

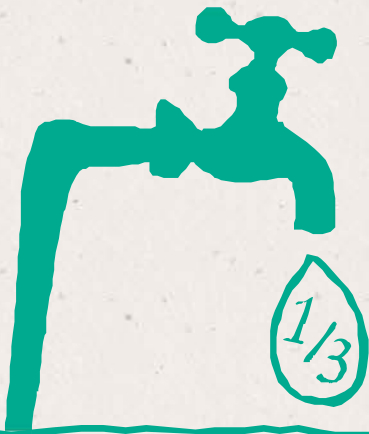


SMALL CHANGES, BIG DIFFERENCE

Animal agriculture is responsible for a huge number of the world's problems. Einstein said it way back when, and scientists still agree: eating more veg and less meat is the single best thing any one of us can do to secure the future of the planet.

Here's why:

LIVESTOCK COVERS 45%
OF THE EARTH'S LAND



THE MEAT + DAIRY INDUSTRIES
USE A THIRD OF OUR PLANET'S
FRESH WATER SUPPLY

ANIMAL AGRICULTURE IS
RESPONSIBLE FOR 91% OF
AMAZON DESTRUCTION





51% OF GLOBAL GREENHOUSE EMISSIONS ARE DUE TO LIVESTOCK + THEIR BYPRODUCTS

A PLANT-BASED DIET CUTS YOUR CARBON FOOTPRINT BY 50%



IF EVERYONE HAD ONE MEAT-FREE DAY A WEEK IT'D BE LIKE TAKING 240 MILLION CARS OFF THE ROAD

IF YOU SKIP JUST ONE BURGER YOU'LL HAVE SAVED ENOUGH ENERGY TO CHARGE YOUR IPHONE FOR 4.5 YEARS!



TAKE THE PLEDGE TO EAT MORE VEG

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