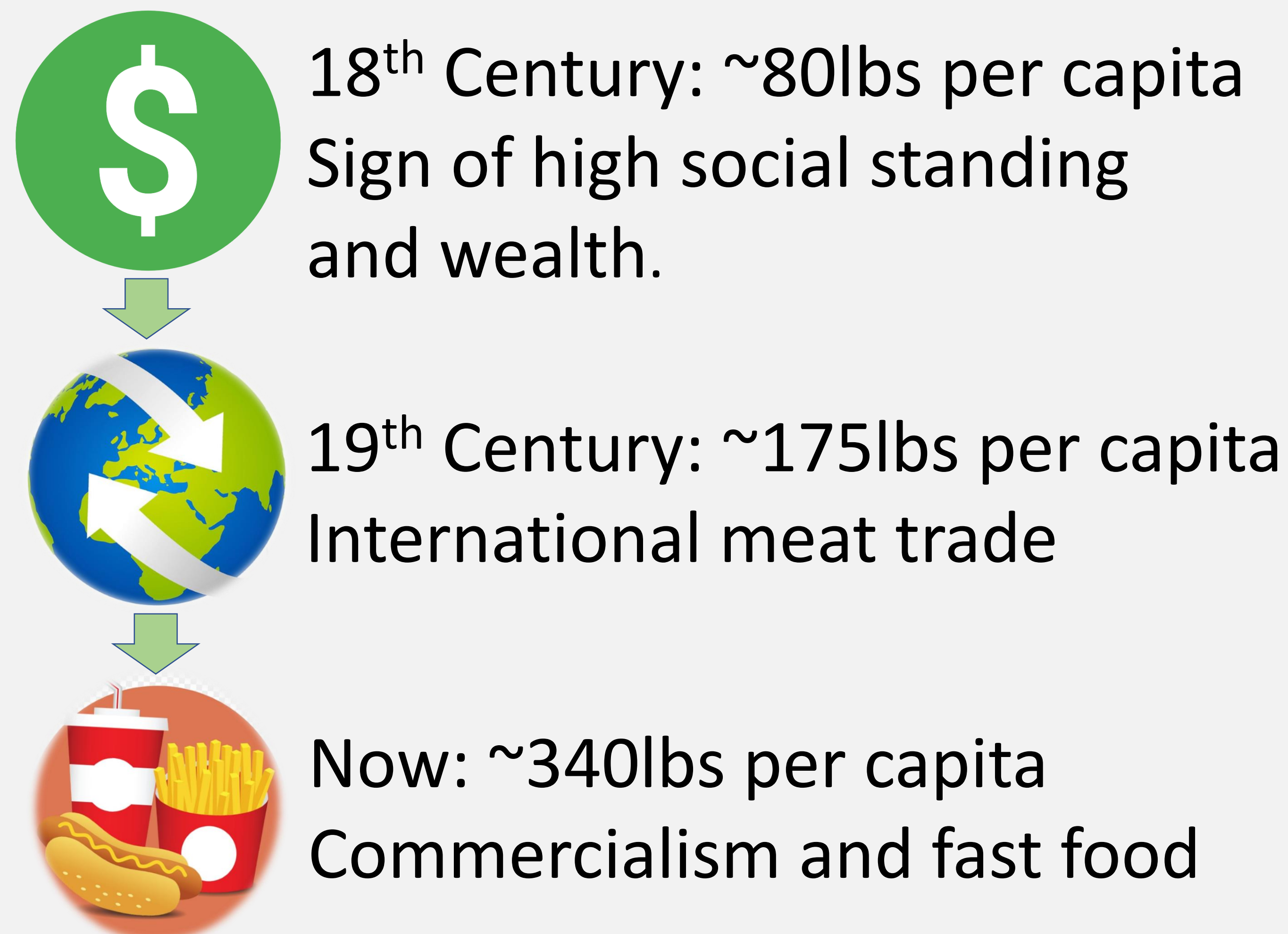




Evolution of Meat Culture



Problem

The meat and dairy industry is responsible for 18% of the world's greenhouse gas production. The livestock sector accounts for 40% of non-ice-covered land.

Causes

- Cows release large amounts of methane.
- Beef takes 34-52 Mega Joules of energy per kg of meat
- Producing feed requires large swaths of land.
- Crops require intensive fertilization and water.

Consequences

- Copious amounts of CO₂, CH₄ and NO₂ are released into the atmosphere causing global warming.
- Fertilizer runoff causes water acidification in nearby lakes and streams.

Possible Solutions

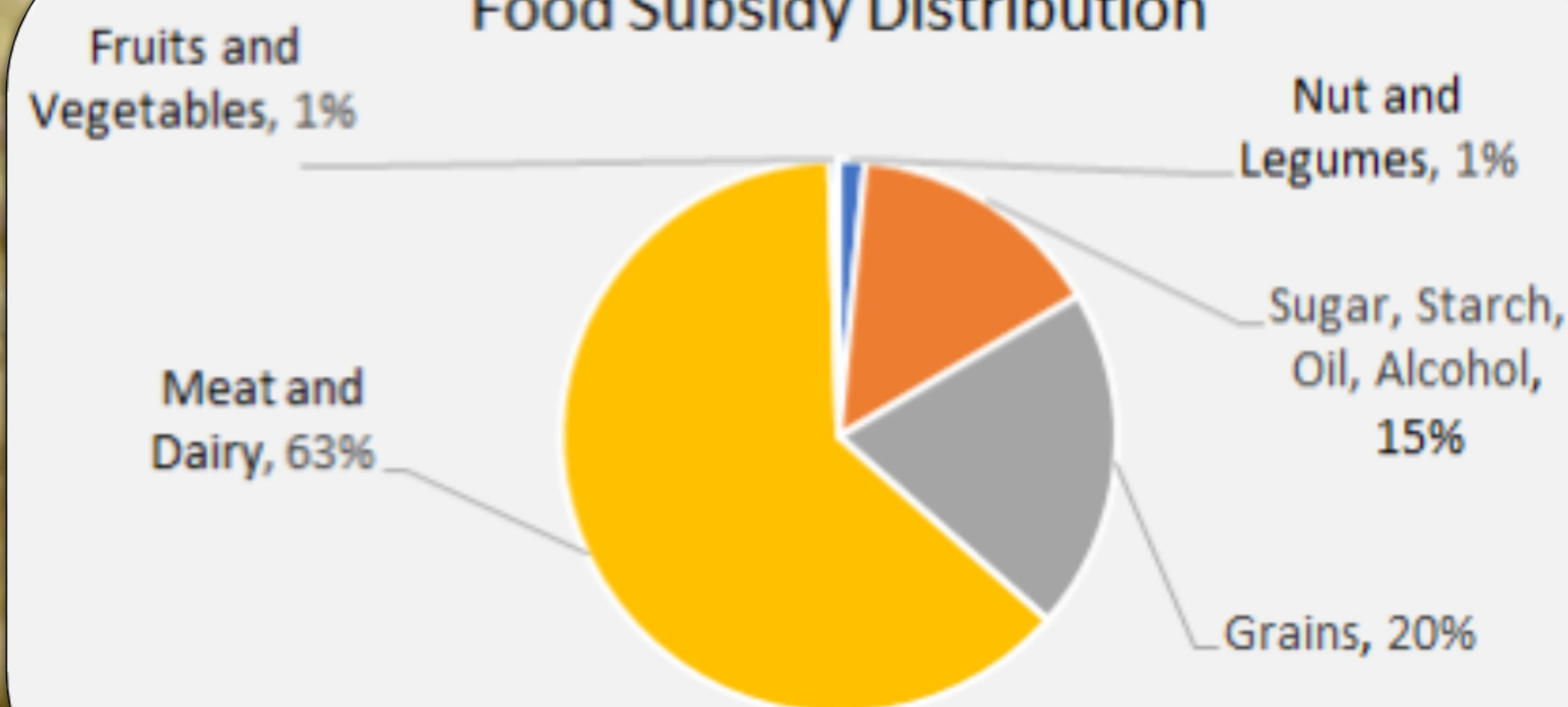
Legislation

Subsidize more plant-based foods and restaurants

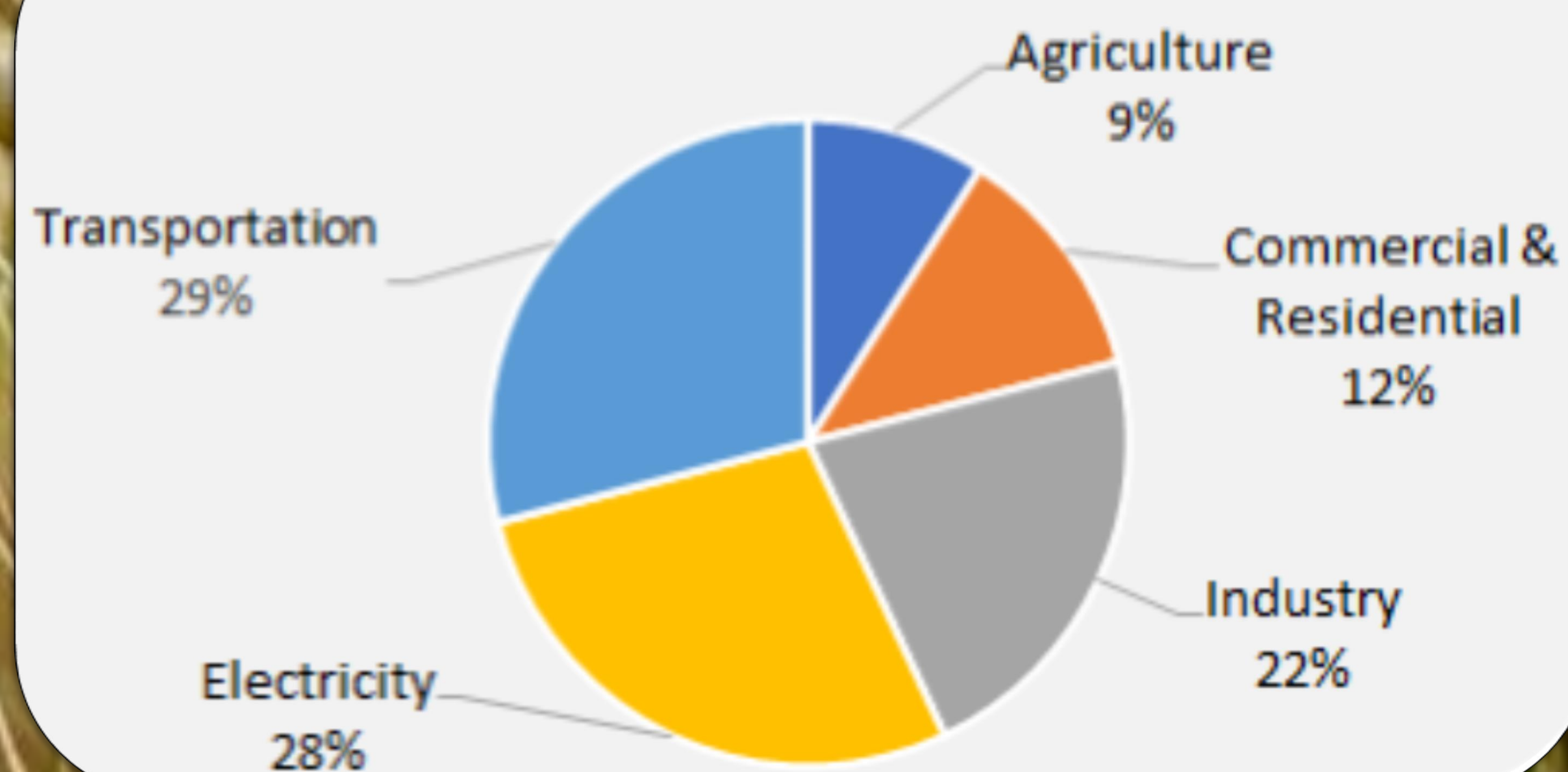
Grassroots Movement

- Educate the public
- Lower demand for meat and dairy products → less supply

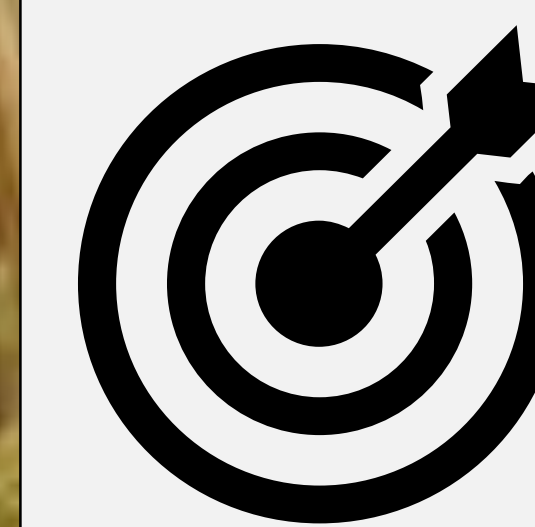
Food Subsidy Distribution



US Greenhouse Gas Emissions in 2017



Our Grassroots Solution



Target: College students & Young Adults.



Goal: Create sustainable eating guide to alter habits of the youth.



Potential Impact: Decrease in future meat and dairy consumption.

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