

LESS BEEF = LESS CARBON

BETWEEN **2005 AND 2014**, AMERICANS CUT THEIR BEEF CONSUMPTION, AVOIDING THE EQUIVALENT OF THE ANNUAL TAILPIPE EMISSIONS OF APPROXIMATELY

39 MILLION CARS

LESS BEEF = LESS CARBON

PRODUCING **A KILOGRAM** OF BEEF EMITS **26 KILOGRAMS** OF CARBON DIOXIDE



1kg=26kg CO₂

