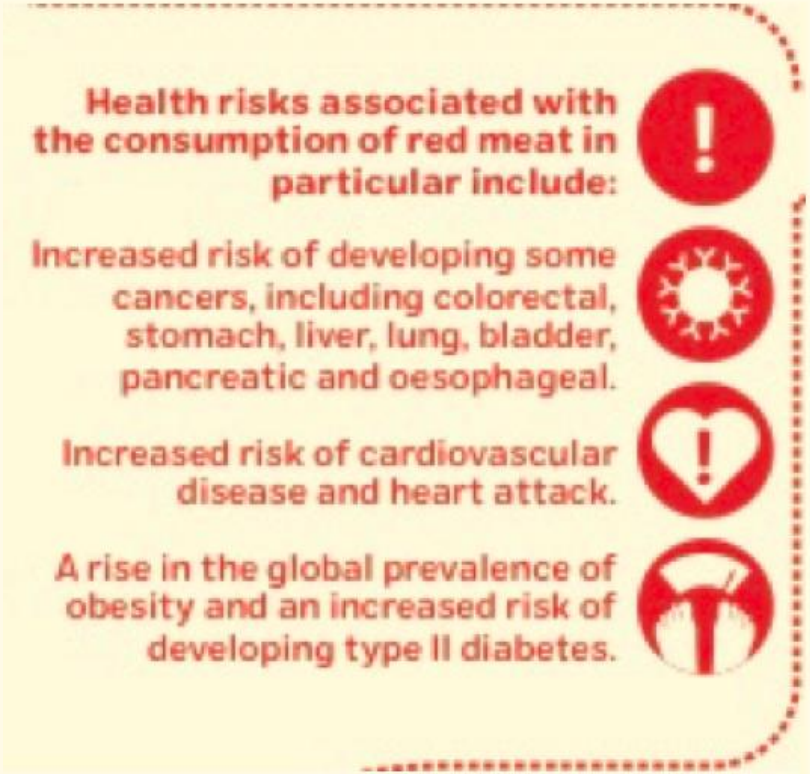
Diet for Climate: Mobilizing the Youth and the Local Government Units in Promoting Plant-based Diet and Reducing Meat Consumption



Presented by:
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Food and Ecological Agriculture Campaigner
Greenpeace Southeast Asia Philippines

Why campaign for a reduction in meat production and consumption?

- There are known and potential impacts upon human health that stem from livestock production, particularly that of intensive industrial systems.
  - A global rise in the consumption of meat, fats and refined sugar is contributing to the increased prevalence of obesity and chronic non-communicable diseases.
  - Meat and dairy production have been shown to be associated with antimicrobial resistance.



Why campaign for a reduction in meat production and consumption?

Food System and the Environment

- Animal products are responsible for approximately 60% of food-related climate emissions.
- With livestock and animal feed expansion being the most prominent single driver, is responsible for 80% of the deforestation currently taking place in some of the most biodiverse forests.
- The current GHG emissions from livestock account for 14% of all GHG emissions globally which is comparable to the whole transport sector.
- The total water footprint for animal production accounts or 29% of all agricultural production. Of that, 98% comes from growing the feed that animals consume.

If we do nothing,

by 2050 gas emissions from the food system will represent more than half of the total global emissions associated with human activities.

Why campaign for a reduction in meat production and consumption?



SECTIONS Sunday, September 2, 2018 INQUIRER.NET TODAY'S PAPER

PH among world's fastest growing meat consumers, say experts

By: Tessa R. Salazar - Reporter / @ImTessaRSalazar Philippine Daily Inquirer / 12:14 AM June 25, 2016

MEAT-FREE Sausage in a Blanket prepared by Chef Florabel Co-Yatco using Quorn

The top 10 countries by forecast growth in beef, pork and chicken consumption from 2011 to 2021 include the Philippines.

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> There is a **declining** fruits and vegetable consumption and increasing meat consumption.

> There is a **double burden-case** of malnutrition.

Why campaign for a reduction in meat production and consumption?

29% of total GHG emission in Ph from **agriculture**





Rice cultivation and livestock as primary contributor







Philippine Office Campaign



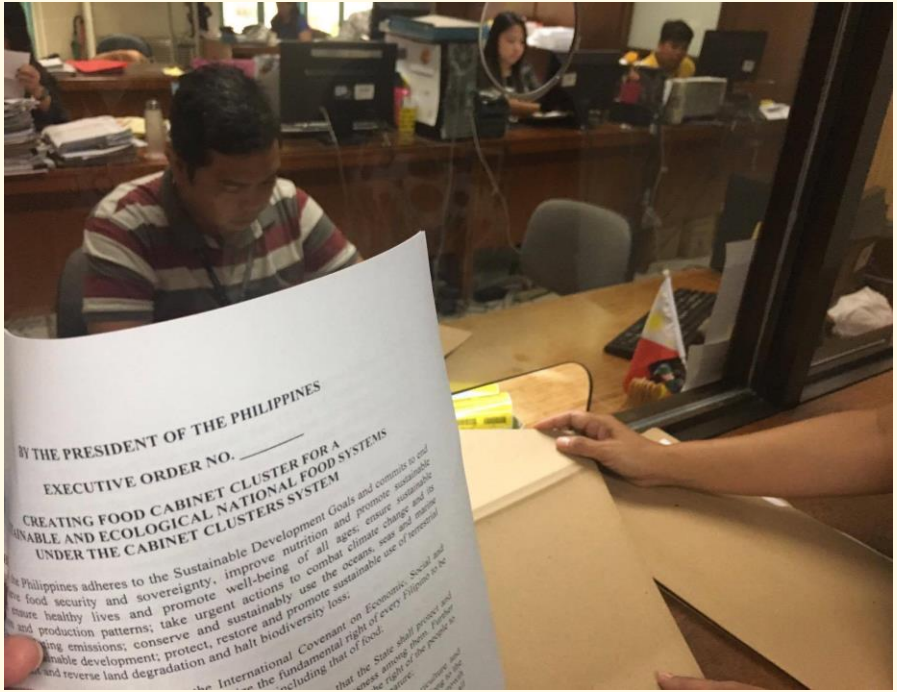
1) **Shift** the Philippine Food Systems to Sustainable and Ecological Systems

2) Reduce bulk consumption of meat products by **changing the food policies** in the Local Government Units and proactively promoting plant-based diets among school canteens

3) **Empower** the youth to take action in moving their local government units and schools towards eating more plant-based food

How are we doing it?





How are we doing it?

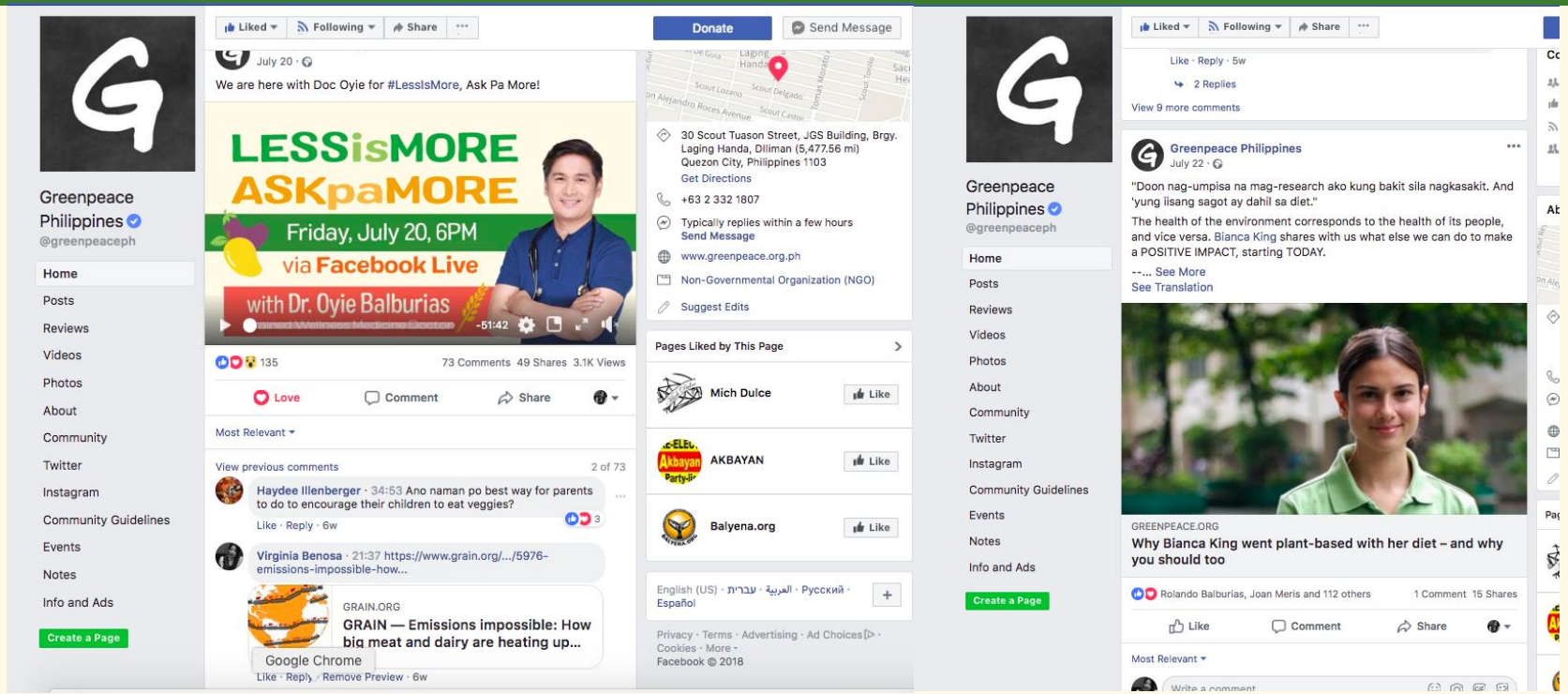






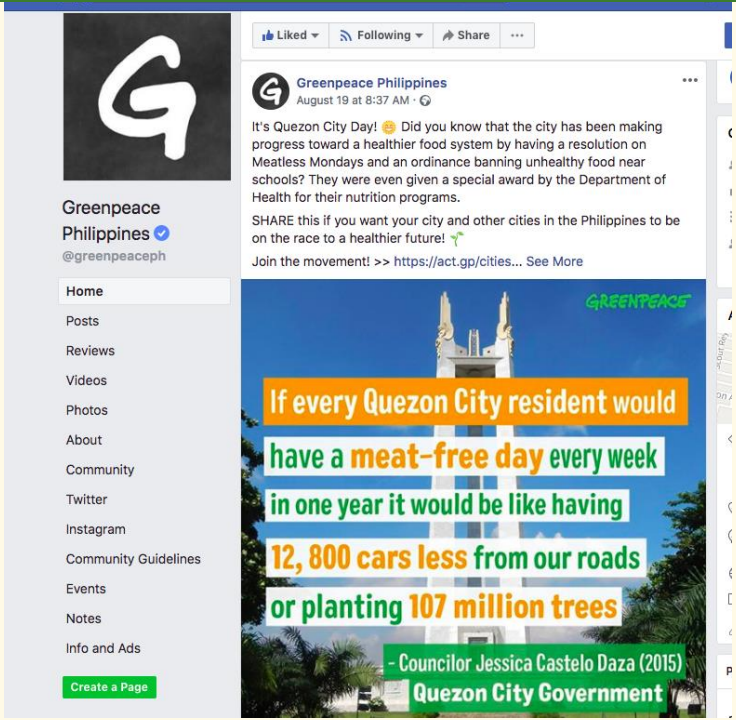


How are we doing it?



How are we doing it?





How are we doing it?







Quezon City

How are we doing it?



Zamboanga City



Iloilo City

How are we doing it?





Zarraga, Iloilo

How are we doing it?



Iriga City



Bacolod City

World Meat-Free Week Events



Mayor wants more plant-based meals in Zarraga National High School

PEOPLES FOOD MOVEMENT · FRIDAY, JULY 27, 2018 · 59 Reads

#IAmHampasLupa youth campaigners and Home Economics teachers from Iloilo scored a win for the climate and their community during last month's World Meat Free Week celebration, as their event prompted Zarraga Municipality Mayor John Tarrosa to suggest to the principal of Zarraga National High School to include more plant-based dishes in school meals.

Mayor Tarrosa spoke at the school event dubbed "Diet For Climate: Eat Less Meat, More Veggies and Fruits for a Healthier You and Healthier Climate" on June 11, where he revealed



Iriga City officials contemplate "independence" from meat

PEOPLES FOOD MOVEMENT · FRIDAY, JULY 27, 2018 · 8 Reads

The celebration of Philippine Independence Day in Iriga City, Camarines Sur, was a tad different this year as *#IAmHampasLupa* youth advocates installed an "Independence from an All-Meat Diet" booth in the city's Friendship Plaza on June 12.

Local officials expressed an openness to reducing meat consumption, and to working with the campaigners in crafting ordinances to promote their constituents' health.

Mayor Madelaine Yorobe Alfelor delivered remarks to promote the booth, but it was former Mayor Ronald Felix Alfelor who held the issue close to his heart. He shared how he had been



FIRST **#IAMHAMPASLUPA** NATIONAL YOUTH CONGRESS,
UP DILIMAN

Young People and their Commitments





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CAGAYAN DE ORO









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ELECTORAL CAMPAIGNS
PANGASINAN







POST DEBATE CAMPAIGN



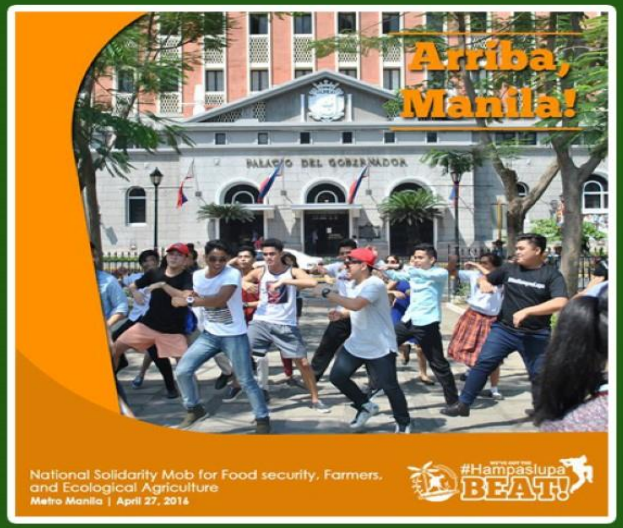




#IAmHampasLupa

POST DEBATE CAMPAIGN





#IAmHampasLupa











Never doubt that a small group of thoughtful, committed citizens can change the world.
Indeed, it is the only thing
that ever has.

~ Margaret mead