



NO
MEAT
MAY



No Meat May is a campaign that challenges people to cut out meat, or animal products for 31 days, for 4 big reasons.

nomeatmay.net

#EndFactoryFarming

#SaveThePlanet

#FeedTheWorld

#ImproveYourHealth

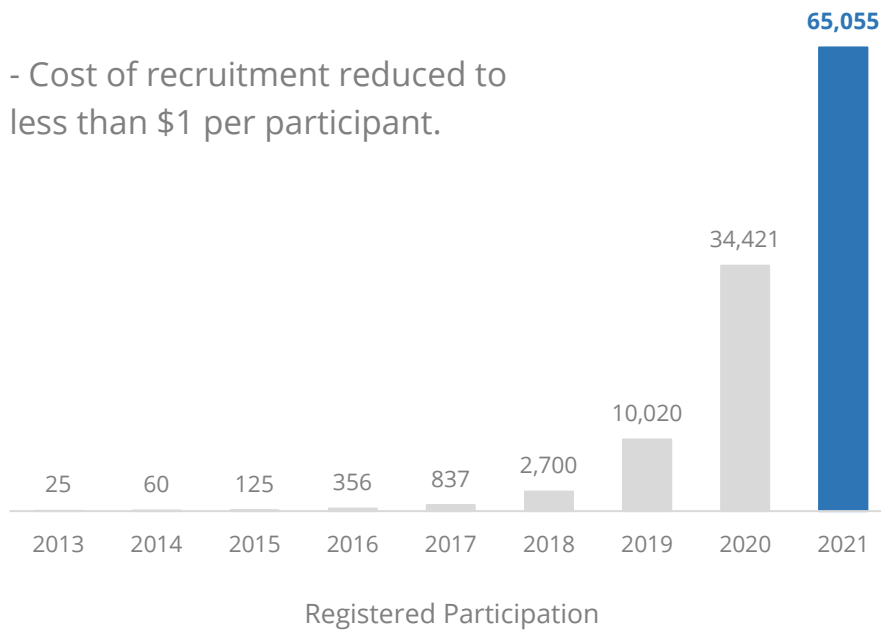




2021 Results?

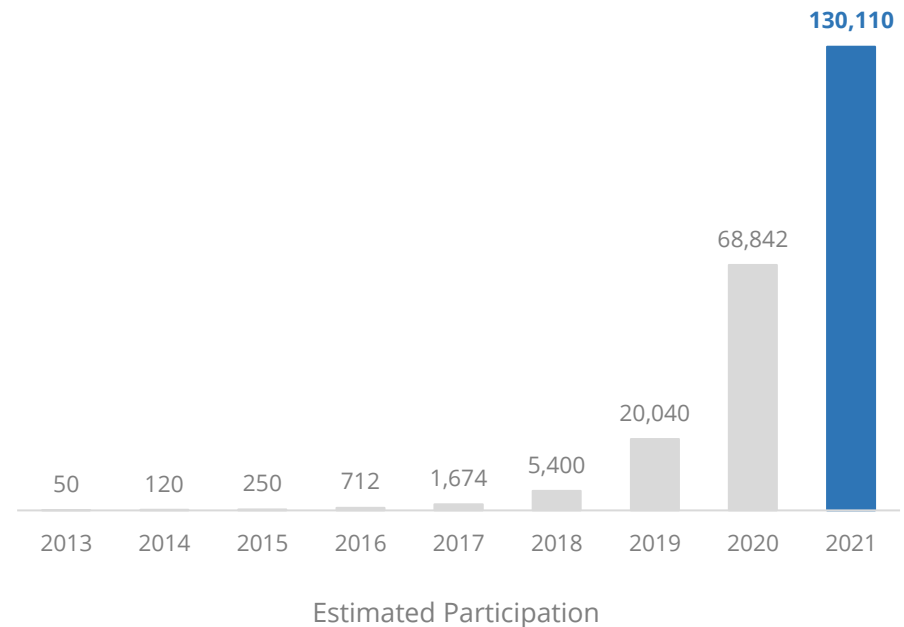
Additional investment in promotion led to increased participation

- Cost of recruitment reduced to less than \$1 per participant.

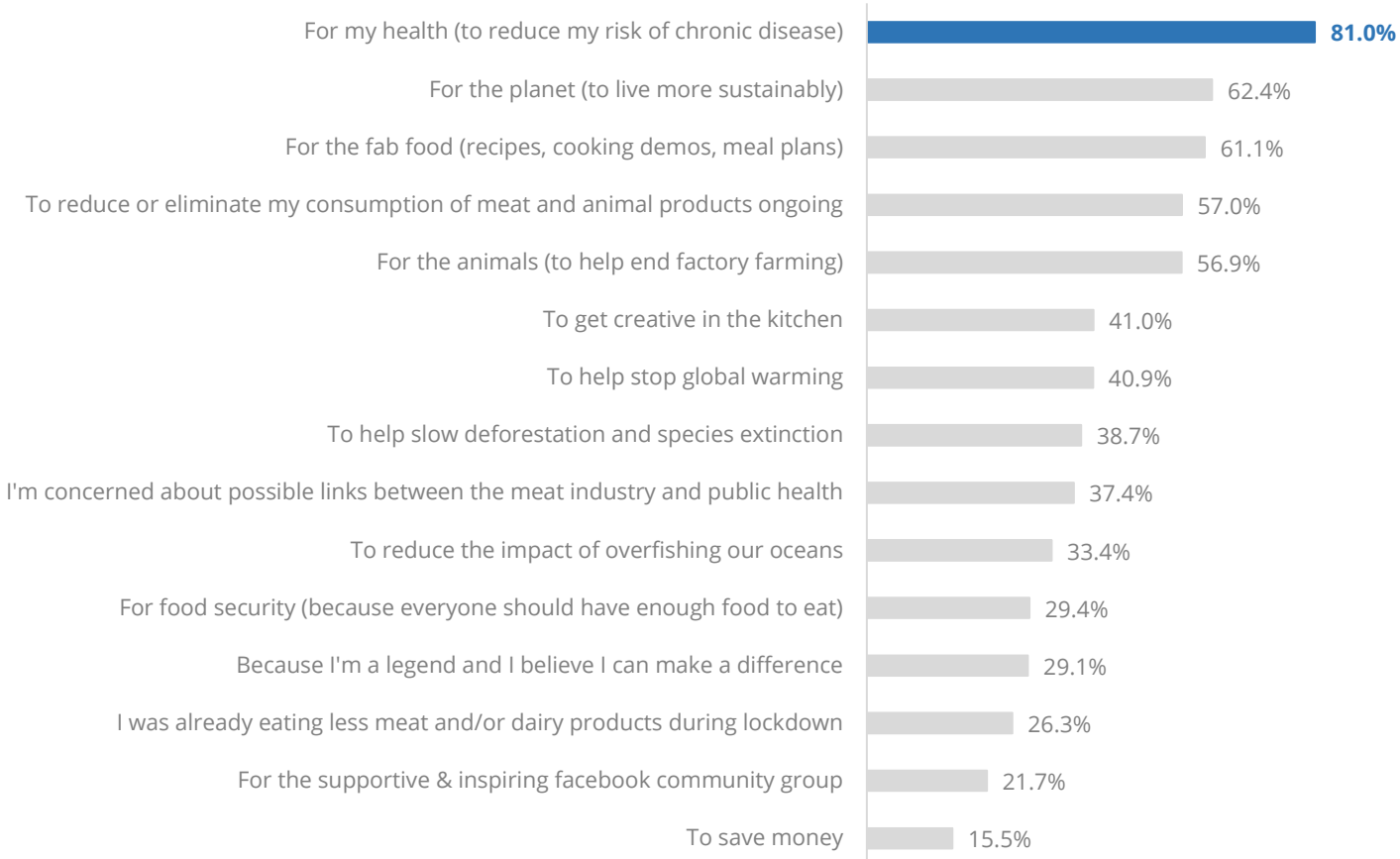




On average each registered participant inspired one friend or family member to join them



Health was the #1 motivation for taking part





93% of participants
reduced or eliminated
meat & animal products
after participating in
No Meat May 2021.

48% of participants
eliminated red meat
after participating in
No Meat May 2021.





37% of participants eliminated chicken meat after participating in No Meat May 2021.

30% of participants
eliminated all meat
from their diets
after participating in
No Meat May 2021.





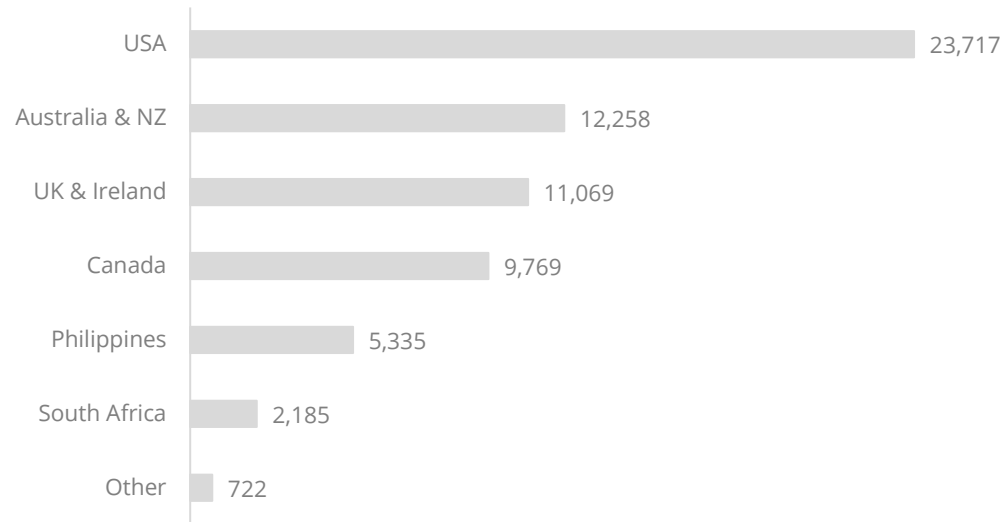
Collective change in eating habits:

- 75% reduction in red meat
- 63% reduction in chicken & turkey meat
- 31% reduction in fish & sea animals
- 33% reduction in chickens eggs
- 22% reduction in dairy
- 33% increase in fruit & vegetables
- 96% increase in pulses
- 61% increase in nuts & seeds

Notes:

- Results based on an evaluation of participants eating habits in April 2021 versus post campaign eating habits in mid June 2021.

87% of participants
are from Australia,
New Zealand, Canada,
USA & UK





So... what's the impact?



Prevention of chronic diseases

After taking part in No Meat May participants are eating healthier diets, reducing their risk of chronic diseases by:

- Reducing their consumption of red & processed meat by 75%, cutting their consumption of chicken meat by 63%, and their consumption of fish & sea animals by 31%, and
- Replacing meat with the good stuff, with a 33% increase in high-fibre fruit & veg, a 96% increase in fat-free legumes & pulses, and a 61% increase in nutrient rich nuts & seeds.

Reducing the extent of climate change

- Assuming the average No Meat May participant represents an average meat eater (from the USA, UK, Canada, Australia) whose diet has a carbon footprint of around 2.5 tonnes of CO2 emissions per person each year ([World Resources Institute, Shrink that footprint](#))
- And the average No Meat May participants reduction in meat consumption is maintained.
- We estimate the average No Meat May participant has reduced their food related GHG emissions equivalent to a minimum of 0.6 tonnes of CO2 each year. (Note: this estimate is for greenhouse gases created in the production of food only and does not include the [CO2 that could be drawn down from the atmosphere from the re-wilding of land freed up from dietary changes.](#))
- Estimated impact of NMM 2021:
 - **39,033 tonnes of CO2 saved each year**
 - **1.561 Million tonnes of CO2 saved over 40 years**





Precious water saved

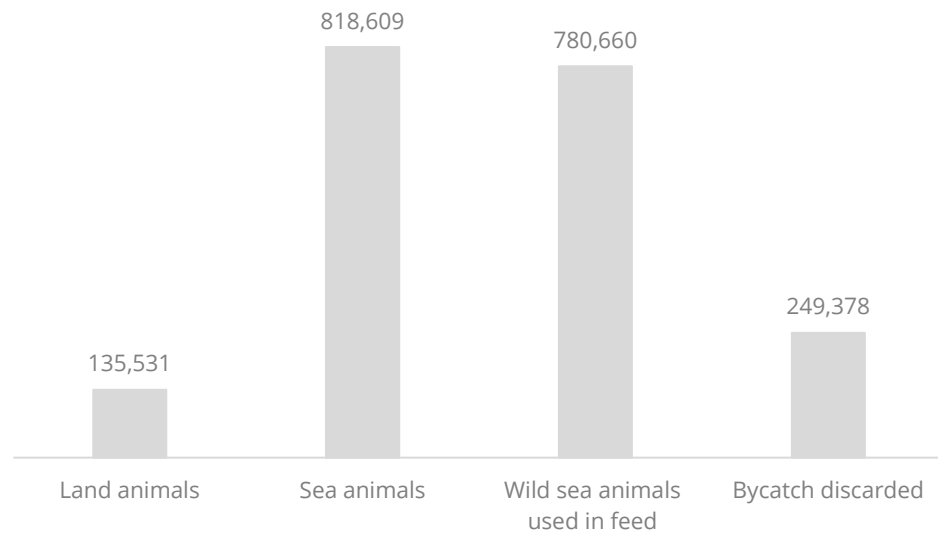
- What we eat and drink makes up about half of our water footprint
- The production of a meat-based diet typically consumes twice the amount of fresh water as compared to a healthy plant-based diet ([UNESCO Food, Water & Energy Security](#)) ([Nature Sustainability, "The Water Footprint of Different Diets"](#))
- Eating plant-rich diets could allow the same volume of water to feed two people instead of one, with no loss in overall nutrition ([Scientific American, "Growing More Food With Less Water"](#)) ([Stockholm International Water Institute](#))
- Assuming No Meat May participants maintain their reported change in eating habits, this would result in an estimated 25% reduction in their fresh water use for food (25% x 3,000 litres/day x 65,055 participants).
- Estimated impact of NMM 2021:
 - **17.81 Billion litres of water saved each year.**
 - **712.35 Billion litres of water saved over the next 40 years.**



More crops available to feed people

- Edible feed conversion ratios range from 4.5kg of feed to produce 1kg of edible meat (chickens) up to 25kg to produce 1kg edible meat (cows) ([A Well Fed World](#))
- Assuming the average No Meat May participant represents an average meat eater from a western country and consumes approximately 85kg of meat per year.
- An average feed conversion ratio of 10kg feed : 1kg of edible meat
- And the average participants reduction in meat consumption of 50% is maintained, this would result in an estimated 50% reduction in animal feed required each year. Approximately 425kg of feed per year per person. (85kg x average feed conversion ratio of 10 x 50%)
- Estimated impact of NMM 2021:
 - **27,650 tonnes of crops saved annually to help shore up food security**
 - **1.1 Million tonnes of crops saved over the next 40 years**

Lives spared in May 2021



Estimated impact : 1,984,178 lives spared in May 2021

Notes:

- Counting 65,055 registered participants only, does not include friends, family, and participants who did not officially register.
- Estimates sourced from - [How many animals does a vegetarian save? \(countinganimals.com\)](https://countinganimals.com/)
- Estimates do not include fish fed to farmed land animals.





Lives spared over participants lifetime - Pigs bred for meat

- The average meat eater consumes 0.4 pigs per year
- No Meat May participants report a 75% decrease in their consumption of red meat
- Assuming the average No Meat May participant is equivalent to the average consumer, maintains their reduction in consumption ongoing, and lives for a further 40 years
- $65,055 \text{ people} \times 0.4 \text{ pigs per year} \times 40 \text{ years} \times 75\% \text{ reduction in consumption}$.

Estimated impact of NMM 2021:

- **780,660 pigs spared from intensive factory farming over the next 40 years**

Lives spared over participants lifetime - Chickens bred for meat

- The average meat eater consumes 23.7 chicken per year
- No Meat May participants report a 63% decrease in their consumption of chicken meat
- Assuming the average No Meat May participant is equivalent to the average consumer, maintains their reduction in consumption ongoing, and lives for a further 40 years
- $65,055 \text{ people} \times 23.7 \text{ chickens per year} \times 40 \text{ years} \times 63\% \text{ reduction in consumption}$.

Estimated impact of NMM 2021:

- **38,853,448 chickens spared from intensive factory farming over the next 40 years**





Lives spared over participants lifetime - Turkeys bred for meat

- The average meat eater consumes 0.7 Turkeys per year
- No Meat May participants report an overall 63% decrease in their consumption of Turkey meat
- Assuming the average No Meat May participant is equivalent to the average consumer, maintains their reduction in consumption ongoing, and lives for a further 40 years
- $65,055 \text{ people} \times 0.7 \text{ turkeys per year} \times 40 \text{ years} \times 63\% \text{ reduction in consumption.}$

Estimated impact of NMM 2021:

- **1,147,570 Turkeys spared from intensive factory farming over the next 40 years**

Lives spared over participants lifetime - Cows bred for meat

- The average meat eater consumes 0.1 cows per year
- No Meat May participants report a 75% decrease in their consumption of red meat
- Assuming the average No Meat May participant, is equivalent to the average consumer, and maintains their reduction in consumption ongoing, and lives for a further 40 years
- $65,055 \text{ people} \times 0.1 \text{ cows per year} \times 40 \text{ years} \times 75\% \text{ reduction in consumption.}$

Estimated impact of NMM 2021:

- **195,165 cows spared from factory farming over the next 40 years**





Lives spared over participants lifetime - Ducks bred for meat

- The average meat eater consumes 0.1 ducks per year
- No Meat May participants report a 63% decrease in their consumption of white meat
- Assuming the average No Meat May participant is equivalent to the average consumer, maintains their reduction in consumption ongoing, and lives for a further 40 years
- $65,055 \text{ people} \times 0.1 \text{ ducks per year} \times 40 \text{ years} \times 63\% \text{ reduction in consumption}$.

Estimated impact of NMM 2021:

- **163,939 Ducks spared from intensive factory farming over the next 40 years**

Lives spared over participants lifetime - Fish killed to feed farmed fish

- Between 144 and 293 wild sea animals are captured and killed annually to feed the aqua-cultured fish and shrimp eaten by the average American consumer
- No Meat May participants report a 31% decrease in their consumption of fish & other seafood
- Assuming the average No Meat May participant is equivalent to the average consumer, maintains their reduction in consumption ongoing, and lives for a further 40 years
- $65,055 \text{ people} \times 144 \text{ sea animals per year} \times 40 \text{ years} \times 31\% \text{ reduction in consumption.}$

Estimated impact of NMM 2021:

- **116,162,208 Fish spared from industrial scale over-fishing over the next 40 years**





Lives spared over participants lifetime - Fishes & other sea animals

- Average person consumes 151 sea animals per year (129 shellfish and 22 fin fish per year)
- No Meat May participants report a 31% decrease in their consumption of fish & other seafood
- Assuming the average No Meat May participant, is equivalent to the average consumer, and maintains their reduction in consumption ongoing, and lives for a further 40 years
- $65,055 \text{ people} \times 151 \text{ sea animals per year} \times 40 \text{ years} \times 31\% \text{ reduction in consumption.}$

Estimated impact of NMM 2021:

- **121,808,982 Fish & other sea animals spared from industrial scale over-fishing over the next 40 years**

Lives spared over participants lifetime - Sea Animals killed as bycatch

- When capturing sea animals for the average consumer of meat and animal products 46 sea animals per year are killed and discarded as bycatch
- No Meat May participants report an overall 31% decrease in their consumption of fish & other seafood
- Assuming the average No Meat May participant, is equivalent to the average consumer, and maintains their reduction in consumption ongoing, and lives for a further 40 years
- $65,055 \text{ people} \times 46 \text{ sea animals per year} \times 40 \text{ years} \times 31\% \text{ reduction in consumption.}$

Estimated impact of NMM 2021:

- **37,107,372 Sea animals spared from industrial scale over-fishing over the next 40 years**





For more information on this report or on **No Meat May**

- Website : nomeatmay.net
- Email : contact@nomeatmay.net

