

WHY MEAT FREE MONDAY?

1



$\frac{1}{3}$ of all land on Earth

A third of all land on Earth is used for livestock production

2



100 pitches per hour

An area of rainforest the size of a hundred football pitches is cut down every hour to create room for grazing cattle

3



30 bathtubs of water

It can take 2,350 litres of water – that's about 30 bathtubs! – to produce just one beef burger

MEAT
Monday
FREE

Yes .. One day a week can make a world of difference!