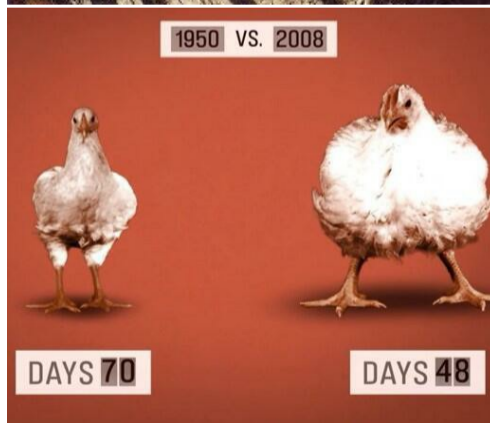


# Food Matters Campaign

## Mission:

- Our current unhealthy diet has been caused by a mix of things. First, there came the thought 'food animals are destined to die anyway' making it reasonable to make money off of them. Then, mass production was faster and more cost-efficient than traditional farming. Therefore, allowing more meat to be available at a cheaper price for the public.
- This led to the United States becoming a monoculture, meaning we focus primarily on farming one or two plants. In the states, we mainly produce soy and corn to feed animals or to make in to oil/ sugar. The downside to farming primarily corn and soy is that all of our other products are imported making them more expensive.



## Factory Farming is Impacting Our Environment

Factory farming contributes to one-fifth of all greenhouse gases, which is causing detrimental effect to the environment. Not to mention, animals raised in these factories have been mistreated and drugged, making them a lot less nutritious or even unhealthy for consumption. As the writer of "Food Matters" by Mark Bittman said, "any detailed description of growing animal industrially would sicken anyone who has even the slightest feeling for other species, or who believes that the earth is to be shared by all creatures..."

### Why Animals are unhealthy

- The living condition and their unnatural feed makes them susceptible to disease and illness
  - This leads to the use of subtherapeutic antibiotics, which keeps the animals 'healthy' enough to survive, gain weight and get sold to the market quickly.
  - Feeding animals these antibiotics increase our resistance to them.
- Factory farmed animals live in crowded indoor conditions, this prevents them from getting the exercise they need.
- Chicken, pigs, and cows are all herbivores. However, they are all given a diet that doesn't suit their natural needs. Instead of a plant based diet, they are fed grain and even ground up animal parts.



## What Can We Do?

- Eat less meat and junk food, eat more vegetables and whole grains.
- By eating less meat, it will decrease in the demand for livestock. Which in turn will lead to a decrease in the production of green house gas.
  - Less corn and soy will be needed to be grown, allowing for a larger varieties of other plants to be grown.
  - Less imported vegetables will be needed, making them more affordable.
  - Decreased health problems. (overweight, obese, diabetes, heart disease stroke and even cancer)
- Overall, just be mindful of what you eat and how much your're eating.

*Eat Healthy!  
Feel Healthy!  
Be Healthy!*

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### Fun Facts:

- The food the animals produce are unnatural, drug-tainted, and tasteless.
- 50% of the antibiotics administered in the United States go to.

## Citation

Bittman, Mark. The Food Matters Cookbook. Simon & Schuster, 2014.

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