### **EAT YOUR VEGGIES!**

This may sound counterproductive to what you'd think would save plants. How would eating them help them!?

Well, currently the vast majority of people eat not only plants, but animals too. The animals we eat also must eat, and most of them eat plants!

If we just ate the plants instead of breeding the animals to eat plants and then eating them as well as plants, we'd save a whole lot of plants from cruelty!

### **FEED CONVERSION**

This relates to the number of calories and protein from plants that are required to be fed to animals, to then be converted by them into the calories and protein we consume.

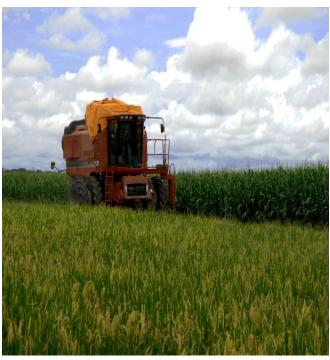
Return per 100% of Calorie & Protein input

Chickens - Calories 11% - Protein 20%
Pigs - Calories 10% - Protein 15%
Cows - Calories 1% - Protein 4%

As you can see. The conversion is always negative, far more plants are cruelly killed in the production of animals for food than for plants themselves. The most compassionate thing we can do for our veggies is eat them.

# VEGETABLE CRUELTY PREVENTION GUIDE

- 1) Avoid hitting vegetables
- 2) Don't use abusive language towards vegetables
- 3) Treat vegetables with respect
- 4) Eat vegetables instead of animals









## UNIVERSITY OF OXFORD STUDY

Analysis of 1,530 studies looking at 40,000 farms in 119 countries - Meat and Dairy account for 83% of global agriculture farmland yet they provide just 18% of global calories and only 37% of protein consumption.

The researchers stated if we shifted to a plant-based food system, we'd be able to feed every mouth on the planet whilst reducing land usage by 75%!

If that's not convincing enough, think about it the other way - Plants for our own consumption account for just 17% of global agriculture farmland, yet they provide us with 82% of our calories and 63% of our protein!

#### **PLANTS ONLY USA!**

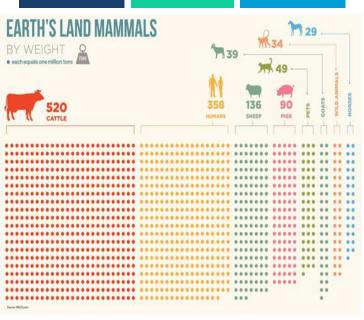
Reconfiguring US cropland from producing animal feed to entirely human-edible crops, would feed an additional 350 million people compared to what the same area of land produces in their current system.

This means that the US could feed more than double their own population of 330 million if they just ate plants instead.

### LAND SAVINGS IN THE UK

In the UK, just 1/3 of the cropland used currently to grow animal feed could provide 62 million people their '5 a day' year on year.

Think of all the vegetable cruelty that could be avoided if we didn't maximize it by breeding and feeding animals as well.



'Eating animals hurts animals, but more importantly, it hurts vegetables too'

### SIMPLE MATHEMATICS

One the left is a diagram of the Earths Land Mammals by weight. It's clear to see that most of the weight that currently exists are farm animals which we breed to consume.

This also doesn't consider the fact that the human weight is pretty stable, as humans live for many decades - farm animals on the other hand, are being constantly replenished as they are usually slaughtered at between 0.005-10% of their natural lifespan.

They require a lot of plants to feed them, especially as we've bred them to grow so fast. Please save veggies by eating plants instead of animals!