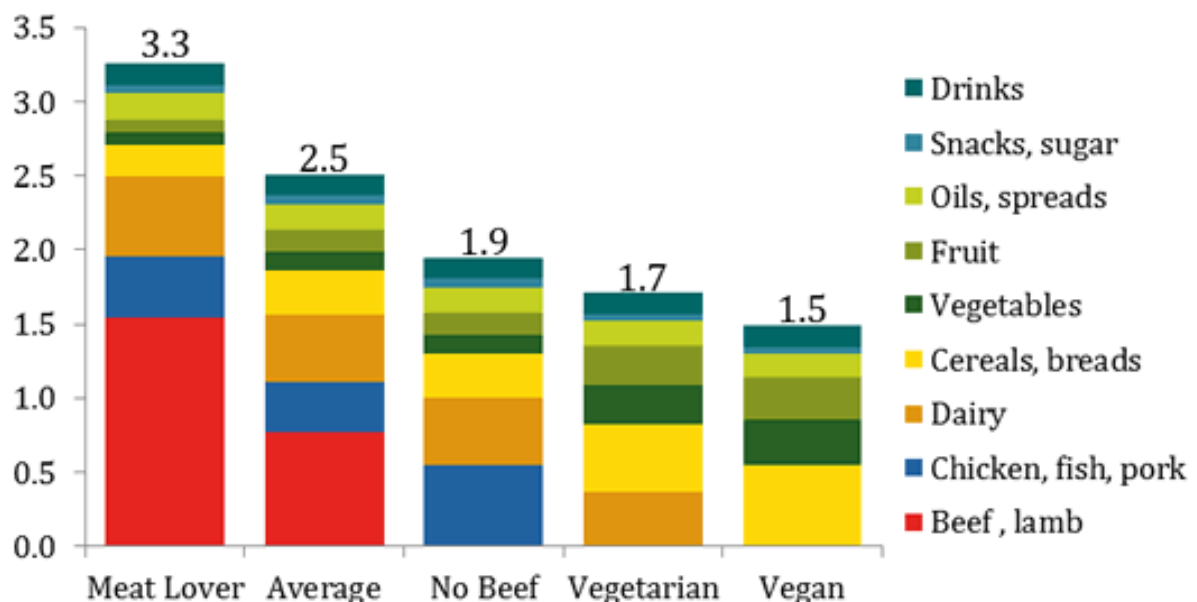


Online Supplemental Material: The influence of information about the climate impact of meat

Please read the text below before continuing the survey.

The environmental impact of [our] meat consumption is large. According to the United Nations, it is responsible for about one fifth of the total greenhouse gas emissions. This is more than the emissions of all transport in the world (cars, ships, trains, planes ...) combined. Our meat consumption therefore contributes significantly to the current warming of the climate. The figure below shows that we can lower the emissions of greenhouse gases by eating less meat. Note that the emissions of beef and mutton are substantially higher compared to other meat types.

Greenhouse gas emissions by diet type (ton CO₂-equivalent/person)



Note: All estimates are based on the average food production emission for the USA. This emission includes emissions from supply chain losses, consumer waste and consumption. For each diet type an equal intake of food per day (2600 kcal) is assumed.

Sources: ERS/USDA, various LCA and EIO-LCA data

Reference:

Shrink That Footprint (s.d.). The carbon footprint of 5 diets compared. *Shrink That Footprint*. shrinkthatfootprint.com/food-carbon-footprint-diet