

DESTROYING THE PLANET

McDonald's is the world's largest user of beef. Cattle and other farmed animals belch and fart into the atmosphere one of the most lethal greenhouse gases – methane (23 times more potent than carbon dioxide). Overall, animal farming produces 18% of global greenhouse gases – more than worldwide transport combined. Cutting out meat and dairy foods could reduce the carbon impact of our diet by 60%.

The farming of animals also consumes vast quantities of land, energy, grain and water. Producing one quarter pound beef burger uses

11,000 litres of water compared with 1,000 litres of water to grow one kilo of wheat.



ROBBING THE POOR

One in three people worldwide go hungry and yet half the global food harvest is fed to farmed animals. This includes more than 75% of soya products. Up to ten times as many people could be fed if agricultural resources (land, water, energy) are devoted to feeding people direct instead of passing protein through farmed animals first. The most influential report on the subject, written by the lead United Nations agency, declared that livestock around the world consume far more human edible protein than they produce.

TAKE ACTION

- Don't eat at fast food restaurants like McDonald's, Burger King and KFC that contribute to animal suffering, environmental degradation and the exploitation of people.
- Go Veggie! It's better for you, the animals and the environment. It's also the easiest thing you can do to make a difference.
- Talk to friends, family, neighbours and workmates about these issues.

FOR MORE INFORMATION VISIT

www.bristolanimalrights.org.uk

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