

1 NO
POVERTY



6 CLEAN WATER
AND SANITATION



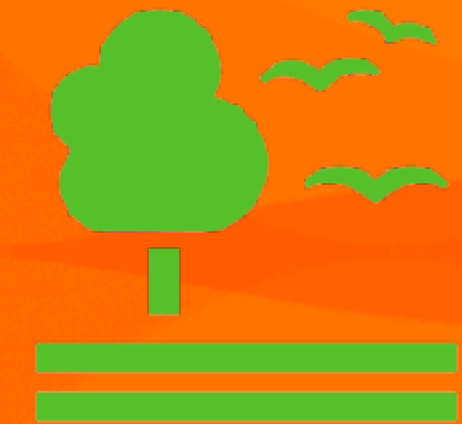
13 CLIMATE
ACTION



2 ZERO
HUNGER



15 LIFE
ON LAND



SDG # 1, 2, 6, 13, 15

THE HIDDEN SAD TRUTH BEHIND ANIMAL AGRICULTURE & HOW YOU CAN MAKE A DIFFERENCE!

Designed and facilitated by: Marita Calderón for WUS

Our agenda



- Our agreements
- Intro to 17 Nachhaltigkeitsziele
- Der Apfel
- Who wants to be an environment-millionaire?
- Planetary health: What are the connections between arable land and consumption of animal products?
- The catalogue / What can we do?
- The target / Evaluation. Tschüss!



Agreements

- Let's participate!
- What else do we need to be comfy during this session?
- We can translate!

WHAT COMES TO YOUR MIND?

Enter to Menti and write!

1 NO
POVERTY



2 ZERO
HUNGER



6 CLEAN WATER
AND SANITATION



13 CLIMATE
ACTION



15 LIFE
ON LAND



SUSTAINABLE DEVELOPMENT GOALS



DER APFEL

FACTS IN 10 MINUTES





IF WE DIVIDE 1.5 BILLION HECTARES EQUALLY AMONG 8 BILLION PEOPLE,

EACH PERSON WOULD HAVE AROUND 2,000 M² OF ARABLE LAND.

NOW, GUESS WHAT ARE THE 'MOST POPULAR' CROPS ON EARTH'S SURFACE?

TOP 4: WHEAT 13,8 %, CORN 12,6 %, RICE 10,4 %, SOY



WHY THIS MATTERS TO US

Knowing how much of all habitable land on Earth is used for agriculture,

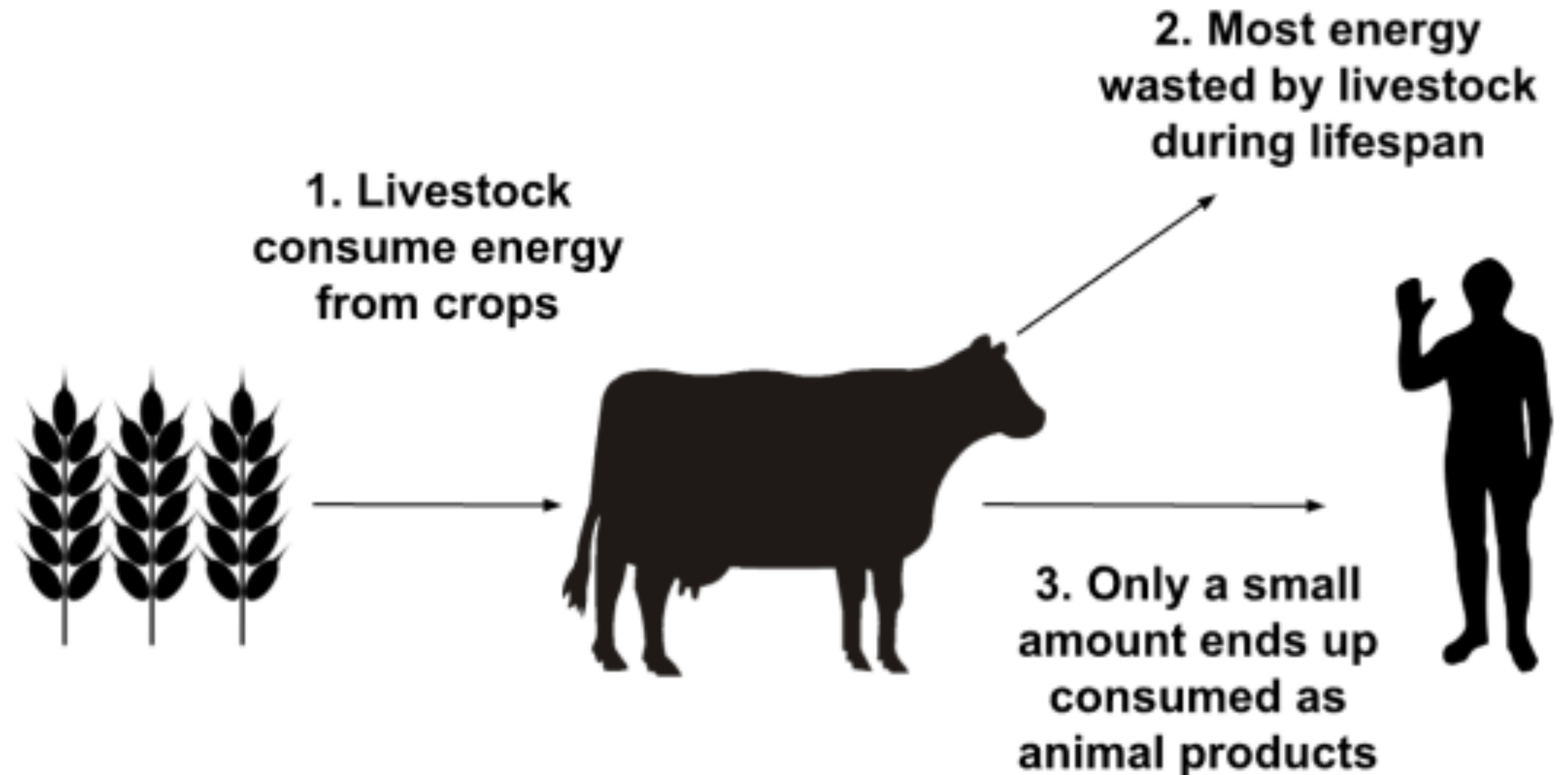
does this use determine whether we'll actually achieve the SDGs by 2030?

(spoiler: we're currently off track).

WHY THIS MATTERS TO US

WHAT WE EAT & CALORIES

Livestock are inherently inefficient because they waste most of the calories they consume



SOURCE: BRYANT RESEARCH (2025)

[HTTPS://BRYANTRESEARCH.CO.UK/INSIGHT-ITEMS/MEAT-REDUCTION-POSSIBLE/](https://bryantresearch.co.uk/insight-items/meat-reduction-possible/)

WHY THIS MATTERS TO US

Animal agriculture uses **77%** of agricultural land

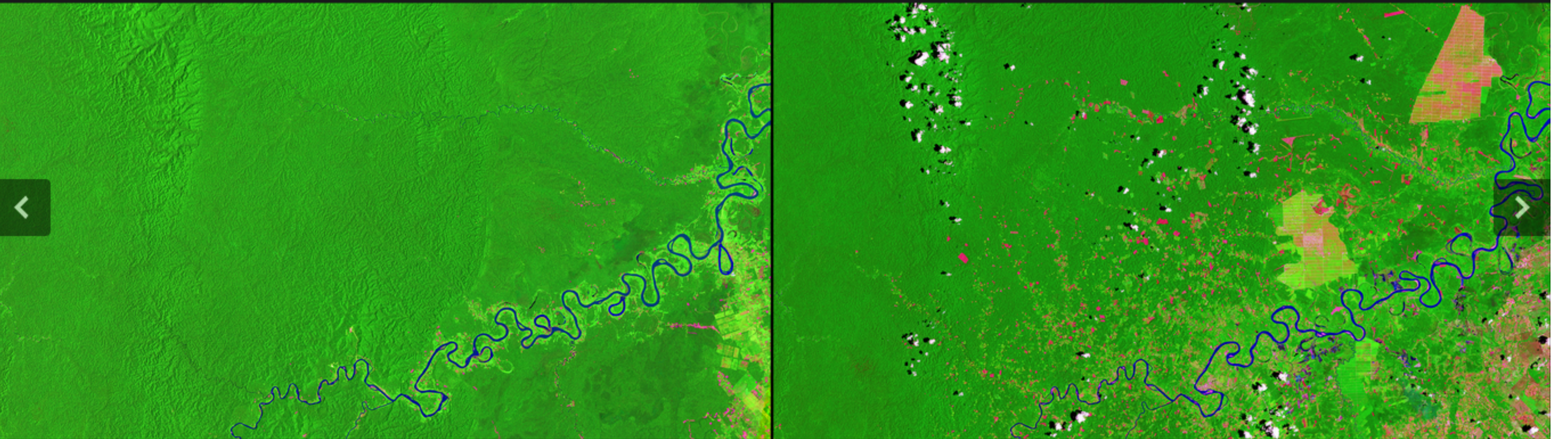
but provides **only 18%** of global calories

and 37% of protein (Poore & Nemecek, 2018, Science)

Is this the most inefficient use of 'resources' on the planet?

Germany is part of this system: the country consumes about **60 kg** of meat per person annually

(BMEL, 2023)



WHAT WE EAT & DEFORESTATION

Deforestation near Pucallpa, Peruvian Amazon 

November 13, 1986 - October 30, 2016



**DEFORESTATION
FOR ANIMAL AGRICULTURE
IS A PROBLEM**

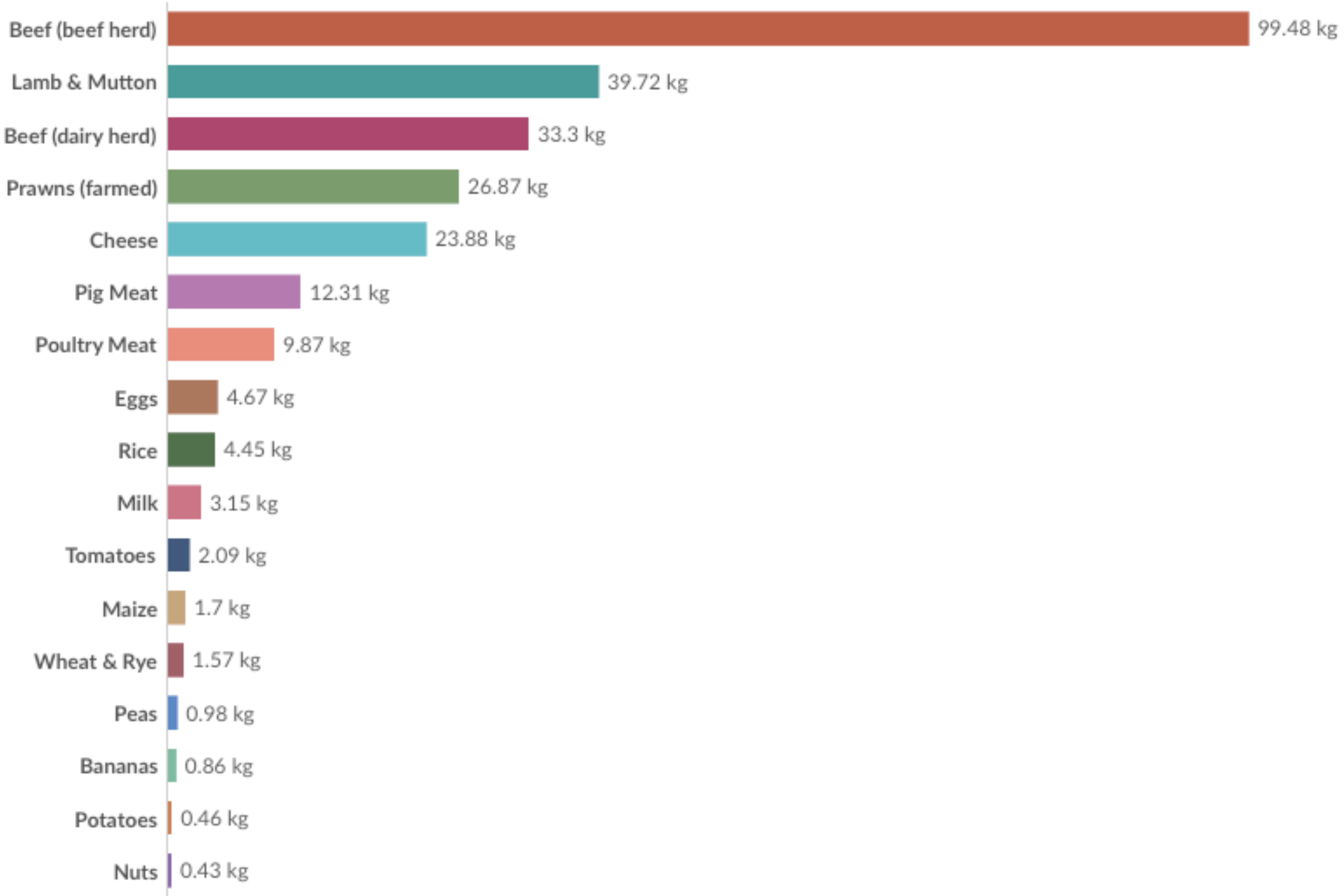
PLANTBASED TREATY

WHAT WE EAT & GREENHOUSE GAS EMISSIONS

Greenhouse gas emissions per kilogram of food product

Greenhouse gas emissions are measured in kilograms of carbon dioxide-equivalents. This means non-CO₂ gases are weighted by the amount of warming they cause over a 100-year timescale.

Table Chart



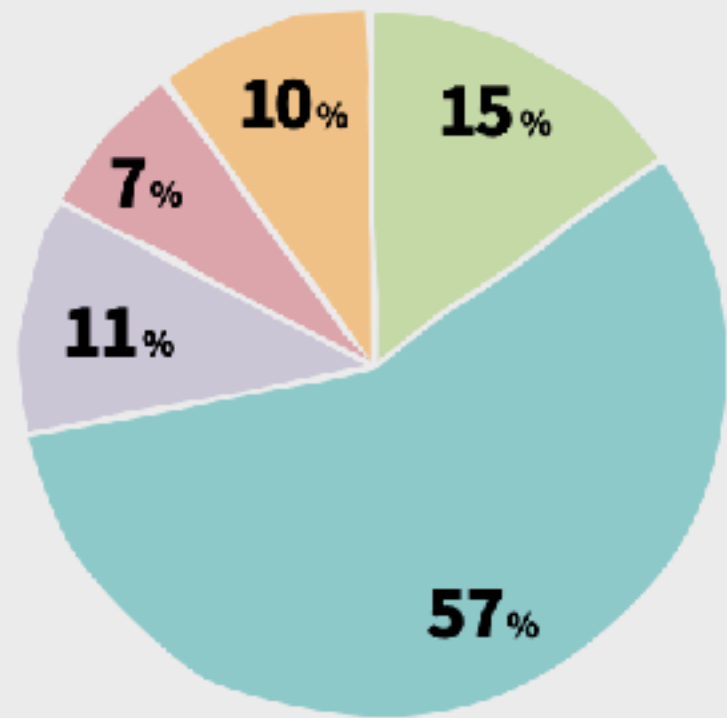
Data source: Poore and Nemecek (2018) – [Learn more about this data](#)
OurWorldinData.org/environmental-impacts-of-food | CC BY

Download Share Enter full-screen

Related: [FAQs: Data on the environmental impacts of food](#)

GHG EMISSIONS IN DEUTSCHLAND

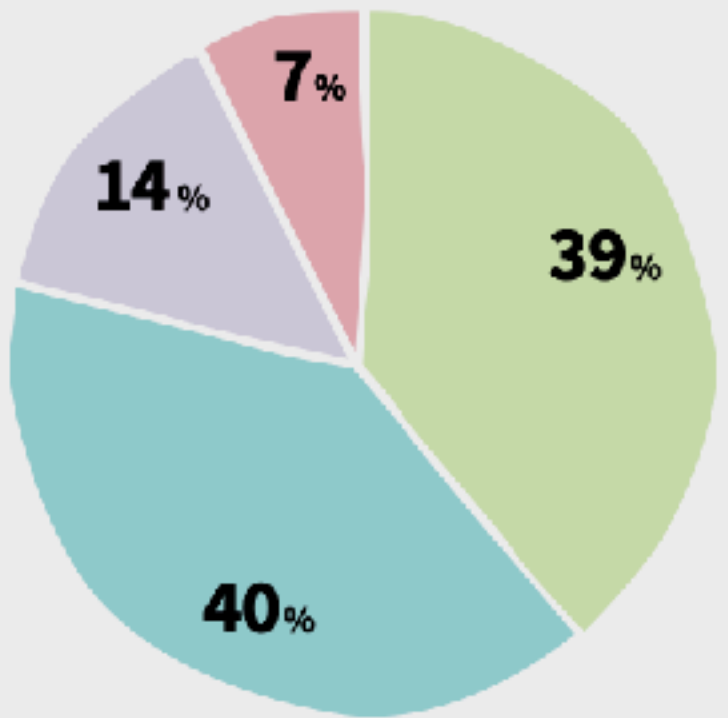
Diagramm 1
ERNÄHRUNGSBEDINGTE
TREIBHAUGASEMISSIONEN
IN DEUTSCHLAND



Landnutzung	29
Landwirtschaft incl. Vorleistungen ..	108
Verarbeitung	21
Handel/Transport	14
Verpackung	18
Emissionen in Megatonnen CO ₂ -Äq	

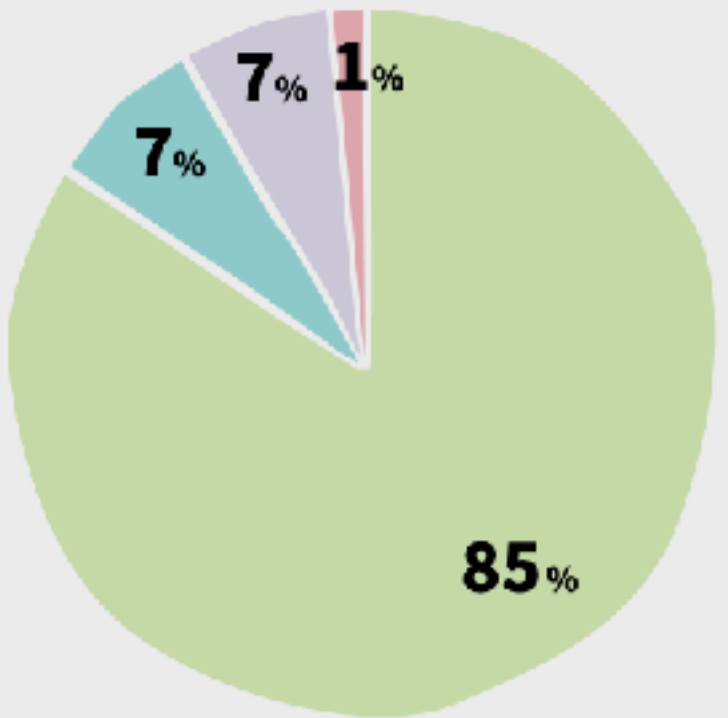
Quelle: WBAE/WBW, 2016

Diagramm 2
QUELLEN LANDWIRT-
SCHAFTLICHER THG-EMISSIONEN
IN DEUTSCHLAND (2017)



Verdauungsbedingte Emissionen in der Tierhaltung	26
Landwirtschaftliche Böden	27
Dünge-Management	10
Sonstiges (Kalkung, Harnstoff, andere Dünger)	5
Emissionen in Megatonnen CO ₂ -Äq	

Diagramm 3
TREIBHAUGASE
VERSCHIEDENER SEKTOREN
IN DEUTSCHLAND (2017)



Energiebedingte Emissionen	766
Industrieprozesse	64
Landwirtschaft	66
Abfallwirtschaft	10
Emissionen in Megatonnen CO ₂ -Äq	

Quelle zu Diagramm 2 und 3: Umweltbundesamt, Nationale Trendtabellen für die deutsche Berichterstattung atmosphärischer Emissionen seit 1990, Emissionsentwicklung 1990 bis 2017 (Stand 01/2019)

WHO WANTS TO BE AN ENVIRONMENT-MILLIONAIRE?

ANSWER AS IN THE TV SHOW



Question 1:

Pesticides can be roughly divided into three categories: herbicides are used against weeds (or undesirable plants), fungicides against fungi and insecticides against 'undesirable' insects. Which group is the most commonly used pesticide in Germany?

A. Herbicides

B. Fungicides

C. Insecticides

D. Have no idea

ANSWER: THE MAJORITY OF PESTICIDES USED ARE HERBICIDES (49%), FOLLOWED BY FUNGICIDES AND INSECTICIDES.

Question 2:

How many Kg of meat per year consumes a person in Germany?

A. 20 kg

B. 30 kg

C. 60 kg

D. Have no idea

ANSWER: 60 KG. SOURCE: MEAT ATLAS.

Question 3:

Land-use: How much % of agricultural land is used by animal agriculture, at global level?

A. 30%

B. 55%

C. 77%

D. Have no idea

ANSWER: ANIMAL AGRICULTURE USES 77% OF AGRICULTURAL LAND.

**FIELD CROPS,
ANIMAL PRODUCTS,
AND
PLANETARY HEALTH DIET**

SOURCE: LOBALES LERNEN MIT DEM WELTACKER

Let's watch the first 40 seconds of this video

LAUNCH EVENT | 8 SEPTEMBER 2021

MEAT ATLAS 2021

Facts and figures about the animals we eat

eu.boell.org/MeatAtlas

#MeatAtlas



12 BRIEF LESSONS

ABOUT MEAT AND THE WORLD

1 Global meat production is increasing. But to protect **BIODIVERSITY AND THE CLIMATE**, the developed world **WILL HAVE TO HALVE ITS CONSUMPTION OF MEAT**.

2 More than one billion people around the world earn their living by **KEEPING LIVESTOCK**. Traditional and nature-friendly animal husbandry is coming under pressure from **INDUSTRIALIZED AGRICULTURE**.

3 Almost two-thirds of the world's 600 million poor livestock keepers are **WOMEN**. They face disadvantages because they have **LIMITED ACCESS** to land, services and farm ownership.

4 **CONFLICTS** over land are on the rise, in part because of industrial meat production. More and more people are being killed for defending the **RIGHT TO LAND**.

5 The use of **ANTIBIOTICS IN ANIMAL HUSBANDRY** is resulting in more and more **MICROBIAL RESISTANCE**. This threatens the effectiveness of antibiotics, one of the most important types of treatment in human medicine.

6 The leading producers of fodder crops are among the largest users of **PESTICIDES** – which contaminate groundwater and harm **BIODIVERSITY**.

7 The five biggest **MEAT AND MILK PRODUCERS** emit the same volume of **CLIMATE-DAMAGING GREENHOUSE GASES** as Exxon, **AN OIL GIANT**.

8 **RE-WETTING THE PEATLANDS** that occupy 3 percent of EU farmland would avoid climate-damaging gas emissions by **UP TO ONE QUARTER**.

9 In many countries, habits, role models and **ADVERTISING**, along with cultural traditions, combine to promote meat consumption. The food industry is **PROFITING** from the status quo.

10 **FINANCIAL INSTITUTIONS** like public and private banks, pension, and investment funds, support industrial animal production with **HUNDREDS OF BILLIONS** of euros.

11 **MEAT SUBSTITUTES** can reduce meat consumption. The market is growing fast. **PLANT-BASED** alternatives currently play a big role; **CELL-BASED** meat – not yet.

12 Despite the global impact of meat, no country in the world has a **STRATEGY TO REDUCE CONSUMPTION** or **TRANSFORM PRODUCTION**. Governments can play a major role through **LAWS**.

MEAT ATLAS 2021

Facts and figures about the animals we eat

Findings on livestock (1/2)

- Beef & dairy cattle cause 77% of EU livestock emissions, mostly via feed digestion (methane)
- 82% of emissions from EU diet attributable to animal products, but only 25% of calories
- No decline in EU per capita consumption of animal products since 2014

Findings on livestock (2/2)

- Livestock emissions hard to tackle with available practices/technologies
- To reduce feed digestion emissions, only reduction in animal numbers seems to be effective
- But: CAP did not seek to reduce livestock numbers
- Some effective practices for manure storage, but little CAP support for them
- CAP did not seek to reduce consumption of animal products

UNDERSTANDING THE CONNECTIONS

Question 1

Why do people eat animal products?

UNDERSTANDING THE CONNECTIONS

Question 2

What percentage of the soybeans grown worldwide end up in the stomachs of farm animals?

LEFT: 0%.

RIGHT: 100%

***“CURRENT MEAT CONSUMPTION
PATTERNS IN EUROPE
ARE UNSUSTAINABLE
IN TERMS OF BOTH HEALTH AND
THE ENVIRONMENT.”***

SOURCE: BÖLL STIFTUNG. EU STRATEGIES (2021)
[HTTPS://EU.BOELL.ORG/EN/2021/09/07/EU-STRATEGIES-GOOD-START-COULD-TRY-HARDER](https://eu.boell.org/en/2021/09/07/eu-strategies-good-start-could-try-harder)

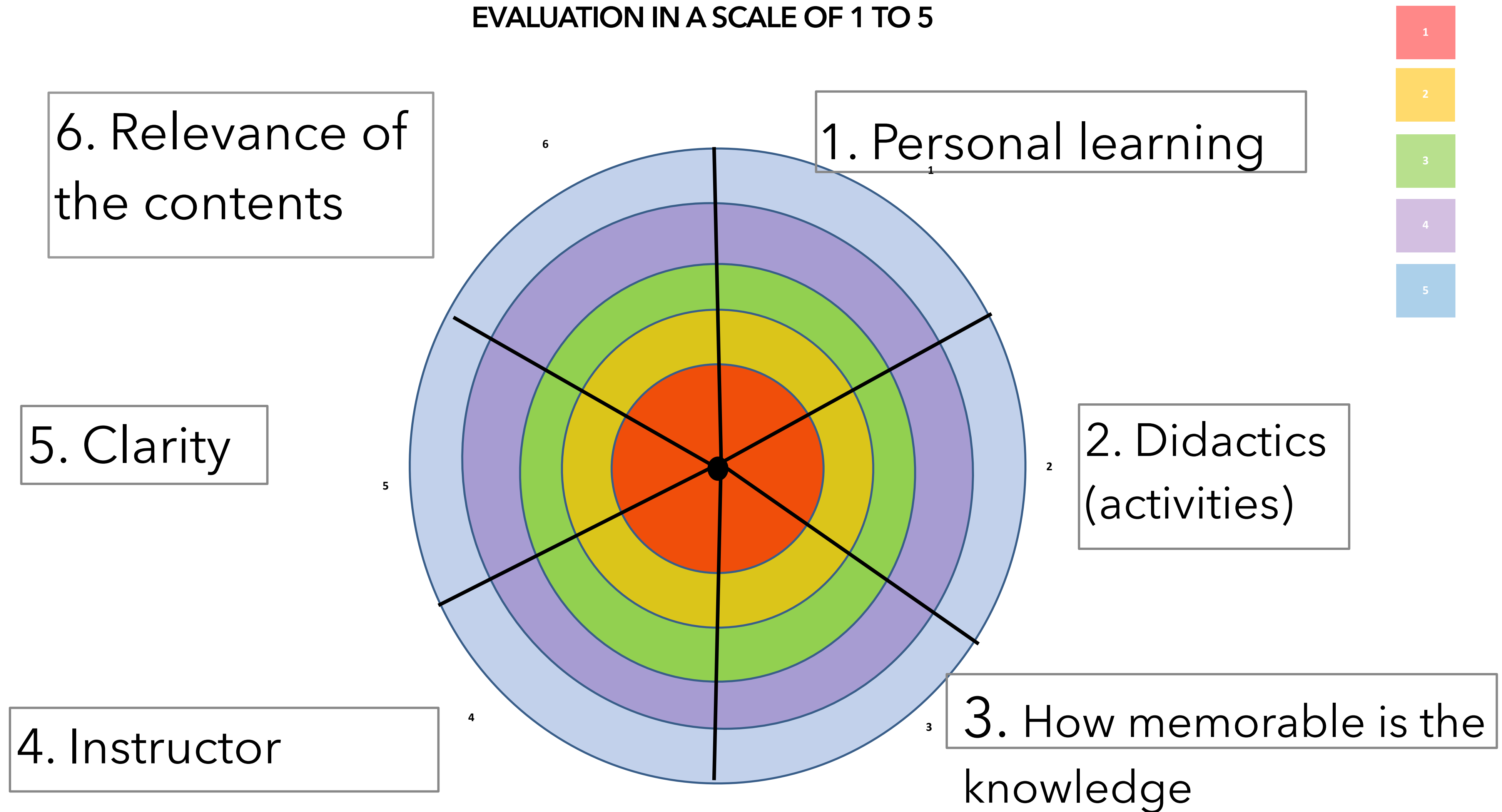
THE CATALOGUE

POSTERS OF CONCRETE ACTIONS



THE TARGET

EVALUATION IN A SCALE OF 1 TO 5



**DANKESCHÖN
FOR PARTICIPATING!**

