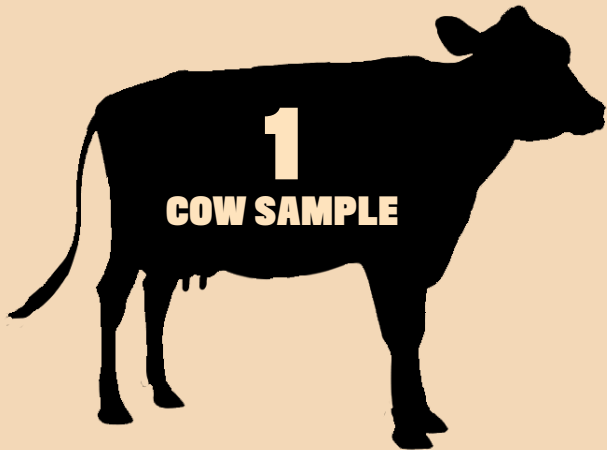


LAB MEAT VS. LIVESTOCK

WHY LAB MEAT WILL LEAD TO A SUSTAINABLE FUTURE

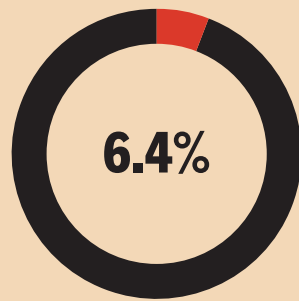


CAN PRODUCE ENOUGH MUSCLE TISSUE TO MAKE

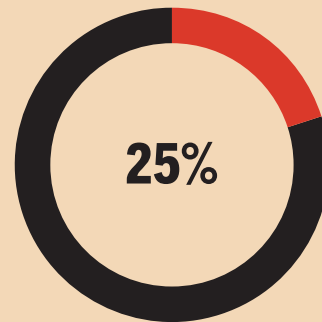


80,000
QUARTER POUNDERS

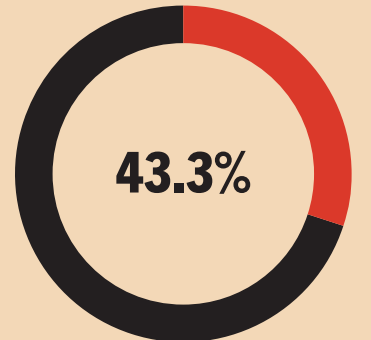
NO. (%) DEATHS OF FOODBORNE ILLNESSES IN THE U.S.
1998-2008



Aquatic Animals

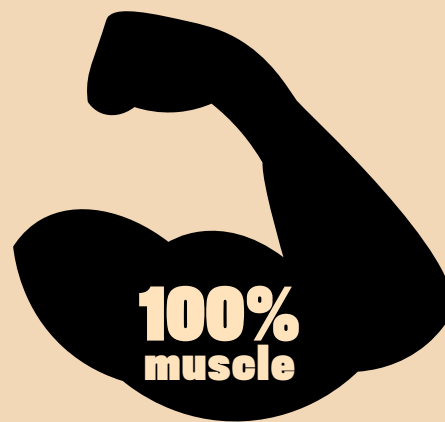


Plants

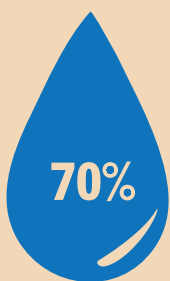


Land Animals

IN-VITRO MEAT IS CREATED OUT OF

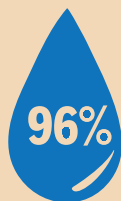


ELIMINATING THE RISK OF HORMONES, SALMONELLA, E. COLI, OR MERCURY THAT CAN INFECT LIVESTOCK MEAT AND MAKE PEOPLE SICK.

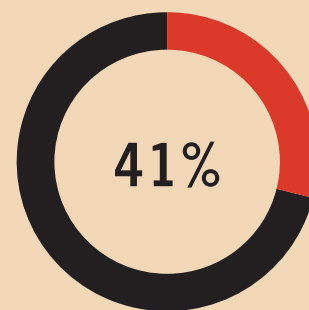


70% OF DRINKING WATER IS USED FOR CROPS AND ANIMALS

LAB GROWN MEAT CAN REDUCE WATER CONSUMPTION BY UP TO



96%

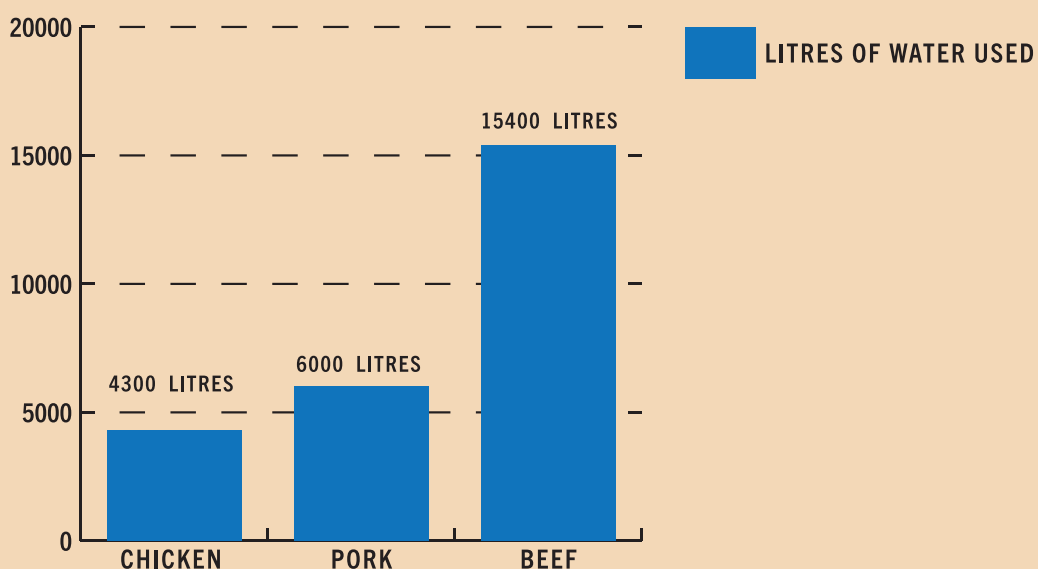


41% OF U.S. LAND IS USED FOR LIVESTOCK.

THAT MUCH LAND CAN BE USED TO FEED

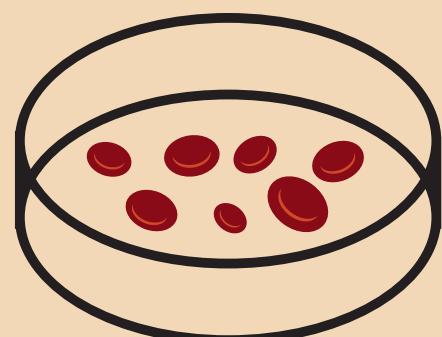
800 MILLION PEOPLE

AMOUNT OF LITRES USED FOR LIVESTOCK



LAB MEAT ONLY REQUIRES

2%



OF THE LAND THE MEAT INDUSTRY NEEDS