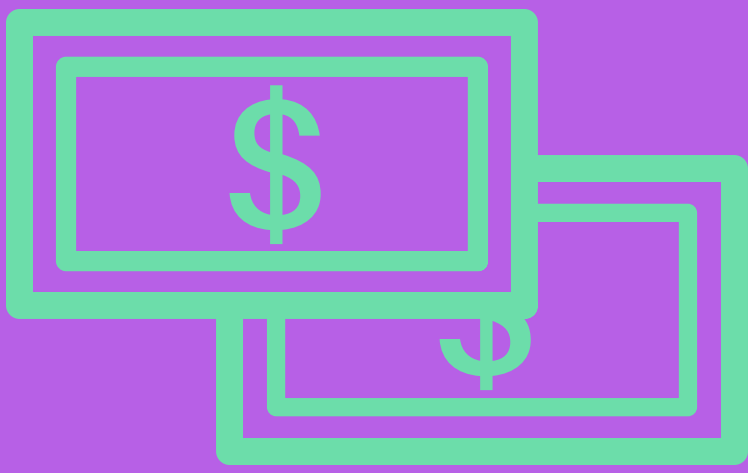


FOOD MATTERS

A Public Service Announcement by
Amirah & Eva



High budget Marketing: being able to persuade people to eat anything



The Average American Diet



“...But given a large enough marketing budget, we can be persuaded to eat just about anything, including concoctions that contain no naturally occurring food at all.”

(Food Matters, 11)

“We are omnivorous, capable of digesting a wide range of foods, and historically we have eaten just about all of them, first from necessity and then for pleasure.”
(Food Matters, 11)



Human and Environmental Health Risks: the immense amount of animal-based food production



“Industrialized meat production has contributed to climate change and stimulated a fundamental change in our diets that has contributed to our being overweight, even obese, and more susceptible to diabetes, heart disease, strokes, and perhaps even cancer.”

(Food Matters, 2-3)



“America no longer grows enough edible fruits and vegetables for everyone to eat our government’s recommended five servings a day.”
(Food Matters, 23)

Tips for Better Eating:

“We do not need to eat meat to live.”

“To eat well, we must first eat moderately and limit our eating to real food.”

“Eat less meat, but eat better meat.”

local, humanely raised meat

“And if you switch to a vegetable-based diet for that one day a week you reduce emissions even more to the equivalent of driving 1,160 miles less.”

