PSA script (less than 1 minute):

Do you love animals?
Are you "kind" to them?
Wanna be even kinder?

DON'T EAT THEM.
DON'T EAT THEIR BABIES.
DON'T EAT THEIR BABIES' FOOD.

Do you know what kind of life most animals endure
just so we can have the luxury of eating them?

Do you know the most powerful thing you can do
to improve animals' lives,
to improve your own life and health,
and to improve the life of our planet,
is to reduce your consumption of animal products?

It's a win, win, win.

If you want to know more, all you gotta do is ask.

The animals will thank you. Your body will thank you. Your planet will thank you.

To elaborate beyond the one-minute time limit given to the public service announcement (PSA) option for this assignment…

By choosing to not eat animals, their babies (and embryos), and their babies' food (i.e. milk), we can decrease the demand for them, and by decreasing their demand, also reduce, prevent or even reverse the harmful effects of their consumption.

Besides the animals' life of over-crowded, painful, and polluted misery, and the toll that the consumption of animal products takes on our health (metabolic disease, cancers, obesity, arthritis, autoimmune diseases, etc.), one of the foremost negative effects of meat production is pollution itself – pollution of earth, air, and water.

Industrial agriculture, the now common practice of mass-producing/raising animals, also produces incredible amounts of animal waste, which in turn produces bacteria that consume organic material and oxygen, making our waters deplete of nutrients (including oxygen) necessary for sustaining aquatic life. These bacteria come from much of the crops (particularly corn), grown primarily to feed animals designated for human consumption. Fertilizers and nitrous or phosphoric compounds emitted by the crops themselves (particularly corn) contribute

to the toxicity of soil and streams by leaching into the ground and flowing with the seasons' run off into waterways, creating dead zones in the watershed areas of our planet.

Earth's water is a limited resource. Reducing the demand for meat and animal products helps preserve our water supply. The production of a single pound of meat requires thousands of gallons of water. Whereas, the production of a pound of vegetables, fruits, legumes or grains requires only tens to hundreds of gallons. This is of significant importance as we have also been extracting the planet's limited water stores (aquafers) while overburdening our streams, rivers, and oceans' ability to replenish and sustain life.

Meat production pollutes our air in more ways than one. First, and most obviously, there's flatulence – farts – from those millions of factory farm animals that contribute methane to the atmosphere. Additionally, there's methane emitting/emerging from the industrial pools and piles of animal feces. Along with the animals' gasses are carbon emissions generated by the machines and vehicles that transport, process and produce meat and meat byproducts. Finally, with the removal of forests and foliage (to create farmland intended to grow more crops to feed more industrialized animal farms), there are fewer trees to help remove carbon from Earth's atmosphere.

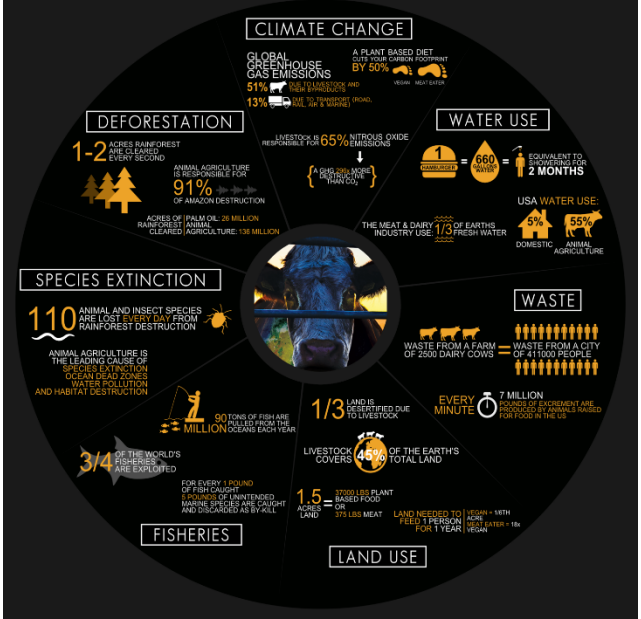
Choosing not to eat meat may not bring back felled trees (immediately), but it can help decrease demand for the land, water, air, and fertilizer used for the growing of grain, to feed the mass-produced animals, for (unnecessary and unsustainable) human consumption.

An excellent documentary film that addresses this topic is ***COWSPIRACY*** (2014): https://www.cowspiracy.com/

COWSPIRACY
THE SUSTAINABILITY SECRET

THE FACTS

ANIMAL AGRICULTURE IS THE MOST DESTRUCTIVE INDUSTRY FACING THE PLANET TODAY. HERE'S WHY:



WHAT CAN WE DO ABOUT IT?

A PERSON WHO FOLLOWS A VEGAN DIET PRODUCES 50 % LESS CO_2, AND USES $1/11_{TH}$ OIL, $1/13_{TH}$ WATER AND $1/18_{TH}$ LAND COMPARED TO A MEAT EATER

WE CAN MAKE A DIFFERENCE, SIMPLY BY EATING LESS ANIMAL PRODUCTS AND REPLACING THEM WITH PLANTS

INFOGRAPHIC BY LUKE JONES
HEROHEALTHROOM.COM

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