

LESS IS MORE

REDUCING MEAT AND DAIRY
FOR A HEALTHIER LIFE
AND PLANET



Dr. Reyes Tirado

THIS IS A VEGGIE BURGER.



TRY IT. YOU MIGHT LIKE IT.

**LIVESTOCK
FARMING**
TAKES UP
26%
OF ALL THE LAND
ON **EARTH**



Source: Stoll-Kleemann, S. & Schmidt, U. J. 2017

GREENPEACE

LIVESTOCK

CONTRIBUTES AS MUCH TO

CLIMATE
CHANGE



AS ALL CARS, TRUCKS,
PLANES, TRAINS AND SHIPS

ON EARTH
COMBINED



GREENPEACE

Sources: FAO, 2006 & 2013.

EVERY YEAR, HUMANS SLAUGHTER
**TEN TIMES MORE COWS,
PIGS AND CHICKENS**
FOR FOOD THAN THERE ARE **PEOPLE** ON EARTH



THAT'S **74** **BILLION ANIMALS**
COMPARED TO **7.4** **BILLION PEOPLE**

GREENPEACE

Sources: FAOSTAT, 2018; World Bank, 2017.



Sam Relph in Delhi

Wed 12 Jun 2019 02:00 BST



13,345

Indian villages lie empty as drought forces thousands to flee

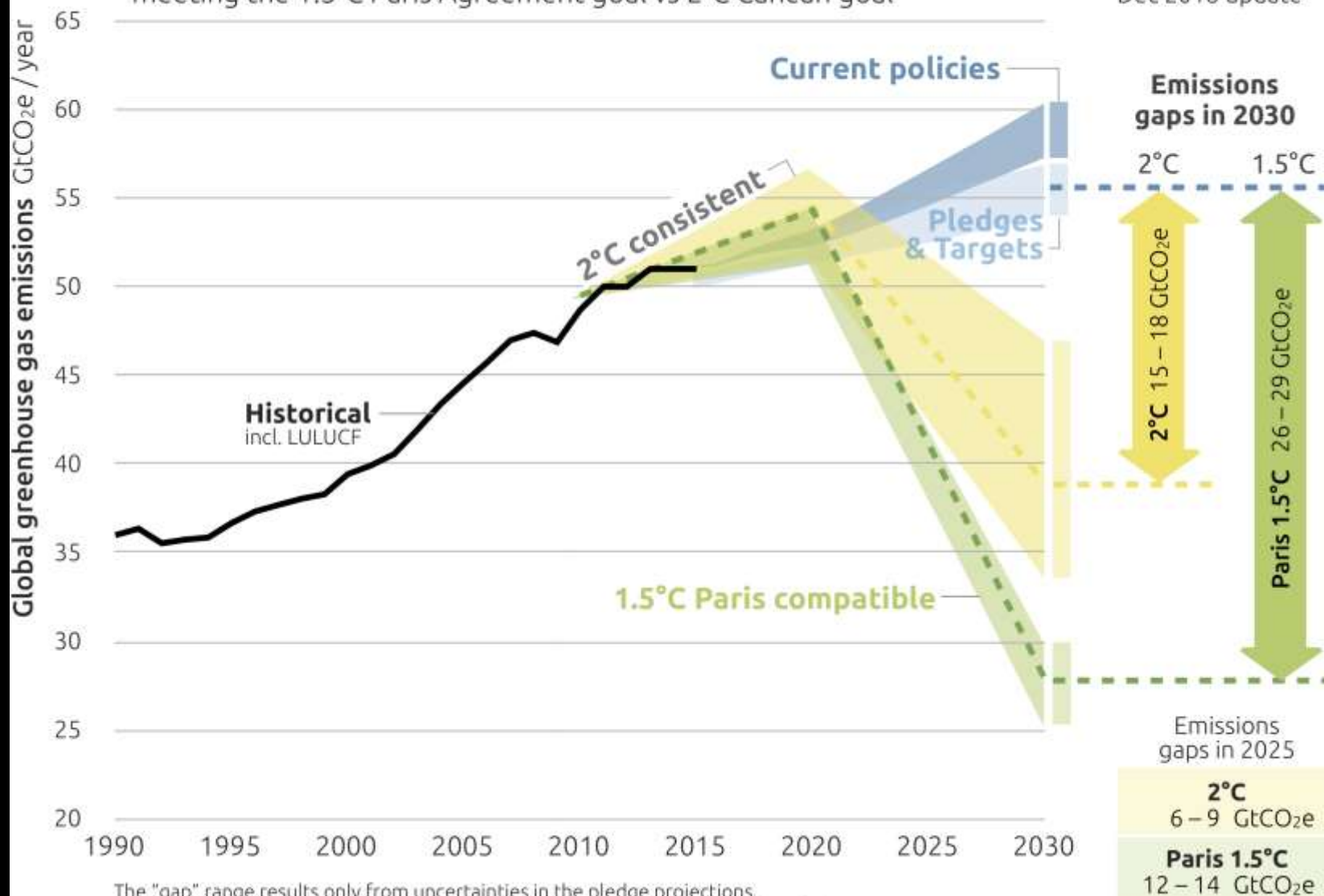


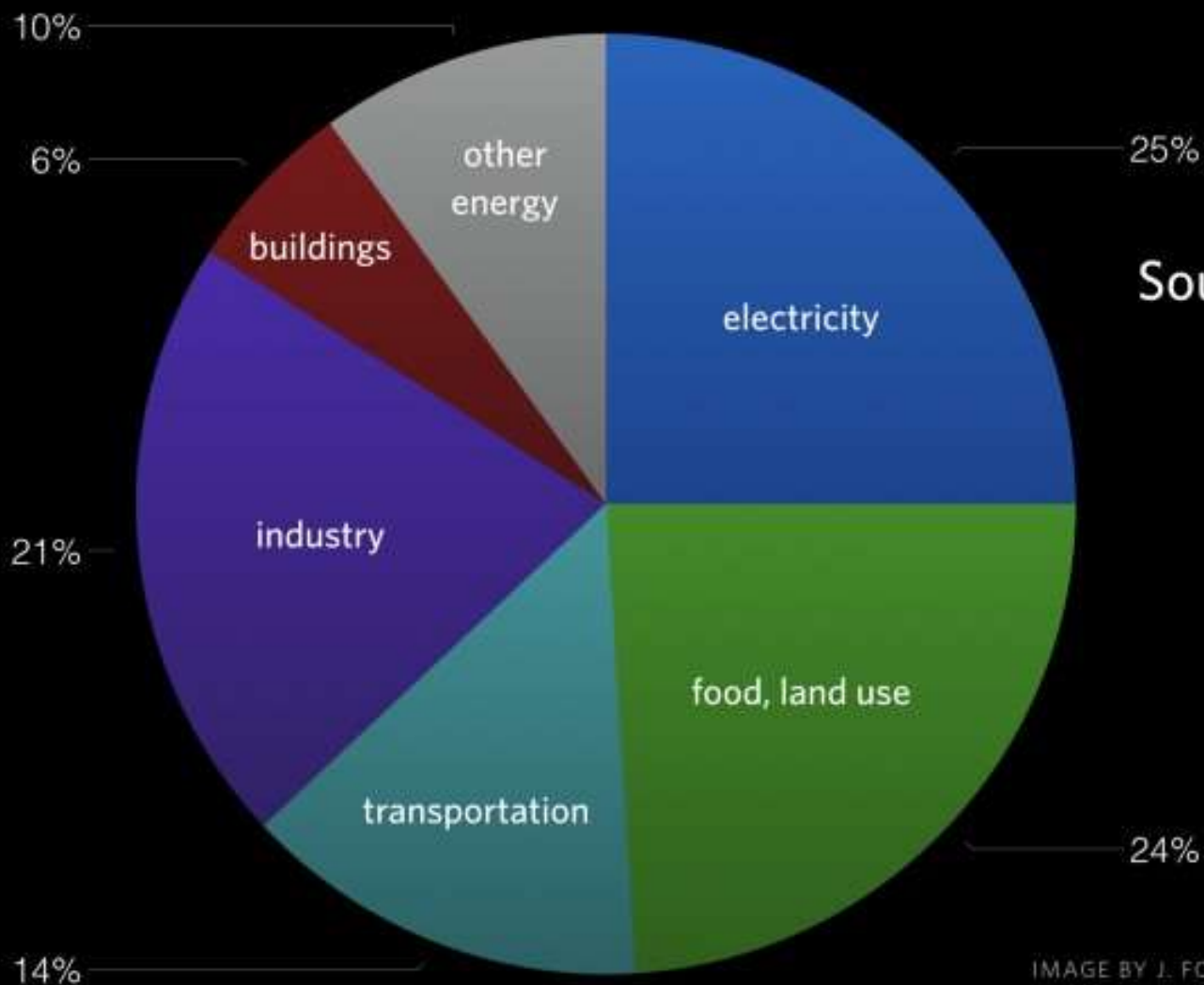
2030 EMISSIONS GAPS

CAT projections and resulting emissions gaps in meeting the 1.5°C Paris Agreement goal vs 2°C Cancún goal



Dec 2018 update





Sources of Greenhouse Gas Emissions

by major sector

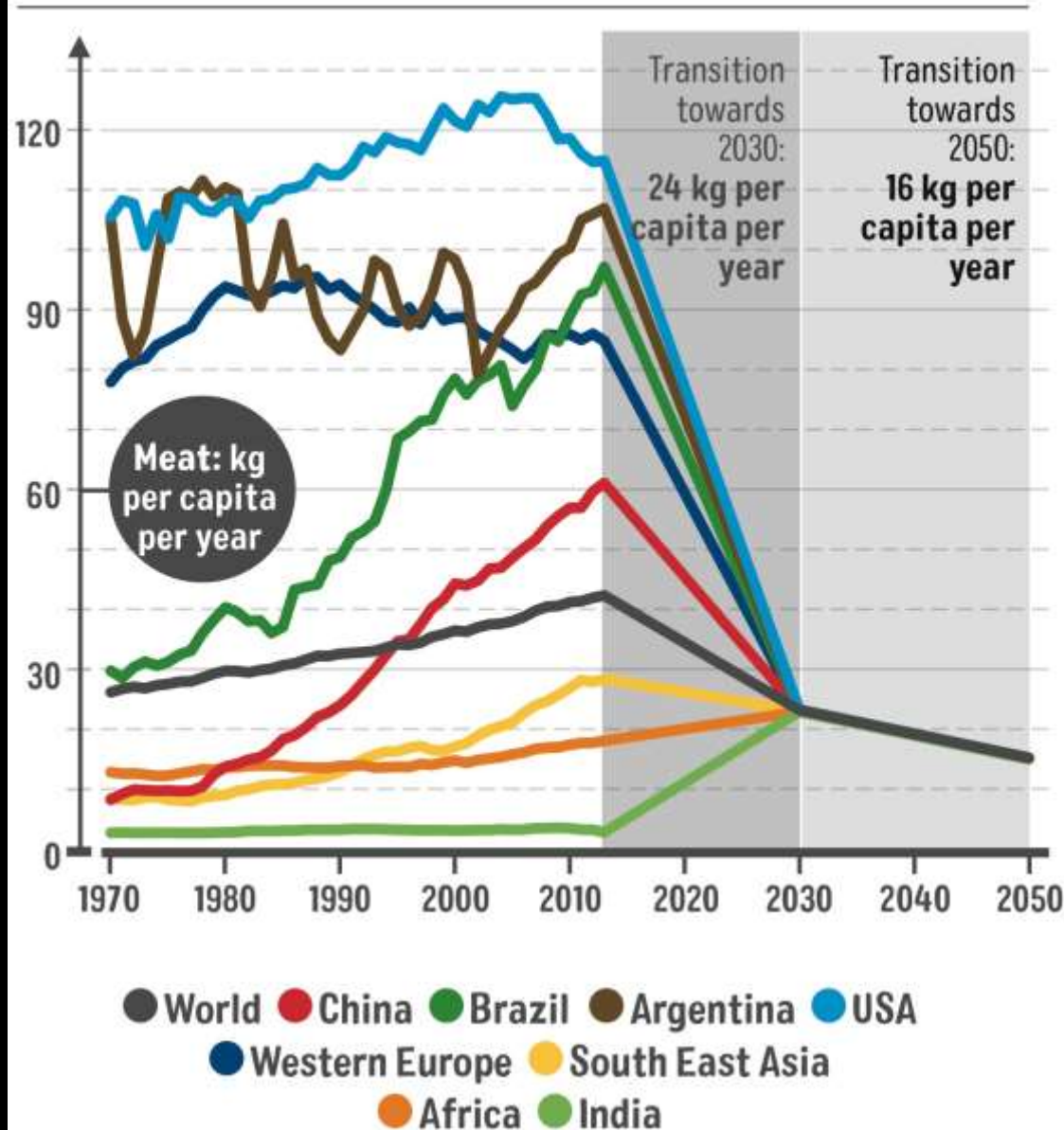
DATA FROM EPA

IMAGE BY J. FOLEY, PROJECT DRAWDOWN

Consumption levels

Regional considerations on equity:
'common but differentiated responsibilities'
shrink and share

Meat consumption per capita from 1970 until 2013



THIS IS A VEGGIE BURGER.



TRY IT. YOU MIGHT LIKE IT.

POLITICIANS: WE WANT MORE PLANT-BASED FOOD IN ALL OF OUR SCHOOLS!

GRADE SCHOOLS
HIGH SCHOOLS
UNIVERSITIES
ETC



**Many cities are moving towards
healthier eating with less meat and
more vegetables and fruits**

NEW YORK CITY



FIRST MOVER! 

**1,700 NYC public schools will serve
meatless meals every Monday!**

**SCHOOLS IN
VERACRUZ, MEXICO
GO MEAT FREE
EVERY MONDAY!**



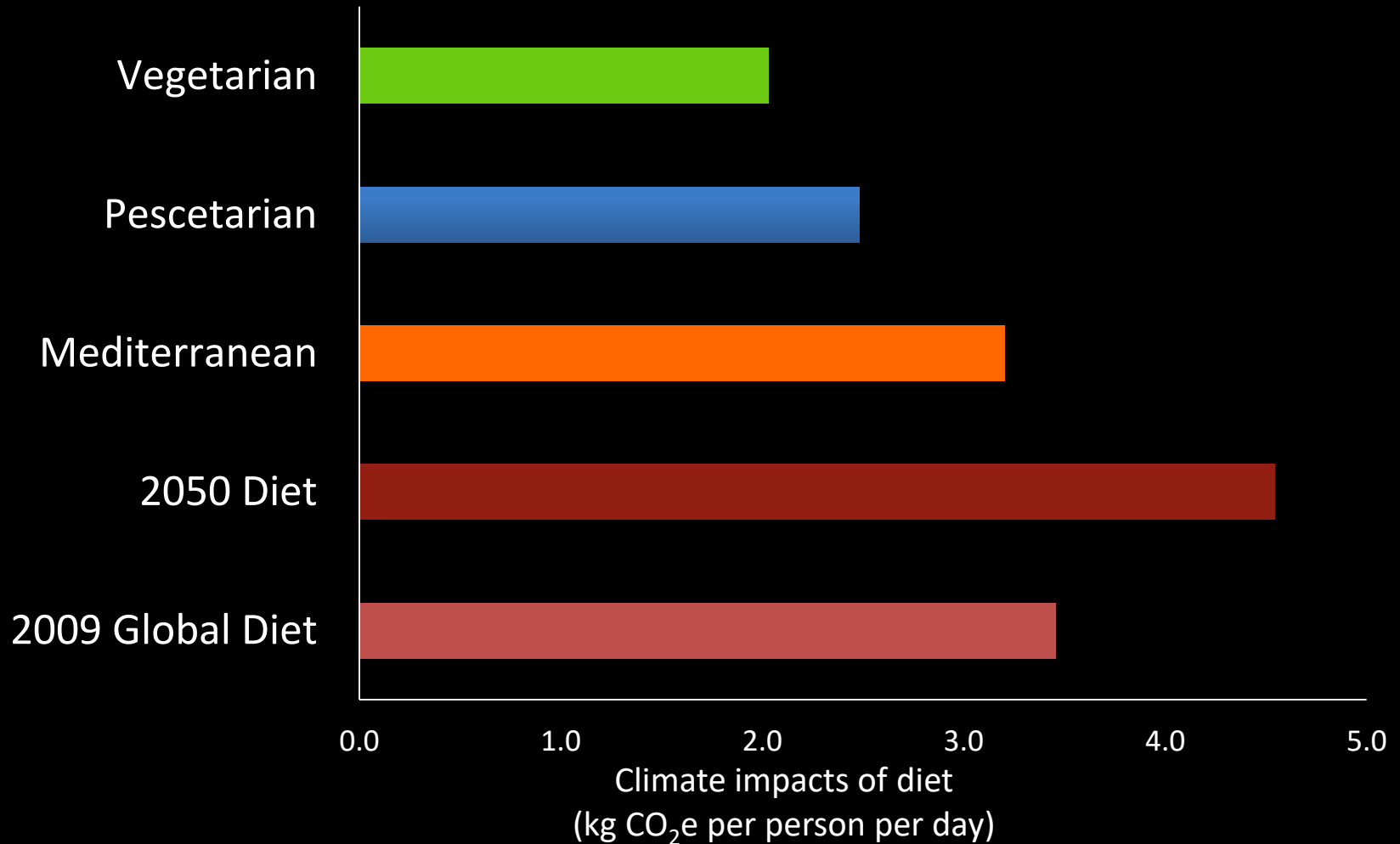
**LESS MEAT
MORE
VIDA**

The background of the entire image is a photograph of the Eiffel Tower in Paris, France. The tower is centered and extends from the bottom to the top of the frame. The sky is a clear, vibrant blue with some light, wispy clouds. At the base of the tower, there is a green lawn and some trees, with a crowd of people visible. The text is overlaid on the upper half of the image.

**SCHOOLS IN PARIS
WILL EAT 20%
LESS MEAT
BY 2020!**



Large emission savings from eating less meat

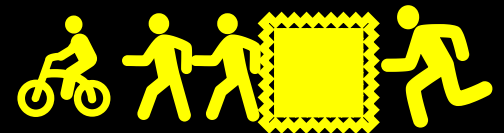


One day a week with all Bonn
inhabitants eating a meatless diet
will save the same emissions, per
year, as:

taking out 10,000 cars



We need to do both!





LIKE THIS
KID. AND
THIS ONE.
AND THIS
ONE TOO!

OUR KIDS DESERVE THE BEST.

CHOOSE MORE
PLANT-BASED
FOOD FOR
PUBLIC SCHOOLS.



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The Greenpeace vision of the
meat and dairy system towards 2050

GREENPEACE

www.greenpeace.org/livestock_vision



2 Mar, 2018
Report: Less Is More



2 Mar, 2018
Report: Less Is More
(Longer Version with
Scientific Background)

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