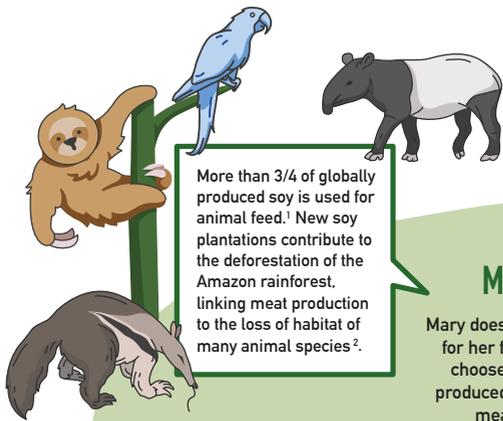


How to become a biodiversity hero – join the movement!

Our daily food



More than 3/4 of globally produced soy is used for animal feed.¹ New soy plantations contribute to the deforestation of the Amazon rainforest, linking meat production to the loss of habitat of many animal species².

Chapter 1: Meat and the rainforest

Mary does not want nature to be destroyed for her food. When she buys meat, she chooses only locally and sustainably produced products, such as high-quality meat from grass-fed animals.

Go local like Mary!



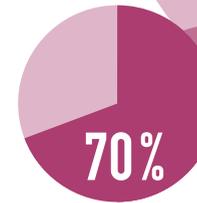
Chapter 2: Meat and ... pandemics?

Phillip eats less meat since he found out that pandemics such as Covid-19 and global meat consumption are interlinked.

Sometimes less is more!



70% of newly emerging diseases are zoonoses³ – infections of animal origin that spread to humans (e.g. Covid-19). The increase of these diseases is directly linked to humans' increasing interactions with animals, mainly related to food production.



70% of newly emerging infectious diseases and almost all known pandemics are zoonoses.

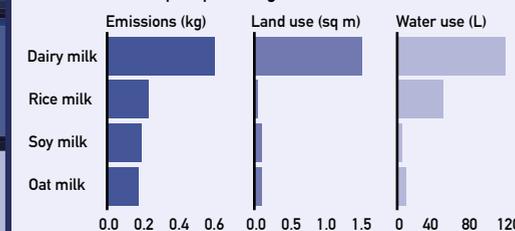
Chapter 3: Dairy vs. Plant-based Milk

Daya knows how the dairy sector impacts nature and the environment. That's why she switched to plant-based milk alternatives such as soy, oat, rice milk.

Protect the planet like Daya – one cup at a time!

Compared to cow milk, the production of plant-based milk alternatives requires less land and water and causes fewer greenhouse gas emissions. Therefore, changing diets to plant-based products reduces your overall environmental footprint.

Environmental impact per one glass (200 ml) of different milks



Source 4: Poore & Nemecek (2018). Additional calculations.

Chapter 4: The new alternatives

Jusper and his family love to try new recipes. They are discovering many delicious plant-based meat alternatives. Sometimes they can hardly taste the difference – but they are making one for nature!

Be healthy and green!



2.7 – 4.9 sqm/100g Beef

0.1 – 0.2 sqm/100g Plant-based meat alternatives

Plant-based meat alternatives, for instance soy-based burgers, require up to 90% less land than the production of beef, due to the large amount of land needed for growing animal feed.⁵ For this reason, plant-based diets greatly reduce agricultural pressures on nature.

1 Source: WWF (2014)
2 Source: German Federal Agency for Nature Conservation (2019)

3 Source: IPBES (2020)
4 Source: Poore & Nemecek (2018)

5 Source: Smetana (2015); Vries & Boer (2010)

