

Humane Being

Helping people be humane beings



“ Without meat and dairy, global farmland use could be reduced by more than 75% – an area equivalent to the US, China, EU and Australia combined – and still feed the world”

Meat & dairy – need or greed ?

Please reduce for the planet and animals

The study by Poore published in Science 2018 , is based on almost 40,000 farms in 119 countries , covering 40 food products that represent 90% of all that is eaten

[www.](http://www.humanebeing.org.uk)

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[.ORG.UK](http://www.humanebeing.org.uk)

**Your journey
to a kind, vegan and
sustainable lifestyle
With our support**

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✗ NOT green

✗ NOT healthy

✗ NOT kind

✗ **Bloody**
expensive
too

So why would
you?

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“A vegan diet is probably the single biggest way to reduce your impact on planet Earth, not just greenhouse gases, but global acidification, eutrophication, land use and water use”



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**x NOT
green**

**x Bloody
cruel too**

**why would
you?**

**x 20 million meat chickens
slaughtered every week in the UK ***

Meat & Dairy – need or greed ?

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* Defra poultry statistics Feb 2019

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“ Going vegan is far better for the environment



..... than cutting down on your flights or buying an electric car, as these only cut greenhouse gas emissions ”

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“ Even the very lowest impact meat and dairy products still cause much more environmental harm than the least sustainable vegetable and cereal growing ”



And vegan food tastes great too!

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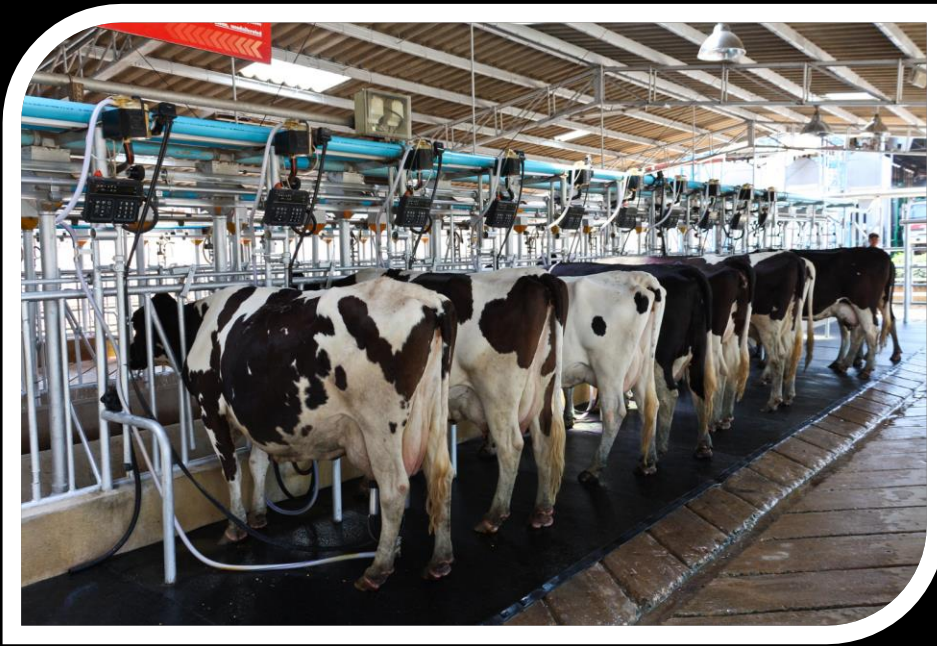
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"Even the lowest impact animal products are typically creating more emissions and using more land than vegetable proteins."

Even the least sustainable soy milk is still better for the planet than the most sustainable cow's milk."

**Milk taken from a calf ?
We don't NEED it**

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Meat and dairy provide just 18% of calories and 37% of protein, it uses the vast majority – 83% – of farmland and produces 60% of agriculture's greenhouse gas emissions



Seriously,
why would you ?

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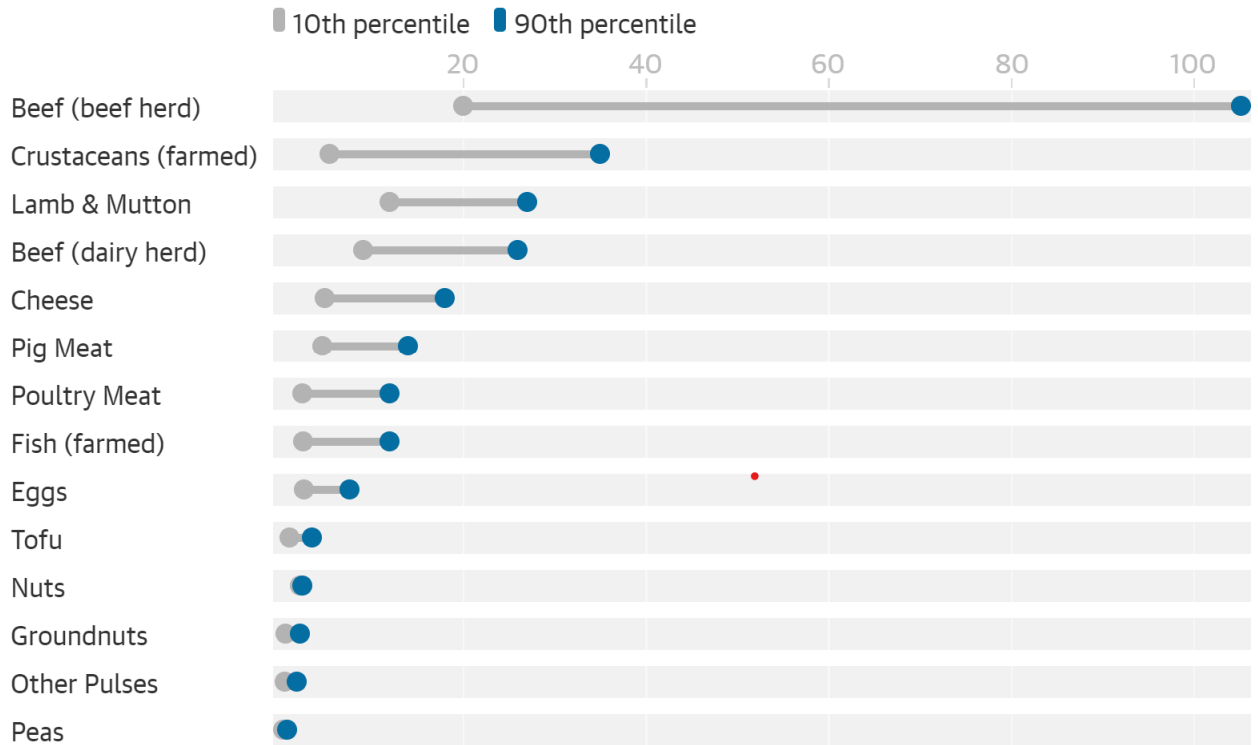
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Beef results in up to 105kg of greenhouse gases per 100g of meat, while tofu produces less than 3.5kg



Guardian Graphic | Source: Poore and Nemecek, Science

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