in our atmosphere begins to decline.