

THE REAL CO\$T OF A BURGER IS WILDLIFE EXTINCTION.

Silver Diner/Wikipedia Commons

Take Extinction Off Your Plate

ACTION PLAN



1. MOTIVATE yourself.

Choose an Earth-friendly diet to **protect wildlife**, **conserve water**, **fight climate change** and improve your health.

2. COMMIT to change.

Sign the Center for Biological Diversity's Earth-friendly Diet Pledge to reduce your meat consumption by 1/3 or more.

3. EAT for the earth.

Make your next meal Earth-friendly by replacing animal **proteins** with nuts, beans, grains, veggies or tofu. Try this at least two days per week, or one meal per day.





4. ENJOY with friends.

Feed friends and family with **delicious recipes** for meat-free BBQs, burgers, sandwiches and more.

5. SHARE your story.

Tell others why you've pledged to take extinction off your plate and share our **recipes** and **resources** to help them take action, too.

TakeExtinctionOffYourPlate.com

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A project of the Center for Biological Diversity