

Your donations and dues fund our initiatives.

What will YOU give to make a difference?

## MEMBER / DONOR FORM

Please print clearly or complete online at [earthsave.ca/joinus](http://earthsave.ca/joinus)

Charitable # 12995 4707 RR0001 ~ Tax Receipts for donations over \$20

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Street Address with Apt # \_\_\_\_\_

City / Prov. \_\_\_\_\_ Postal Code \_\_\_\_\_

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Annual **SUPPORTING MEMBERSHIP** (please select one)

- \$36 Individual                       \$48 Family  
 \$24 Student/Limited Income       \$100 Supporting Business

AND/OR I would like to make a **DONATION** for \$ \_\_\_\_\_

Please process my donation:     one time             monthly

**TOTAL** amount of payment (dues + donation) \$ \_\_\_\_\_

Name on card \_\_\_\_\_

Credit card number \_\_\_\_\_ Expiry date (MM/YY) \_\_\_\_\_

X \_\_\_\_\_  
Signature                                      Todays date (DD/MM/YY)

You may also send a personal cheque, or call the office with your card number, or sign up online. Thank you for your support!

**Earthsav Canada will not share your information with anyone, ever.**

## EARTHSAVE CANADA

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604-731-5885 [office@earthsave.ca](mailto:office@earthsave.ca) [earthsave.ca](http://earthsave.ca)

## SAVE THE EARTH ONE BITE AT A TIME

Did you know that the single most effective action each of us can take to protect the planet and our health is simply to choose foods free from animal products? It's true! It takes more land, water, and energy to produce meat, cheese, and eggs than it does to produce an equal amount of calories from healthy plant-based foods. We cannot sustain factory farmed animal products for more than 7 billion people, but all may be fed by growing vegetables and grain for humans to eat directly. Fad diets come and go, but all can agree that eating your veggies is the path to better health, and an important strategy in preventing obesity, cancer, diabetes, heart disease and stroke. **Prevention really is the best prescription!**

EARTHSAVE  
CANADA  
initiatives:

**Meatless  
Monday**



### Meatless Monday

Veg-curious? Join the global movement and pledge to go meatless one day a week. Start a campaign at your school or work place!

[meatlessmonday.ca](http://meatlessmonday.ca)

### The Metro Vancouver Veg Directory

The most up-to-date FREE listing of veg-friendly restaurants and retailers in the city and surrounds, in print, online plus iPhone and Android apps.

[@vegdirectory](http://earthsave.ca/vegdirectory)

### Plant-powered Food Guide

Our latest project is the Healthy People Happy Planet Food Guide. A plant-based food guide and school presentation. YOU can help. Give today!

[earthsave.ca/healthypeoplehappyplanet](http://earthsave.ca/healthypeoplehappyplanet)

### Educational Literature & Speaker Series

Information you can trust in an easy to digest format. Handy brochures plus articles and lectures by leading health and environmental experts.

Join our supporters in helping us get the message out there.

[earthsave.ca/brochures](http://earthsave.ca/brochures)

Sponsor a print run of our brochures today!

# THE POWER OF A PLANT-BASED DIET

Sustainable, Healthy, Kind



## EARTHSAVE CANADA

A registered charity since 1992,  
we help people choose foods that benefit our  
health, the environment, and the lives of animals.



# Earthsav Canada

SAVE THE EARTH ONE BITE AT A TIME

# earthsave.ca

## A SUSTAINABLE FUTURE



We all want to save the earth, but did you know that we can make an incredible impact on the environment and slow global warming simply by eating lower on the food chain? It's a fact. And it's as easy as making your next meal a plant-based one.

According to the United Nations and the US Environmental Protection Agency:

**Meat Math:** It requires an average of 6kg of plant protein to produce 1kg of animal protein, and it takes about 100 times more water. Currently over 70% of grains grown in the North America feed livestock, not people. Livestock eat 80% of the world's soybean crop and over 50% of the world's corn crop. Sadly, more than 3 billion people on the planet are malnourished, even though there is more than enough food for all to be well fed.

**Environmental Hazard:** Animal agriculture is responsible for 18% to 25% of global warming emissions. Cattle ranches and feed production account for over 70% of deforestation in the Amazon.

**Waste Water:** The livestock sector is quite probably the largest source of water pollution worldwide. A single dairy cow produces approximately 120 pounds of wet manure per day. On average 990 litres of water are required to produce one litre of milk.

Industry and individuals can be part of the solution. Developing nations are following our lead, and a diet heavy in animal products is simply not sustainable. **The time to act is now.**

## PLANT-BASED: A LABEL WE CAN ALL GET BEHIND

'Plant-based' is a flexible diet where the bulk of calories and nutrition come from plant sources. 'Plants' such as vegetables, fruits, whole grains, beans, peas, nuts and seeds (including garlic, herbs and spices), are the 'base' of the diet. This way of eating is not as strict as going vegan, and is more focused on whole foods and healthy options, not simply foods free from animal products. This diet results in significant benefits to our health, the environment and the lives of animals. No matter where you are on the plant-based path, every step counts. Join us! [earthsave.ca/joinus](http://earthsave.ca/joinus)



## BETTER HEALTH

Good health is everything. The World Health Organization and Food and Agriculture Organization (WHO/FAO) have found that a diet low in meat, eggs and dairy, while also higher in fruit and vegetables, was associated with a lower risk of: heart disease, osteoporosis, type 2 diabetes, stroke and various types of cancer. A more plant-based diet rich in fiber, folic acid and antioxidants is also associated with lower cholesterol, blood pressure, and body fat.

The American Dietetic Association (ADA), North America's largest organization of nutrition experts, states that 'plant-based diets, are healthful, nutritionally adequate, and may provide health benefits in the prevention and treatment of certain diseases, and are appropriate for all stages of life.' The Canadian Cancer Society recommends increasing our intake of high fibre foods such as whole grains and legumes, while lowering our intake of red and processed meats. Health Canada recommends eating 7 to 10 servings of vegetables and fruit each day, although according to recent statistics less than 50% of Canadians do. Skip the white flour, refined sugars and processed foods as well for best effect. Studies also suggest that a plant-based diet may also reduce the number of medications patients need to take to treat a variety of chronic conditions. Along with regular exercise, improving our diet is something we can all do to feel less helpless in the face of discouraging statistics. **Prevention really is the best prescription!**



### MAKE FRIENDS WITH A FARMER

One of the best ways to get on the plant-based path is to visit your local farmer's market. A wide variety of seasonal produce is available and you will also be supporting a neighbouring small business. Start and end every shopping expedition in the produce section of your grocery store, or your local fruit and vegetable market. Allow children to choose healthy items to bring home and help with preparation. Try new and unusual fruits, vegetables, beans and grains. Experiment with new recipes and veganize old favourites. Even frozen, dried and canned produce can be a part of a healthy diet, and are available year-round.

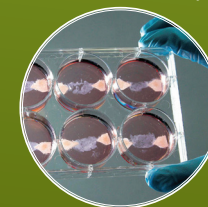
## COMPASSION FOR ALL

A kinder diet is the key to saving millions of animals. Small family farms are the exception to the rule, while approximately 97% of animals grown for food in Canada are raised on huge factory farms where they live unspeakable lives of intensive confinement. In Canada livestock may legally be transported to sale or slaughter for 36 hours without water, food or rest. Much like humans, dairy cows carry a single calf for 9 months. Kept pregnant on an almost constant basis, mother and calf are cruelly separated soon after birth, and she is then slaughtered when milk production slows. Unknown to many, the egg industry destroys millions of male chicks each year as roosters are not considered profitable. Pigs, one of the smartest animals on the planet, are routinely subjected to treatment we would never accept for cats, dogs or horses.

While most can agree that the products of factory farming are far from appetizing, organic animal products do not guarantee animal welfare, and are a luxury few can afford in any case. Plant-based diets are accessible to all. It is worth noting that well over 70% of the world's population is lactose intolerant, while many don't consume certain animal products for religious (e.g. pork) or ethical reasons. Dairy and eggs are two of the top food allergens. By providing well-labeled plant-based options, we ensure that everyone is welcome at the table, without feeling singled out or holding up the line. **It's the most equitable diet there is!**

### IS LAB MEAT THE ANSWER?

Although lab made (in vitro) meat would reduce suffering of farmed animals, it would still be unsustainable as antibiotics and waste water would continue to be an issue.



Transition foods like plant-based meat and dairy alternatives (from veggie dogs and burgers to vegan mayo and margarine) make much better sense for the planet, and the animals. Any and all processed foods should be enjoyed in moderation, fortunately it is easy and affordable to make your own!

Recipes, articles and more information at [earthsave.ca](http://earthsave.ca)

