

What about the farmers?

Reducing meat consumption is not about shutting down livestock farming, nor is it a judgment on the lives and often hardships faced by farmers. We believe the vocation of farming is indispensable, as is their role in stewarding the land.

ARRCC's position is that farmers should be given incentives to reduce their emissions, and be offered training and resources to support environmentally sustainable income generation on their land.

Is this a vegetarian campaign?

No, the aim is simply to encourage people to reduce their overall meat consumption as part of a move towards a more ethical life-style. Even a small reduction in meat consumption by a large number of people will greatly reduce the stress on our planet.

ARRCC particularly believes in the concept of 'contraction and convergence', the idea that we in developed countries need to bring our meat consumption down to sustainable levels.

We include links to vegetarian resources because they often have great recipes, are a good source of information on impacts of meat consumption, and so on. However we are not asking people to become vegetarian, although some may choose to do so.

MORE INFORMATION

For more information or to download a copy of this brochure, visit www.arrcc.org.au/eat-less-meat

Other sources of information include:

- Guidelines on healthy eating: www.nutritionaustralia.org www.eatright.org
- For delicious vegetarian recipes: www.vegsoc.org
- For a directory of organic animal products: www.organicfooddirectory.com.au
- For information about the ethical treatment of animals: www.hsi.org.au www.humanechoice.com.au

About the Eat Less Meat campaign

ARRCC believes that our ethical and moral values call us to consciously consider the amount of meat we eat, how much we actually need, and what the effects of our meat consumption are. This we believe often leads to a desire to eat less meat.

ARRCC campaigns on meat consumption and sustainable food choices in order to raise people's awareness of the issues and make it easy for people to choose food that is kinder to the earth and her inhabitants.



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HELP ALLEVIATE CLIMATE CHANGE



EAT LESS MEAT

GIVE UP MEAT ONE DAY EACH WEEK



IT'S GOOD FOR
YOUR HEALTH



IT'S GOOD FOR
THE PLANET



IT'S GOOD FOR
THE POOR



IT'S GOOD FOR
ANIMALS

WHY A MEAT FREE DAY?



IT'S GOOD FOR THE PLANET

Eating less meat is one of the most effective things you can do to reduce your environmental impact. Animal products make up a third of the average Australian's ecological footprint and livestock, particularly cattle and sheep, are a major source of methane, directly contributing to over 10% of Australia's greenhouse gas emissions. If all Australians reduced red meat intake by just 150g per week, this would equate to taking 1/8 of Australia's cars off the road.



IT'S GOOD FOR YOUR HEALTH

The consumption of meat, particularly red and processed meat, has been linked to higher incidence of diseases, high blood pressure, type 2 diabetes, certain cancers and obesity.



IT'S GOOD FOR THE POOR

Currently nearly half of the world's cereals are being used for animal feed instead of feeding people, having a significant impact on people living in the world's poorest countries.

As our meat intake increases, so too does the demand for these grains, pushing prices up and contributing to the food insecurity experienced by up to a 1/3 of people on this planet.



IT'S GOOD FOR ANIMALS

Over 500 million animals are slaughtered in Australia every year. But even before that, the conditions they are often subject to are appalling.

More info: www.arrcc.org.au/eat-less-meat-benefits



HOW TO EAT LESS MEAT

- Nominate a meat free day once a week.
- Eat meat at lunch OR dinner, not both.
- Swap some of your regular meat dishes with yummy meat-free alternatives.
- Reduce your portion sizes of meat.

OTHER WAYS TO HELP

- Bring a friend or guest to one of ARRCC's meat-free cooking classes to introduce them to delicious and nutritious meat-free recipes
- Host a Meat-Free dinner party at your home
- Encourage your workplace, community group or place of worship to provide vegetarian options for meals, or regularly go meat-free
- Encourage a Meat Free Day at a school canteen

More info: www.arrcc.org.au/eat-less-meat-how

WHEN GOING MEAT-FREE

Don't just take the meat out of your meal, replace it with delicious and nutritious plant-based sources of protein, iron and other essential nutrients.

Use the money you save from reducing your meat consumption to buy good quality fresh produce.

Good choices of protein include legumes (eg. lentils, chickpeas, beans, tofu), nuts and/or seeds (eg. sunflower or sesame seeds).

For iron, eat dark leafy greens (eg. broccoli, spinach, silver beet) together with high vitamin C vegetables (eg. capsicum, tomatoes).

WHEN YOU DO EAT MEAT

Appreciate it. Respect where it is coming from and eat it in moderation.

You can also reduce your impact by considering the type of meat you're eating. A rule of thumb is that the bigger the animal, the larger the associated emissions. Also avoid processed meats as much as possible, since more processing means a bigger carbon footprint.

Always look for the most humane options, like true free range, and choose organic meat where you can. Certified organic producers are looking after the land and must practise high animal welfare standards. Think about buying from your local butcher who you can talk to about where the meat comes from.

