

We hope you understood it.

Our Food System is Broken

Team Plant are asking for our help.

They are asking you to help them to reduce our meat and dairy consumption.

They are asking us to consume less but better meat and dairy.

They are telling us that less meat means

- more Veggies
- ... more Forests
- ... more Water
- ... more Health
- ... more Taste
- ... more Life

Can you help them?

Will you help them?

Our food system is broken.

Within it, the heaviest environmental, health, and ethical impacts come from the meat and dairy sector.

Under business as usual, current global trends point to ever increasing meat and dairy consumption over the coming decades.

Vital decades for the future of the planet.

Vital decades that we cannot afford to waste trapped inside a broken food system.

Business as usual will spell catastrophe for both our health and our environment.

Industrial livestock production has a **direct and heavy impact** on four of the nine planetary boundaries, as defined and presented to the Club of Rome in 2009.

The **food system**, including changes in land-use, is currently responsible for **a quarter of all global greenhouse gas emissions.**

Without concerted action, by **2050** greenhouse gas emissions from the food system will account for more than half of the global total associated with human activities: 70% of those will likely be from livestock.

Currently, **animal products are responsible for around 60% of food-related climate emissions.**

Livestock-related emissions are greater than all transport emissions combined.

Food is a climate issue.

Our FoodPrint is all over the climate.

It is also responsible for **four fifths (80%) of the current deforestation**, including in some of the most biodiverse forests we have left.

Livestock and animal feed expansion is the biggest single driver of this destruction.

Livestock is also the single largest contributor to **nitrogen and phosphorus pollution worldwide.**

Pollution arising from animal and feed farms is behind the massive spread of **dead zones** in our oceans and the degradation of many of our rivers, lakes, and coastal seas.

Globally, some 30 percent of the total human-induced biodiversity loss is related to farm animals.

In the last half century half of the planet's wildlife has been wiped out whilst the livestock population has tripled!

Really!

If European cows had their own country, it would have a bigger population than Germany!

Food is a biodiversity issue.

Meat production and consumption is creating a **global health crisis.**

The overuse of **antibiotics** in livestock agriculture has driven the increasingly rapid and prevalent emergence of **resistant bacteria.**

Antibiotic resistance is global health crisis. It results in infections that are more severe, that last longer, and are more likely to lead to hospitalization and death.

Current meat consumption levels are also associated with many diseases such as obesity, cardiovascular diseases, type-2 diabetes and several cancers.

Food, and it seems silly to say it, is a health issue!

We all knew that already, didn't we!

Feeding people or Livestock should not be a choice we ever have to make.

While global hunger persists for poor communities, human food is being used as animal feed.

Given the current mix of crop uses, growing food exclusively for human consumption could, in principle, increase available food calories by as much as 70%.

That means we could feed an additional 4 billion people.

Food is a human rights issue.

Industrialized meat and dairy production leads to horrific treatment of animals.

The treatment of farmed animals and the conditions under which they are raised, transported and slaughtered within industrialised agriculture are simply incompatible with providing proper levels of welfare.

It is difficult to truly account for the degree and amount of suffering that farmed animals experience while raised in intensive confinement systems.

And that is even before we talk about the slaughtering process.

Of course, food is an animal welfare issue

Given all of that!

Which I am sure any six year old would not understand.

Because, it's crazy!

Consumption projections point to anything but a slow-down.

If we do nothing.

If we permit business as usual, then population growth, shifting diets caused by a rising middle class in the Global South and the increase of urban populations will see the demand for meat and dairy continue to grow.

Its production and consumption will increase.

It will continue to overwhelm planetary boundaries.

Our food system is broken and it is breaking everything around it!

It's time to change the system.

The solution is simple.

Simple enough to explain to a 6 year old!

We need a new normal!

We need ...

... Less and Better Meat and Dairy.

No campaign launch would be complete without a report, a publication setting out the stall.

If you read our new report -- which you can find it easily enough on [greenpeace.org](https://www.greenpeace.org) – called “**Less is More - Reducing meat and dairy for a healthier life and planet,**” you will see our simple, practical and beneficial vision of the meat and dairy system towards 2050.

In it we answer the question of “what to eat?”

By reviewing scientific evidence around what both our health and the health of the planet demand, we show that **global production and consumption of animal products needs to be cut in half by 2050.**

It also describes how we need to change the way they are produced.

The food revolution Greenpeace is calling for requires large-scale changes by governments, businesses and individuals.

Good news.

By changing the broken system we can meet the international targets in the Paris Agreement and stay within planetary boundaries.

We can also be **healthier** as a result.

In Europe, for example, we must end the era of the Common Agricultural Policy. We must build a Common **Food** Policy, where the problems affecting our food system can be addressed.

A Common Food Policy demands a **big conversation**, with more people in it.

Agricultural policy and practice are too critical for both the health of people and the planet to be left to agribusiness to create the future for us.

We already know that we can't afford what they are selling. We know that the planet can't afford it either.

We are calling on environmental and health professionals to be loud and to be clear. They must demand a **seat at the table.**

Only then do we stand a chance to create a Common Food Policy that will build a better food system.

We need an end to subsidies and policies that support industrial meat and dairy products.

Instead, we need to see the adoption of subsidies and policies that **promote the production of healthy fruits and vegetables from ecological farms**, as well as better meat and dairy from ecological livestock producers.

We are calling on public authorities to adopt procurement policies for public canteens that support this model. And on parent and students to engage on what food is in schools.

People and planet need to be put before profit.

Greenpeace is also calling on business and corporations to put planetary health over profit and publicly commit to a transition towards plant-based diets and ecological meat and dairy.

As with every major change we need to build a better world, **it's all about people power.**

When we think of the movement to change our relationship to meat and dairy, two groups typically come to mind: vegans and vegetarians.

But today, **new players** are forming a **diverse global movement** for a **better and more humane way of living and eating.**

This broad and rapidly expanding group has labels like reducetarians, flexitarians, climatarians and part-time vegetarians.

With the launch of Less is More global campaign on industrial meat and dairy last week, Greenpeace is adding its voice and its weight to that movement.

People working for a better food system also have names.

Let me tell you about someone in particular: **Judith Bluemcke.**

Judith is a Greenpeace volunteer here in Germany, one of many who took on the mighty Lidl. They wanted the food giant to provide its customers with **honest information** about the meat it sells.

After all they do it for eggs.

All over the EU fresh eggs have to be labeled: 0 = organic, 1=free-range, 2=barn, 3=cage.

How hard can it be?

They wanted the company to stop selling the cheapest meat, the meat that costs the most in terms of health and nature.

In Cologne, Judith organised information stalls outside Lidl stores and spoke with both the shoppers and the salespeople.

But Lidl kept its head down and made no response.

Judith and others thought it was important to make the problem more visible.

So they made a store look like a pig-sty, placing large - removable - stickers on all of the windows.

Which, of course, were quickly torn down by the shopkeepers.

They also labeled meat products to warn of 'anti-biotics' and 'animal suffering'. Two of the low standards that mean the meat can be sold for so little.

Judith was one of many. Greenpeace volunteers labeled meat products from Lidl in **56 German cities**.

The effort was a bold way to show a major retail chain that **consumers deserve and expect more transparency as to where their meat comes from**. The labels were designed so that consumers while shopping can read the real costs of cheap meat right on the package, including impacts on animal suffering, excessive usage of antibiotics, water and air pollution and climate change impacts.

And it worked.

Lidl Germany announced that they will label their entire range of fresh meat products to convey new standards for animal welfare and environmental impact to consumers.

The labeling will begin to go into effect April 2018.

The retailer agreed that it will bring more transparency for consumers about the meat production standards of its supplies and start to phase out the companies with the worst production practices, all in an effort to establish concrete steps towards better meat production.

Was Judith nervous when she stood up and took action?

You bet!

But she received so much encouragement from people walking by, **she felt empowered**. She felt like was **speaking for the many**, who wanted change, but just were not sure how to do it.

In Greenpeace we believe that **courage is contagious**. That Judith's courage will spark others to speak up and step up. That together we can and will change our food system for the better.

Better for our health and better for the environment.

Less meat and more healthy plant based food.

At its heart this is a **positive movement of people**.

And, **it's not all about confrontation**.

Take another example of work being done by our Greenpeace office in Thailand.

Last year in a primary school called Vanessa, in Rangsit, we launched our first public school event.

Greenpeace staff and volunteers began a project called We Grow, to show how students can contribute creating better school lunches. Linking it to both better health and environment.

Together with the kids they converted unused spaces in the school grounds into an **ecological kitchen garden**.

Providing fresh and healthy vegetables for school lunches the garden is supporting meat free Thursday each week.

It is one of a number of initiatives across the country aimed at supporting food system changes.

We are also supporting similar work in Europe.

From small things big things can grow!

People who are not only demanding action from corporations and governments but who are committing themselves to change for the better by consuming less meat and dairy, to increasing their consumption of healthy plant based food.

Over the next few days in discussing our broken food system I hope and trust that you will agree with us that Less is Better.

I hope and trust you will come up with powerful ways to push for real action through public policy change.

But I also hope you will head **Team Plants** call.

We are at a **critical juncture** where we have to decide if we continue living in a world under the constant threat of industrial farming or choose a bold, healthy vision for the future we want, and the one our children deserve.

Join them, join us.

There are many **exciting culinary ideas** around at the moment.

Every time we take a bite, we have a chance to reaffirm what we care about: our families, our communities, and our environment.

Think about how much meat you consume and how you can start to eat less and better.

When you eat meat and dairy, consider choosing quality by supporting ecological small-scale farms, which raise animals in a healthier environment, without excessive use of antibiotics.

Each time we take a bite, we have the power to shape a new food system that embraces local farmers, protects our health, and heals the environment.

It all starts with looking into ourselves or our children's eyes and deciding in our hearts:

What future do we want to build for ourselves, for our children today?

Help Us!

Join us.

Go on.

Go to our lessismore.greenpeace.org web site.

Take the pledge to **cook one new recipe for friends and family** each week.

So far in just **ten days over a quarter of a million people** have signed up on our web site and pledged to 'take action to change the world through food'

Join them.

[http://lessismore.greenpeace.org/take_action/challenge-yourself-to-cook-a-new-plant-based-dish-weekly/]

Oh, and before you ask!

I am a vegetarian.

thank you

Ends