

FOOD FOOTPRINT



One of the most impactful ways to reduce carbon emissions is to rethink what we eat. While transportation (24%), electricity (25%), and commercial goods (18%) make up the majority, our meat-based diet contributes a whopping **33% of our American carbon footprint.**

Changing our eating habits and preferences will be the fastest and most effective way to reduce carbon emissions.

MEAT PRODUCTION AND LAND

Livestock and the land it takes to feed livestock make up a majority of agricultural real estate in the US.



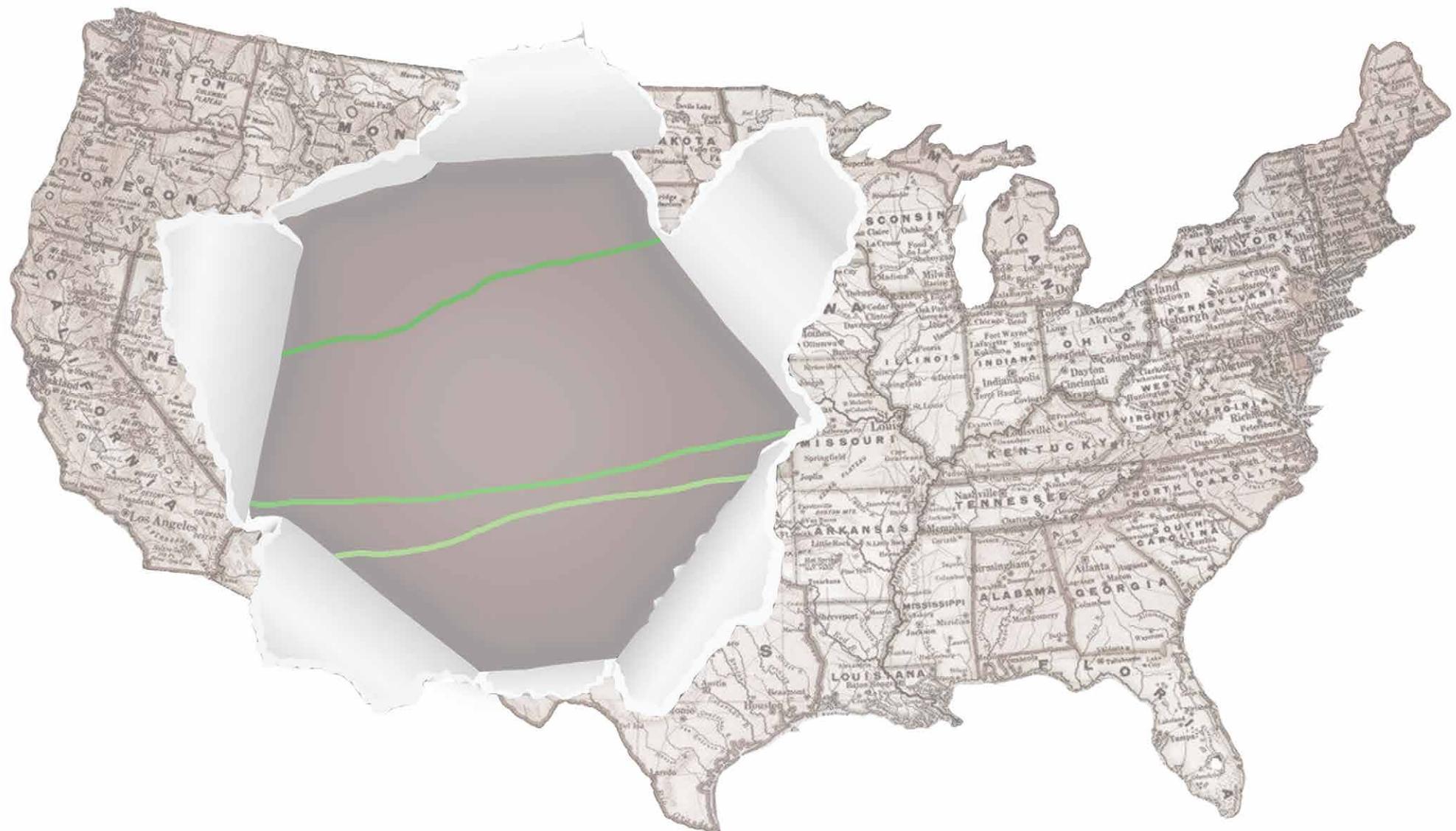
LIVESTOCK DEPLETES RESOURCES

Land for livestock ruins natural resources and creates a loss of biodiversity.



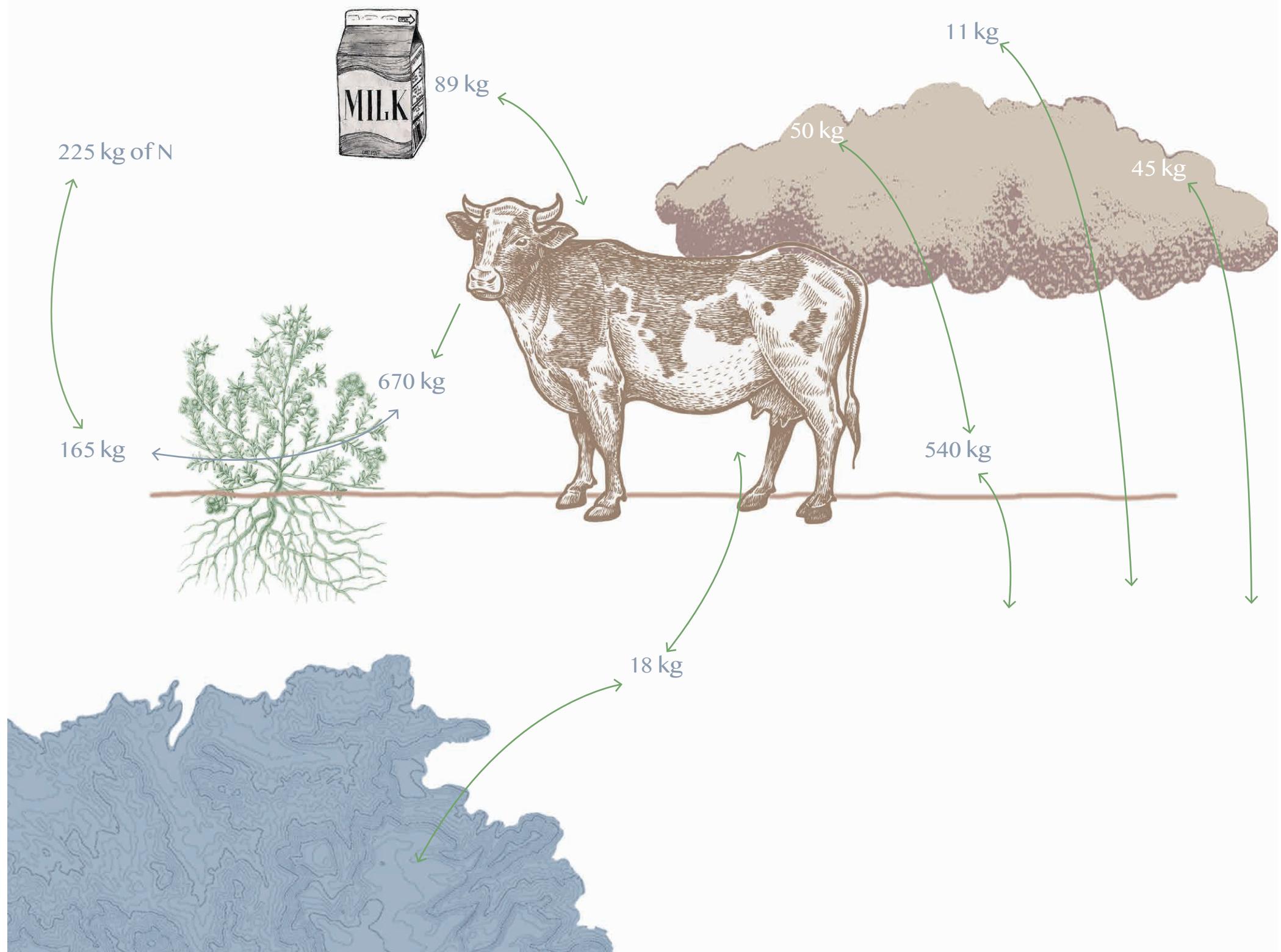
DEMAND FOR MEAT PRODUCTS

The continuous rise in meat consumption continues to deplete land, creating a larger problem for the environment.



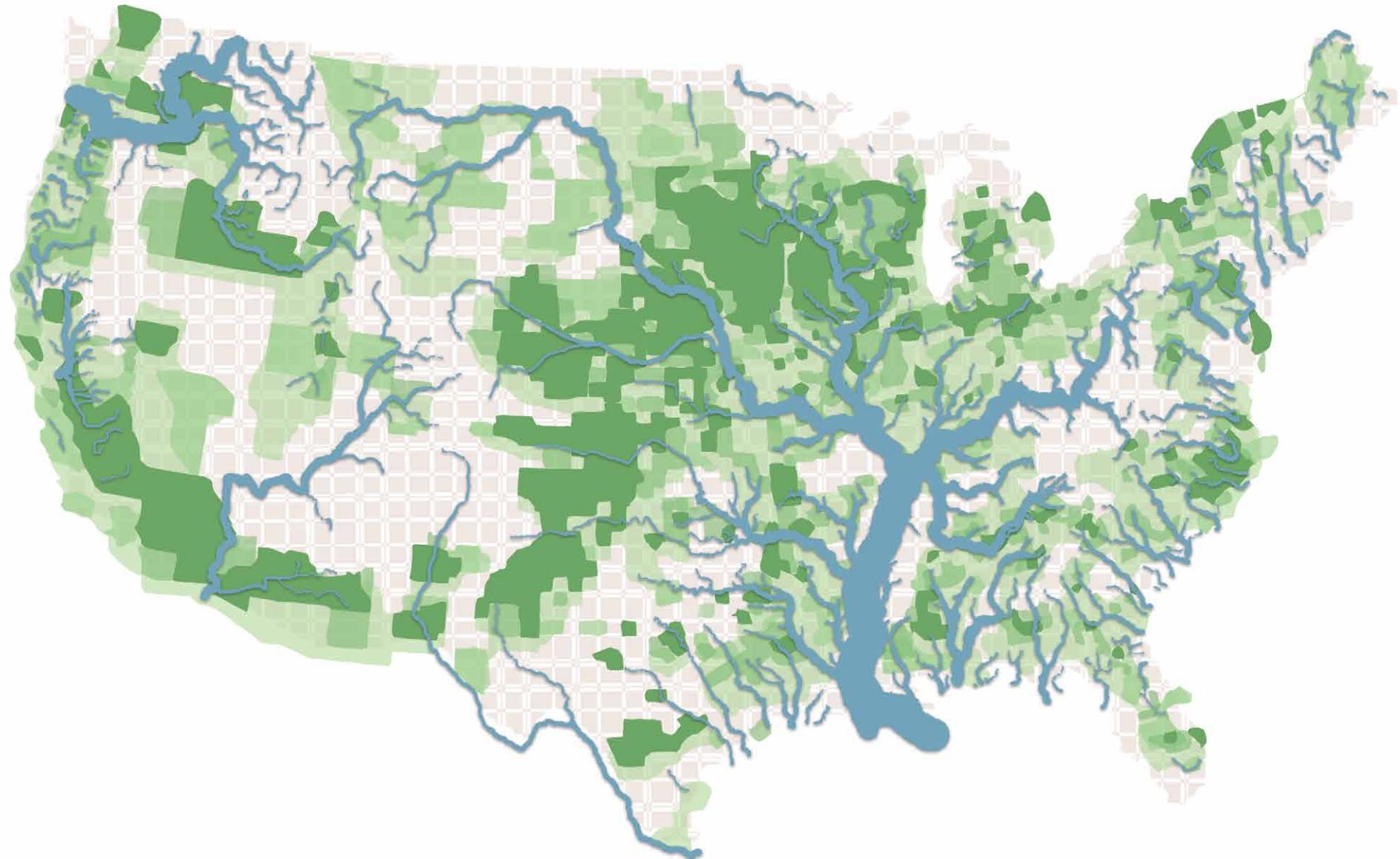
NITROGEN POLLUTION FROM PASTURES

Nitrogen fertilizer used in cow pastures pollutes our water, air, and is found in some cow products.

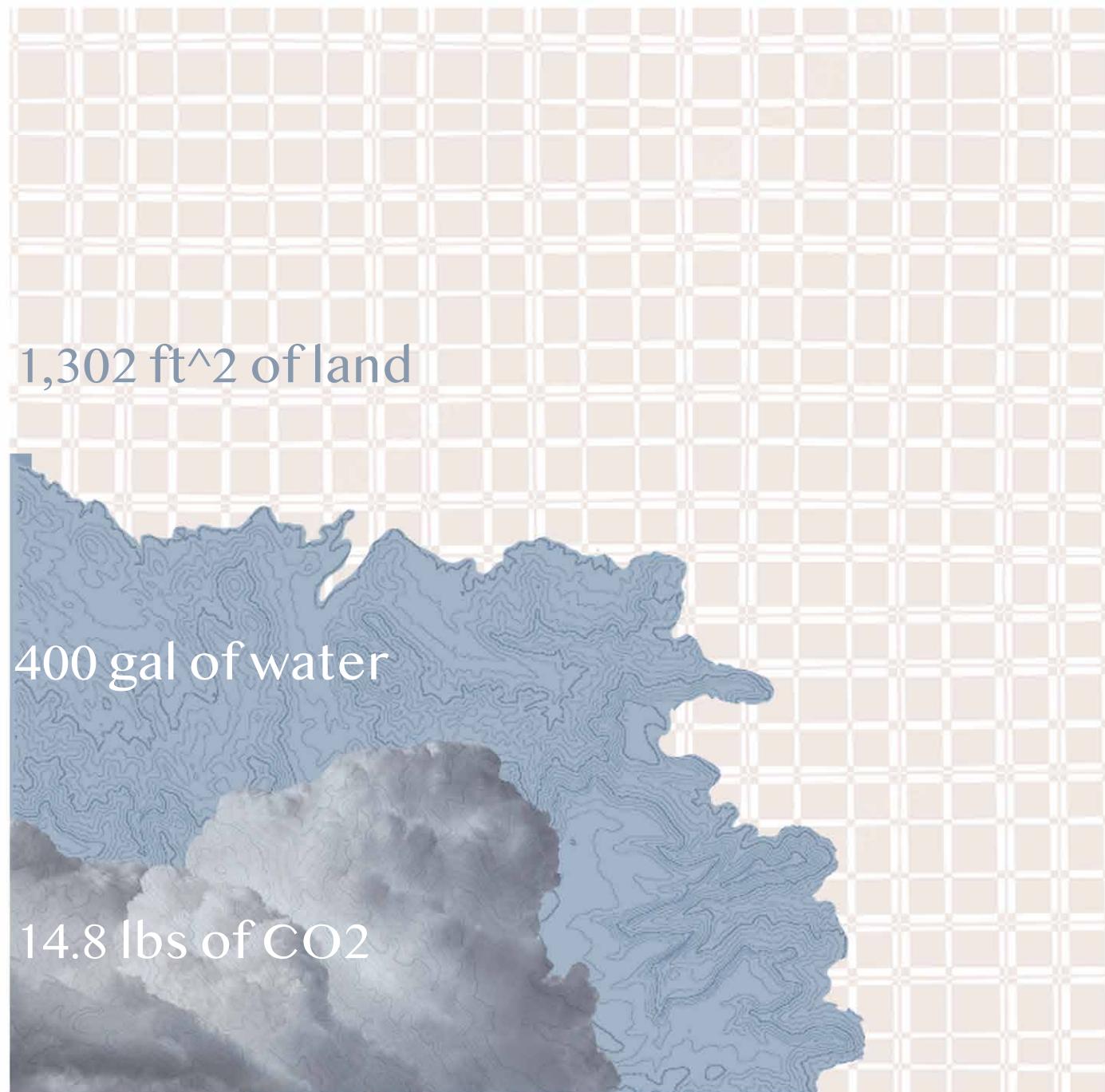


MEAT PRODUCTION AND WATER RESOURCES

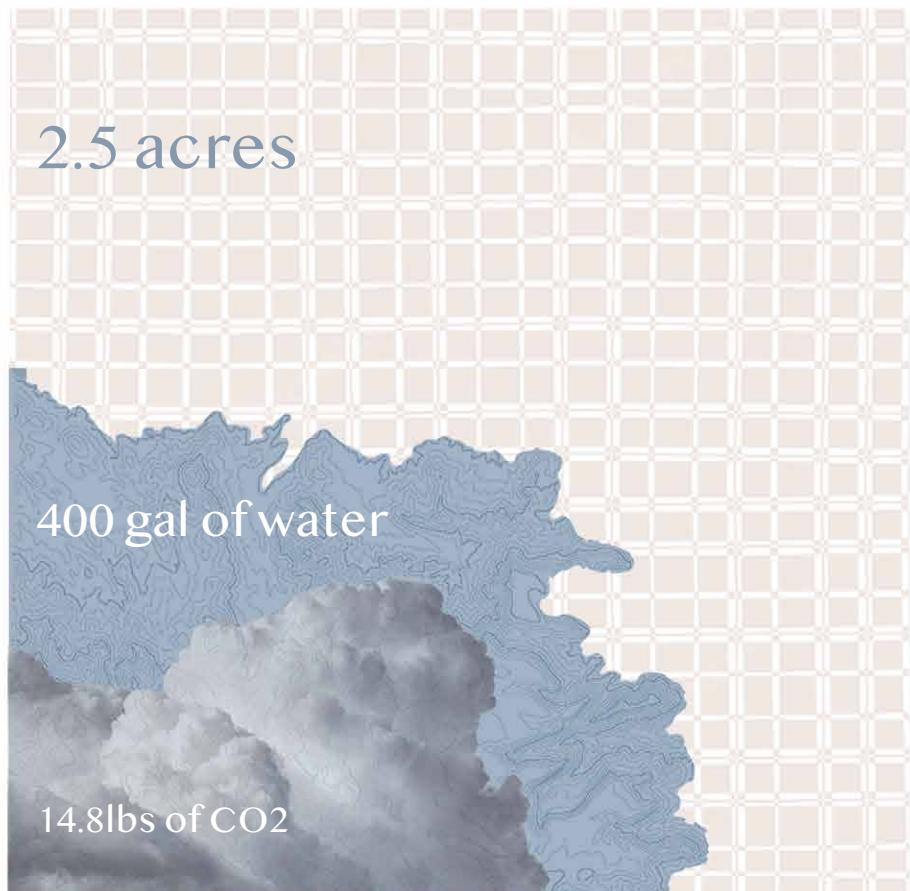
Meat production facilities and farms deplete and pollute our natural resources through their location correlation. Factory farms and their proximity to water have lead to water pollution.



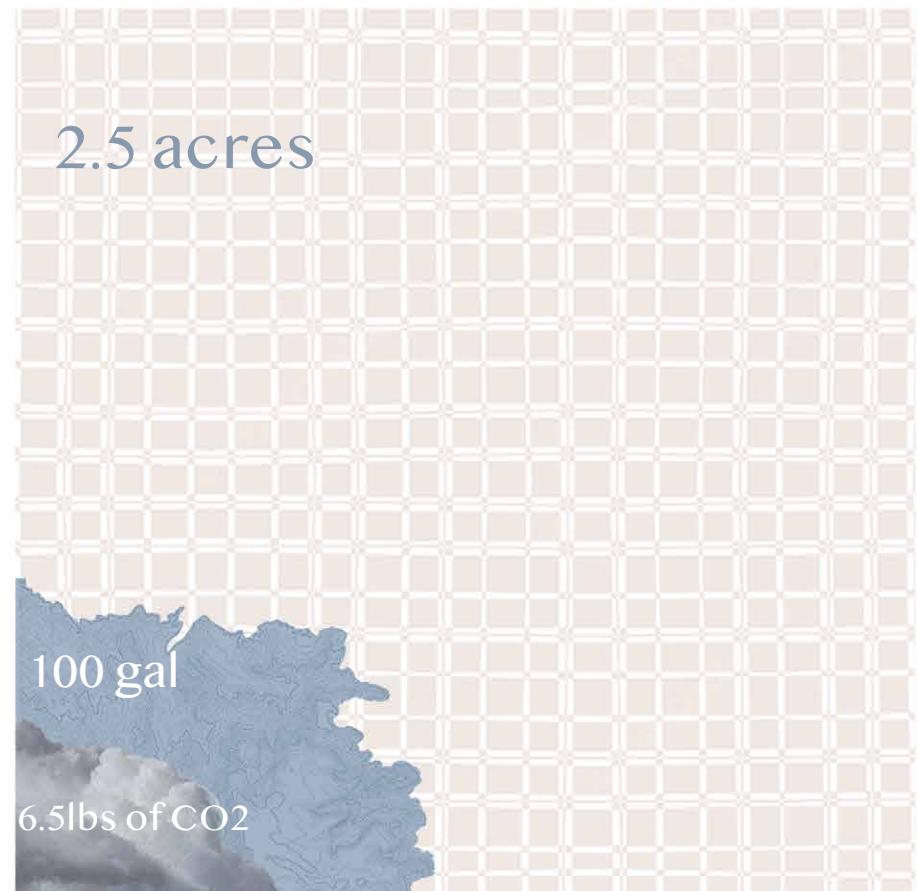
TWO LBS OF MEAT=



ONE YEAR OF RESOURCES:



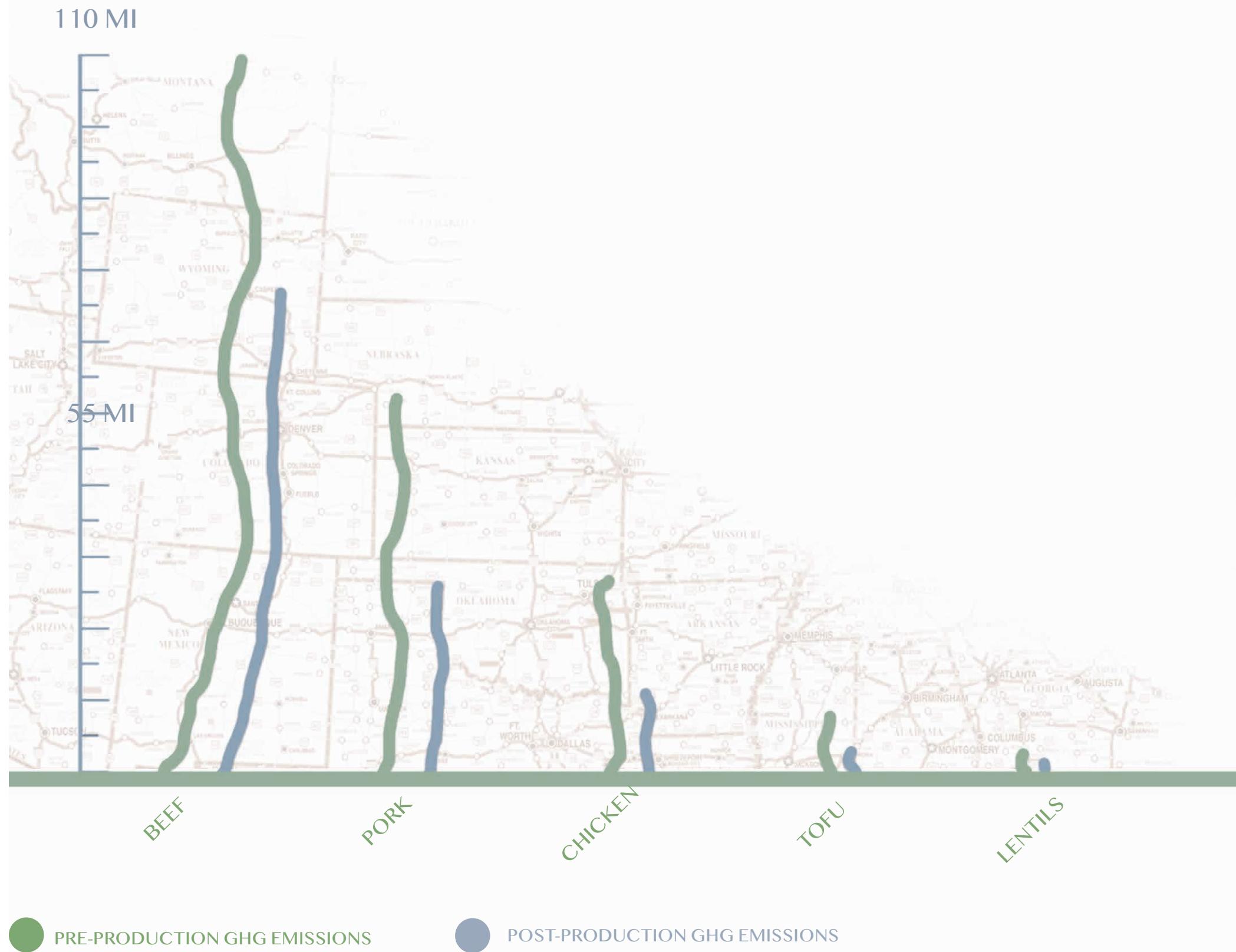
MEAT BASED DIET
feeds:1



PLANT BASED DIET
feeds:14

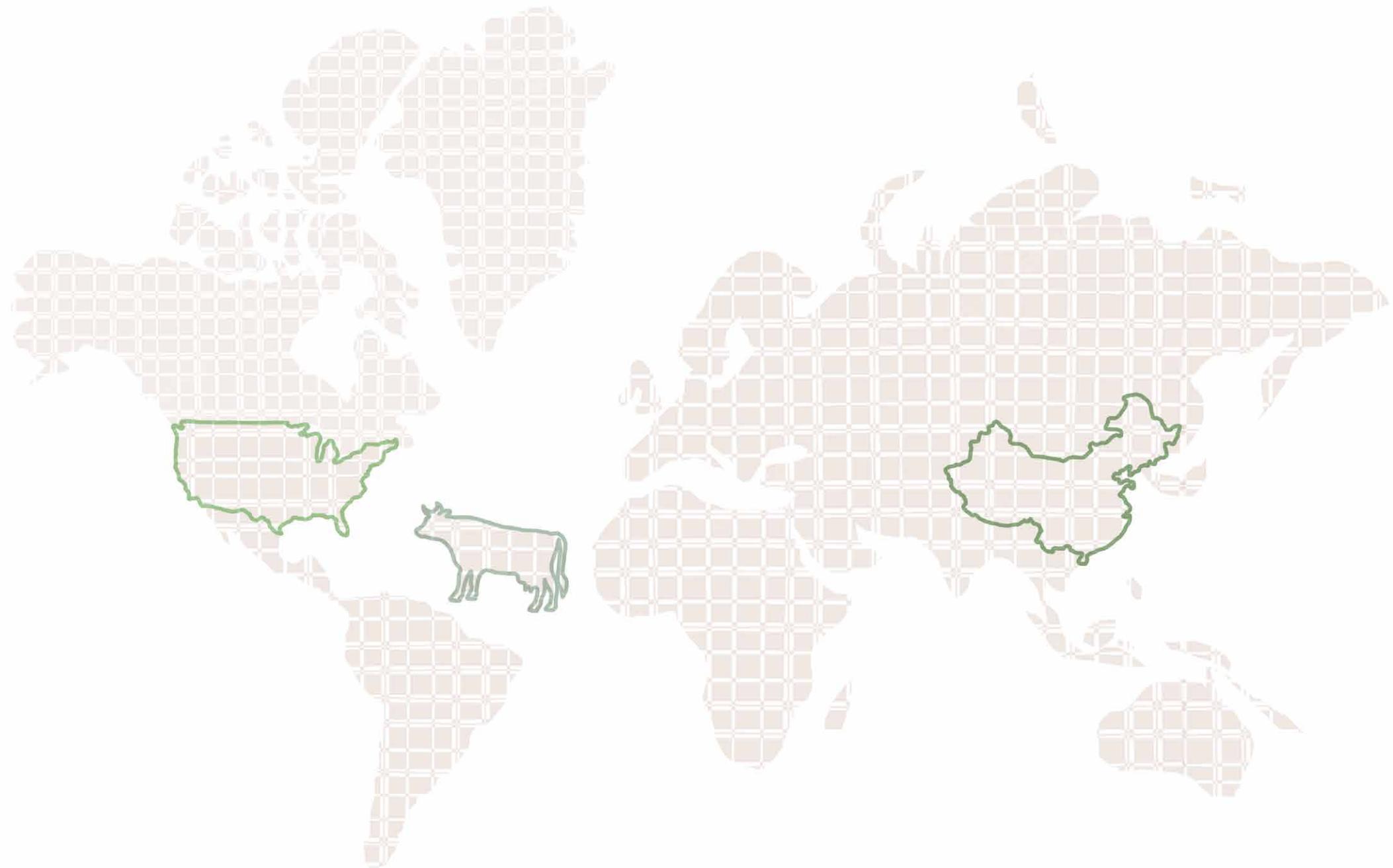
TWO LBS OF PRODUCT EQUIVALENT TO MILES DRIVEN

This graph shows carbon emissions for two pounds of product both pre-production and post-production.



CATTLE IS A LEADING GHG EMITTER

If cattle alone were its own nation, it would be the third largest greenhouse gas emitter. Cattle produce GHG through both bodily functions and the production process.



1. China
2. United States
3. Cattle

Understanding how the meat industry has impacted the environment in a more direct and quantitative way helps to put the issue into perspective.

An even more personal outlook is the **harmful effects** the meat industry has had over time on both **animals lives** and **consumers lives** and how to adapt for the better.

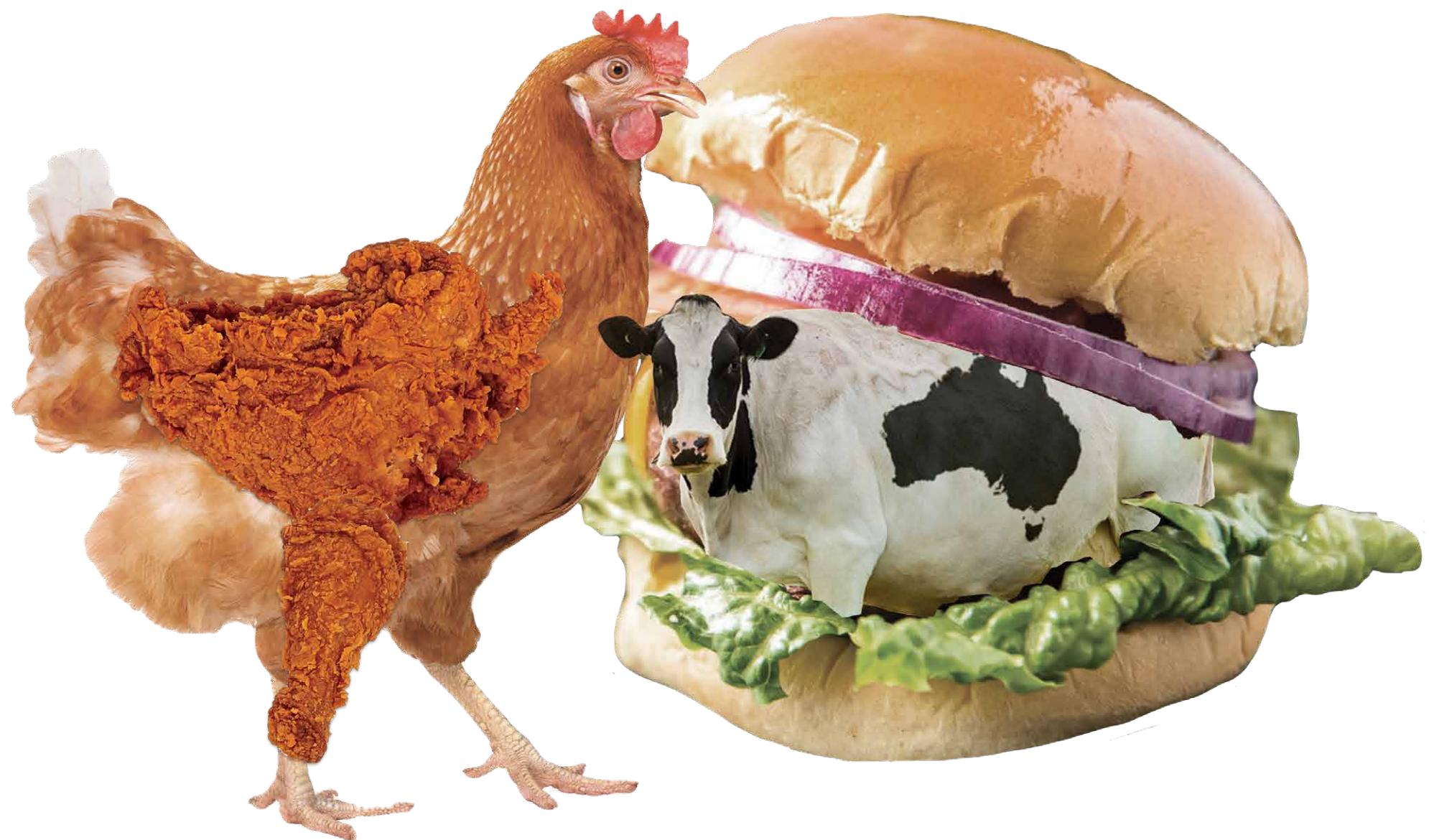
THE MEAT INDUSTRY THRIVES OFF OF WILLFUL IGNORANCE

When it comes to knowing where our food comes from, most people would rather remain ignorant. We disassociate our food from its source unintentionally, even through our word associations. Instead of pig we say pork, instead of cow we say beef. This further reinforces the disconnect of product and animal.



UNBLURRING THE LINES

Because of the disconnect between animals lives and food,
people do not tend to think twice about where their food comes
from and what they are eating.



CHICKEN HEALTH IN 1965

Animals in the 60's were treated more freely and less as a product.
Their quality of life, along with other animals in factory farming,
lost meaning to the meat industry over time.

Nutrition Facts

1 serving per chicken

Serving size

2 breasts (905g)

Amount per serving

Calories

231

% Life Value*

Hormones

0%

Feed a Day

1.5c

56 days of life

905g

Days until Market

70

Consumed per Year

34lbs

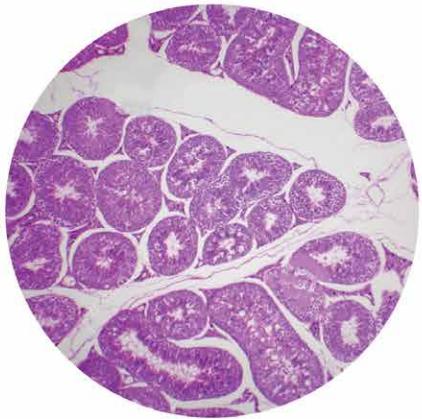
* An average chicken from 1965, free range,
random naturally bred, little to no health issues
due to hormones.

A chicken from the 1960's is less vulnerable to
overgrowth that causes pain and an
undesirable life.

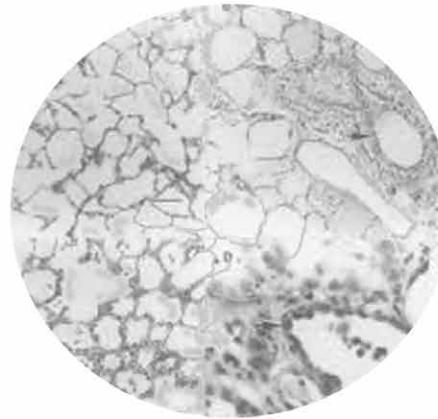


HORMONES IN ANIMALS

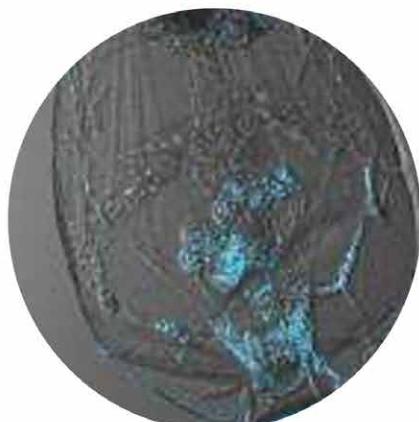
Hormones are given to factory farming animals to produce the most desirable product. Growth and fertility hormones speed up the growth process and made breeding more efficient.



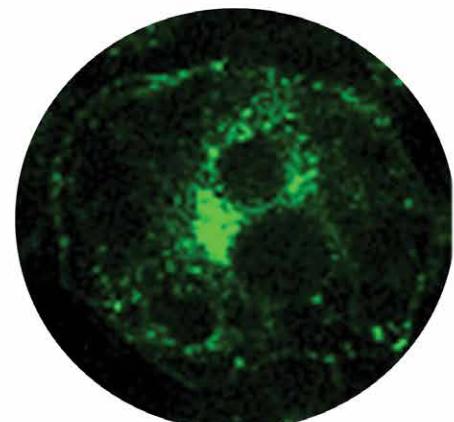
TESTOSTERONE: used for growth promotion



MELENGESTROLACETATE: promotes the efficacy of feed and promotes growth



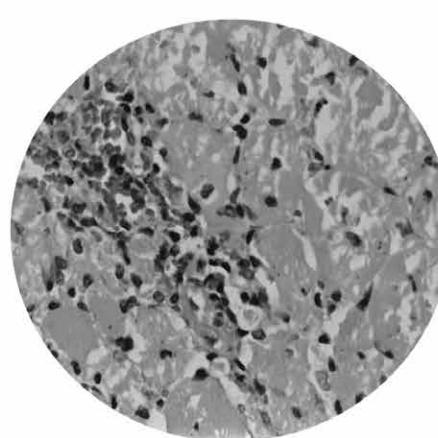
PROGESTERONE: used in the control of reproductive management in livestock



TRENBOLONE ACETATE: promotes muscle growth



ESTROGEN: used for reproductive development



ZERANOL: growth promoter

CHICKEN HEALTH IN 2020

Animals in the present day have been genetically modified over time to become the most desirable product despite their quality of life being poor. Animals in factory farming are bred purely for profit.

Nutrition Facts

2 servings per chicken

Serving size 2 breasts (4,202)

Amount per serving

Calories 462

% Life Value*

Hormones 100%

Feed a Day 1.5c

47 days of life 4,202g

Days until Market 47

Consumed per Year 83lbs

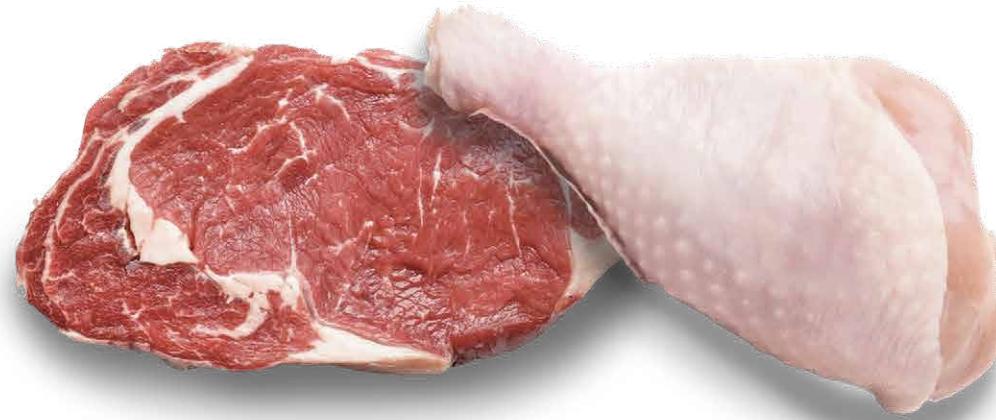
* An average chicken from 2020 is pumped with hormones, selectively bred, and is 4x the size of a chicken from the 1960's. They spend their life extremely overcrowded in a broiler house with thousands of other chickens.

Their health is at risk due to their overgrowth, estimating that if they lived two weeks past their factory life span, their bodies would be too large for them to carry.



HEALTH RISKS OF EATING MEAT

Harmful hormones and chemicals are not only fed to the animals, but added to the food in stores. Processed meat contains high amounts of cancerous chemicals and additives. It can also cause health problems such as heart disease, high cholesterol, and weight gain.



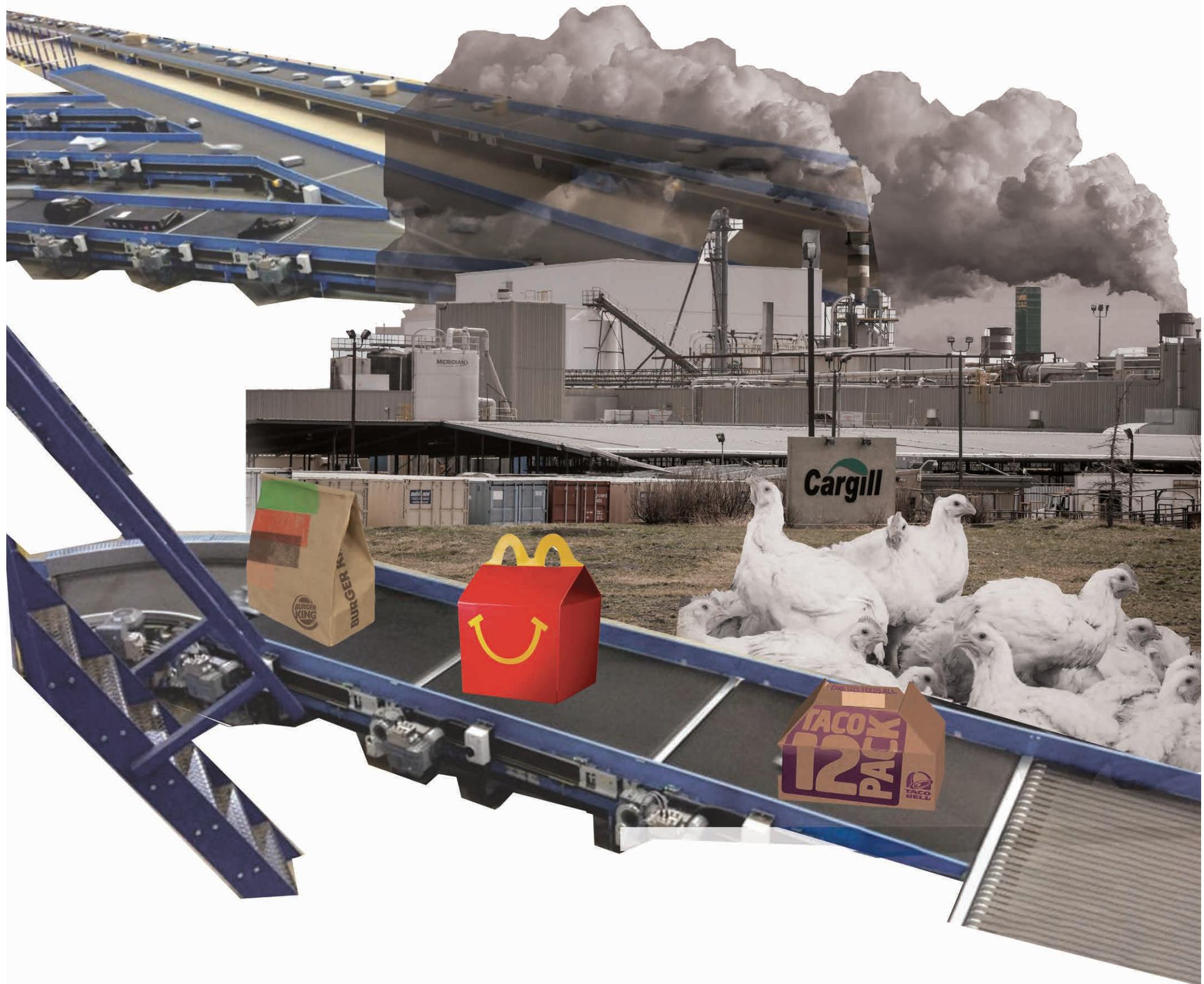
WARNING



THESE PRODUCTS CONTAIN HARMFUL CANCER CAUSING CHEMICALS SUCH AS HAEM, N-NITROSO, ROXARSONE, HETERO CYCLIC AMINES, AND POLYCYCLIC AROMATIC HYDROCARBONS CONSUMING THESE PRODUCTS ALSO INCREASE YOUR CHANCES OF HEART DISEASE, STROKE, DIABETES, HIGH CHOLESTEROL, AND FOOD-BORNE ILLNESS

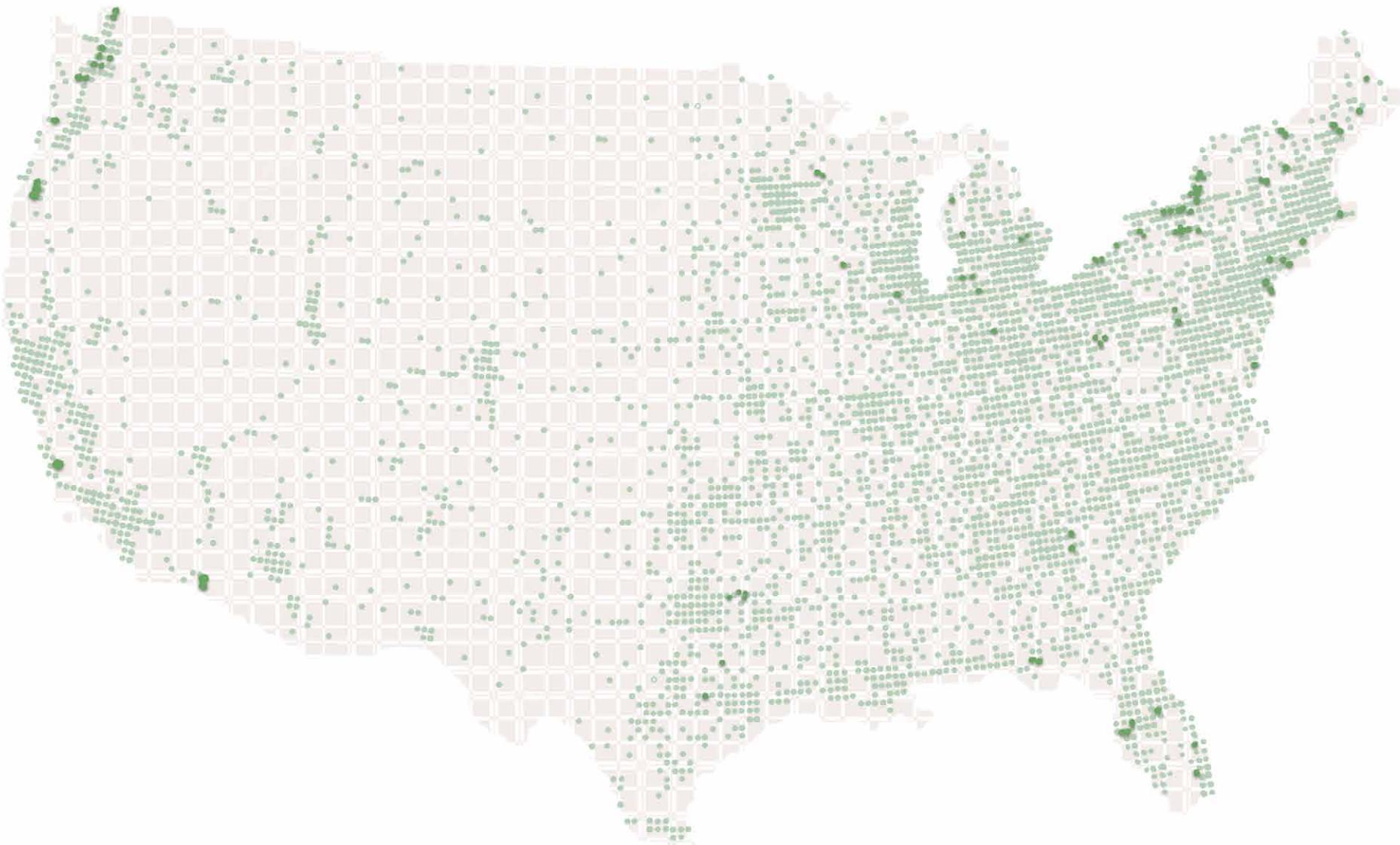
FOOD CONVENIENCE

Most chain fast food companies focus on promoting their unhealthy meat based diet and have little to no healthy /plant based options.



RESTAURANT DENSITY

This map illustrates the availability of a mainstream fast food restaurant compared to a relatively popular health focused restaurant.



FRESHII RESTAURANTS



MCDONALDS RESTAURANTS

NORMALIZING PLANT BASED

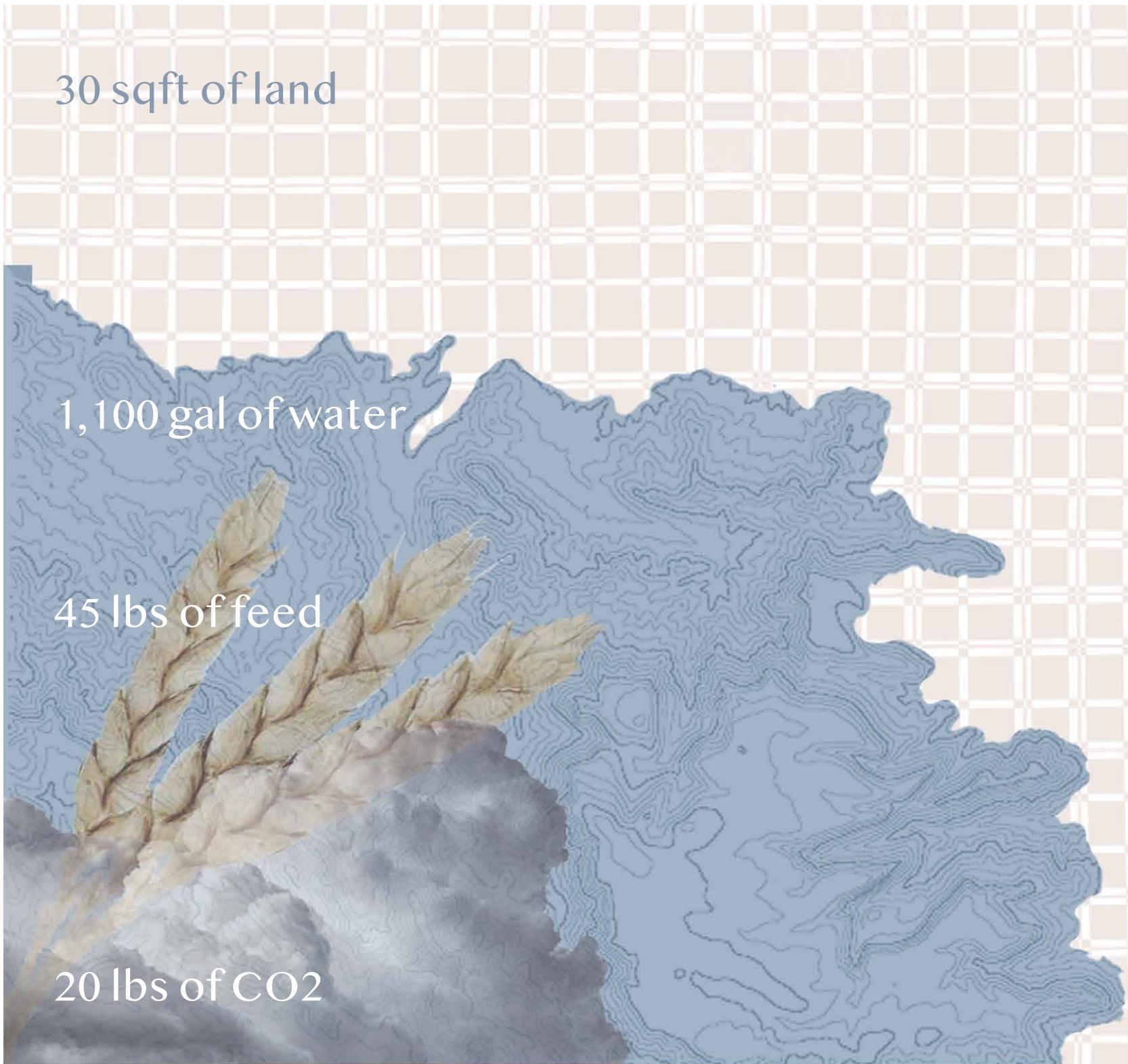
Making plant based options more of a normal option instead of a separate entity will help encourage people to make the swap.

Proteins



EATING PLANT BASED FOR ONE DAY

For every day of eating plant based, one person can save a significant amount of natural resources and animals' lives.



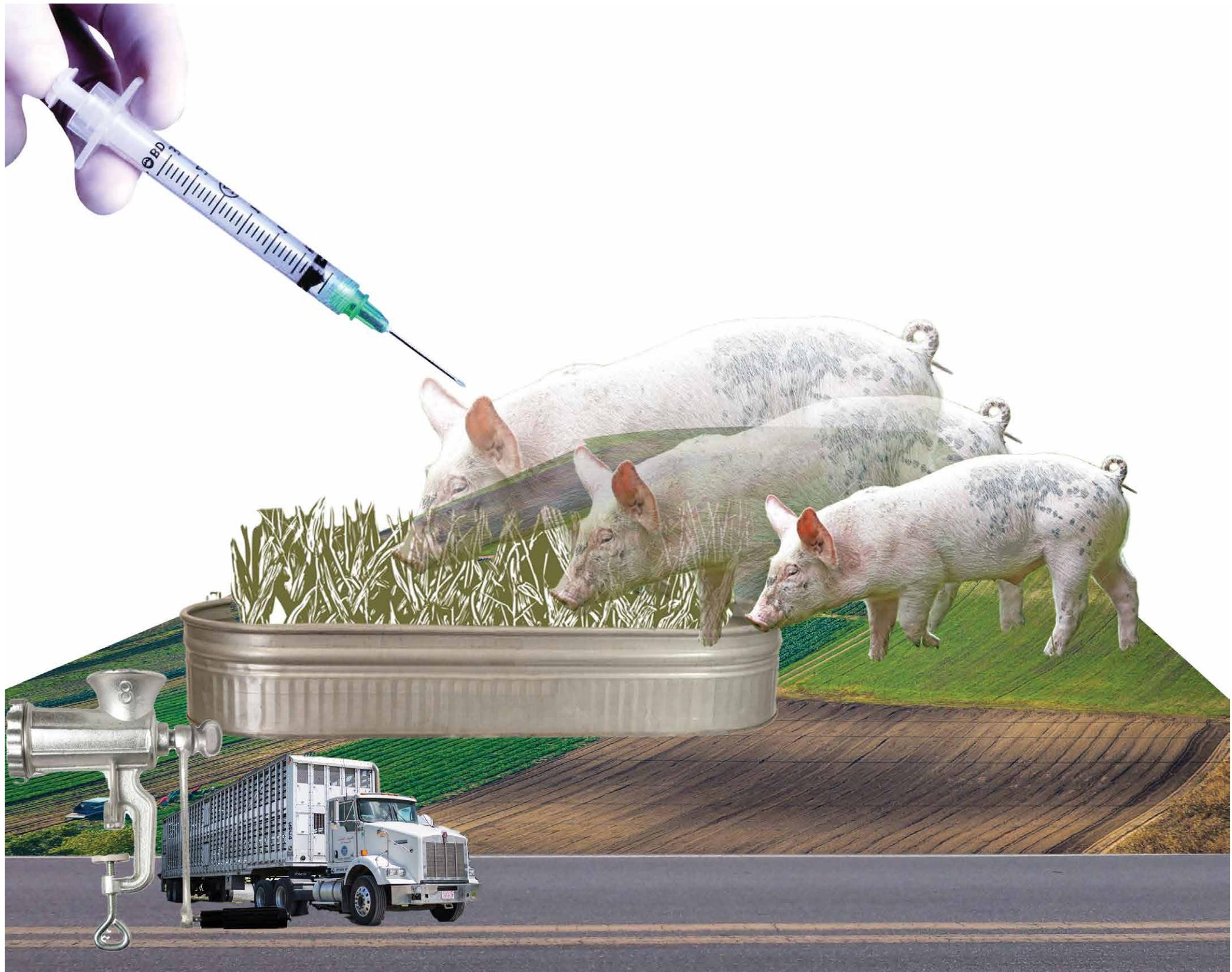
LAND FOR MEAT BASED VS PLANT BASED

It takes 14x more land to support a meat based diet versus a plant based diet.



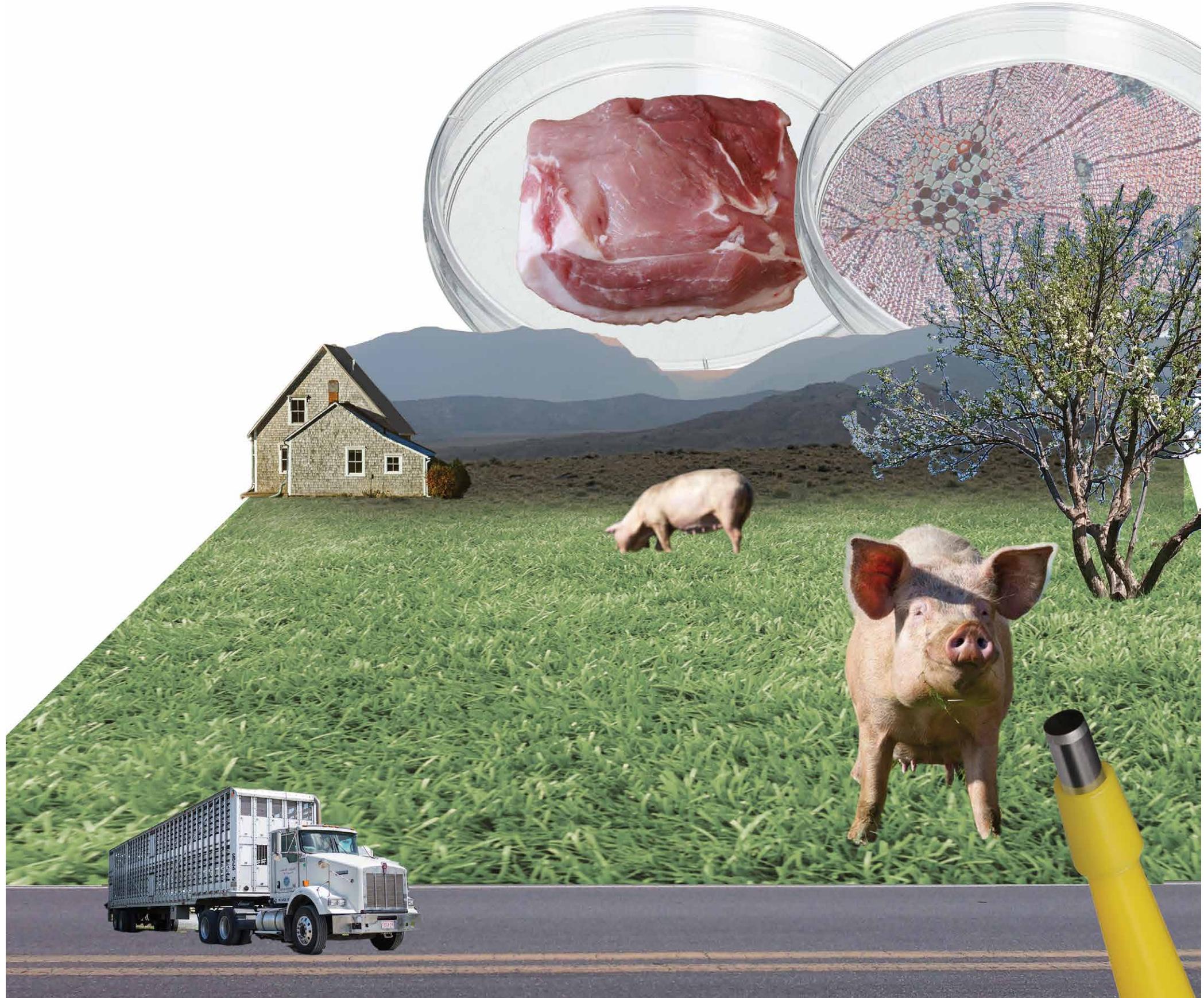
FACTORY FARMING PROCESS

Factory farming involves many processes that are both harmful to animals and the environment. Factory farms use hormones for breeding and send animals to a feed barn where they are forced to eat until they are ready for market. Not long after, they are slaughtered for distribution. Animals' lives are seen as a machine for production, only living long enough to produce the most profitable product.



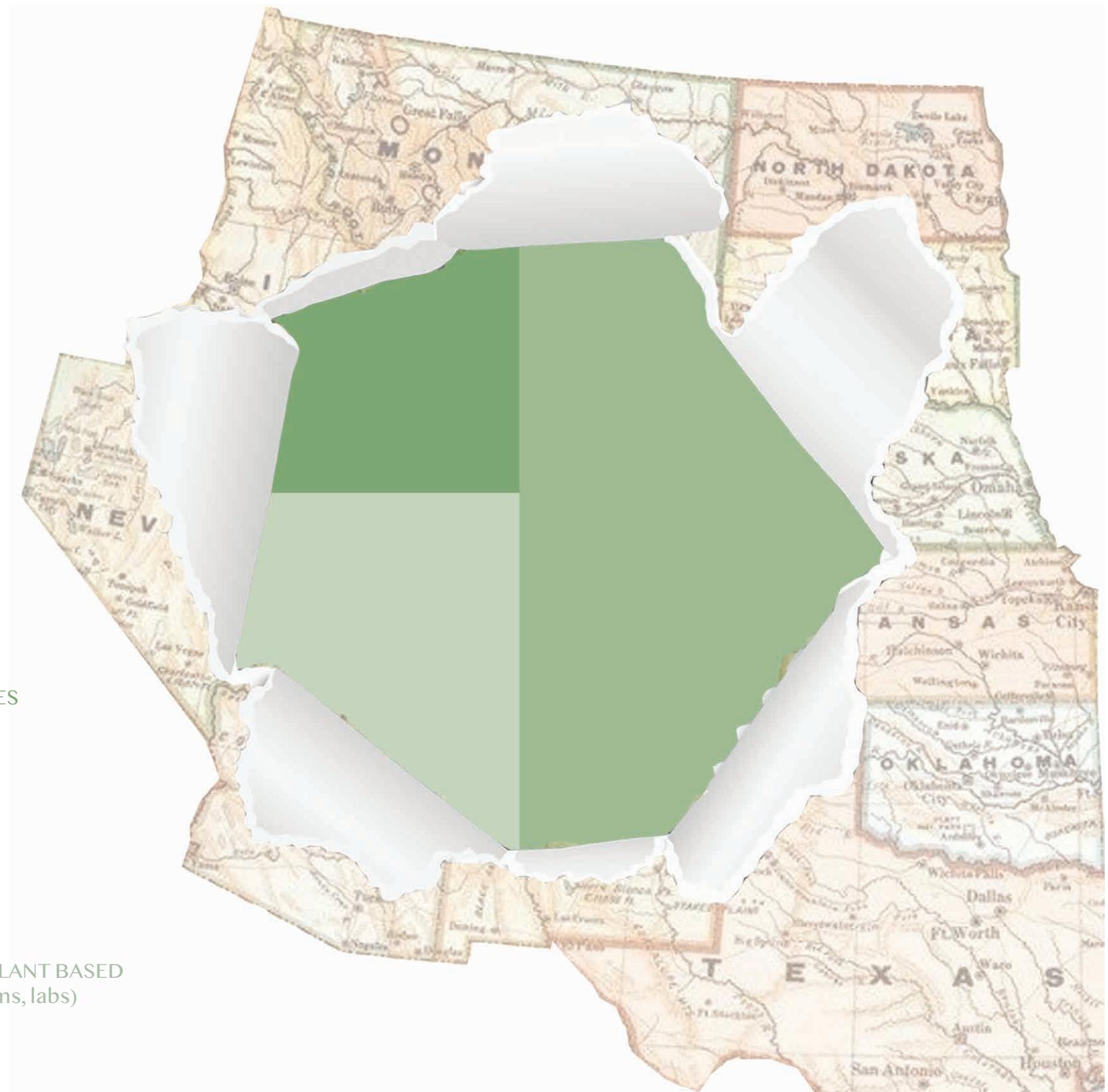
CULTURED MEAT PROCESS

Scientists have began research for lab grown meat alternatives. This would be a positive alternative for both the environment and animals. The animals would only require a small biopsy in order to grow cells for the meat. Cultured meat could save natural resources and animals' lives.



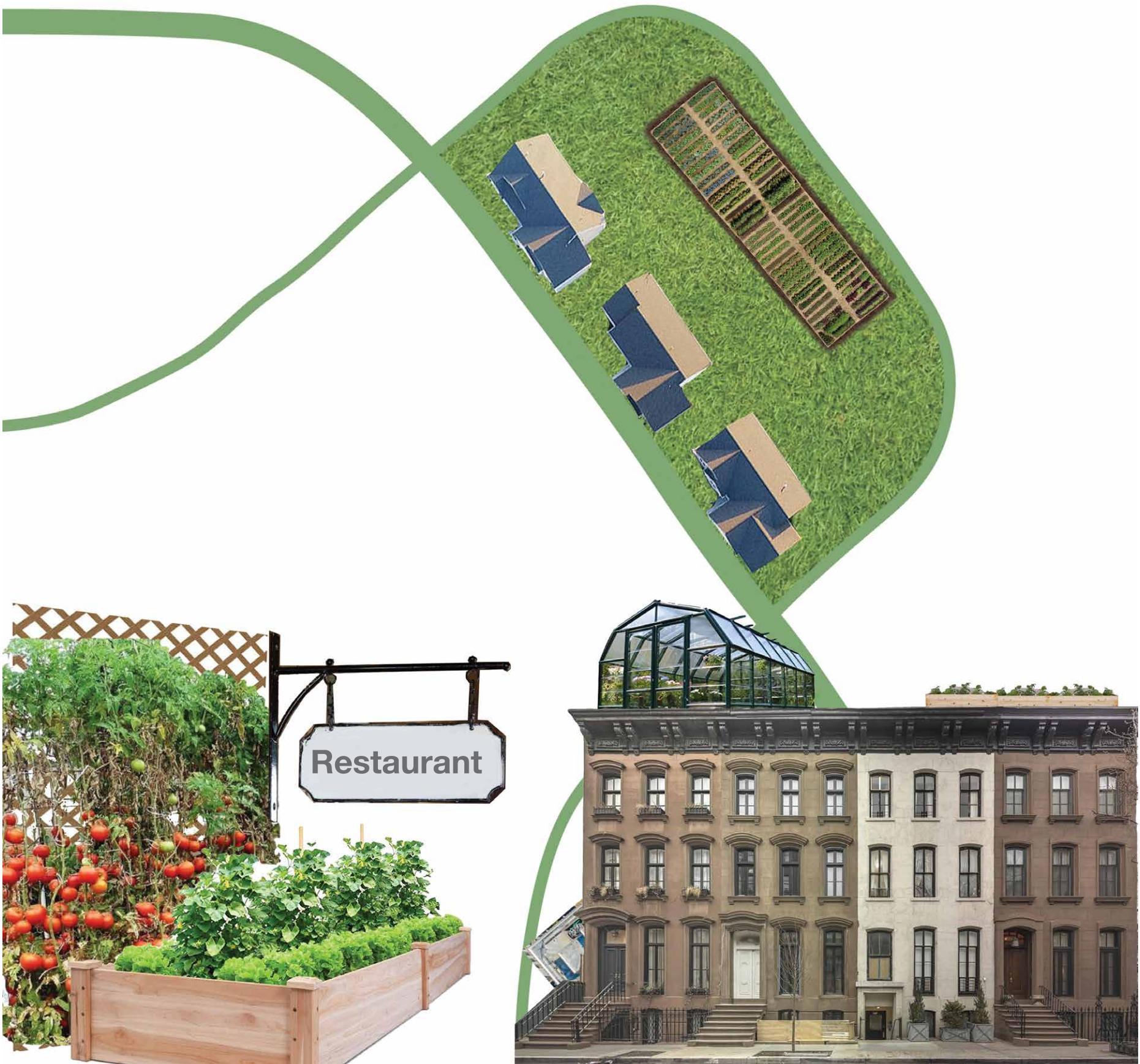
NEW USES FOR FARMLAND

If farmland was no longer a large part of the country, a majority of the land could go back to being bio-diverse, a portion would be reserved to grow more crops for plant based diets, and some farms would be converted to animal sanctuaries.



PLANT BASED IN COMMUNITIES

Plant based diets can be included in communities by having communal gardens incorporated in neighborhoods, living complexes with rooftop greenhouses and gardens, restaurants that grow and produce plant based options in house, and farm land integrated in the city where residents can visit to pick up products locally sourced.



ANIMAL SANCTUARY

If farms turned into animal sanctuaries, the farm animals could roam freely, pro create naturally, and farm lands can go back to being bio-diverse.



Reevaluating food options opens up the discussion on how we as a society can move forward by making **plant based** a more accessible and normalized option to **better lives for individuals, animals, and the planet.**

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