

# THE POWER OF PLANT-BASED FOOD

Cities are where 82% of Canadians live and where the majority of food is consumed making food a major contributor to cities' consumption-based greenhouse gas emissions.

The majority of food emissions are related to the consumption of animal sourced food. Cities therefore are one of the most important centers for tackling climate change, biodiversity loss, and chronic disease.

**Healthy You!** Healthy plant-based diets lower risks for heart disease, diabetes, obesity, and certain types of cancer. If society moves away from animal agriculture, the probability of the emergence of zoonotic diseases and even the flu would be dramatically reduced.



## HOW YOU CAN GET INVOLVED



PBCM can meet with you virtually and get you and others in your community started on this journey to address food emissions with your city council and local institutions including:

1. Training and advocacy through our experience, documentation and past successes
2. Assisting with the search for local allies and support groups to help you develop the customized strategy for your city council or institutions
3. Access to our inhouse experts
4. PBCM representation as part of a delegation with you at city councils.

Contact the  
Plant-Based Cities Movement at

[hello@plantbasedcities.org](mailto:hello@plantbasedcities.org)



[plantbasedcities.org](http://plantbasedcities.org)



The **Plant-Based Cities Movement** is a Registered Charity that combines research, education, advocacy to help cities and institutions adopt plant-based food procurement policies to lower food emissions.





## CITY LEADERSHIP FOR A SUSTAINABLE FUTURE

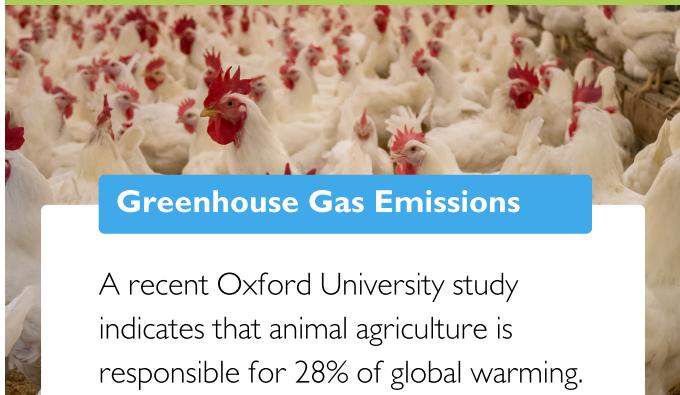
Our political and institutional leaders have the unique opportunity to address climate change and promote sustainable practices within our community by addressing food emissions as part of their Climate Action Plans.

By advocating for increased plant-based food for all city events and facilities, institutional procurement, as well as to its citizens, together we can position our cities as Canadian leaders in environmental protection and reduction of food emissions.

## IMPACTS OF ANIMAL AGRICULTURE ON THE ENVIRONMENT

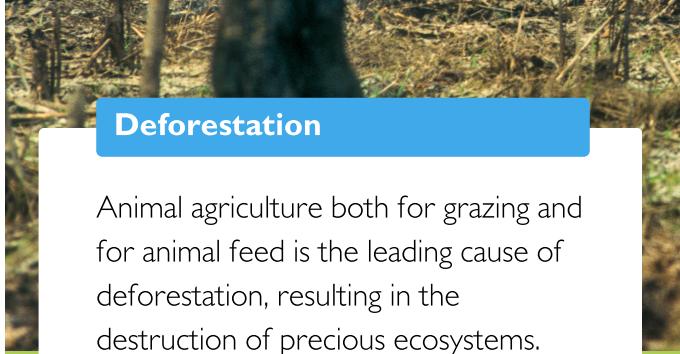
### Significant negative impacts & resource intensity.

Meat, eggs, and dairy use ~83% of the world's farmland, contribute ~57% of food's different emissions, provide only 37% of our protein and provide only 18% of our calories.



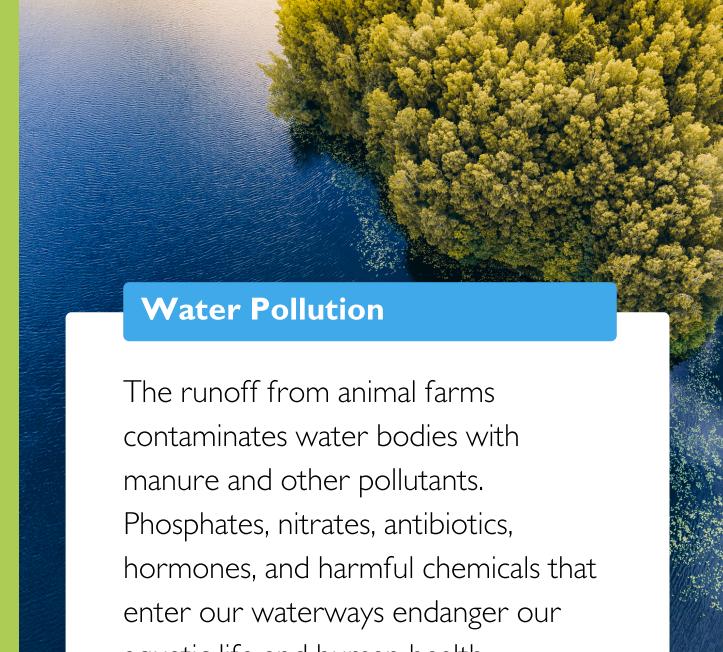
### Greenhouse Gas Emissions

A recent Oxford University study indicates that animal agriculture is responsible for 28% of global warming.



### Deforestation

Animal agriculture both for grazing and for animal feed is the leading cause of deforestation, resulting in the destruction of precious ecosystems.



### Water Pollution

The runoff from animal farms contaminates water bodies with manure and other pollutants. Phosphates, nitrates, antibiotics, hormones, and harmful chemicals that enter our waterways endanger our aquatic life and human health.



### Loss of Biodiversity

Animal agriculture is by far the leading cause of biodiversity loss. Livestock now make up ~60% of the world's mammal biomass; humans account for ~35%; and wild mammals are just ~5%. For every acre of land that we use to raise and feed farmed animals, there's one less acre for wildlife.