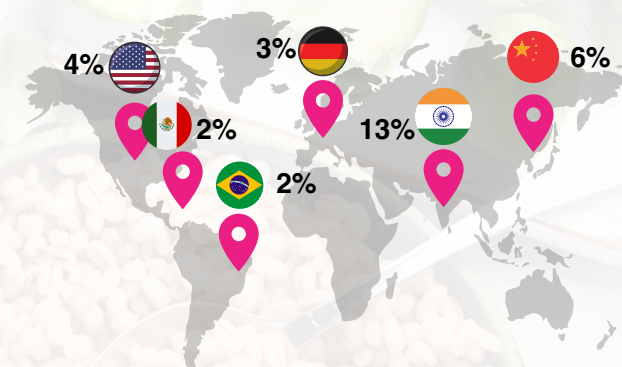


Veganism

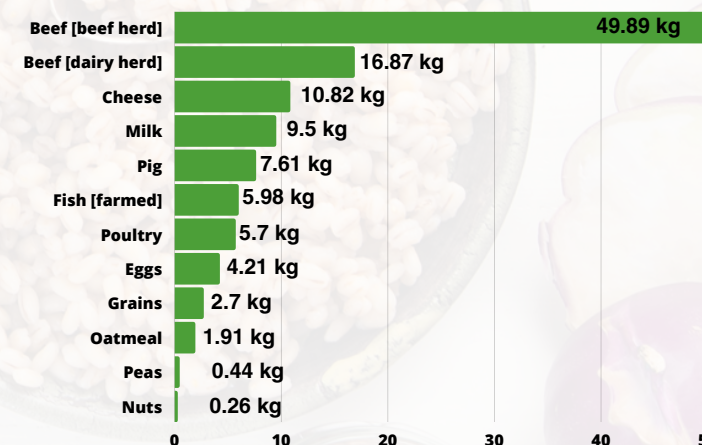
Veganism is a way of life and a philosophy that opposes using animals for anything, including food, cosmetics, and clothes. Through the use of plant-based diets, it aims to improve the ethical treatment of animals, reduce environmental harm, and enhance health. It's a rapidly expanding movement that offers advantages for everyone participating.



Share of Vegans in 2022.⁹



GHG emissions per 100 grams of protein.¹⁰



70% of global water use

accounted for agricultural industry. **41%** goes to livestock feed for meat.²

24% Lower Mortality

Plant-based diets associated with a **lower mortality** when compared to meat based diets³

8.74 million animals per hour

were killed for global meat production in 2021. **76.574 billion** animals slaughtered.²

50% LESS

GHG dietary emissions among **vegetarians** in comparison to meat-eaters.⁴

WATER USE

The production of 1 kg of beef requires up to 15,500 litres of water. With this amount of water, a person could shower every day for a whole year.⁵

ETHICS

Animals in animal agriculture are subjected to painful procedures such as castration, dehorning, and tail docking without pain relief.⁷

99% LESS

GHG dietary emissions among **vegans** in comparison to meat-eaters.⁴

68% LESS

GHG would be emitted until 2100, if phasing out animal agriculture over the next 15 years.⁶

75% LOWER RISK

of developing high blood pressure is the top value vegans can benefit when compared to vegetarian and non-vegetarian consumers.⁸