

# MEAT'S NOT GREEN



Be Green. Go Veg.

**PETA**

**“[The meat industry is] one of the top two or three most significant contributors to the most serious environmental problems, at every scale from local to global.”**

**-The United Nations**

**Climate Change:** A recent United Nations report concluded that a global shift towards a vegan diet is necessary to combat the worst effects of climate change. Researchers at the University of Chicago have determined that going vegetarian is more effective in countering climate change than switching from a standard car to a hybrid.

**Pollution:** In addition to the pollution generated by the meat industry's fossil-fuel consumption, 70 million tonnes of excrement are produced each year by animals raised for food. This excrement, which is swimming with parasites, antibiotics and pesticides, fouls the air, pollutes water supplies and destroys topsoil.

**Land Use:** Of all the agricultural land in the UK, 70 per cent is used to raise animals for food or to grow the food they eat. More than 90 per cent of all Amazon rain forest land cleared since 1970 is used for meat production. Many times more land is required to produce food for a meat-eater than for a vegan.

**Water Use:** Raising animals for food consumes more than half the water used in the world. It takes only 1,000 litres of water to grow one kilo of wheat and 15,000 litres to produce just one kilo of beef.

**Energy Use:** Raising animals for food consumes a colossal amount of fossil fuel. Producing a single burger uses enough fossil fuel to power a small car for 20 miles and an amount of water equivalent to 17 showers.

**Oceans:** Commercial fishing nets often scrape the ocean floor clear of all life and destroy coral reefs; they also kill porpoises, birds, sea lions and other “by-catch” animals. Coastal fish farms release massive amounts of faeces, antibiotics and parasites and huge numbers of non-native fish into sensitive marine ecosystems.

**Animals:** You can't be concerned about the environment without caring about our fellow inhabitants – animals. They're made of flesh and blood, have complex social and psychological lives and feel pain, just as we do. Each year in the UK, the meat, fishing, egg and dairy industries slaughter more than 1 billion animals. These animals are raised and killed in ways that would horrify any compassionate person.



To order a free vegetarian/vegan starter kit full of shopping tips, recipes and health information, please visit [PETA.org.uk](http://PETA.org.uk) or call **020 7357 9229**.



**“If anyone wants to save the planet, all they have to do is just stop eating meat. That's the single most important thing you can do.”**

**- Sir Paul McCartney**

You can find great-tasting, protein-packed vegan foods – such as veggie burgers, meatless sausages and mock chicken – at almost any supermarket. Considering the proven health benefits of vegan and vegetarian diets (the American Dietetic Association states that vegetarians have a reduced risk of obesity, heart disease and cancer), there's no excuse for eating meat.