

NEWS RELEASE



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CUT EMISSIONS BY MOVING DOWN THE FOOD CHAIN

Compassion in World Farming congratulates Lord Stern on his strong words advocating a reduction in meat consumption to reduce greenhouse gas emissions.

Lester Brown, founder of both the prestigious Earth Policy Institute and the ground-breaking WorldWatch Institute, calls on individuals to move down the food chain in order to cut emissions by 80 per cent by 2020. Brown will discuss his blueprint for avoiding catastrophic climate change at a lecture hosted by Compassion in World Farming in London on Thursday 29 October 2009.

In his latest book, *Plan B 4.0 Mobilizing to Save Civilisation*, Lester Brown says: “The world is entering a new food era, one marked by rising food prices, growing numbers of hungry people, and an emerging politics of food scarcity. Although we seldom consider the climate effect of various dietary options, they are substantial, to say the least. The Toyota Prius, for instance, uses roughly one fourth as much fuel as a Chevrolet Suburban SUV. Similarly with diets, a plant-based diet requires roughly one fourth as much energy as a diet rich in red meat. Shifting from the latter to a plant-based diet cuts greenhouse gas emissions almost as much as shifting from a Suburban to a Prius would.”

Lester Brown continues: “Whether we bike, bus, or drive to work will affect carbon emissions, climate change, and food security. The size of the car we drive to the supermarket and its effect on climate may indirectly affect the size of the bill at the supermarket checkout counter. If we are living high on the food chain, we can move down, improving our health while helping to stabilize climate. Food security is something in which we all have a stake—and a responsibility.”

Joyce D’Silva, Compassion in World Farming’s Ambassador, says: “We seem to have forgotten that each farm animal is a sentient being with a life of their own. Intensive factory farms deny such animals any quality of life. Compassion in World Farming

believes that if we add this scandalous animal cruelty to the compelling environmental reasons, the case for cutting meat consumption becomes morally overwhelming. We strongly encourage people to reduce their meat and dairy consumption- from 7 to 5 times a week- and to choose only high welfare animal products. Less really can be more; eating less only higher welfare meat can bring big benefits for people, animals and the planet.”

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Compassion in World Farming is available for comment and interviews. Please contact Valentina Moressa on 01483 521952 or 07771 926005 (out of office hours) or email valentina@ciwf.org

Notes to the editor

Peter Roberts Memorial Lecture

HOW CAN WE FEED THE WORLD AND PROTECT THE ENVIRONMENT?

Thursday 29 October 2009 at 19.30, Savoy Place, London, WC2R 0BL

Lester Brown's talk will be followed by an expert panel discussion. Panellists include **Dr Jimmy Smith, Team Leader – Livestock at the World Bank**, Andrea Gavinelli, Head of the Animal Welfare unit established by the **European Commission's** DG Sanco and **Joyce D'Silva**, expert in farm animal welfare issues and **Ambassador for Compassion in World Farming**.

The Lecture is named in honour of the charity's founder, a dairy farmer. Since 1967 Compassion in World Farming has campaigned for an end to factory farming for the benefit of animals, people and planet. Previous Peter Roberts Memorial Lectures were given in 2008 and 2007. The 2008 lecture was given by Dr Rajendra Pachauri, Chair of the Intergovernmental Panel on Climate Change, joint winner of the 2007 Nobel Peace Prize. The 2007 lecture was given by John Mackey, CEO of Whole Foods Market.

Lester Brown

- Lester Brown will present his latest book ***Plan B 4.0: Mobilizing to Save Civilization*** on the **29th October** in London at the Peter Roberts Memorial Lecture
- Plan B 4.0 is the latest update of Lester Brown's blueprint for avoiding catastrophic climate change and can be downloaded at http://www.earth-policy.org/images/uploads/book_files/pb4book.pdf

For further information or to arrange interviews contact Valentina Moressa on 01483 521952 or 07771 926005 (out of office hours) or email valentina@ciwf.org