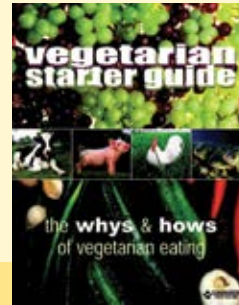


As our society becomes increasingly aware of how our individual choices and collective actions are contributing to global warming and environmental degradation, a growing number of people are searching for simple, yet effective steps to living more sustainably.

While we often hear about the importance of using energy-efficient light bulbs, installing low-flow toilets and showerheads, or switching to a hybrid car, **did you know that perhaps the single most important action each of us can take to protect the planet is simply to choose vegetarian foods?**

Protecting the planet with our forks: **TryVeg.com**

By choosing plant-based foods, each of us can help fight global warming while also fighting animal abuse.



Start today!

Visit **TryVeg.com** to request or download your free *Vegetarian Starter Guide*

Inside our guide, you'll find:

- Simple and practical tips
- Delicious recipes & menu ideas
- Information on plant-based nutrition
- Grocery shopping suggestions
- Frequently asked questions
- And so much more!



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EATING SUSTAINABLY

Fight global warming with your fork



"Livestock are one of the most significant contributors to today's most serious environmental problems. Urgent action is needed to remedy the situation."¹

– United Nations Food & Agriculture Organization



A FOUR-PRONGED APPROACH TO SAVING THE PLANET AND ANIMALS



"If every American skipped one meal of chicken per week and substituted vegetables and grains...the carbon dioxide savings would be the same as taking more than half a million cars off of US roads."

– Environmental Defense Fund

It's time we face the facts: Animal agriculture is a leading cause of pollution and resource depletion.

According to the United Nations (UN), raising chickens, pigs, cows, and other animals for food contributes 14.5% of global human-induced greenhouse gas emissions.²

Animal agriculture also significantly contributes to deforestation, habitat destruction, and ocean dead zones. A 2013 report by the UN's Environment Programme further states one of the "key actions" to produce more food with less pollution involves "lowering personal consumption of animal protein" as well as "a shift from animal based protein to plant based protein."³

Researchers from the Univ. of Chicago report that a vegetarian diet is the most energy-efficient. The average American can do more to reduce global warming emissions by not eating meat, eggs, and dairy than by switching to a hybrid car.⁴

Additionally, Carnegie Mellon researchers found that we can do more for the planet by going vegetarian even just one day per week than by switching to an entirely local diet.⁵

Raising animals for food also causes immense animal suffering.

Every year in the US, nine billion birds, pigs, and cows are killed for us to eat. Many of the abuses we perpetrate against these animals, who suffer for months before slaughter, are so cruel they'd result in criminal prosecution if those same abuses were inflicted upon dogs and cats. Additionally, as many as 2.7 trillion fish are caught from the oceans annually.⁶

Making a difference: What we eat matters


Every time we sit down to eat, each of us can help create a kinder, greener, and healthier world simply by leaving animals off our plates. Start today: visit TryVeg.com.


"A substantial reduction of impacts [from agriculture] would only be possible with a substantial worldwide diet change, away from animal products."⁷


– United Nations Environment Programme


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Did you know?

 Nearly **80% of antibiotics** sold in the U.S. are fed to farmed animals to increase growth and to compensate for the filthy, cramped conditions.⁸

 Pastures and the production of animal feed take up **almost 80%** of the world's agricultural land resources.⁹

 The amount of manure produced on factory farms each year – **500 million tons** – is three times greater than the amount of waste produced by humans.¹⁰

 It takes nearly **420 gallons of water** to produce one pound of grain-fed chicken.¹¹



More than **250 million egg-laying hens** are crammed inside wire battery cages so restrictive, they can barely move.



Tens of millions of pigs are raised for meat each year. They spend their lives confined in barren, concrete fattening pens.

If current fishing rates continue, researchers expect all of the world's fisheries will be **depleted by 2048**.¹²

Bycatch – animals accidentally caught, including whales, dolphins, sharks, turtles, and seabirds – could be **40% of the global fish catch** each year.¹³

29 million Americans (9%) report they are mostly vegan or vegetarian.¹⁴

