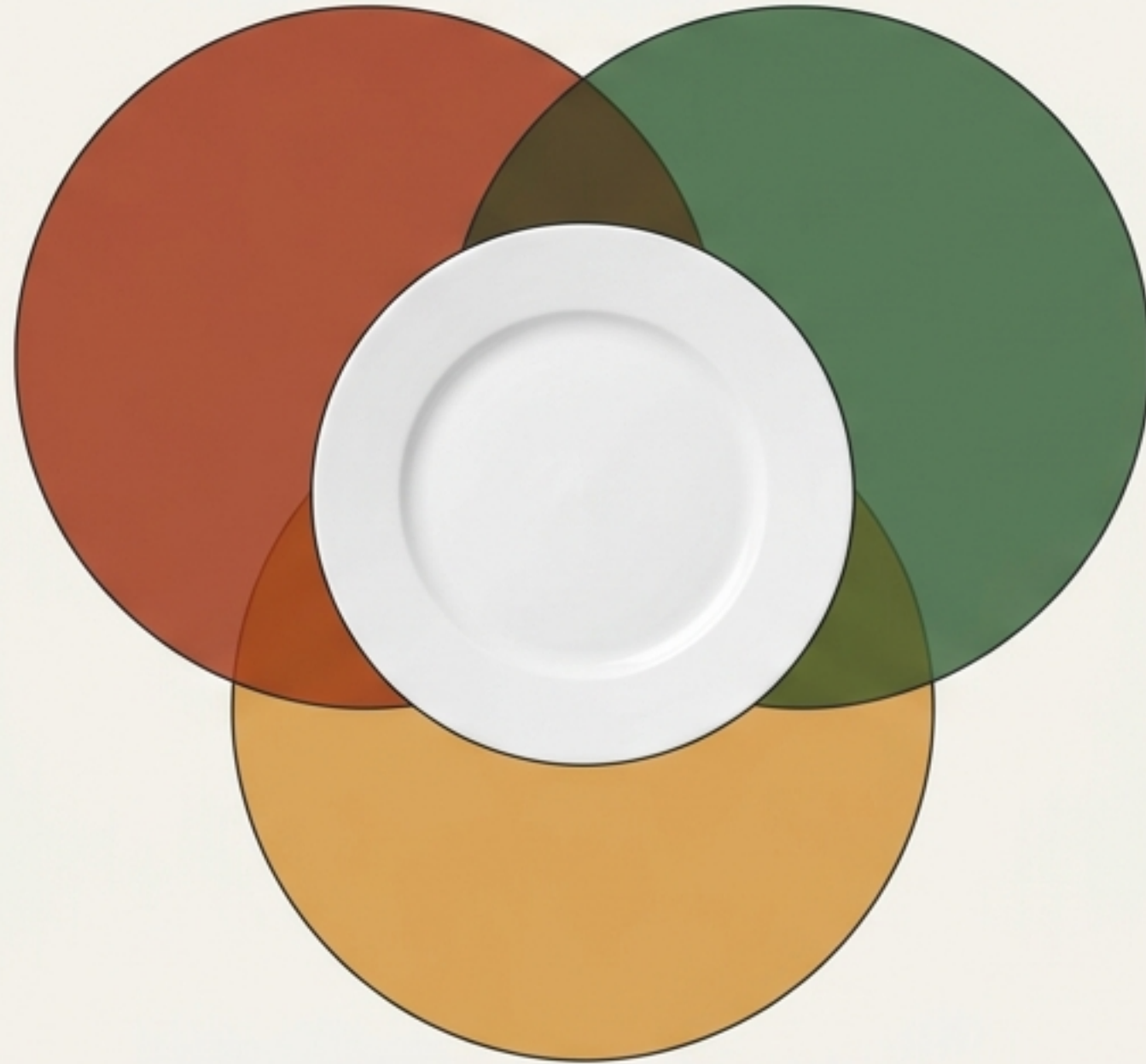


The Power of Your Plate



The science is settled. What you put on your plate is the most powerful daily choice you can make for a healthier body, a kinder planet, and a compassionate world.



Built to Thrive

Fortifying the body against chronic disease, maximizing longevity, and eliminating hidden toxins from your daily intake.



The Ultimate Climate Action

Radically reducing resource consumption, halting biodiversity loss, and reclaiming planetary efficiency.



Sentience Over Suffering

Aligning actions with ethics by acknowledging the scientifically proven consciousness and emotional depth of farmed animals.

Your Body Was Built to Thrive on Plants

Supported by the BDA and AND at every life stage, a plant-based diet acts as a biological shield. Data drawn from studies of over 2 million individuals reveals dramatic risk reductions.



-47%

Lower raw risk of
Type 2 Diabetes
(EPIC-Oxford study)



-34%

Lower risk of High
Blood Pressure



-25%

Lower risk of dying
from Ischaemic
Heart Disease



-25%

Lower overall risk of
dying from chronic
illness

The Cancer Equation

The Plant Defense

Data from the Oxford University study of 1.8 million people shows clear reductions in cancer odds for meat-free diets:

Pancreatic Cancer: -21%
Prostate Cancer: -12%
Breast Cancer: -9%
Kidney Cancer: -28%
Multiple Myeloma: -31%



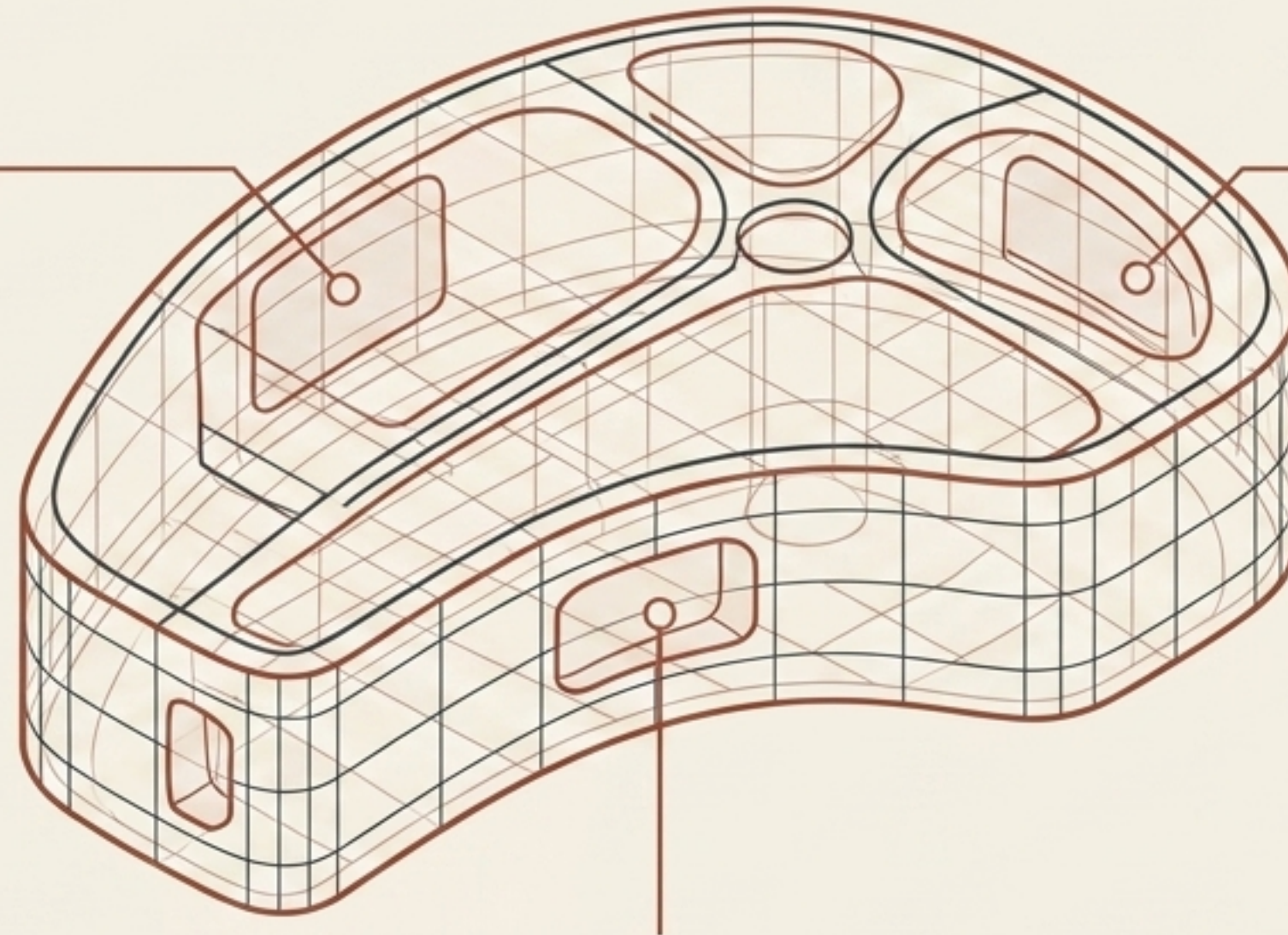
The Meat Threat

The World Health Organization's IARC classifies processed meat as a Group 1 Carcinogen. This places it in the exact same proven risk category as tobacco and asbestos.

The Hidden Ingredients of Animal Protein

Hormonal Growth Promotants (HGPs)

Implants legally used to force rapid weight gain in cattle, slowly releasing synthetic and natural hormones (oestradiol, trenbolone acetate) into the animal's system.



Antibiotic Resistance (AMR)

Routine antibiotics given to livestock drive the creation of dangerous "superbugs," identified by the WHO as a top threat to human health.

Stress Hormones

Extreme fear at slaughter floods the animal's muscle tissue with cortisol and adrenaline. This rapidly burns glycogen, resulting in faulty Dark, Firm, and Dry (DFD) or Pale, Soft, and Exudative (PSE) meat that compromises human immunity.

The Toxins in the Catch of the Day

Mercury

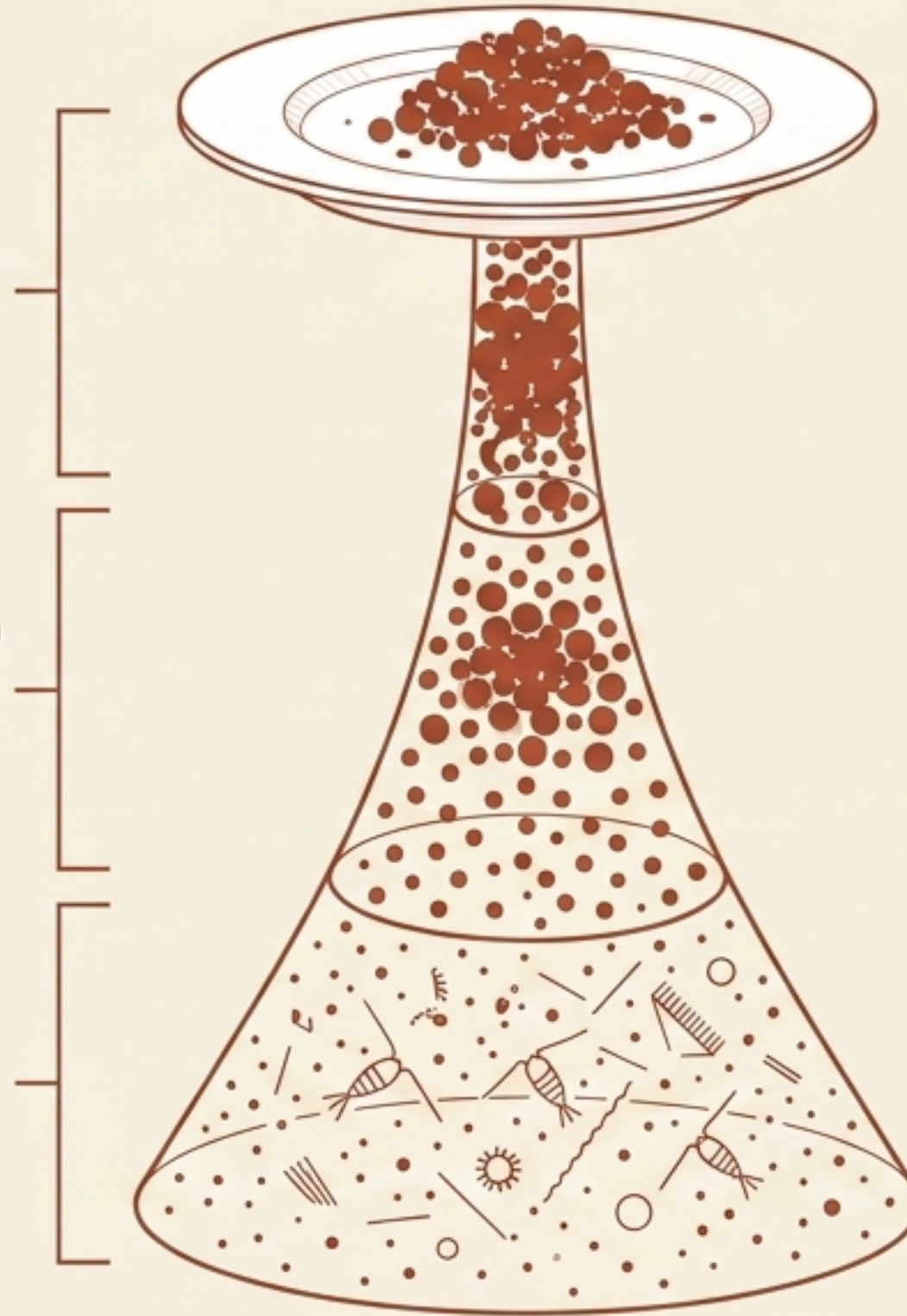
Methylmercury bioaccumulates up the food chain, reaching dangerous levels in large predatory fish, posing severe risks to developing human brains.

PFAS ('Forever Chemicals')

Highly concentrated in the bloodstreams of regular seafood eaters.

Microplastics

Found in 180 out of 182 retail seafood samples in a 2025 study, linked to severe inflammation and hormone disruption.



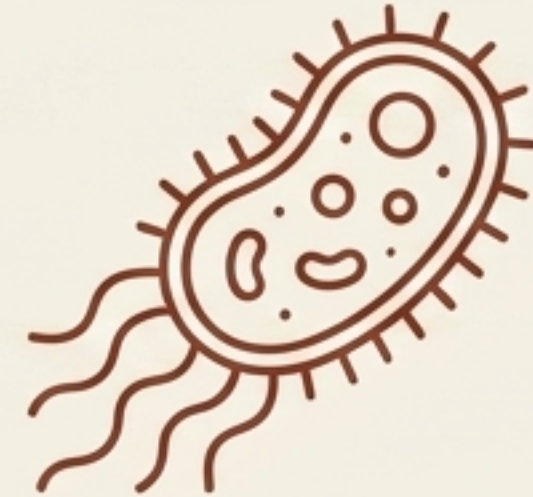
The Synthesis of Fuel

The Protein Myth



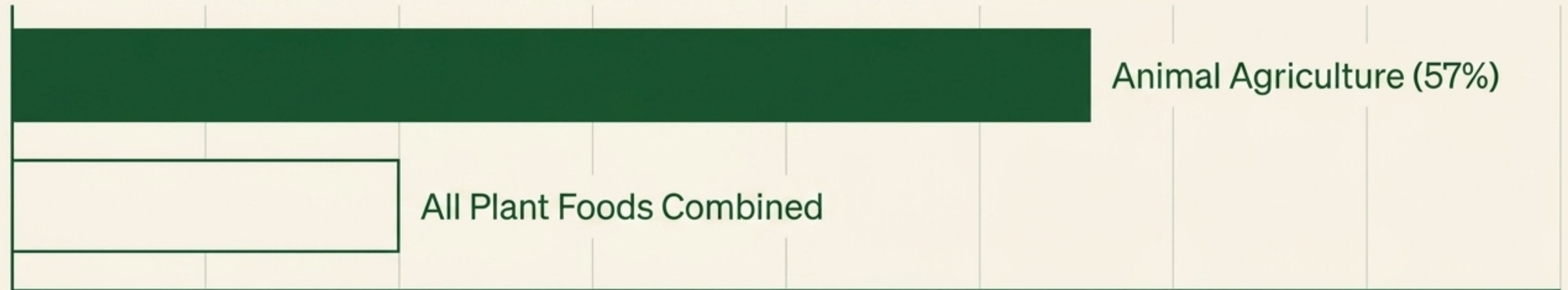
Fact: Soy foods (tofu, tempeh) are complete proteins, containing all 9 essential amino acids. Diverse plant foods easily supply everything the human body needs to build muscle and sustain energy without animal tissue.

The B12 Reality



Fact: Vitamin B12 does not originate from animals; it is created by microbes. Farmed livestock are routinely fed B12 supplements. Vegans simply skip the “middle animal” and take the inexpensive, direct supplement themselves.

Our Planet is Burning. Your Fork Can Help.



The Core Statistic

Animal agriculture accounts for 57% of all food-related greenhouse gases—double the emissions of growing all the world’s plant foods combined.

The Climate Leverage

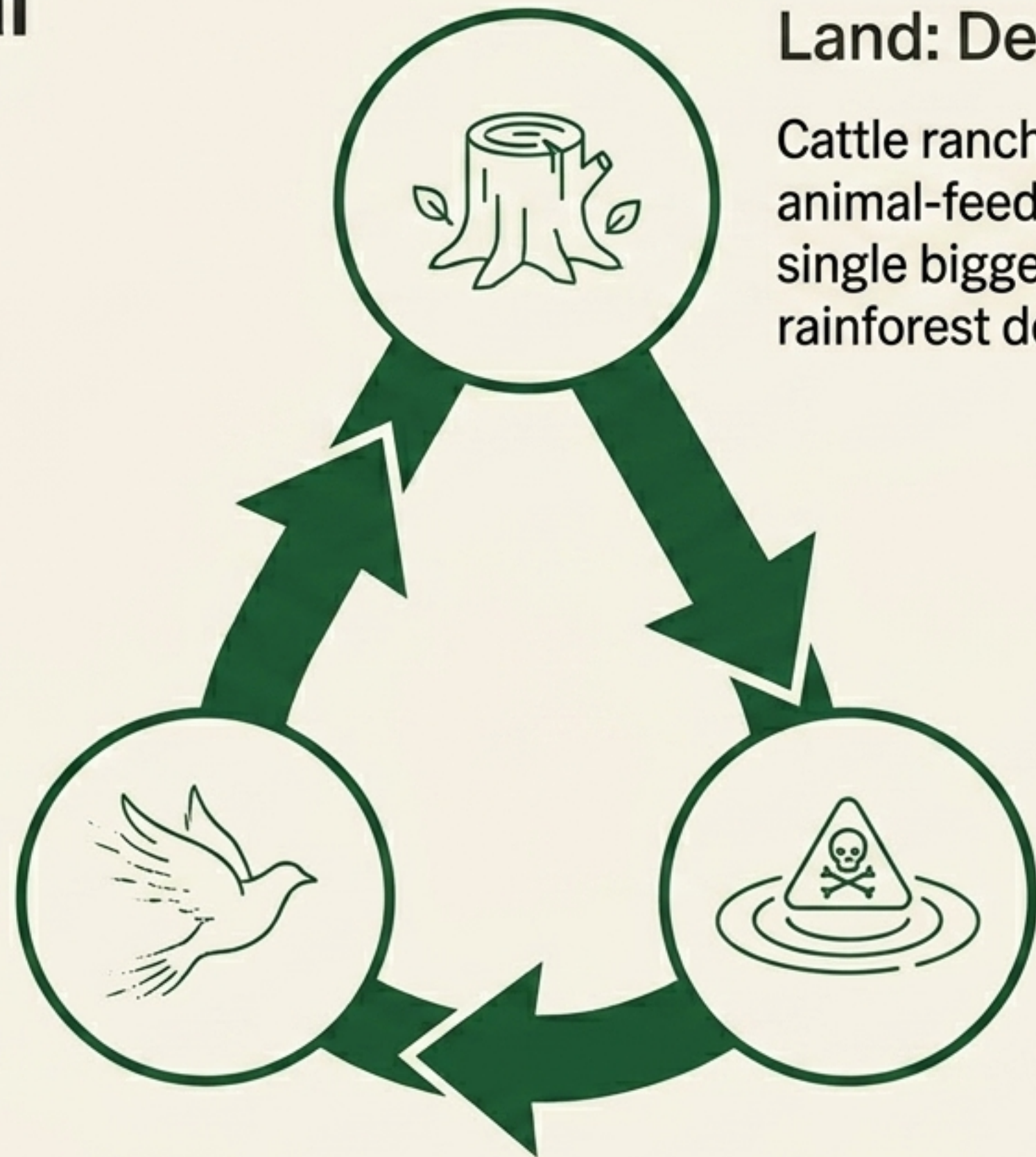
Switching to a plant-based diet cuts dietary environmental impact by 70%. Vegans have just 30% of the environmental footprint of high-meat eaters, making it the single most powerful individual climate action—outperforming driving electric cars or flying less.

The Mathematics of Resource Efficiency

	1kg of Beef	1kg of Lentils
Water Footprint	15,400 Litres	1,250 Litres (Lentils are 12x more water-efficient)
Land Footprint	Drives 80% of global farmland usage (grazing + feed crops).	Moving to plants could cut individual land use by 76%.

Efficiency Insight: We could add 49% to the global food supply without clearing a single extra acre of land simply by moving away from animal-based foods.

The Ecological Ripple Effect



Land: Deforestation

Cattle ranching and the cultivation of animal-feed soy are consistently the single biggest drivers of Amazon rainforest destruction.

Life: Extinction

Habitat destruction, driven overwhelmingly by agricultural expansion, has pushed the species extinction rate to 1,000 times the natural historical baseline.

Water: Dead Zones

Nitrogen and phosphorus runoff from livestock and feed crops create vast, oxygen-starved ocean zones, including a recurring 6,500-square-mile dead zone in the Gulf of Mexico.

The True Cost of Industrial Fishing



Overfishing

35.4% of global marine fish stocks are currently fished at biologically unsustainable levels.

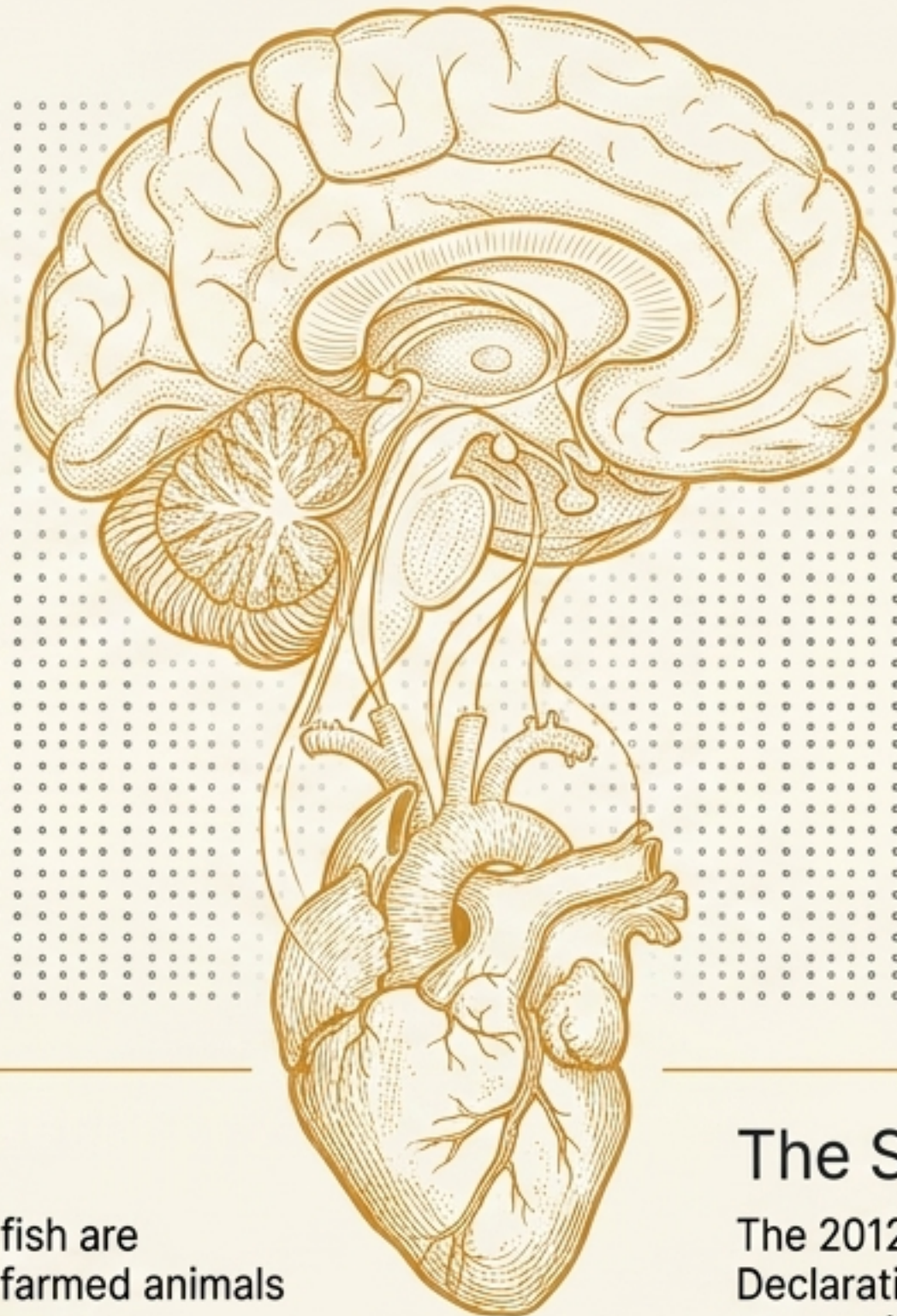
Bottom Trawling

Dragging weighted nets destroys centuries-old cold-water corals and releases as much carbon annually as the entire global aviation industry.

Bycatch

The unintentional mass capture, injury, and death of non-target species, including dolphins, sea turtles, whales, and seabirds, setting back ecosystem recovery.

They Feel Pain. They Fear Death.
They Deserve Better.



The Scale

Every year, 80 billion land animals and over 200 billion fish are slaughtered. That equates to an average of 10 factory-farmed animals raised and killed for every single person on Earth, every year.

The Settled Science

The 2012 Cambridge Declaration and the 2024 New York Declaration on Animal Consciousness, signed by the world's leading neuroscientists, confirm strong scientific support for conscious experience, emotion, and pain in mammals, birds, and fish.

Minds, Not Meat



Pigs: Demonstrate high empathy, can successfully navigate complex mazes, use mirrors to find hidden objects, and can even play simple video games.



Chickens: Possess the ability to plan ahead for the future, grasp cause-and-effect relationships, and exercise self-control.



Cows: Experience genuine 'eureka' moments of joy when problem-solving, form deep social bonds, and possess strong facial recognition abilities.



Fish: Possess documented pain receptors (nociception) and undergo conscious experiences of suffering, including barotrauma when hauled to the surface.



The Reality of Factory Farming

Meat Chickens (99.9%)

Selectively bred to grow so unnaturally fast their legs routinely collapse under their own weight. Slaughtered at just 5 to 9 weeks old.

Egg Hens (98.3%)

Confined to battery cages providing roughly 750 cm² of space per bird (the size of an A4 sheet of paper). Unable to even spread their wings.

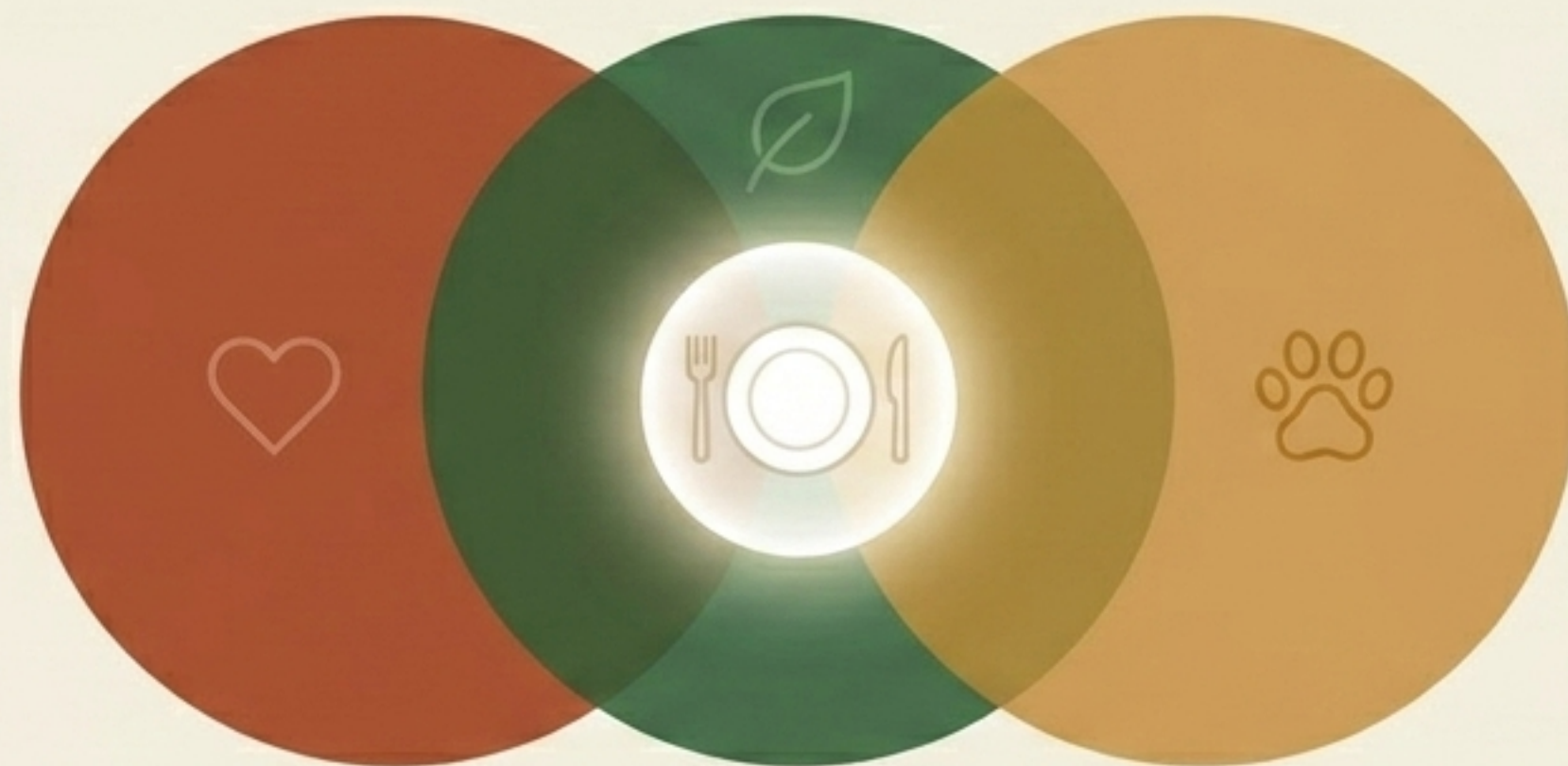
Pigs (98.6%)

Breeding sows are locked in 2x7ft metal gestation crates. They cannot turn around for the entirety of their four-month pregnancies.

Dairy Cows

Subjected to endless pregnancy cycles. 97% of newborn calves are forcibly removed from their mothers within 24 hours of birth.

The Choice That Changes Everything



Love Your Health:

Shield your heart and body from disease.

Love the Earth:

Defend the rainforests and preserve our water.

Love Animals:

Reject cruelty and recognize their right to live.

Every meal is a choice. Every choice is a vote for the world you want to live in. Go vegan.

loveourearth.com.au