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Script for video:

Come with me to make a burger! In the meantime, let's play a quick game to see how environmentally aware you are. Try to answer just 2 questions for me.

- 1) Which type of food accounts for nearly 60% of greenhouse gases from food production?
 - a) Meat
 - b) Fruits
 - c) Vegetables
 - d) Eggs

The answer is meat! Next question,.

- 2) How many tonnes of total greenhouse gas emissions comes from global livestock?
8.1 gigatons, or a little over 8 billion tons! (sound effect)

Now you might be thinking, why in the world is the meat industry producing so many greenhouse gas emissions? Well there are several factors that go into making your dino nuggets. First of all, to have meat, you need to have animals. To have animals you need to have food for those animals. Where's the space coming from to grow animal feed? Well, millions of acres have been turned into monoculture crop fields whose only purpose is to grow crops for animal feed. So many grasslands and prairies are being lost because of the demanding nature of raising livestock or meat. To convert these grasslands into agriculture fields causes the release of a significant amount of carbon dioxide. Moreover, the manure from animals releases emissions such as carbon dioxide, methane, and ammonia. Other processes (sound effect) also emit methane during digestion. All of this isn't even taking the transportation of meat into consideration which costs a little over 100 million tons. But, why is this even that bad in the first place? Well greenhouse gases trap the sun's heat into the earth's atmosphere and contributes to global warming. But one way we can reduce the environmental effects of the meat industry is to use vegetarian and vegan substitutes for some of your meals with meat. Now, I'm not asking you to entirely give up your favorite steak and chicken wings, but substituting here and there can make a bigger difference than you think! One of the best and tastiest brands to do this with is Morningstar farm. They produce completely vegetarian and vegan meat substitutes and just food in general. Many people are just unaware of the detrimental effects of the meat industry, and I'm calling on Morningstar farm and CEO, Steve Cahillane, to raise awareness on social media platforms about these terrible environmental effects. Another effective way in promoting your product while raising awareness is putting shocking statistics about the meat industry and greenhouse gas emissions on your products. Disclaimer, they won't be hard to find. A simple marketing addition can raise so much more awareness and come one big step closer to reducing

our global emissions! So everyone try to substitute whenever you can, and enjoy a delicious veggie meal in the process!

Link to video: <https://youtu.be/29YEHizkULs?si=M3lxjYqRIZgEo4fc>



