

Improved Nature presents

A BETTER WAY TO DO FOOD

**Eat more plants.
Mother Nature will thank you after.**

OVER 70% OF SOY GROWN IN THE US...

Is used for animal feed

By eating plant protein directly, the need to clear land for pasture and for growing crops to feed livestock decreases.

80% OF DEFORESTED LAND IN THE AMAZON...

Is used for cattle ranching

It is possible to reduce deforestation and increase food production at the same time, if we use our resources in smarter ways.

"It would be easier to feed the planet if more of the crops we grew ended up in human stomachs."

National Geographic, Feed the World

EAT PLANTS TO REDUCE CLIMATE CHANGE

What you eat has greater impact than eating local

Eating plants can lower greenhouse gas emissions by 35-50% compared to animal protein sources.

EAT PLANTS FOR CONSERVATION

A more sustainable plant-based diet can reduce water usage by 50%

Meat, dairy, and egg production requires over 500 liters of water per 100 grams of protein, while soy production only requires 93 liters of water for the same 100 grams.

EAT PLANTS FOR BIODIVERSITY

US farmers could feed 2X as many people on a quarter acre of land by growing grains, vegetables and nuts FOR PEOPLE instead of feed crops for livestock.

Sources:

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