

# A way to help save the planet

**CLIMATE:** One meat-free day will have huge impact



PHOTO: SUPPLIED

Parlotones lead singer Kahn Morbee, Damon Beard from East Coast Radio, and Parlotones drummer Neil Pauw pledge their support for Meat Free Mondays, being launched in South Africa today.

GO vegetarian for 24 hours every week — it is the easiest way for every South African to make a difference to the planet.

Yesterday was the official launch of the global Meat Free Mondays campaign, which urges all South Africans to pledge their support and make a difference by not eating meat, fish or chicken every Monday.

Meat Free Monday is an environmental campaign to raise awareness of the climate-changing impact of meat production and consumption and the detrimental impact that meat production has on the planet. Livestock farming is the most significant contributor to today's most serious environmental problems. Animal agriculture contributes significantly to the destruction of tropical rainforests, soil erosion, dwindling reserves of fresh water, land, fuel and other resources.

Eating less meat will also decrease the likelihood of heart attacks and high blood pressure.

"I have dedicated my life to protecting animals, and the planet. I have pledged my support and ask that all South Africans dedicate only one day a week to not eating any meat products. This is the easiest way to make a huge difference to animals and the environment," says Steve Smit from Animal Rights Africa.

Other organisations supporting Meat Free Mondays in South Africa include Beauty Without Cruelty, Animal Anti-Cruelty League, SA Vegan Society, and Fry's Vegetarian Foods.

Meat Free Mondays is backed globally by celebrities including Chris Martin, Gwyneth Paltrow, Sheryl Crow and Paul McCartney and local celebrity support is growing.

Go to [www.supportmfm.co.za](http://www.supportmfm.co.za) or sms the letters MFM and your name and e-mail address to 34007. Sms charged at R2 per SMS.

All those who pledge their support for Meat Free Mondays will receive a personalised pledge certificate and stand a chance of winning a seven-

