

The World on Our Plates

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Why fuss over food?

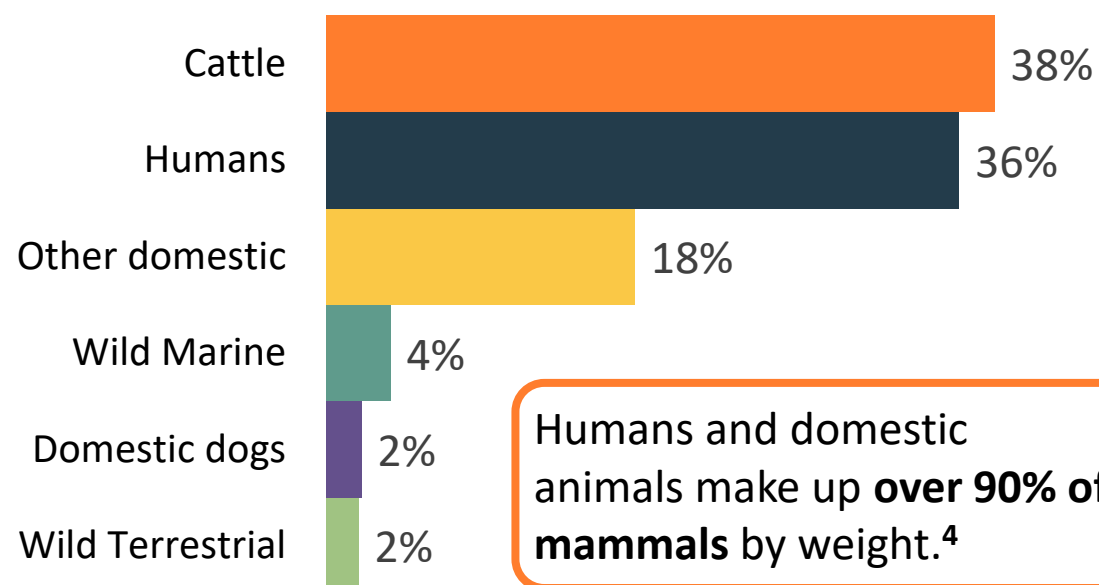
Decision-making doesn't get much more direct than lunch. But the consequences don't get much more remote than

- **health** impacts years down the line,
- the **welfare of animals** thousands of miles away, and
- global **environmental impacts**.

Forests to fields

Producing food is the **top driver of environmental degradation** because of its **land use**.¹

Meat production contributes disproportionately to this, taking **50 to 100 times as much land** as plant-based equivalents.²



45% of Earth's habitable land is already used for agriculture.²



*If everyone ate a UK diet, this would need to rise to **95%**³*



*For some national diets, **we'd need more than one Earth...**³*

***83% of this is used for pasture or growing feed for livestock.**²*

Our growing appetite

Despite the impacts, global meat consumption is **increasing**. This is due to both **population growth** and an **increase in consumption per capita**.^{3,5}

Solutions on the menu?

- Livestock farming has **low potential productivity gains** compared to crops.³
- **Lab-cultured meat** faces **cost** and **nutritional concerns**, as well as huge **barriers to acceptance** – meat consumption and livestock farming carry huge cultural importance.
- A nutritionally-equivalent **plant-based diet** uses around **24%** of the land of the current global average diet (and even less compared to the average UK diet).²
- If veganism seems restrictive, even adding **eggs, fish, and poultry** would still only use **27%**.²

References

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4. Greenspoon, Lior, Eyal Krieger, Ron Sender, et al. 2023. 'The Global Biomass of Wild Mammals'. Proceedings of the National Academy of Sciences 120 (10): e2204892120. <https://doi.org/10.1073/pnas.2204892120>.
5. Our World in Data. n.d. 'Per Capita Meat Consumption by Type'. Accessed 12 January 2026. <https://ourworldindata.org/grapher/per-capita-meat-consumption-by-type-kilograms-per-year>.