

#WorldMeatFreeWeek



One meal for a healthier planet

11th-17th June 2018

We want to raise awareness of the benefits of eating less meat for a healthier, balanced diet that's better for our planet and fairer to our food systems too.

**join in at www.worldmeatfreeweek.com
and see the impact you could make.**

why get involved?

Why is raising awareness of the benefits of a meat free diet so important?

It's simple, really. You see, experts have predicted that by 2050 the world's population is set to increase to over 9 billion people. That's 30% higher than today. If we don't make changes to our diet today, then the increase in meat production is predicted to reach 200 million tonnes, and that's a demand the world cannot meet.

It might surprise you how much of an impact you can make by going meat free, benefitting our planet and your health. So join us on World Meat Free Week and beyond, by taking one small step for our planet.

Just take a look at this:

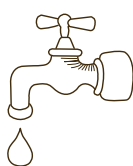
If you give up meat for just one MEAL, you would save...



ENOUGH CARBON
EMISSIONS TO
BOIL A KETTLE
388 TIMES



UP TO **11G** OF FAT
EQUIVALENT TO
2 TABLESPOONS
OF BUTTER



THE DAILY
9 WATER
USAGE OF
PEOPLE



UP TO **90** CALORIES
THE SAME AS
2 JAFFA
CAKES

If this is the impact one person can make, just imagine how much would be saved if you did this every week, or if everyone gave up meat for World Meat Free Week!

Are You In? Go online now to

www.worldmeatfreeweek.com

to find out more and join us