

2024 IMPACT REPORT

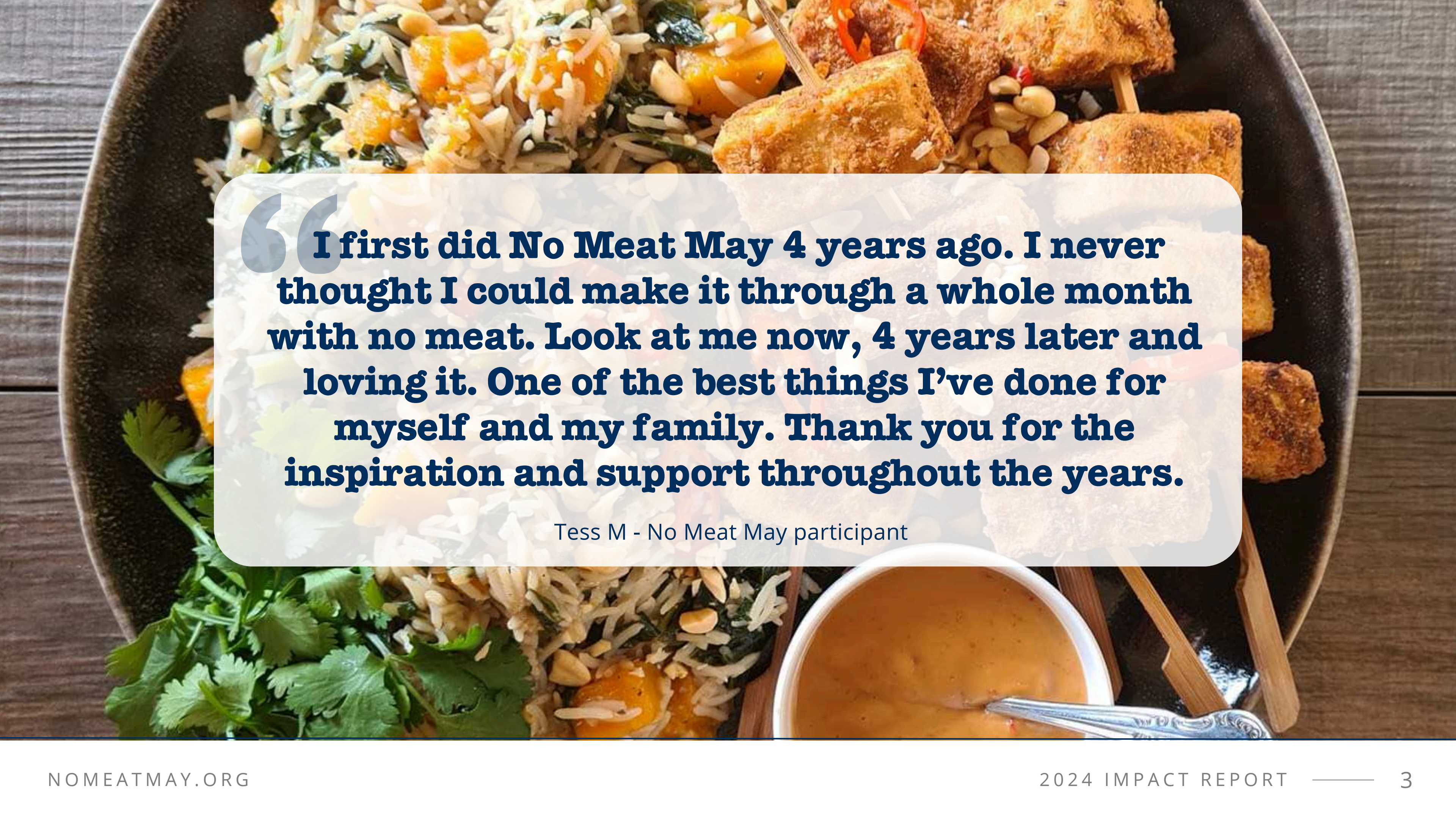
WHAT YOU DO
MAKES A DIFFERENCE



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“I first did No Meat May 4 years ago. I never thought I could make it through a whole month with no meat. Look at me now, 4 years later and loving it. One of the best things I’ve done for myself and my family. Thank you for the inspiration and support throughout the years.

Tess M - No Meat May participant

ABOUT US

No Meat May is a fun foodie event that challenges people to eat no meat, or no animal products, for 31 days, for 4 big reasons.

We dream of a world without chronic disease, hunger or factory farming - where our food systems keep us all healthy, without hurting animals or destroying our environment.

We work to inspire and support more people to shift to plant-rich diets, so we can build a healthier, kinder, more sustainable world.



4 BIG REASONS



Health

Prevent chronic disease & welcome many health benefits with a broader and greater intake of plant-rich foods.

[#ImproveYourHealth](#)



Animals

Legalised cruelty and grand-scale violence is the real cost of eating cheap meat, eggs and dairy - you can help end it.

[#EndFactoryFarming](#)



Planet

Reducing or eliminating meat and animal products is an action you can take that will help save our shared home.

[#SaveThePlanet](#)

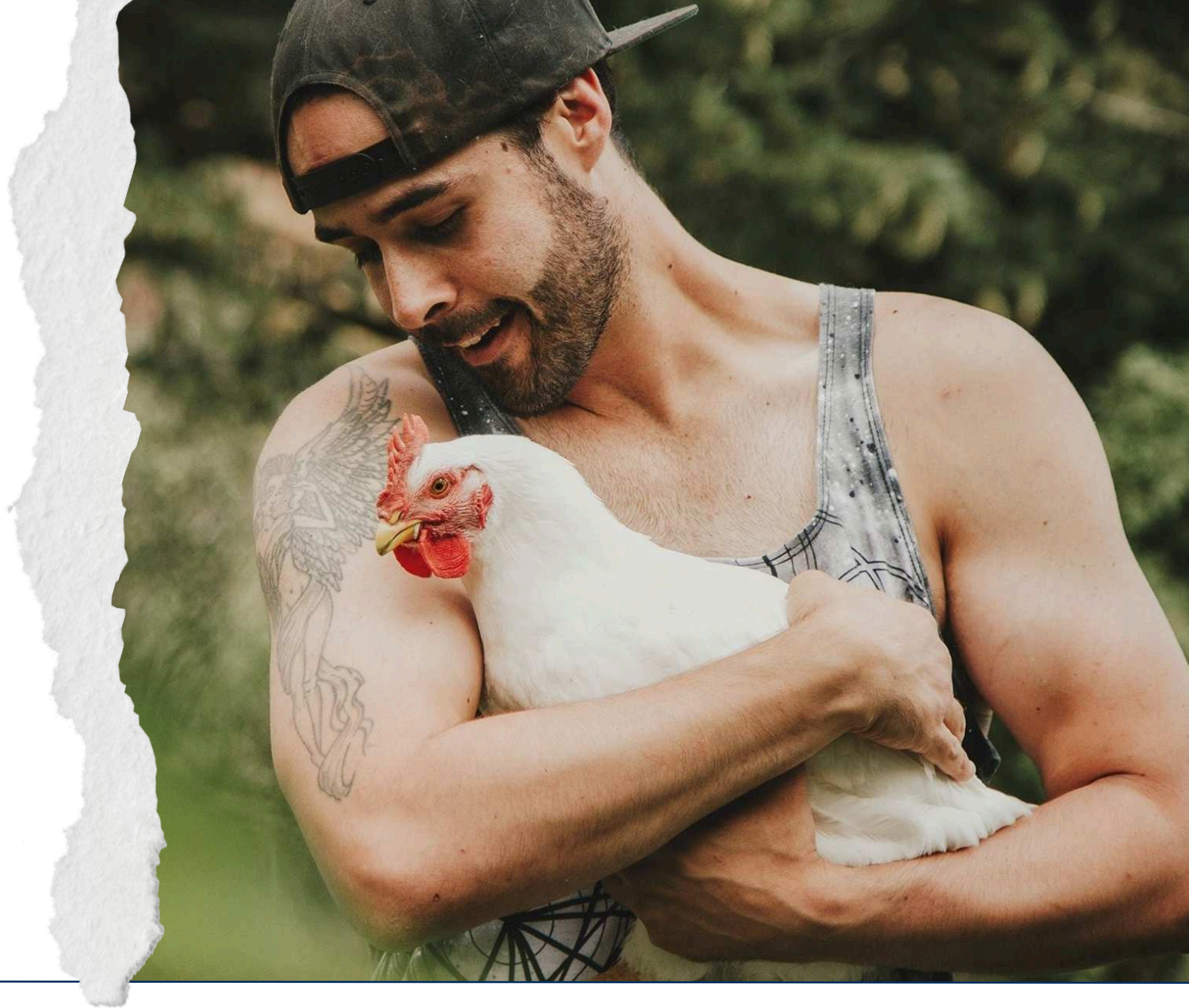


People

Feeding 8+ billion people without destroying our planet means we must eat a lot less meat and animal products.

[#FeedTheWorld](#)

OUR 2024 RESULTS





76,299

PARTICIPANTS REGISTERED
FROM MORE THAN 60 COUNTRIES

76%

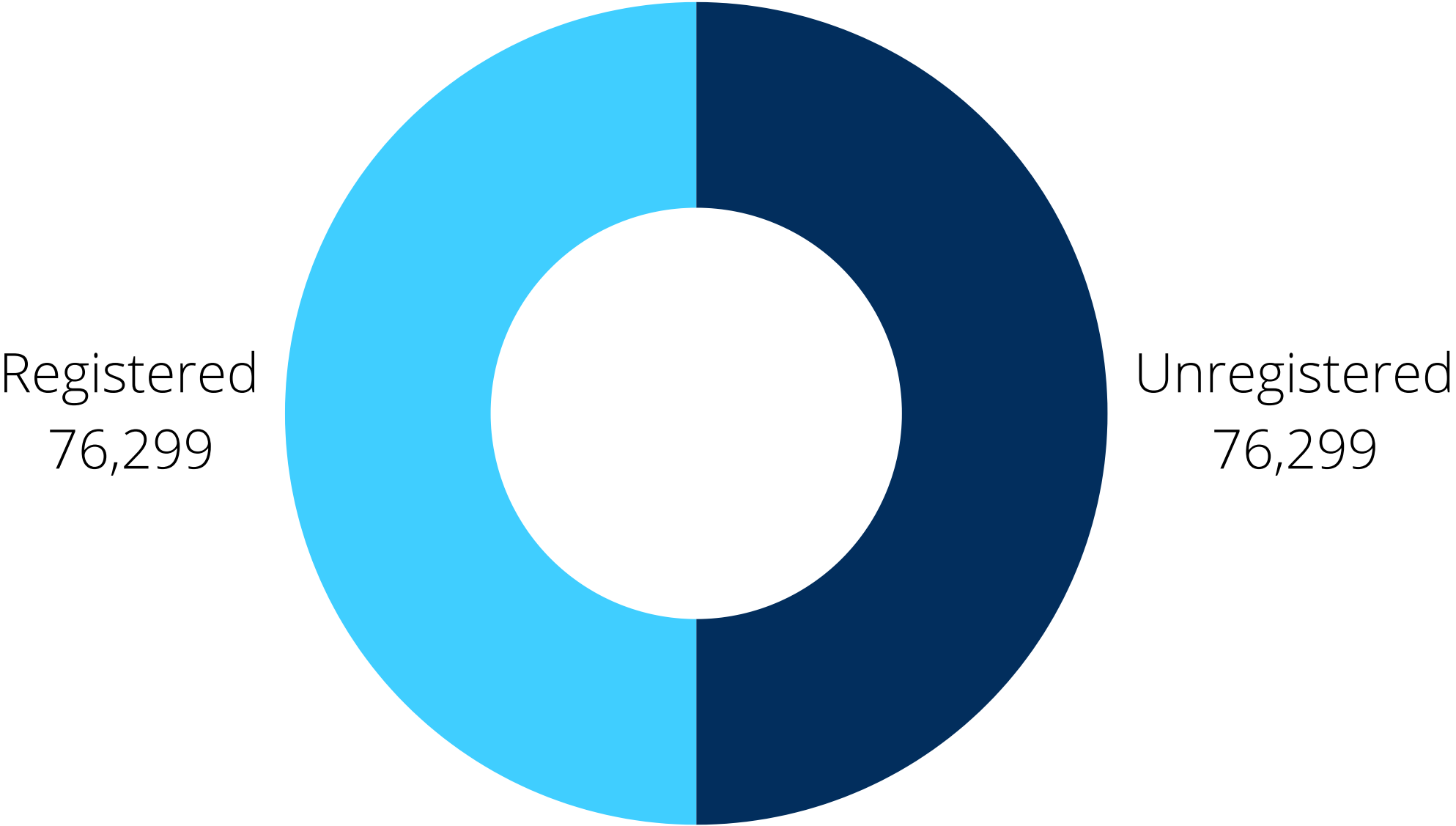
**were from
Australia,
New Zealand,
Canada, South
Africa, the
USA and UK**



WORD OF MOUTH

On average, each person who registered inspired one friend or family member to join them.

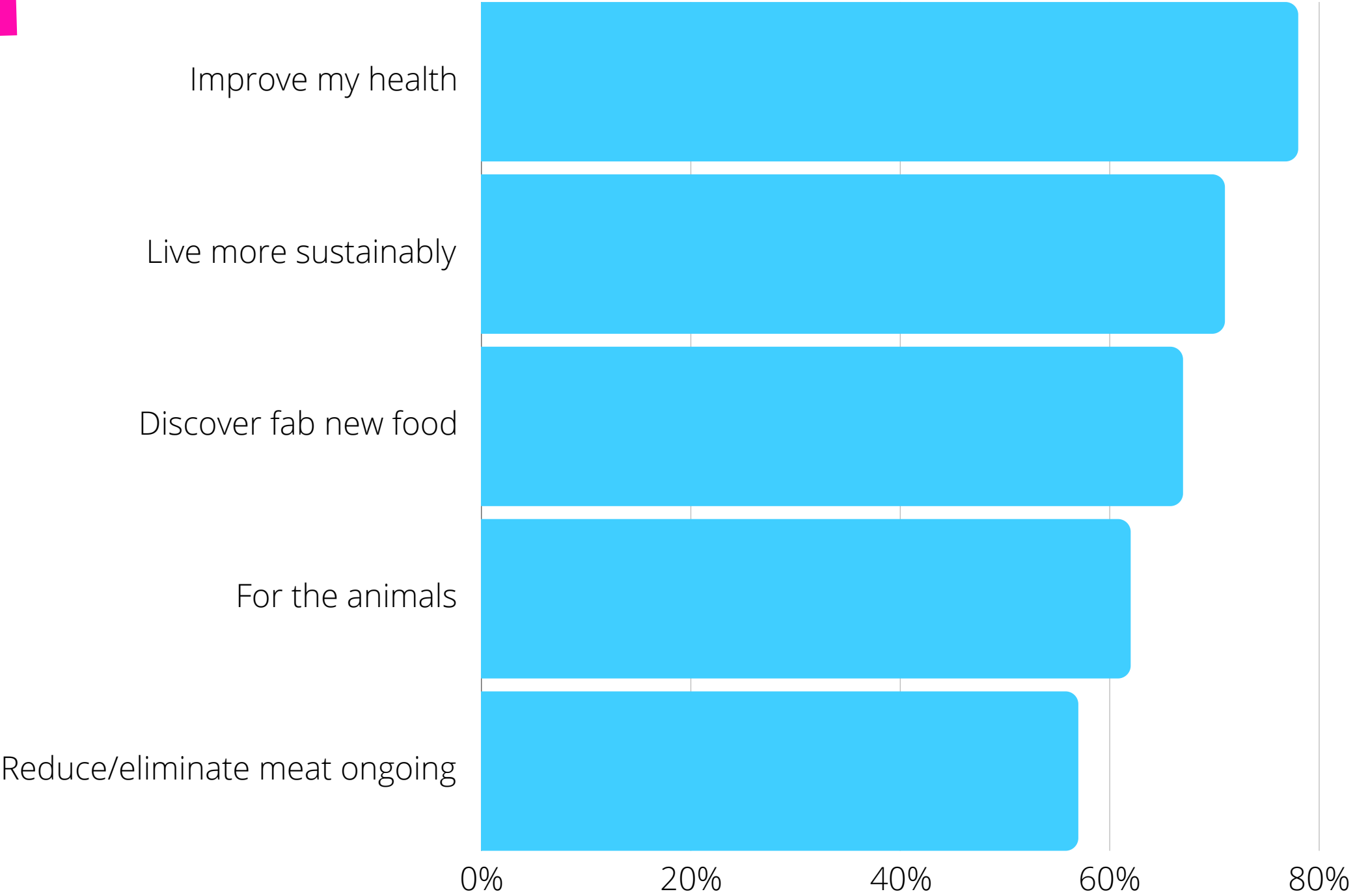
Our No Meat May community signed up their friends and partners, mums enlisted their kids, and kids persuaded their parents - we love the growing impact of No Meat May.



MOTIVATIONS

Health was the number one motivation for signing up.

This was followed closely by living more sustainably, discovering new food, wanting to end the violence inherent to factory farming, and seeking support to reduce or eliminate meat and animal products ongoing.





91%

OF PARTICIPANTS REDUCED OR ELIMINATED
MEAT & ANIMAL PRODUCTS AFTER TAKING PART
IN NO MEAT MAY'S 2024 CHALLENGE

A close-up photograph of a cow's face, focusing on its eyes and nose. A semi-transparent white rectangular box is centered over the cow's face, containing text. The cow's fur is brown and white, and its eyes are dark.

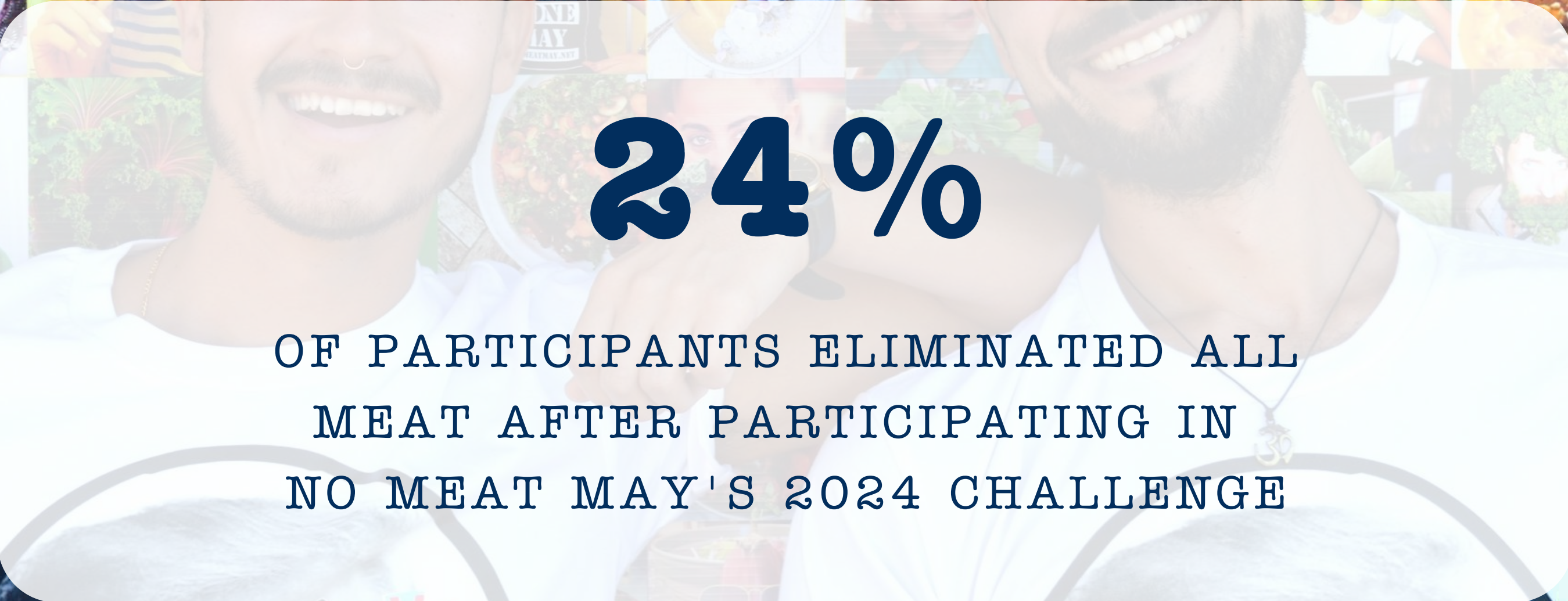
39%

OF PARTICIPANTS ELIMINATED RED MEAT
AFTER TAKING PART IN NO MEAT MAY 2024



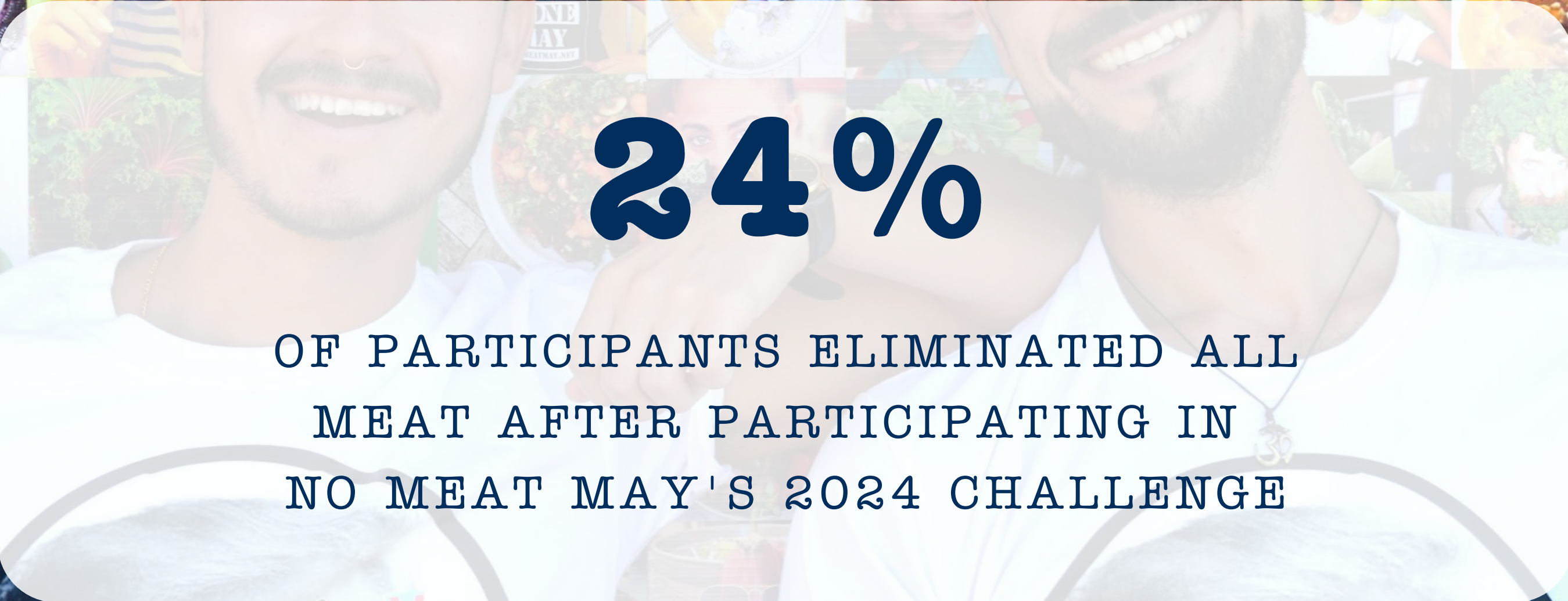
29%

OF PARTICIPANTS ELIMINATED CHICKEN MEAT
AFTER TAKING PART IN NO MEAT MAY 2024



24%

OF PARTICIPANTS ELIMINATED ALL
MEAT AFTER PARTICIPATING IN
NO MEAT MAY'S 2024 CHALLENGE



24%


OF PARTICIPANTS ELIMINATED ALL
MEAT AFTER PARTICIPATING IN
NO MEAT MAY'S 2024 CHALLENGE

A COLLECTIVE CHANGE IN EATING HABITS

- 64% reduction in red meat
- 50% reduction in chicken & turkey meat
- 26% reduction in fish & sea animals
- 31% reduction in chicken eggs
- 38% reduction in dairy
- 34% increase in fruit & vegetables
- 69% increase in pulses
- 47% increase in nuts & seeds

*Results based on an evaluation of participants' eating habits in April 2024 versus post-event eating habits in mid July 2024





“No Meat May was an experiment to move my family towards meatless menus. It was a success - all the meatless dishes were eaten with gusto!”

Cathy D - No Meat May participant



SO WHAT'S THE IMPACT?



34%

AVERAGE INCREASE IN PARTICIPANTS' FRUIT &
VEGETABLE CONSUMPTION AFTER TAKING PART
IN NO MEAT MAY'S 2024 CHALLENGE

*Estimated impact of No Meat May 2024

PREVENTION OF CHRONIC DISEASES

After taking part in No Meat May participants are eating healthier, reducing their risk of many chronic diseases by:

- Reducing their consumption of red & processed meat, chicken meat and dairy products; and
- Replacing meat with more of the good stuff; a 34% increase in high-fibre fruit & veg, a 69% increase in heart-healthy legumes & pulses, and a 47% increase in nutrient-rich nuts & seeds.





“

I have always gone back & forth as a vegetarian, but now with all the tools provided by No Meat May, I am a lifer! I have learned so much about being a healthy vegetarian! So happy!

Liz E - No Meat May participant



1.831 MILLION

TONNES OF CO₂ SAVED OVER 40 YEARS
(45,799 TONNES OF CO₂ SAVED EACH YEAR)

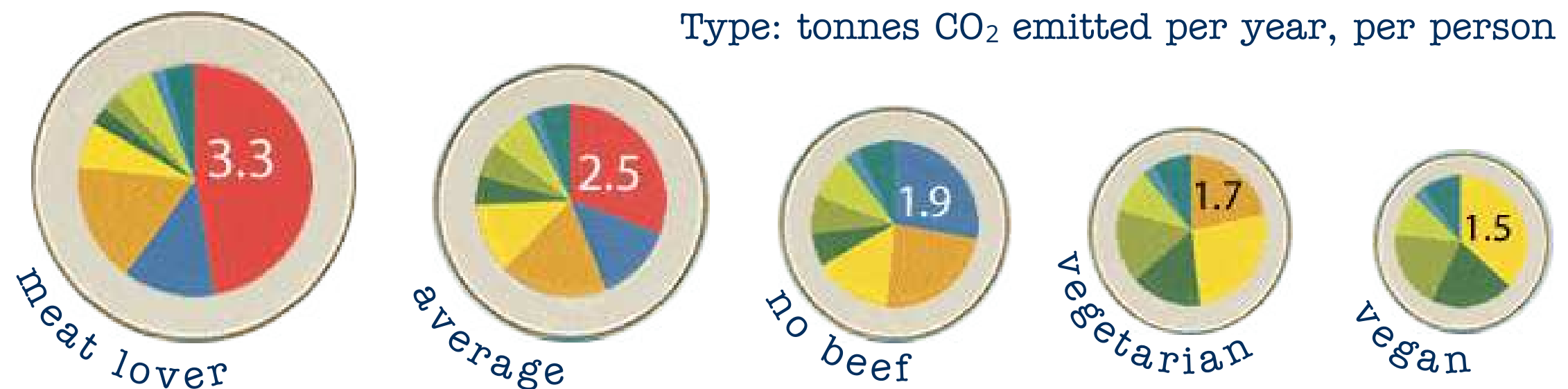
*Estimated impact of No Meat May 2024


REDUCING THE IMPACT OF CLIMATE CHANGE

- The average No Meat May participant before their challenge reported food-related GHG emissions at around 2.5 tonnes of CO₂ each year.
([World Resources Institute, Shrink that footprint](#))
- The average No Meat May participant 10 weeks after their challenge reported reductions in their food-related GHG emissions equivalent to approx. 0.6 tonnes of CO₂ each year.

(Note: this estimate is for greenhouse gases created in the production of food only and does not include the CO₂ that could be drawn down from the atmosphere from the re-wilding of land freed up from dietary changes.)

Diagram indicates carbon footprint by eating pattern
Type: tonnes CO₂ emitted per year, per person



A photograph of a person with long dark hair, wearing a white shirt with thin purple vertical stripes, cradling a small piglet in their arms. The piglet is dark-colored with a lighter patch on its side. The background is a soft-focus field of tall grass. A semi-transparent white box with rounded corners is overlaid on the center of the image, containing a quote and the name of the participant.

“The way I look at everything, from food and animals, through to the environment, has changed considerably. No Meat May made me stop and think about how I can do better, positive things for all.

Rochelle M - No Meat May participant



835.47 BILLION

LITRES OF WATER SAVED OVER THE NEXT 40 YEARS
(20.9 BILLION LTRS OF WATER SAVED EACH YEAR)

*Estimated impact of No Meat May 2024

PRECIOUS WATER SAVED

- What we eat and drink makes up about half of our water footprint.
- The production of a meat-based diet typically consumes twice the amount of freshwater as compared to a healthy plant-based diet.

(UNESCO Food, Water & Energy Security) (Nature Sustainability, "The Water Footprint of Different Diets")

- The average No Meat May participant reports changes in their eating habits equivalent to a 25% reduction in their freshwater use for food.

(25% x 3,000 litres/day x 76,299 participants).





1,297,083

TONNES OF CROPS SAVED OVER THE NEXT 40 YEARS
(32,427 TONNES OF CROPS SAVED ANNUALLY TO
HELP SHORE UP GLOBAL FOOD SECURITY)

*Estimated impact of No Meat May 2024

MORE CROPS AVAILABLE TO FEED MORE PEOPLE

- Animal-based foods require significantly more resources than most plant-based foods - more land, more water, more feed. Almost 80% of the world's soybean crop is fed to livestock, especially for beef, chicken, egg and dairy production.
- The animal feed required to produce meat ranges from 4.5kg of feed to produce 1kg of chicken meat to up to 25kg of feed to produce 1kg beef.
(A Well Fed World)
- 10 weeks after their challenge, the average No Meat May participant reported reductions in their meat consumption equivalent to a 50% reduction in animal feed required each year.

Saving approx. 425kg of feed per year per person.





**“I learned that even a small change
on my part can contribute to an
important effort to feed the world.”**

Lindy A - No Meat May participant

A background image showing several chickens in a wire cage. The focus is on a white chicken in the center, with brown chickens visible on the left and right. The image is slightly blurred, emphasizing the text overlay.

2,365,269

ANIMAL LIVES SPARED IN MAY 2024

*Estimated impact of No Meat May 2024

ANIMAL LIVES SPARED IN MAY

- 158,956 land animals
- 960,096 sea animals
- 915,588 wild sea animals
(used in animal feed)
- 292,479 discarded bycatch animals

*Counting 76,299 registered participants only,
estimates do not include friends, family, and others
who took part but did not officially register.

Estimated sources from - "How many animals does
a vegetarian save?" (countinganimals.com).



WHAT DOES THAT MEAN FOR THE ANIMALS OVER THE NEXT 40 YEARS?





781,301

PIGS SPARED FROM INTENSIVE
FARMING OVER THE NEXT 40 YEARS

*Estimated impact of No Meat May 2024

- The average meat eater consumes 0.4 pigs each year.
- No Meat May 2024 participants report a 64% decrease in their consumption of pig meat.
- Assuming the average participant is equivalent to the average consumer, and maintains their reduction in consumption ongoing for a further 40 years, this will spare 781k lives.
- $76,299 \text{ people} \times 0.4 \text{ pigs per year} \times 40 \text{ years} \times 64\% \text{ reduction in consumption} = 781,301 \text{ pigs spared.}$



36,165,726

CHICKENS SPARED FROM INTENSIVE
FARMING OVER THE NEXT 40 YEARS

*Estimated impact of No Meat May 2024

- The average meat eater consumes 23.7 chickens a year.
- No Meat May 2024 participants report a 50% decrease in their consumption of chicken meat.
- Assuming the average No Meat May participant is equivalent to the average consumer, and maintains their reduction in consumption ongoing for a further 40 years, this will spare 25.5 million lives.
- $76,299 \text{ people} \times 23.7 \text{ chickens per year} \times 40 \text{ years} \times 50\% \text{ reduction in consumption} = 36,165,726 \text{ chickens spared.}$

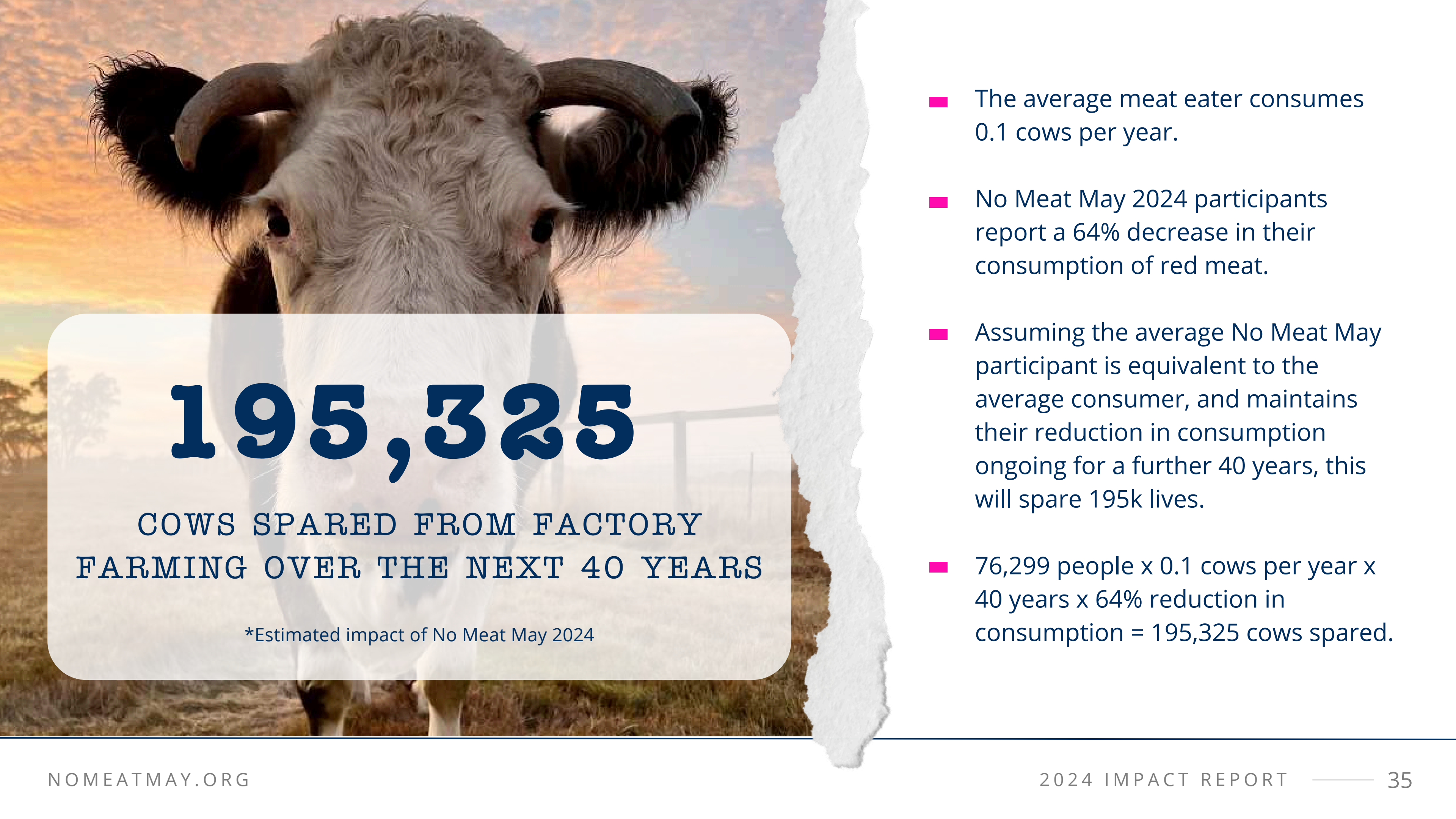


1,068,186

TURKEYS SPARED FROM INTENSIVE
FARMING OVER THE NEXT 40 YEARS

*Estimated impact of No Meat May 2024

- The average meat eater consumes 0.7 turkeys a year.
- No Meat May 2024 participants report a 50% decrease in their consumption of turkey meat.
- Assuming the average No Meat May participant is equivalent to the average consumer, and maintains their reduction in consumption ongoing for a further 40 years, this will spare 1.068m lives.
- $76,299 \text{ people} \times 0.7 \text{ turkeys per year} \times 40 \text{ years} \times 50\% \text{ reduction in consumption} = 1,068,186 \text{ turkey lives spared.}$

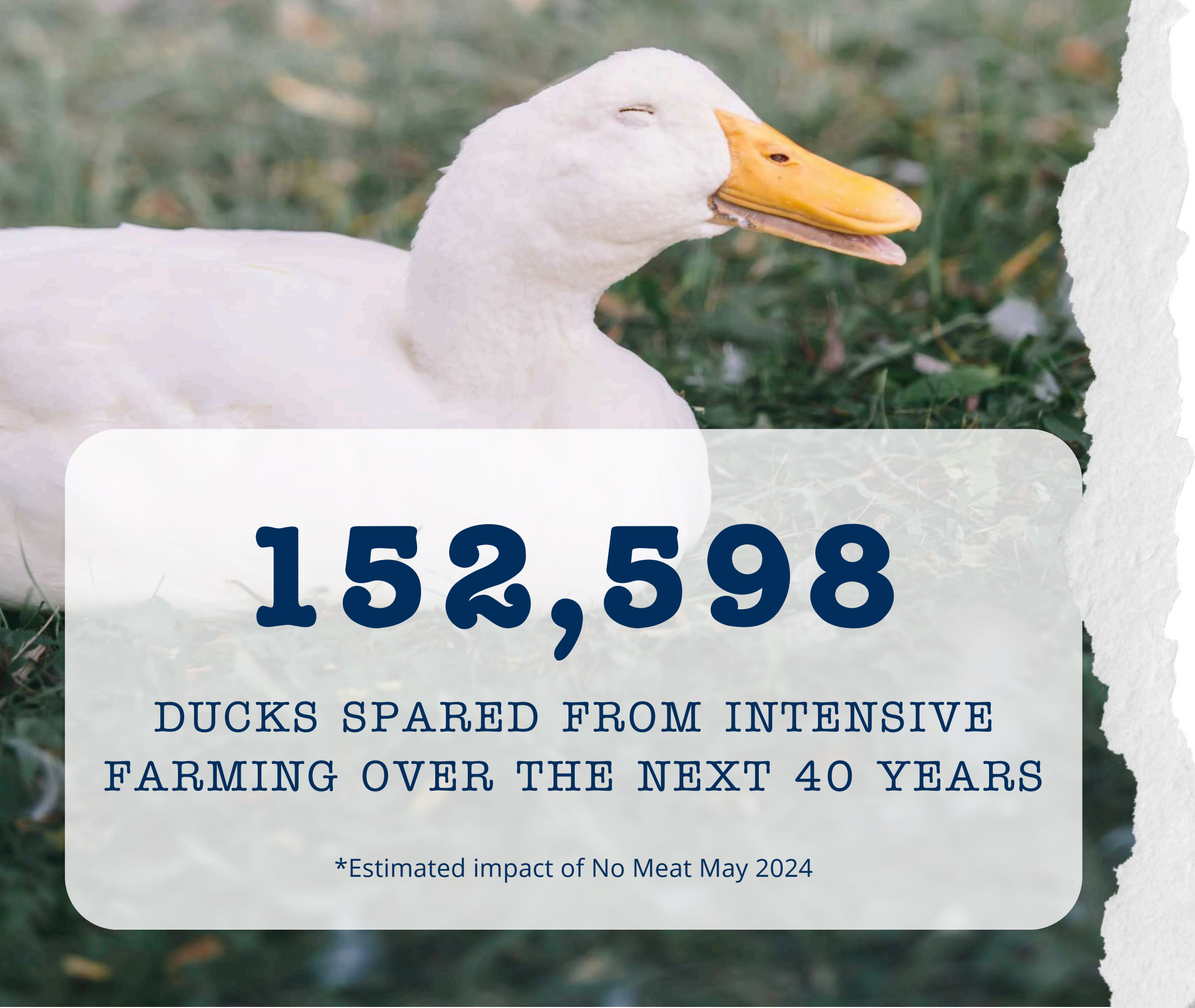


195,325

COWS SPARED FROM FACTORY
FARMING OVER THE NEXT 40 YEARS

*Estimated impact of No Meat May 2024

- The average meat eater consumes 0.1 cows per year.
- No Meat May 2024 participants report a 64% decrease in their consumption of red meat.
- Assuming the average No Meat May participant is equivalent to the average consumer, and maintains their reduction in consumption ongoing for a further 40 years, this will spare 195k lives.
- $76,299 \text{ people} \times 0.1 \text{ cows per year} \times 40 \text{ years} \times 64\% \text{ reduction in consumption} = 195,325 \text{ cows spared.}$



152,598

DUCKS SPARED FROM INTENSIVE
FARMING OVER THE NEXT 40 YEARS

*Estimated impact of No Meat May 2024

- The average meat eater consumes 0.1 ducks each year.
- No Meat May 2024 participants report a 50% decrease in their consumption of duck meat.
- Assuming the average No Meat May participant is equivalent to the average consumer, and maintains their reduction in consumption ongoing for a further 40 years, this will save 152k lives.
- $76,299 \text{ people} \times 0.1 \text{ ducks per year} \times 40 \text{ years} \times 50\% \text{ reduction in consumption} = 152,598 \text{ ducks spared.}$



119,819,950

FISH & SEA ANIMALS SPARED
OVER THE NEXT 40 YEARS

*Estimated impact of No Meat May 2024

- The average meat eater consumes 151 sea animals each year (129 shell fish & 22 fin fish).
- No Meat May 2024 participants report a 26% decrease in their consumption of sea animals.
- Assuming the average No Meat May participant maintains their reduction in consumption ongoing for a further 40 years, this will save 119.8 million lives.
- $76,299 \text{ people} \times 151 \text{ sea animals} \times 40 \text{ years} \times 26\% \text{ reduction in consumption} = 119,819,950 \text{ fish \& sea animal lives spared.}$

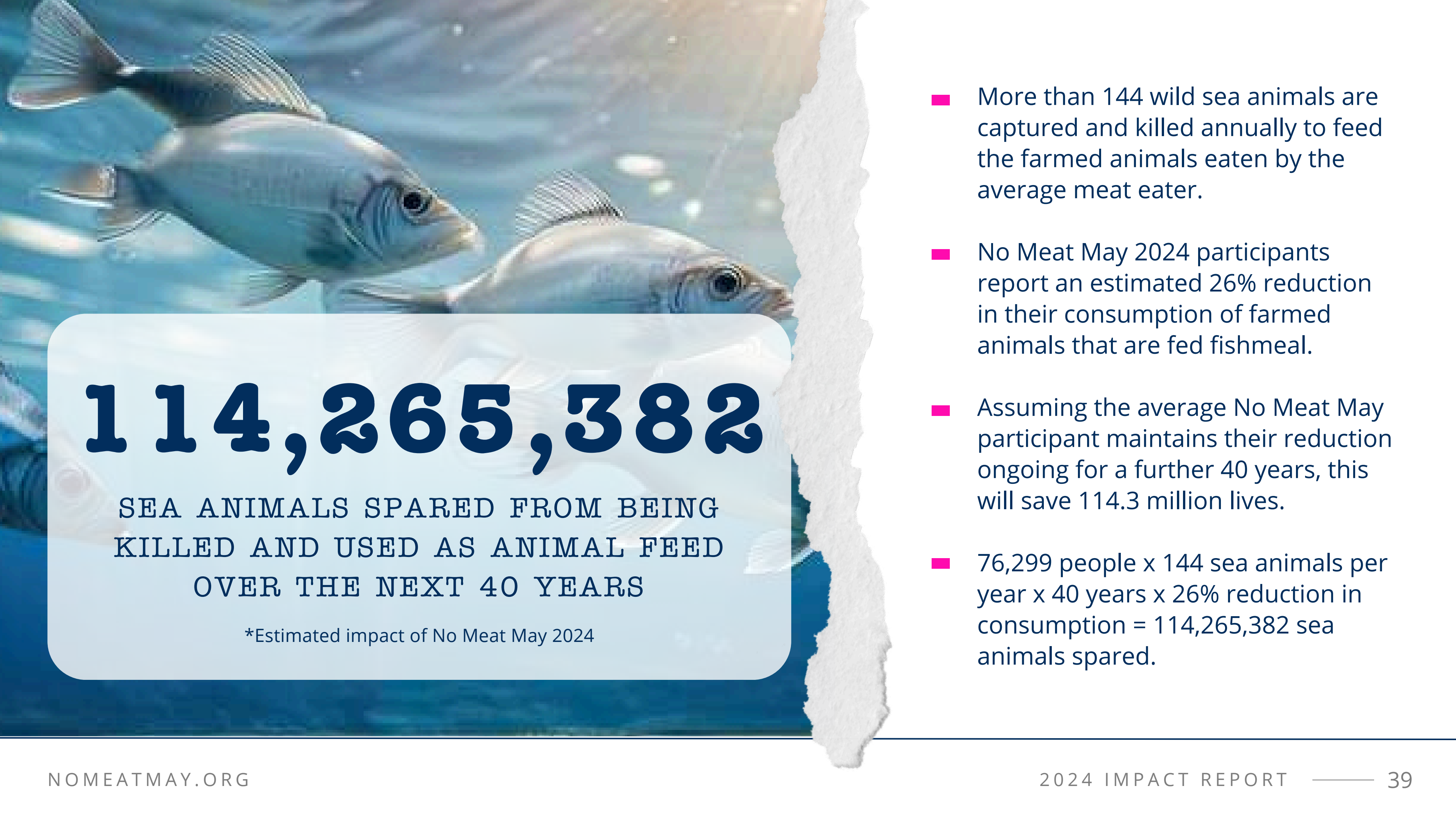


36,501,442

ANIMALS SPARED FROM BEING KILLED
AS BYCATCH OVER THE NEXT 40 YEARS

*Estimated impact of No Meat May 2024

- When catching fish and sea animals for food approximately 46 sea animals are killed and discarded as bycatch each year for the average meat eater.
- No Meat May 2024 participants report a 26% decrease in their consumption of fish and other sea animals.
- Assuming the average No Meat May participant maintains their reduction in consumption ongoing for a further 40 years, this will save 36 million lives.
- $76,299 \text{ people} \times 46 \text{ sea animals per year} \times 40 \text{ years} \times 26\% \text{ reduction in consumption} = 36,501,442 \text{ animal lives spared.}$



114,265,382

SEA ANIMALS SPARED FROM BEING
KILLED AND USED AS ANIMAL FEED
OVER THE NEXT 40 YEARS

*Estimated impact of No Meat May 2024


- More than 144 wild sea animals are captured and killed annually to feed the farmed animals eaten by the average meat eater.
- No Meat May 2024 participants report an estimated 26% reduction in their consumption of farmed animals that are fed fishmeal.
- Assuming the average No Meat May participant maintains their reduction ongoing for a further 40 years, this will save 114.3 million lives.
- $76,299 \text{ people} \times 144 \text{ sea animals per year} \times 40 \text{ years} \times 26\% \text{ reduction in consumption} = 114,265,382 \text{ sea animals spared.}$

ANIMALS SPARED OVER 40 YEARS

- Pigs: 781,302
- Chickens: 36,165,726
- Turkeys: 1,068,186
- Cows: 195,325
- Ducks: 152,598
- Sea Animals: 119,819,950
- Bycatch animals: 36,501,442
- Sea animals used as feed: 114,265,382

*Results based on an evaluation of participants' eating habits in April 2024 versus post-campaign eating habits in mid July 2024 assuming average behaviour change is maintained over 40 years.





I suffered a stroke so I needed to make some BIG changes. With the support of my wife, who also did No Meat May, my health took a rapid change for the better. I was able to get rid of my wheelchair and have regained some freedom. Best decision I've ever made.

John A - No Meat May participant

WHAT YOU DO MAKES A DIFFERENCE

We are proud to share the impact of our 2024 community of participants. Leading the way by changing things up for the better, one incredible meal at a time.

If you'd like to get involved we'd love to hear from you! Sign up at nomeatmay.org or please give us a shout at hello@nomeatmay.org.



Is it time you embraced an animal-free diet? page 7

I feel great, my blood pressure is normal, less inflammation, I also gave up dairy. Think I'll keep going with this.

KATHY B

I was in it for my health but you made me open my eyes in my heart a little bit more.

TAMMY T

The love of animals and our planet is the reason I joined. Now I'm in the best health of my life. (i'm over 60)

CYNTHIA M



CONTACT US

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