Modified from current version. The text about the relative explanatory power of GDP could be added back in, but I seem to recall it already being in the main text.

Fig. 1: Relationship between apparent consumption (live weight) and GDP per capita. Line of best fit modelled as y = axb. **(a)** Per capita fish consumption (yfish) as a function of per capita GDP (x) (yfish = 4.11x0.19; r2 = 0.11; r = 0.33). **(b)** Per capita terrestrial animal consumption (yanimal) as a function of GDP per capita (x) (yanimal = 1.56x0.46; r2 = 0.64; r = 0.80). Data represents 2015 values for 72 countries with GDP data from [World Bank ref] and apparent consumption from [FAOSTAT ref].