

Green Monday urges South Africans to eat plant-based food

Green Monday is an easy, flexible and fun way to make a positive difference. Eat and serve plant-based meals - no eggs, meat, or dairy - on Mondays to help animals, improve health, and lessen impact on the environment.



The animal agriculture sector is a key contributor to climate change, water pollution and water use. Cutting down on meat, egg, and dairy consumption can mitigate the environmental impact, whilst safeguarding our health. Studies have found that those who eat plant-based diets tend to have a lower risk of obesity, heart disease, type 2 diabetes and cancer.

Helping animals

Adopting Green Monday also helps animals. More than one billion land animals were raised for food in South Africa in 2013 alone. More than 95% of egg-laying hens and more than 50% of pregnant sows spend near their entire lives in cages or crates, where they are unable to exercise, fully extend their limbs, or engage in many other important natural behaviours.

Green Monday also addresses some of the world's most serious environmental problems. The animal agriculture sector makes up 29% of global agriculture water requirements. An average of 4,323 litres of water is required to produce 1kg of chicken, whereas less than half of that is needed to produce 1kg of cereals. By 2023, it is projected that 33% of the world's population will live in areas of absolute water scarcity, including South Africa.

The majority of growth in animal agriculture, particularly industrial animal agriculture, is already taking place in developing and emerging economies, posing significant threats to the environment, human health, and the welfare of all animals. Sub-Saharan Africa has also begun to rapidly industrialise its food and farming sectors but there is still time to change course and move in a more sustainable direction.

A perfect solution

The vision of Green Monday is to help create a marketplace that provides food that enchants the palette, promotes better policies for animal welfare, and lessens our environmental footprint. Green Monday is a perfect solution to those three goals.

By creating a more sustainable, animal-friendly, and waste-friendly marketplace, businesses will prosper, public health will improve, and there will be a decrease in the number of animals suffering on factory farms.

Humane Society International (HSI) launched [Green Monday in South Africa](#) on 12 October 2015.

Take the Green Monday pledge! Go to greenmonday.co.za

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