

"Who's gonna stand up

and save the earth?"

--Neil Young

Take the

Earth-friendly Diet Pledge:

TakeExtinctionOffYourPlate.com

Our nation's meat obsession is destroying the planet. Meat production causes deforestation, pollution, habitat loss, water depletion, global warming and wildlife extinction.

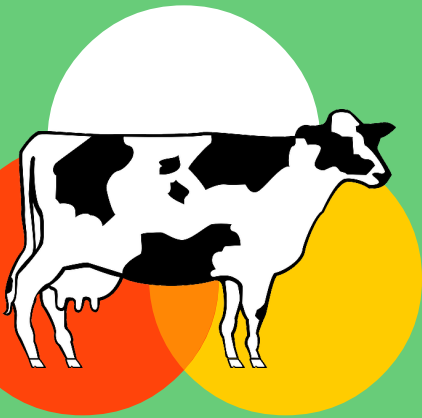
Worldwide demand for meat is on the rise. If everyone ate like the average American, global meat consumption would increase by 320%.

Small changes in your diet can fight the destruction caused by the livestock industry. Start today: Pledge to cut your meat consumption by 1/3 or more.



What you eat matters.

Facts



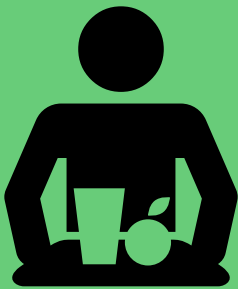
- 50% of all water used in the United States goes toward meat production.
- Meat production threatens 175 endangered species that live on public lands.
- Animal agriculture is responsible for at least 14.5% of all global greenhouse gas emissions.
- Wildlife Services, a deadly government program, shoots, traps and poisons millions of native animals every year, mostly at the behest of the livestock industry.

Action



- Commit to eat less meat: Cut 1/3 or more of the meat from your diet.
- Tell your friends and family how they can protect the environment with an Earth-friendly diet, too.
- Learn more about how meat harms wildlife at TakeExtinctionOffYourPlate.com.

Tips



- Choose one meal per day, or one day a week, to not eat meat. When you do eat meat, make it a side dish instead of the main course.
- Replace animal proteins with nuts, beans, tofu, grains and vegetables.
- Check out the thousands of easy, delicious meat-free recipes online. Try something new and invite friends over for a delectable Earth-friendly meal.
- Fight climate change, protect animals, save water, be healthy: Find what motivates you to stick with an Earth-friendly diet.