

GO VEGAN TO PROTECT HABITATS

Animal farming uses more land than any other human activity and is a leading cause of deforestation. Vast areas of the Amazon rainforest have been destroyed to graze cattle and grow animal feed.



A study published in 2018 by Oxford University shows that meat and dairy provide just 18% of our calories and 37% of our protein, while using 83% of all farmland.

Feeding crops directly to people, rather than to farmed animals, is much more efficient. In fact, a varied vegan diet requires just one fifth of the land needed for a typical European omnivorous diet.

**Help protect the planet!
Try Vegan.**

Please send me a **FREE Go Vegan Pack**

Name: _____ Address: _____

Age (if under 18): _____

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GO VEGAN TO PROTECT THE PLANET

Plant-based diets are not just kinder to animals, they are also better for your health and much more environmentally friendly.

The vegan diet:

- ✓ cuts greenhouse gas emissions
- ✓ uses less water
- ✓ requires less land
- ✓ is cruelty-free



GO VEGAN

TO REDUCE YOUR CARBON FOOTPRINT

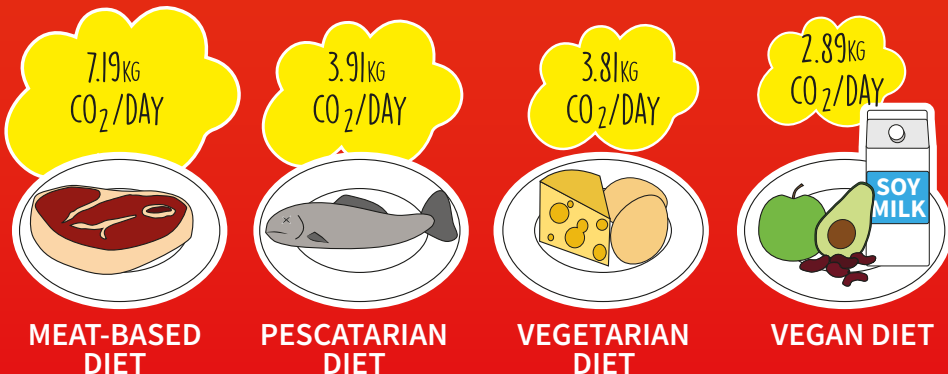
Animal farming is a major contributor to climate change. According to the United Nations, at least 14.5 per cent of all greenhouse gas emissions can be linked to animal agriculture – which is more than that associated with all of the motorised transport on Earth.



Methane
23 times stronger greenhouse gas than carbon dioxide -
Farm animals and their manure are a major source

Nitrous Oxide
300 times stronger greenhouse gas than carbon dioxide
Animal farming accounts for more than half of global emissions

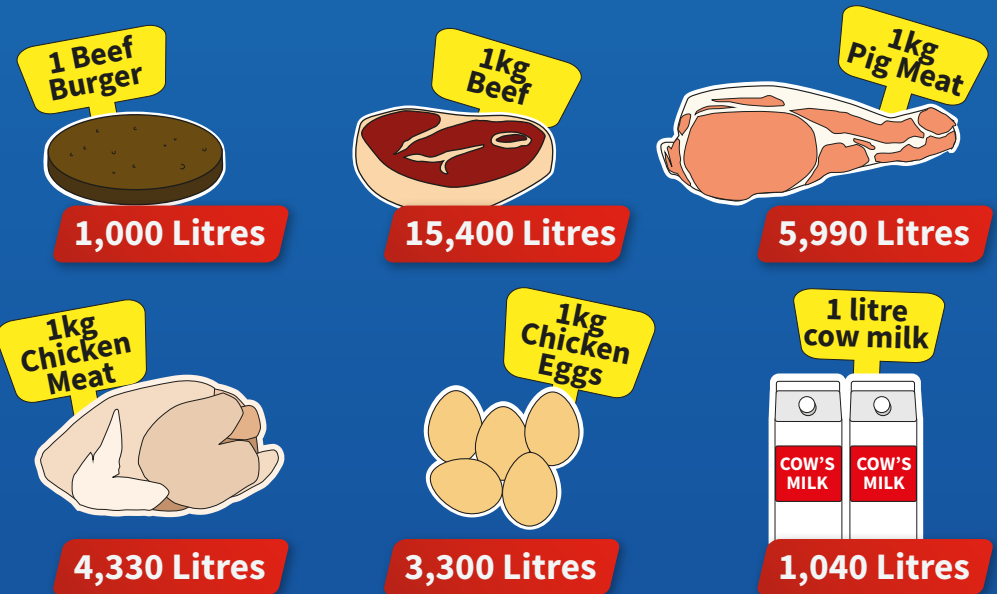
A 2014 study at Oxford University found that the carbon footprint of a vegan diet was 60 per cent smaller than that of a meat-based diet, and 24 per cent smaller than that of a vegetarian diet.



GO VEGAN

TO SAVE WATER

It takes a lot of water to produce meat, milk and eggs as huge volumes are needed to grow feed and to provide drinking water for farmed animals. Plant-based products require much less water by comparison.



In comparison:

It takes just 167 litres of water to produce a soya-based burger, and you can also produce twice as much soya milk with the amount of water it takes to produce a litre of cow's milk.



"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." – Joseph Poore, Oxford University, Reducing food's environmental impacts through producers and consumers.