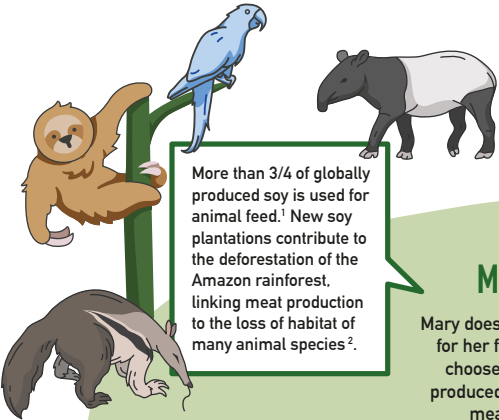


How to become a biodiversity hero



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!



1 Source: WWF (2014)

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