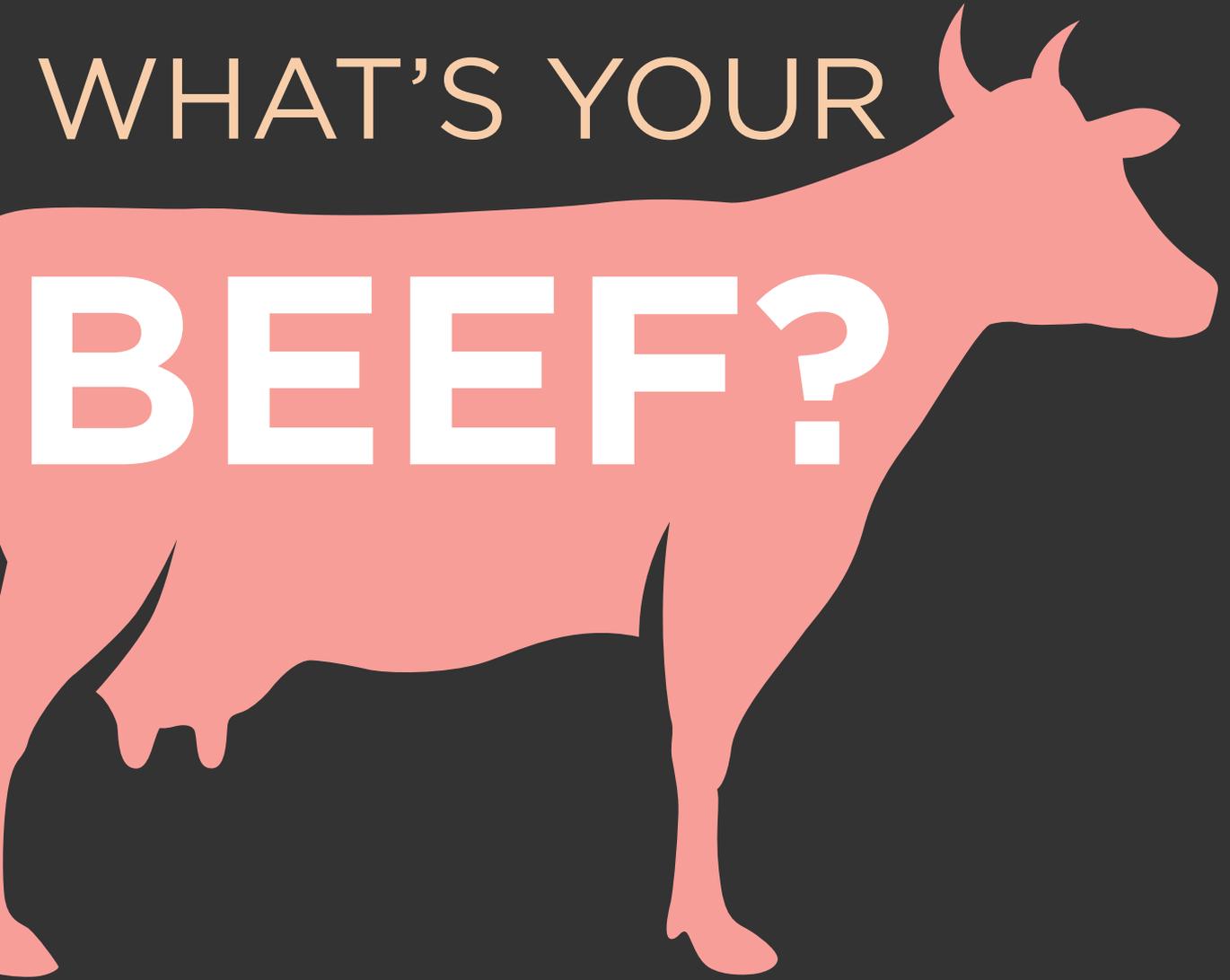


WHAT'S YOUR

BEEF?



A meat eater's guide to
responsible consumption

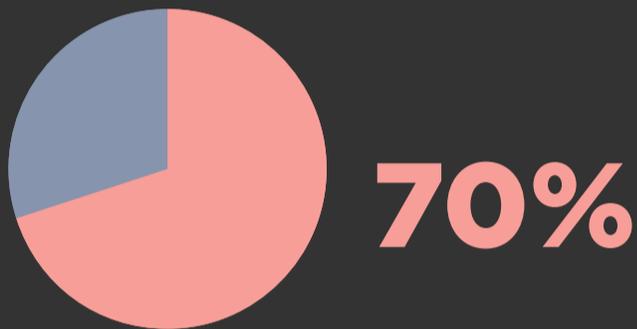
compiled by Chloe Silver

In 2007, the population of cattle for livestock was

1 357 000 000

and the numbers show no signs of decreasing.

The United Nations estimates that over



of the world's arable land has been

degraded

by the growth and processing of livestock.

Every year, livestock-grown cattle create

1 906 000 000 tonnes

of carbon dioxide emissions, just from

breathing and exhaling.

Global beef consumption has been

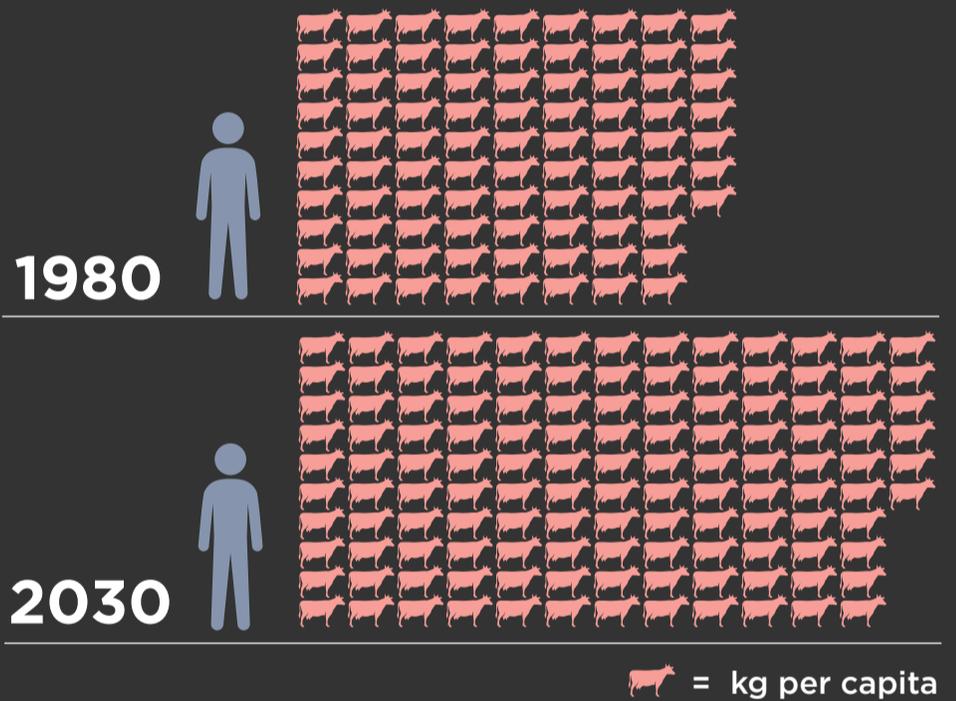
on the rise since 1980,

and is projected to grow to an annual

373 000 000 tonnes

by the year 2030.

Past and Projected Beef Consumption



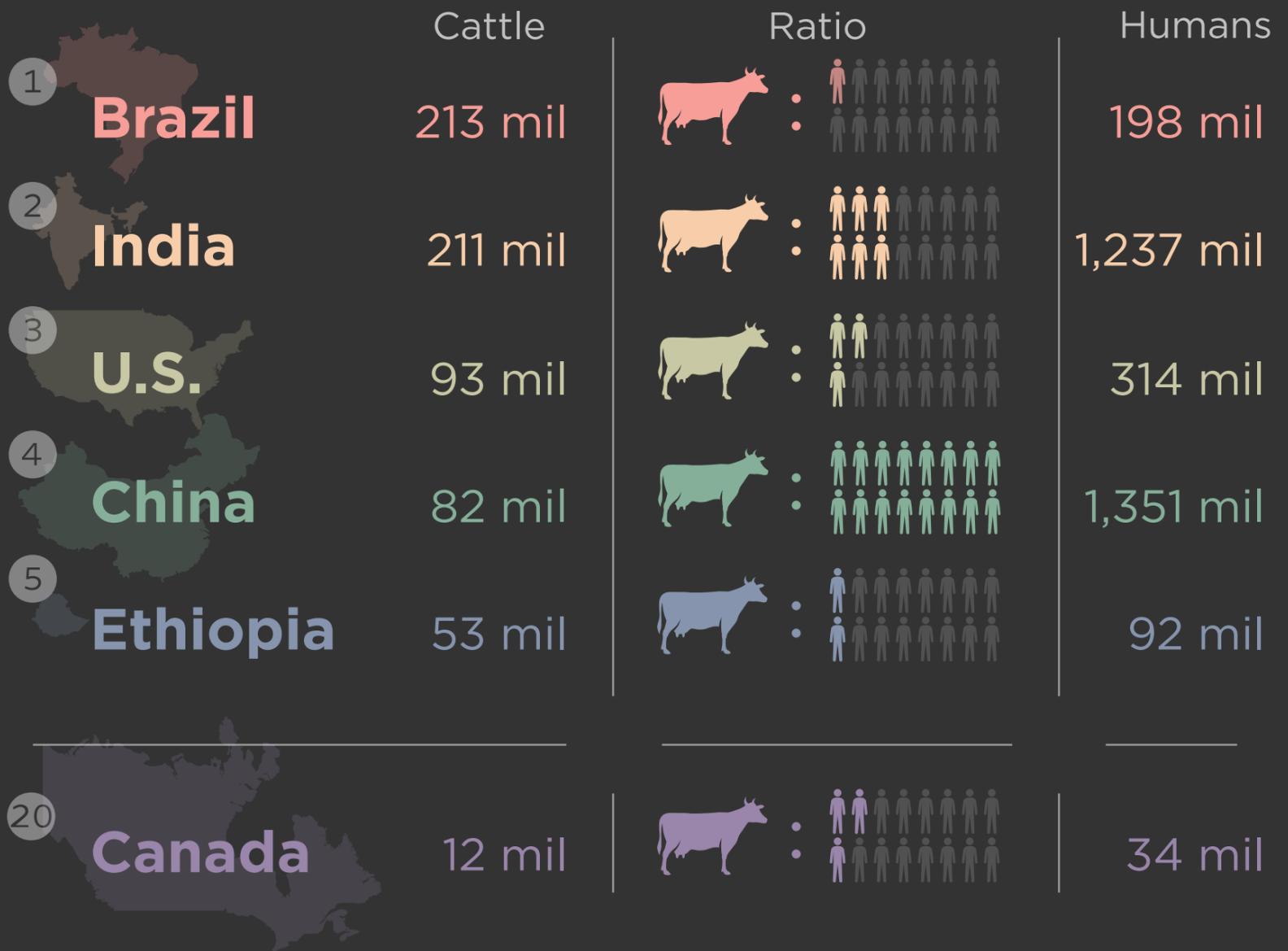
You do the math. That's

unsustainable.

Using this pamphlet, you can educate yourself and make a positive change.

Be part of the solution.

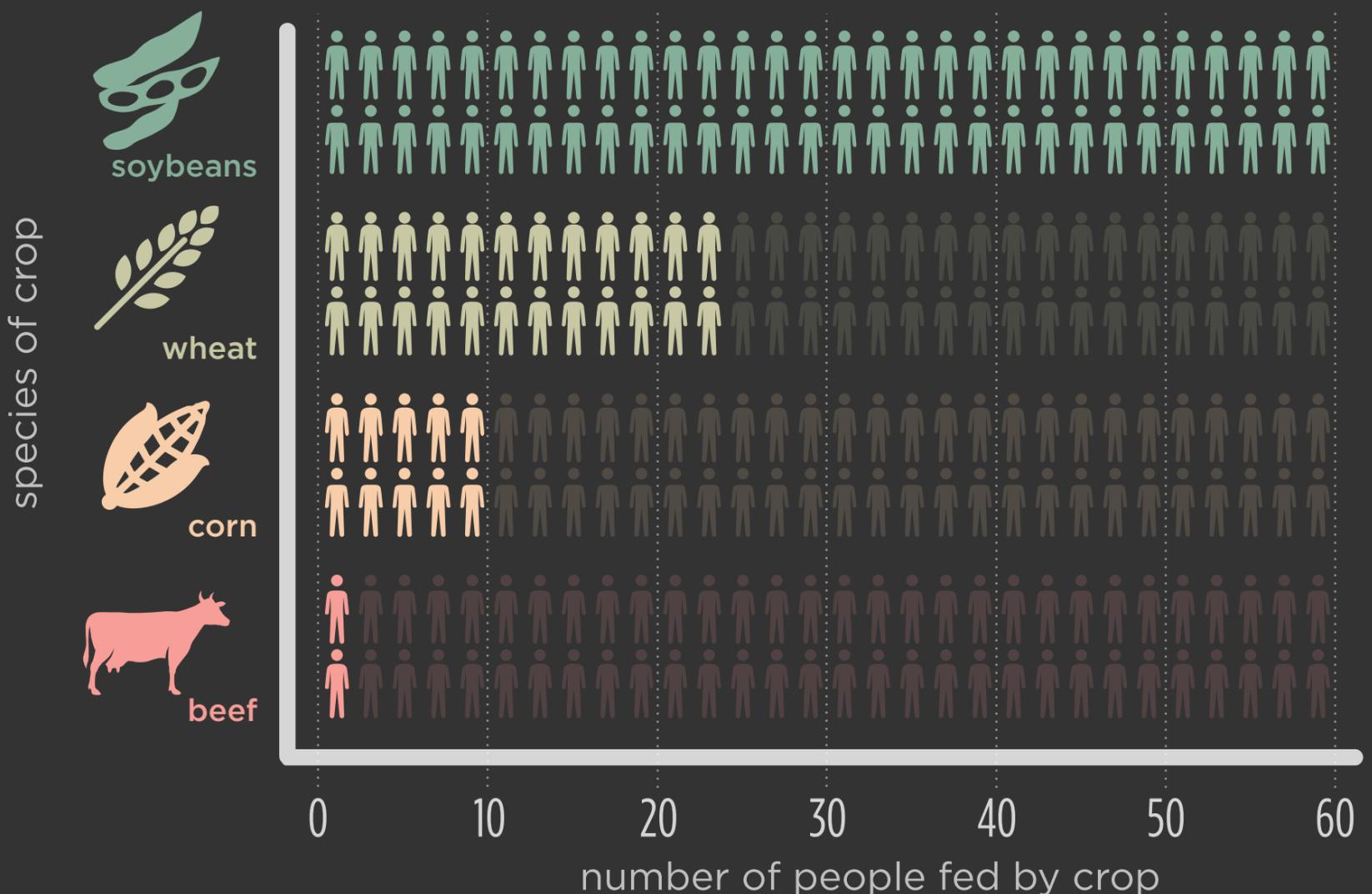
Countries by Cattle Population



Many countries, especially those that maintain beef as a main export, feature more cattle than humans. This infographic displays the populations of cattle as compared with humans in the top five countries with the most cattle. Canada is also included as a basis of comparison.

How Many People Can a Farm Sustain?

various crops on a ten-acre farm and the people they feed



The raising of one cow for beef consumption depletes a great many resources. If these resources were instead used directly as human sustenance, much energy would be saved from numerous processes involved in raising and processing cattle for consumption. Shown here, cattle are compared with the three most common crops grown for livestock feed.

A Guide to Consuming Beef

Even a single individual has the power to make change. 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. If all of the world's consumers decided to buy their beef only from local markets, then the big factory producers would be forced to make a change.

Shop Smart



read labels when you make your purchasing decisions to become educated

Monitor Portions



a portion of beef should be the size of a playing card or the palm of your hand

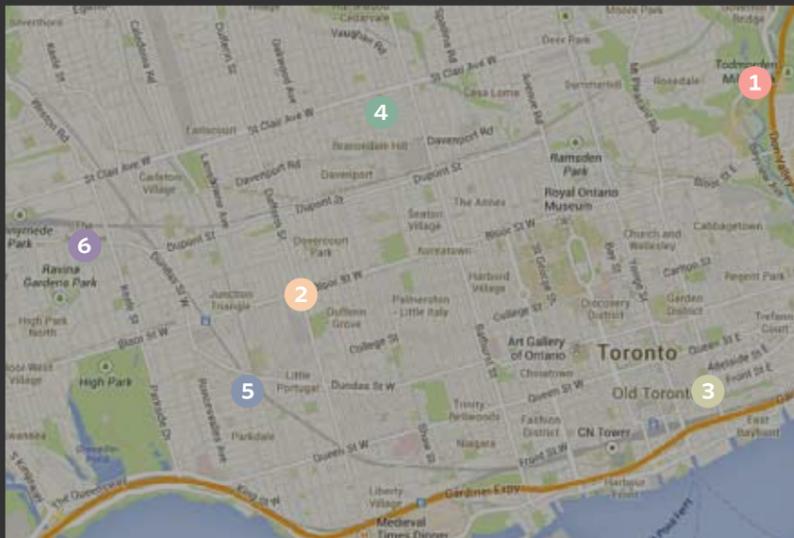
Star of the Show



instead of surrounding the beef with sides, make vegetables the main dish

Farmer's Markets

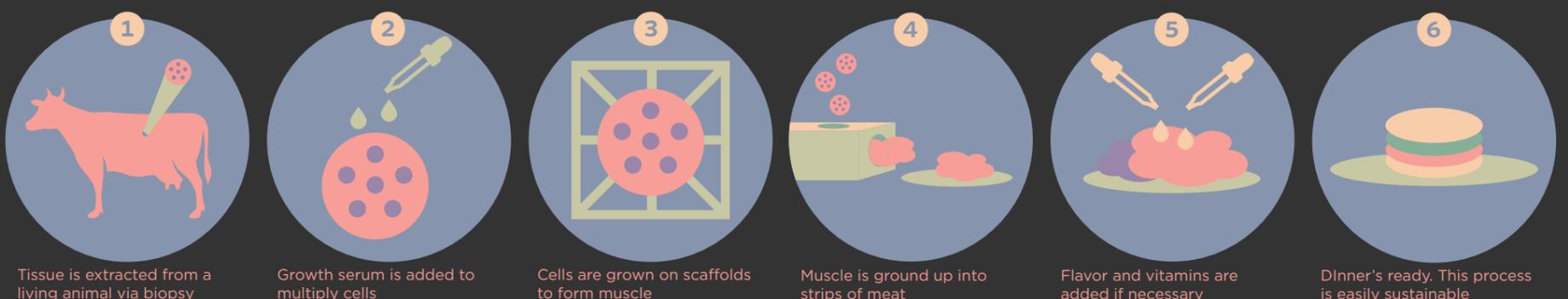
Use this handy guide to pick a local market close to you. All of these markets sell delicious, fresh, and home-grown produce that is in season when you buy it. While you're there, you can meet the farmer who actually grew the food you will put on your dinner table. Why not make a friend or two?



- 1 **Evergreen BrickWorks**
550 Bayview Ave, Saturdays 8:00am-1:00pm
- 2 **Dufferin Grove**
875 Dufferin St, Thursdays 3:00pm-7:00pm
- 3 **St. Lawrence Market North**
92 Front St E, Saturdays 5:00am-3:00pm
- 4 **Wychwood Barns**
76 Wychwood Ave, Saturdays 8:00am-12:00pm
- 5 **Sorauren Market**
268 Sorauren Ave, Mondays 3:00pm-7:00pm
- 6 **The Junction Market**
396 Pacific Ave, Saturdays 8:30am-12:30pm

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.



Where Does It All Come From?

Cattle populations of the world, 1961 and 2011

North America

1961 108 397 595



2011 104 838 100



slight decrease

Europe

1961 192 288 407



2011 121 263 422



considerable decrease

Asia

1961 319 011 559



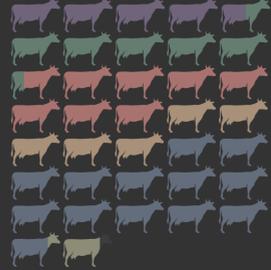
2011 477 541 224



considerable increase

The World

1961 917 175 069



2011 1 361 410 312



considerable increase

South America

1961 144 503 265



2011 350 960 207



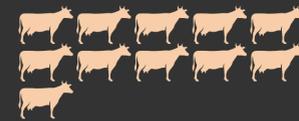
numbers increase past double

Africa

1961 122 537 096



2011 276 360 957



numbers increase past double

Oceania

1961 24 091 336



2011 39 260 741



slight increase

For More Information

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 on this subject, I urge you to read *Livestock's Long Shadow*, listed below. 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.

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