

WHAT'S YOUR

BEEF?



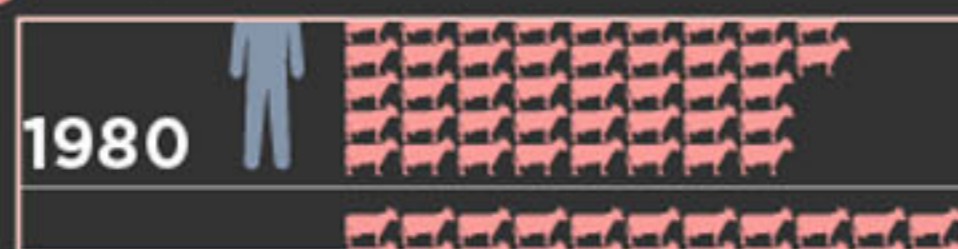
A meat eater's guide to
responsible consumption

compiled by Chloe Silver



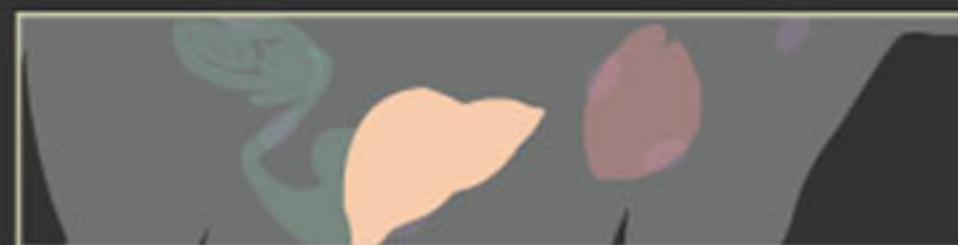
Table of Contents

TAP a box to jump to that article



Introduction

A few facts to illustrate the big picture



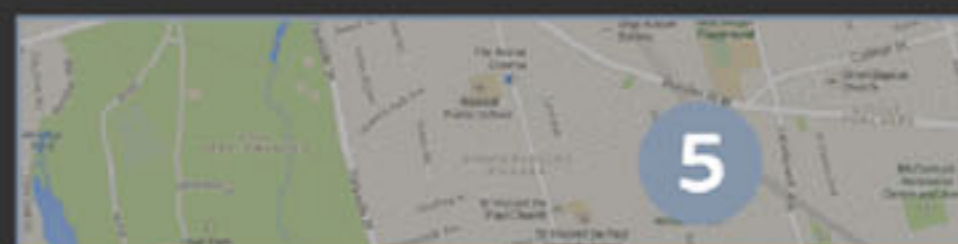
How Humans Came to Eat Beef

A short history from the fast buffalo to the fast food burger



The Beef Industry Today

What you need to know as a consumer of beef



One Bite At A Time

Your personal action plan for change



Additional Resources

More information to whet your appetite



Introduction

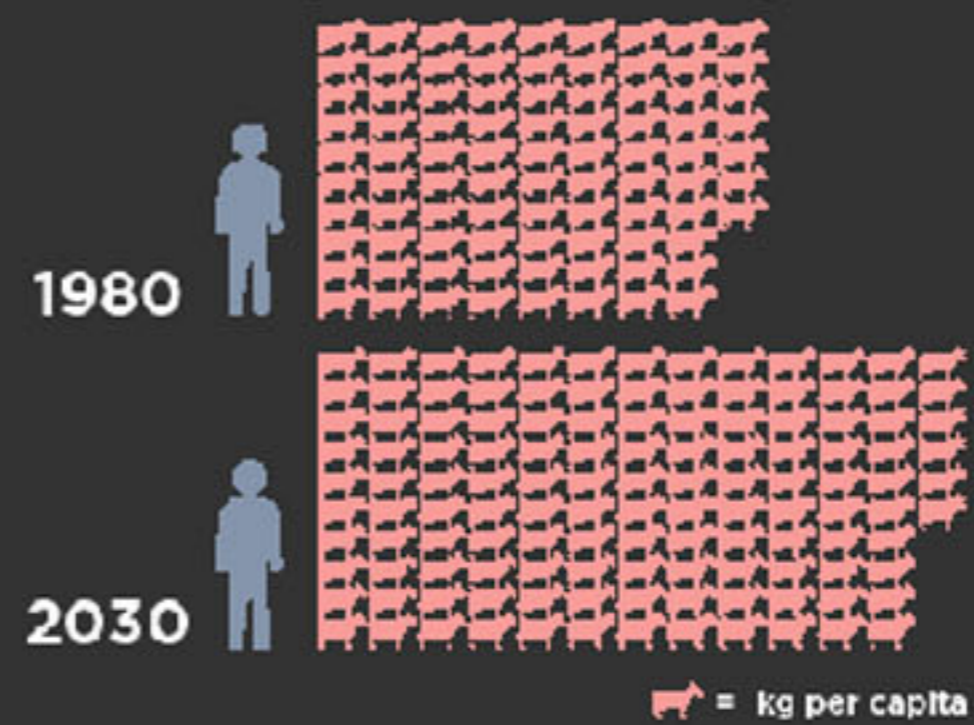
A few quick facts to tingle the tastebuds of your brain.

SWIPE through the slides

TAP the dots to move between images

Global beef consumption
has been
**on the rise
since 1980,**
and is projected to grow
to an annual
**373 000 000
tonnes**
by the year 2030.

Past and Projected Beef Consumption



How We Came To Eat Beef

Paleontological evidence suggests that meat made up a large proportion of the diet of the earliest humans. Early hunter-gatherers depended on the organized hunting of large animals such as bison and deer.

TAP the dots to view more information

The domestication of animals allowed the systematic production of meat and the breeding of animals by 10,000 BC.



You Are What You Eat

Corn as feed - a steady diet of corn has damaged cows greatly and in various ways.

TAP the coloured parts of the cow to learn more



Weak Immune System

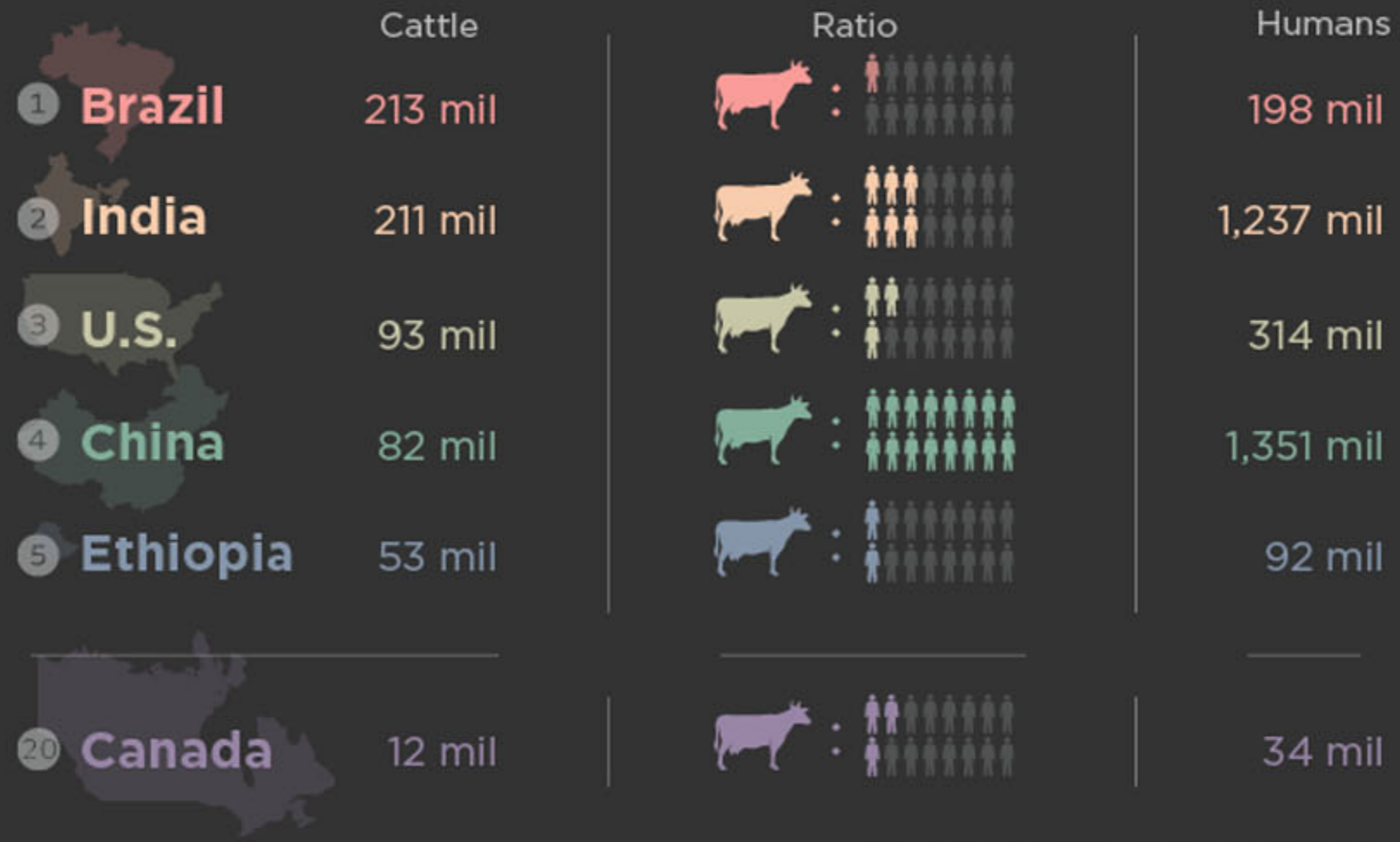
overuse of antibiotics to accelerate growth leads to an immunity to medicine and a weakened immune system



The Beef Industry Today

This graph shows the top five countries by cattle population, as well as Canada for reference.

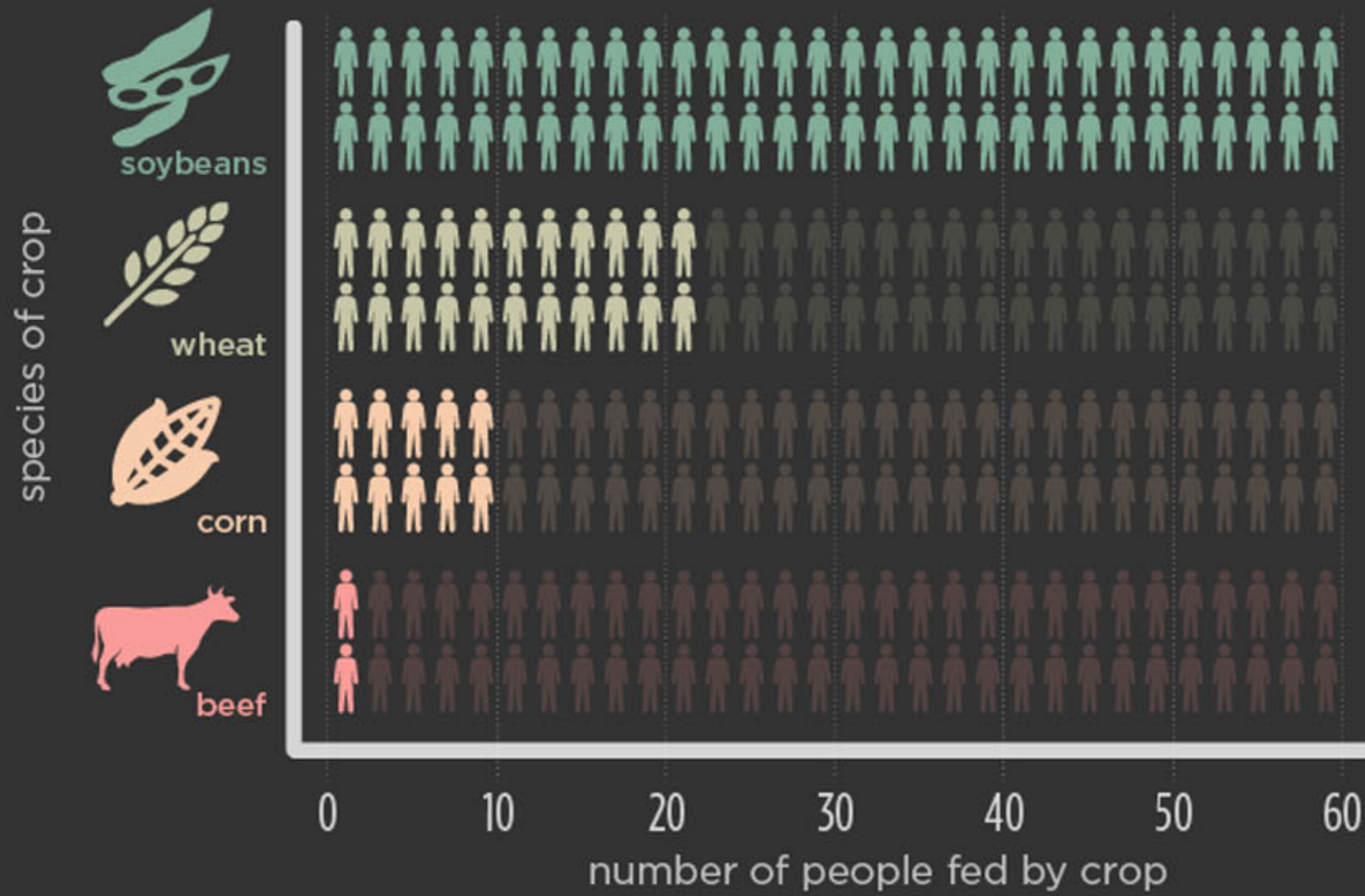
SWIPE → through the slides to learn more



Information as of 2007 from FAO Data. <http://www.fao.org>

How Many People Can A Farm Sustain?

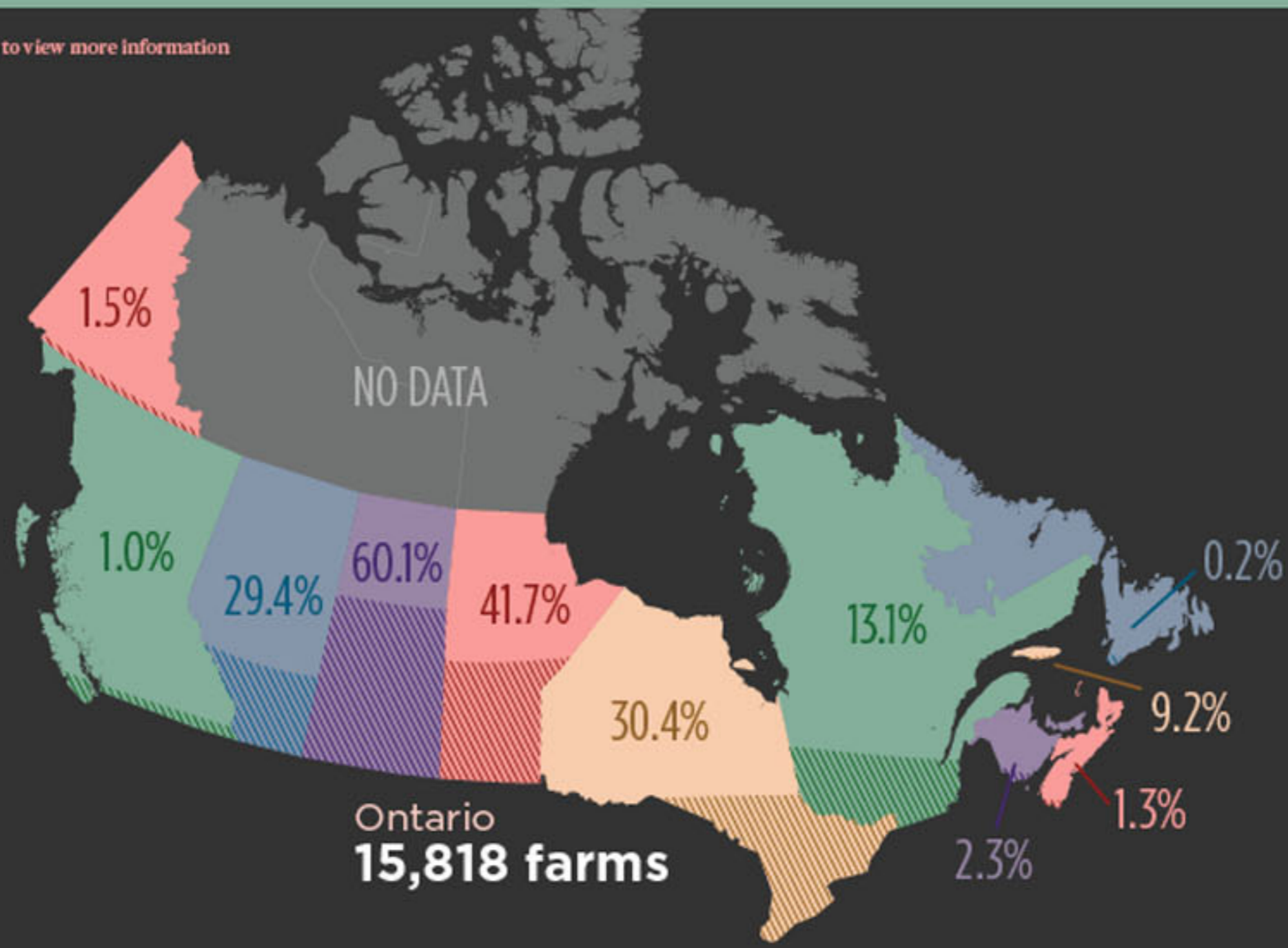
This graph shows various crops yielded by a ten-acre field and the amount of people they feed.



Land Use For Silage Corn By Province

This map shows the percentage of total farmland used for silage corn. Tap the provinces to reveal more.

TAP the provinces to view more information



Where Does It All Come From?

This map shows cattle populations of the world, 1961 and 2011.

TAP the map once, and then **DRAG & PINCH** to explore the map



 4 million cows



One Bite At A Time

Contrarily to what you may think, the consumer is the one who has the real ability to make change, by making informed decisions about what they purchase.

← SWIPE to pull out the tabs

Shop Smart

Monitor Portions

Make Veggies The Star

1

2

3



One Bite At A Time

Contrarily to what you may think, the consumer is the one who has the real ability to make change, by making informed decisions about what they purchase.

SWIPE to pull out the tabs

Shop

1



+



=



read labels when you make your purchasing decisions to become educated

Monitor Portions

2

Make Veggies The Star

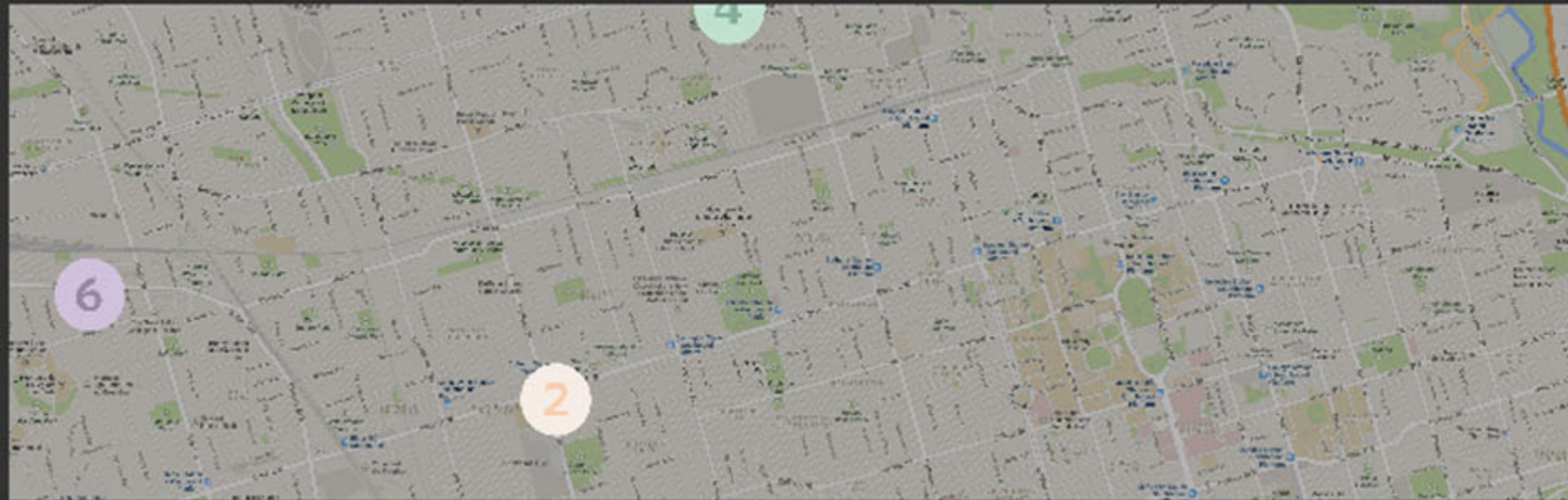
3



Farmer's Markets

Use this handy guide to pick a local market close to you. All of these markets sell delicious, fresh, and home-grown produce that is in season when you buy it. While you're there, you can meet the farmer who actually grew the food you will eat.

TAP the map once, and then **DRAG & PINCH** to explore the map



TAP the numbers to learn more about the markets



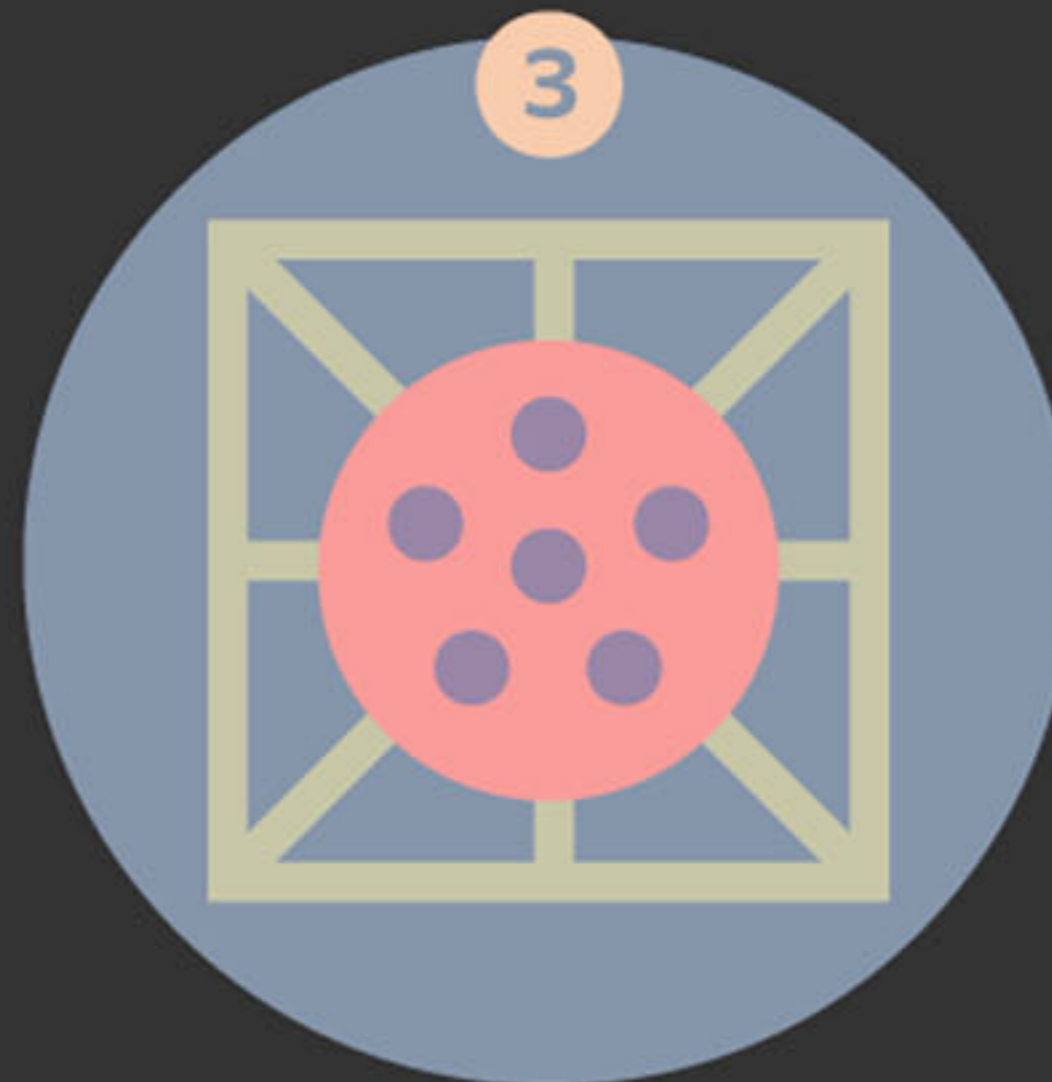
St. Lawrence Market North
92 Front St E, Saturdays 5:00am-3:00pm



Bio-Engineered Beef

Scientists in the Netherlands are making strides towards growing beef tissue in labs without harming animals at all, much less killing them. Soon, the supermarket shelves will be brimming with real beef products that taste just like the real thing without having to raise a cow at all.

SWIPE through the slides



Cells are grown on scaffolds to form muscle



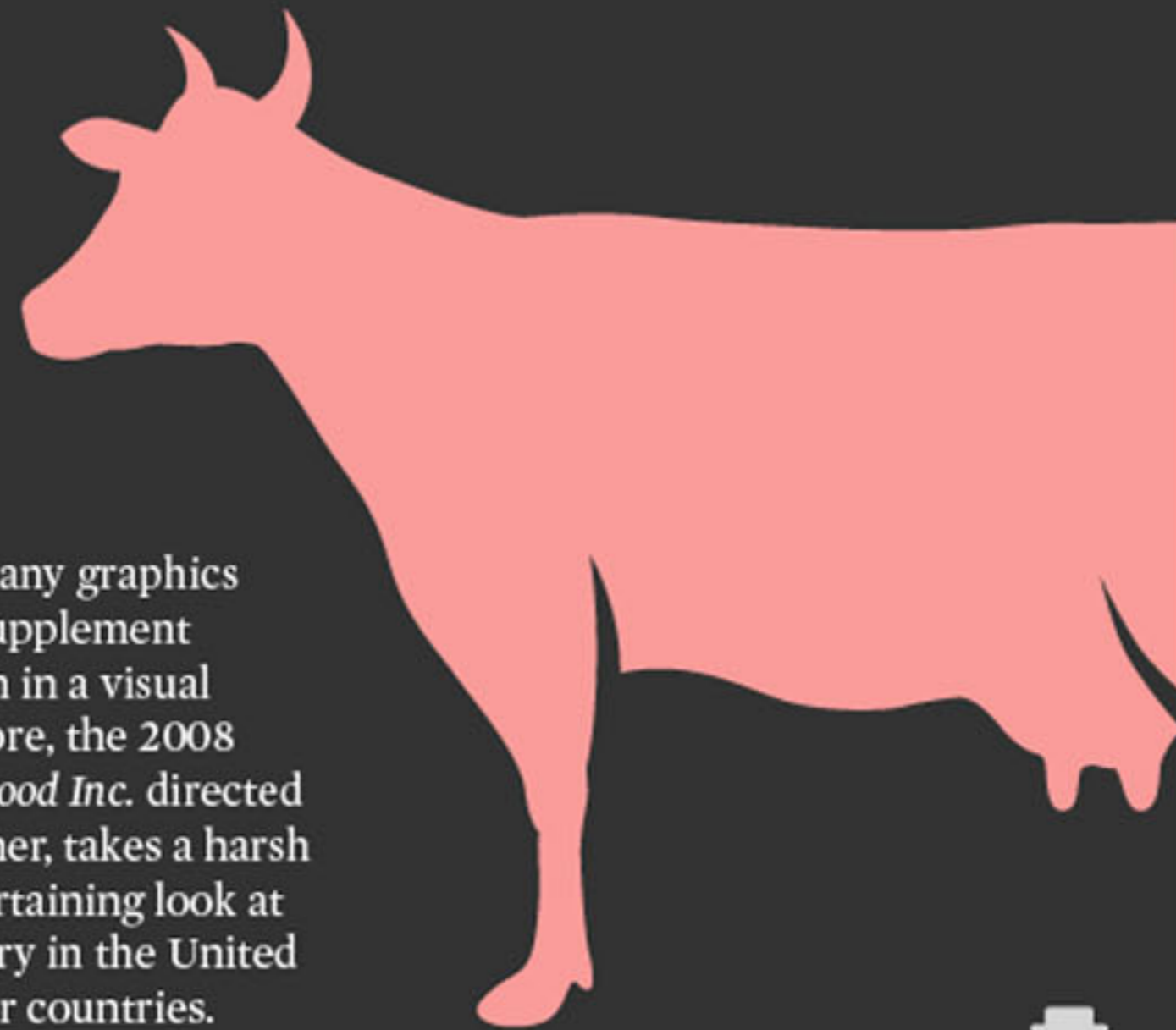
Additional Resources

If you would like more information or to view the facts in their original location, you've come to the right place.

I would like to personally thank you for taking the time to read through this pamphlet. Many people are still unaware of the issues surrounding the beef industry in Canada and around the world. The first step you can take is to get this information into the hands of everyone you know. The more informed we can become as a population, the more change we can make towards good.

If you would like more information, I urge you to read *Livestock's Long Shadow*. The report is incredibly thorough

and contains many graphics and charts to supplement the information in a visual way. Furthermore, the 2008 documentary *Food Inc.* directed by Robert Kenner, takes a harsh yet highly entertaining look at the food industry in the United States and other countries.



Original Sources

If you would like more information or to view the facts in their original location, you've come to the right place.

TAP a resource to be taken to its webpage

**Gounley,
Thomas.**

"Eat Less Beef, Save the Earth."

June, Laura.

"Your Meat Addiction Is
Destroying The Planet."

**Urback,
Robyn.**

"The Best Farmer's Markets in
Toronto."

**United
Nations**

Food and Agriculture
Organization. World Cattle
Population.

**Steinfeld,
Henning,**

Pierre Gerber, Tom Wassenaar,
Vincent Castel, Mauricio
Rosales, and Cees De Haan.
"FAO: Livestock's Long Shadow"



designed and compiled by
Chloe Silver, 2013

