

# How to become a biodiversity hero

## 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 heathy 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.<sup>5</sup> For this reason, plant-based diets greatly reduce agricultural pressures on nature.