## WHY MEAT FREE MONDAY?



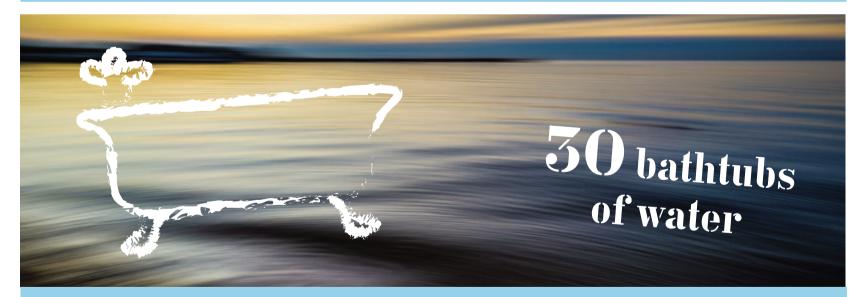
A third of all land on Earth is used for livestock production

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An area of rainforest the size of a hundred football pitches is cut down every hour to create room for grazing cattle





It can take 2,350 litres of water – that's about 30 bathtubs! – to produce just one beef burger



Yes ... One day a week can make a world of difference!