



## Plant Rich Diet

The #4 way to reduce carbon pollution in our world is a plant-rich diet.

From the book *Drawdown* edited by Paul Hawken.

- In the US our Western diet is meat-centric, highly processed and often excessive.
- Livestock is responsible for 15% of global green-house gas emissions each year.
- In US, we overconsume animal protein: adults require 50 grams protein daily, but in US we consume 90 grams which can lead to heart disease, cancer and stroke.
- Plants can provide the necessary 10-15% of daily protein calories.
- Emissions could be reduced 63 to 70% with a plant-based diet and
  - Reduce global mortality by 6 to 10% and
  - Save trillions of dollars in health care costs
- Less meat consumption bodes well for the future of global food supplies
- Meat-eating is difficult to give up for various reasons
  - Personal and cultural
  - Blended into customs
  - Appealing to taste buds
- Meat substitutes need to be available, visible and tempting
  - Meat substitutes – Beyond Meat, Impossible Foods
- Gradual shift – Meatless Mondays, VB6 (vegan before 6pm)
- Elevate plant-based foods to the main act in their own right – star of the show rather than meat
- Thus shifting the bias around reduced meat consumption
- Amplify the health benefits of a plant rich diet
- End price-distorting government subsidies to meat industry
- Plant-based diet a win-win
  - Reduces emissions
  - Healthier, lower rates of chronic disease
  - Less forest area bulldozed to make way for cattle ranching
  - Decreased aquatic dead-zones created by farm run-off
  - Decreased suffering of animals in factory farms
  - Increase in current farmland's carbon sequestering use