



## Earth is born

4.5 billion years ago

3 billion years ago

2 billion years ago

1 billion years ago

Humankind  
comes into the  
picture

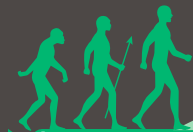
200,000 years ago

200 years ago

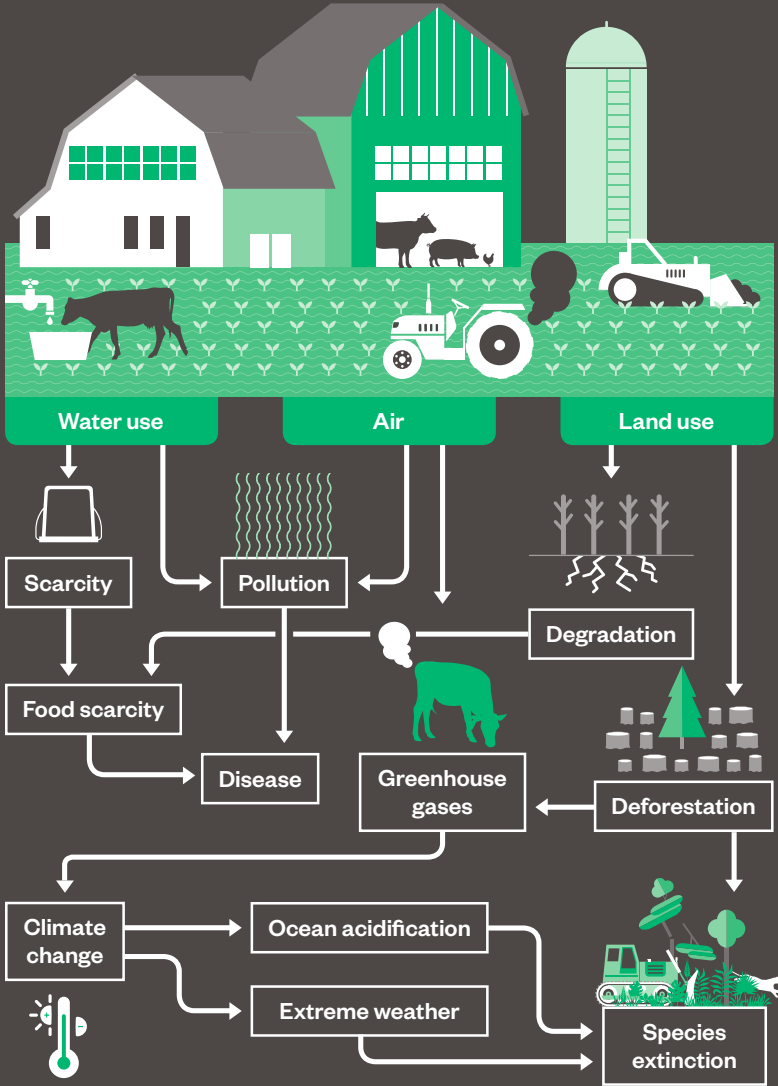
Today

Human  
population  
reaches  
7.5 billion

Human  
population  
reaches  
1 billion



# Causes & Effects



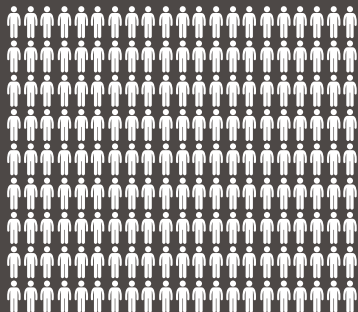
# 45%

of the planet's land surface is occupied by the global industrial livestock system.



## Human Population vs. Livestock Population

7.5  
billion



20  
billion



## Pounds per Acre

Tomatoes



50,000

Potatoes



40,000

Carrots



30,000

Beef

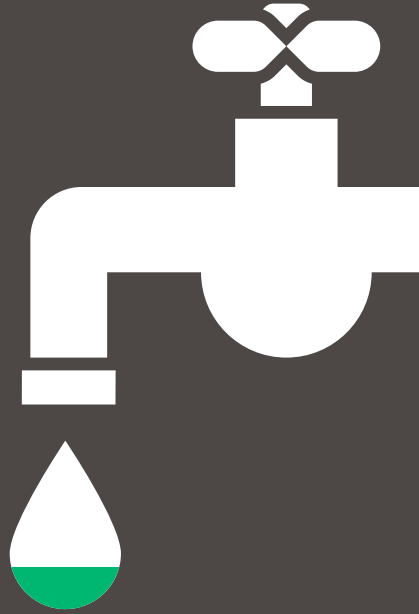
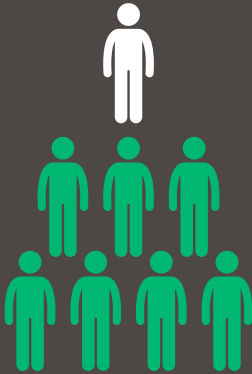


250

**We're replacing forests  
with factory farms, thereby  
exacerbating the impact  
of climate change.**



Of the world's 7.5 billion people, **700 million** people suffer from water scarcity<sup>33</sup> while **23%** of the planet's freshwater is devoted to livestock.



The Average  
Flushing System  
Uses 150 Gallons  
of Water per  
Cow, per Day

1  =  150 gallons

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The above graph represents the 150 gallons per cow water usage of 475 cows (average number of cows on American farms) totaling 71,250 gallons of water per day.




Average Household Water Use

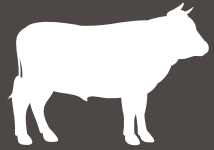


Average Household Water Use Including Cheeseburgers



 = 100 gallons

How Much Americans Eat Annually:



**Beef**

**54 pounds**



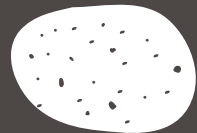
**Pork**

**46 pounds**



**Chicken**

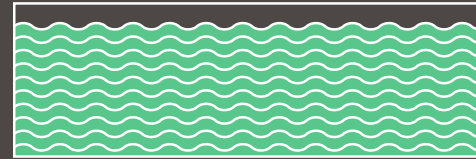
**83 pounds**



**Potato**

**142 pounds<sup>54</sup>**

How Much Water It Takes to Produce a Pound of Each:



**1,800 gallons**



**576 gallons**



**468 gallons**



**119 gallons**



By eating a plant-based diet, you would require **1,500 fewer gallons of water**, which is enough to meet the daily indoor needs of approximately 15 people in the United States.

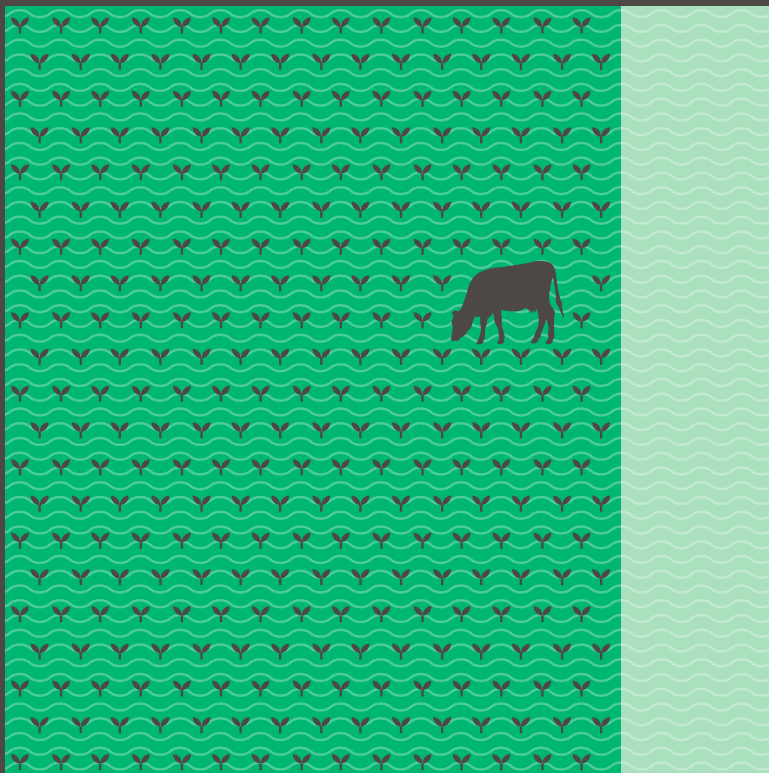
 = 100 gallons



40% of our world's grain is fed to livestock<sup>56</sup> while nearly 1 billion people go to bed hungry every night.<sup>57</sup>



Livestock consume  
**80%** of the global  
soy crop.



For every 100 calories of grain fed to animals, we get only this many new calories:

Calories:

Milk



40

Eggs



22

Chicken



12

Pork



10

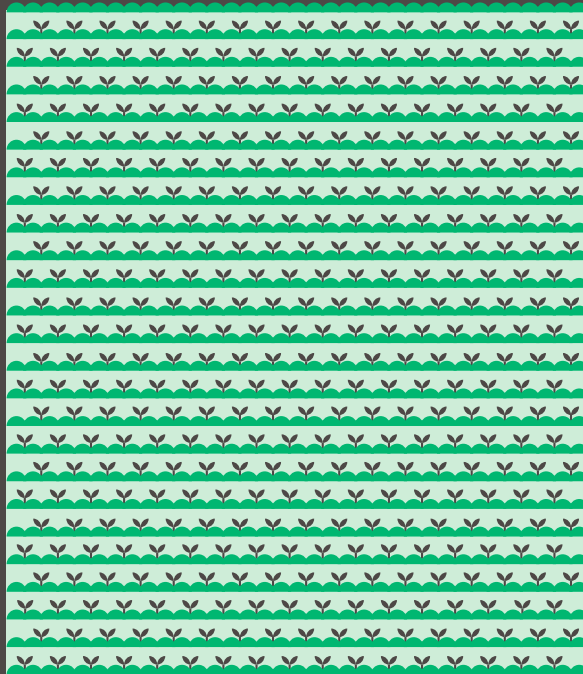
Beef



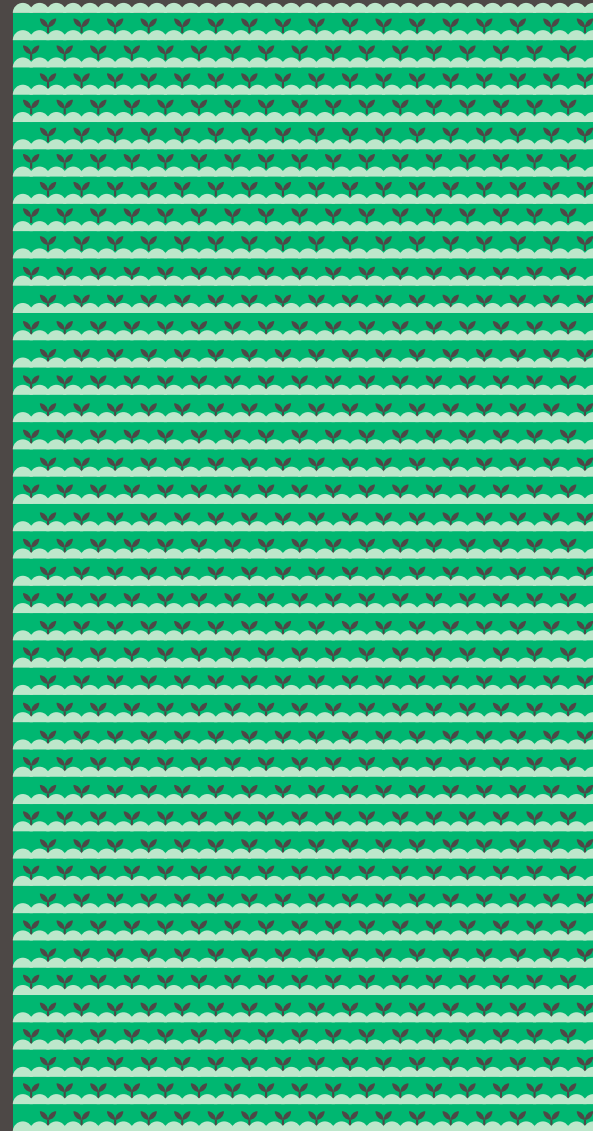
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To meet the demands of 9.8 billion people, we'll need to produce more food in the next 40 years than has been created in the past 10,000 years combined—and it will require producing 70% more food than we do now.

Food production in the past 10,000 years



Food production needed in the next 40 years



## Four Examples of How Much You Can Save by Eating Plant-Based



Water



Grain



Forest  
Area



CO<sub>2</sub>  
Equivalent

### In 1 Day

1,500  
gallons

45  
pounds

30  
sq. feet

20  
pounds

### In 1 Week

10,500  
gallons

315  
pounds

210  
sq. feet

140  
pounds

### In 1 Month

46,500  
gallons

1,395  
pounds

930  
sq. feet

620  
pounds

### In 1 Year

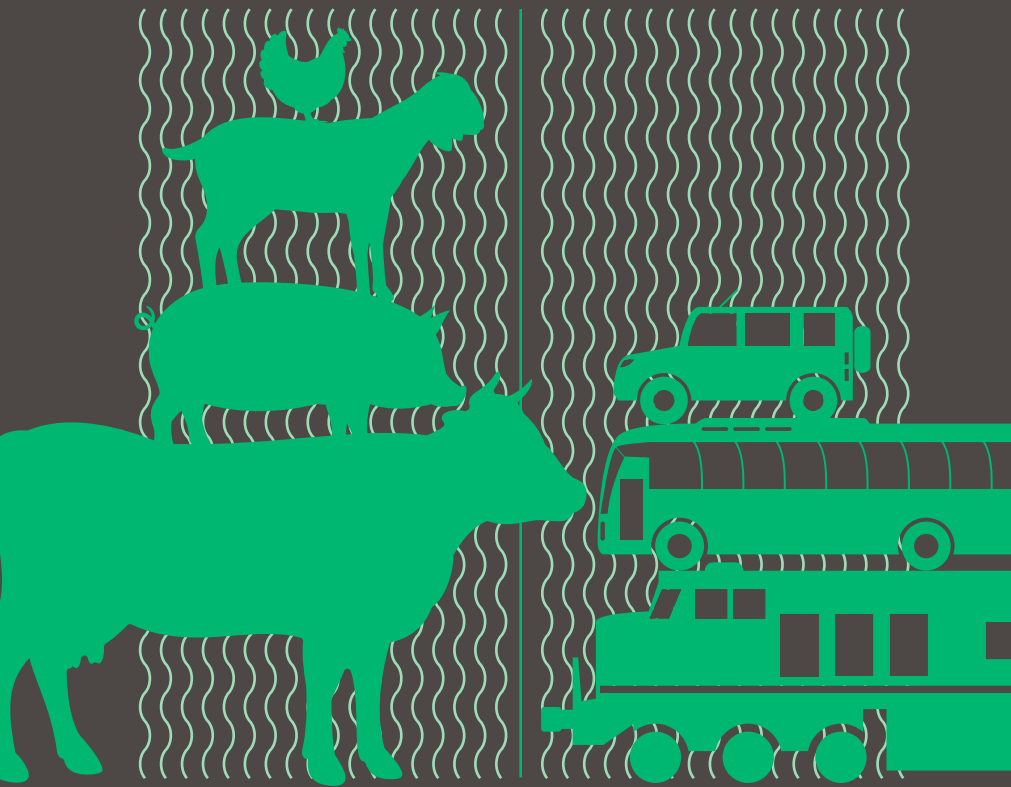
547,500  
gallons

16,425  
pounds

10,950  
sq. feet

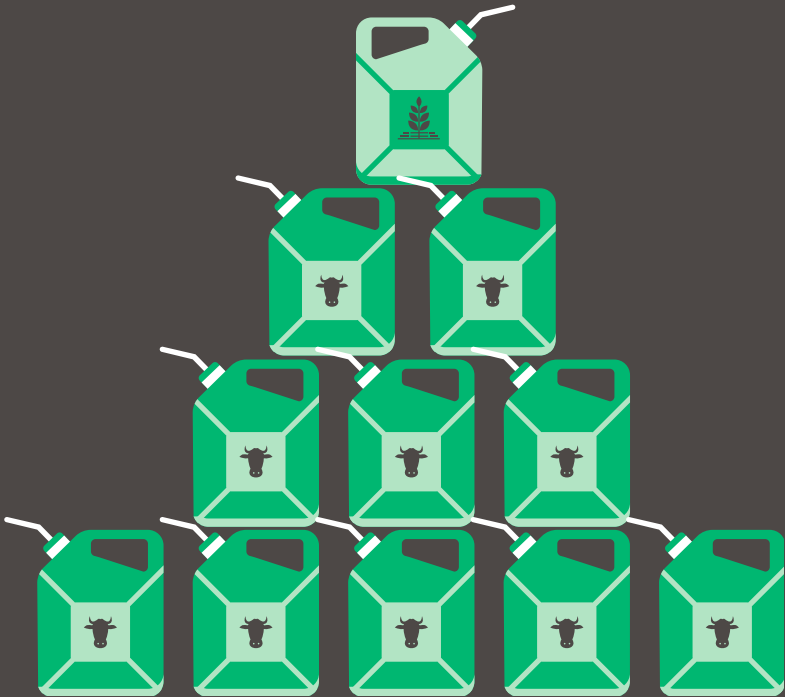
7,300  
pounds





The livestock system is responsible for **14.5%** of greenhouse gas emissions . . . that's more than the entire transportation sector combined.<sup>74</sup>

## Animal Protein vs. Plant Protein



The production of **1 calorie** of animal protein requires about **10 times** as much input of fossil fuel energy as is needed for **1 calorie** of plant protein.



**2,000** trees are lost to deforestation every minute, **80%** of this is caused by cattle production. That means every **60 seconds**, we have **1,600** fewer trees to help keep excess CO<sub>2</sub> from contributing to pollution and climate change.

Livestock  
in the U.S.  
produce **396**  
**million** tons  
of excrement  
every year.  
That's enough  
poop to fill the  
entire Empire  
State Building  
every single  
day of the year.



In the U.S. , livestock produce **130**  
**times** more waste than humans.<sup>129</sup>  
All this waste contributes to air and  
water pollution as well as public  
health concerns.



Worldwide, 7 football fields of land are bulldozed every minute to create room for livestock.<sup>137</sup>

Every minute

7 football fields



Every hour

420 football fields



Every day

10,080 football fields



Deforestation accounts for about 10% of all human-induced greenhouse gas emissions.<sup>138</sup>



Up to **137** plant, animal, and insect species are lost every day due to rainforest destruction.





Just **2%** of wild bee species contribute **80%** of the crop pollination observed globally.

