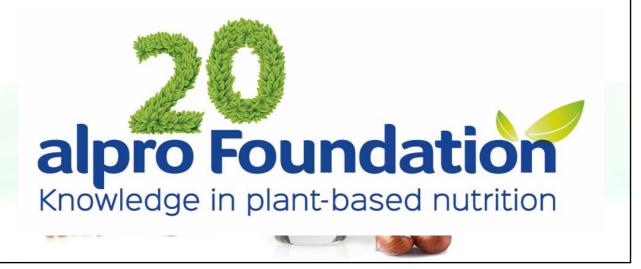
The moment for plant-based eating is Now





Current dietary challenges

Meeting nutritional guidelines especially fat, saturated fat, and fibre



► Public health and chronic disease risk

'At least 80% of premature heart disease, strokes and type 2 diabetes and 40% of cancers could be prevented through **healthy diet**, along with regular physical activity and avoidance of tobacco'.

Sustainable food production

The burgeoning human population is putting a huge strain on the planet. Animal foods are very resource heavy in terms of land use, water consumption and GHG production.

Can plant-based eating help meet these challenges?



A consistent message from scientists and governments



