



Every meal is a chance to reduce your environmental footprint.

1. Choose Wild

Replacing meat with plant-based foods fights climate change, saves water and protects endangered species.

2. Commit

Pledge to cut 1/3 (or more) of the meat from your diet. You have at least 3 chances a day to save the planet.

3. Feed Your Friends

Explore meat-free cuisine while educating others about the benefits and tastiness of an Earth-friendly diet.

Learn more and take the pledge at TakeExtinctionOffYourPlate.com



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