

MEATOUT DAY 2021 — FACT SHEET

HISTORY

- MeatOut, started in 1985, is the world's largest annual grassroots educational campaign dedicated to removing meat from our plates. MeatOut is celebrated in 21 countries.
- During World War I, US President Woodrow Wilson issued a proclamation calling for every Tuesday to be meatless and for one meatless meal to be observed every day, for a total of nine meatless meals each week.
- Former Governor now senator John Hickenlooper also proclaimed MeatOut Day in 2011.
- A number of health advocacy organizations and celebrities have followed the MeatOut lead:
- Center for Science in the Public Interest, American Cancer Society, National Cancer Institute, and American Heart Association have launched their own campaigns promoting consumption of plant-based foods.
- Johns Hopkins University has launched a program promoting Meatless Mondays, a global movement that encourages people to reduce meat in their diet for their health and the health of the planet.

HEALTH

Blood cells of a person eating a plant-based diet for a year have been shown to fight cancer eight times better than those of eating the standard American diet. Eating plant-based can lower your risk of heart disease, reduce blood pressure, and lower cholesterol levels.

Plants also pack a power punch of protein, for example:

- ½ cup of almonds has 15 grams of protein
- 1 cup of kidney beans has 16 grams of protein
- 1 cup of tofu has 20 grams of protein
- 1 cup of oatmeal has 6 grams of protein



ALMONDS
1/2 cup
15 grams



KIDNEY BEANS
1/2 cup
8 grams



TOFU
1/2 cup
10 grams



OATMEAL
1 cup
6 grams

ENVIRONMENTAL

A 2020 survey conducted by Yale for Earth Day Network found that 70 percent of people never talk about the environmental impact of their food choices, while 51% said they would eat more plant-based foods if they understood the environmental impact.



51% of all worldwide greenhouse gas emissions are from livestock and their byproducts



56% of water consumed in the US goes to growing feed crops for livestock



91% of Amazon Rainforest destruction is due to animal agriculture



1/3 of Earth's total ice-free land is used for livestock or livestock feed

PLANT-BASED EATING

A recent survey from Vegan Strong showed that 1 in 3 Americans think we'll be eating meatless in the future with the average year being 2039.



JUST ONE PERSON CONVERTING TO PLANT-BASED EATING:

