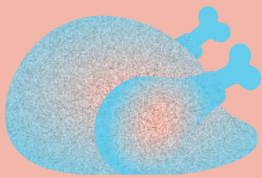


EAT LESS MEAT



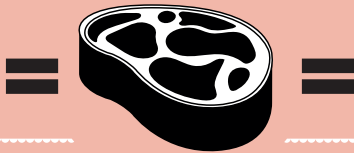
MEAT PROVIDES PROTEIN AND IRON. YES, BUT...?

Global per capita meat consumption is increasing. There is a clear link between high meat consumption and the occurrence of certain diseases. Additionally, meat production comes at a high environmental cost, contributing to greenhouse gas emissions, water consumption, and the use of fossil fuels.¹

Where can you find a similar amount of iron (3.6 mg)⁵⁻⁶?

Daily iron requirements : *

- Men, postmenopausal women, children: 8-12 mg/day
- Menstruating/pregnant women: 16/30 mg/day



Where can you find a similar amount of protein (45 g)⁵⁻⁶?

Daily protein requirement :
1 g per kg of body weight per day
For a person weighing 60 kg: 60 g of protein per day

- 140 g cooked mushrooms
0,15 kg CO₂eq**
- OR
- 150 g chickpeas or
180 g cooked kidney beans
0,19 KgCO₂eq**
- OR
- 190 g spinach
0,2 kg CO₂eq**
- OR
- 66 g lentils (dry weight)
0,91 kg CO₂eq**

150 g cooked/grilled beef
5,14 kg CO₂eq**

SCAN
HERE TO
LEARN
MORE



*Iron absorption depends
on various factors

- 160 g lentils (dry weight)
0,15 kgCO₂eq**
- OR
- 250 g fish
2,2 KgCO₂eq**
- OR
- 290 g tofu
0,18 KgCO₂eq**
- OR
- 230 g chickpeas (dry weight)
0,23 KgCO₂eq**

HEALTH BENEFITS

Lower mortality rate

Reducing red meat consumption by just **half a serving per day (~42 g)** can prevent:

7,6% of premature deaths in women

9,3% of premature deaths in men²

Eating less ground meat, processed meats, or sausages **means:**

42% lower risk of cardiovascular disease³

18% lower risk of colorectal cancer⁴

19% lower risk of diabetes

Are you concerned about B12?

Your daily vitamin B12 requirements can be met by⁵⁻⁶

100 g of salmon
(5 µg)

30 g of Emmentaler cheese
(0,5 µg)

2 eggs
(1,6 µg)

ENVIRONMENTAL BENEFITS

Lower water consumption & improved water quality

Agriculture and livestock consume more freshwater than any other human activity. Additionally, animal waste and fertilizers pollute groundwater.

Biodiversity protection

Land conversion for grazing and grain production for livestock severely impacts biodiversity.

Reduced greenhouse gas emissions

Cattle release methane during digestion, contributing significantly to greenhouse gas emissions.

THE SUSTAINABLE PRESCRIPTION

- ◆ Limit meat consumption to 2-3 meals per week, with a maximum of one red meat meal.
- ◆ Replace meat portions with the alternatives listed above.
- ◆ Prioritize locally sourced, free-range meat.

When to discuss meat consumption ?

Particularly in cases of cardiovascular disease, high blood pressure, hypercholesterolemia, diabetes, infant nutrition, or colorectal cancer prevention.

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