

TRY PLANT BASED



FOR THE
PLANET

TRY PLANT BASED



FOR THE
ANIMALS

TRY PLANT BASED



FOR YOUR
HEALTH

reduce your
CO₂
BY UP TO
73%

A plant-based diet is the best way to reduce your individual environmental footprint, cutting your carbon footprint by up to 73%.

From farm to fork, the production of animal products is taxing on our planet - From the crops and water needed to feed the animals, to the space, packaging and transportation.

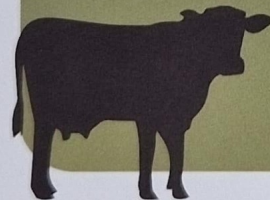
Huge areas are needed to grow food for animal consumption, which leads to deforestation, habitat loss and species extinction.

If everyone swapped one red meat meal to a plant-based meal once per week, it is the equivalent of taking 16million cars of the road each year.



A large proportion of people choosing to eat fewer animal products, or removing them from their diets completely, do so to prevent cruelty to animals and to protect the animals' right to life. Choosing a plant-based meal means compassion and empathy are on your plate.

Trying plant-based for just one month can save around 30 lives!



30!



WANT TO FIND OUT MORE?

Scan the QR code for access to:

- A delicious plant-based recipe to try at home.
- More information about plant-based practices



SCAN ME



Plant-based food can be healthier than its meat and dairy counterparts.

Why? When eating plant-based, you'll tend to eat more good stuff like fruit and vegetables, foods with more fibre, and less saturated fats.

This can help contribute to a lower risk of heart disease, type 2 diabetes, obesity and some cancers.

There are many plant-based athletes & celebrities - showing that you can be plant-powered and still pack a punch.

Just because you are eating more plant-based foods, doesn't mean you have to eat like a rabbit!

Whatever your food preference - curries, burgers, pasta, stir-fries - there are meat-free versions of all your favourites. It's all about finding your flavour! (And maybe a bit of experimentation!)



So strong...