

We, humans, have inflicted more damage on our planet in the past fifty years than we ever have in our thousands of years of occupying its surface. Our largest contributor in doing so? Animal agriculture, and its exponential increase in scale and volume. From methane emissions, to water pollution, to deforestation, to ocean dead zones and species' collapses – this giant industry's impact is overwhelming and yet widely disregarded by government and non-government organizations worldwide.

**THE PROBLEM**

- **70 billion** land animals and 1 trillion sea animals are abused and killed for unnecessary consumption worldwide.
- **18%** of the world's greenhouse gas emissions are produced by "livestock" and their "products".
- **45%** of the Earth's land is occupied by the animal agriculture industry.
- It takes **2,500** gallons of water to produce 1 pound of "beef"; in contrast, it takes 25 gallons of water to produce 1 pound of wheat.
- **1/3** of commercial fishing trawlers' catch is unintended and therefore useless.
- **All 17** of the world's largest fishing areas are depleted beyond their natural limits.

**THE SOLUTION**

It's easier than you think, and you can do something right now, today: stop supporting animal agriculture!

A plant-based diet vs. an omnivorous diet requires:

- **1/2** as much CO2.
- **1/11** as much fossil fuel.
- **1/13** as much water.
- **1/18** as much land.

Adopting a plant-based diet means that every DAY you save:

- **1,100** gallons of water.
- **45 lbs.** of grain.
- **30 sq. ft.** of forest.
- **20 lbs.** of CO2.
- **The life of one** animal.

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