



2022 IMPACT REPORT

WHAT YOU DO
MAKES A DIFFERENCE



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**The power to change the
world for the better is in our
hands - what are we going to
do with all that power?**

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 fruits, vegetables, nuts, grains & legumes.

[#ImproveYourHealth](#)

Environment

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

[#SaveThePlanet](#)

Animals

Animal cruelty is the price we pay to be able to eat cheap meat, eggs and dairy three times a day - you can help end it.

[#EndFactoryFarming](#)

Food Security

Feeding the world without destroying our planet means we must eat a lot less meat and animal products.

[#FeedTheWorld](#)

OUR 2022 RESULTS





48,113

PARTICIPANTS REGISTERED
FROM MORE THAN 50 COUNTRIES

74%

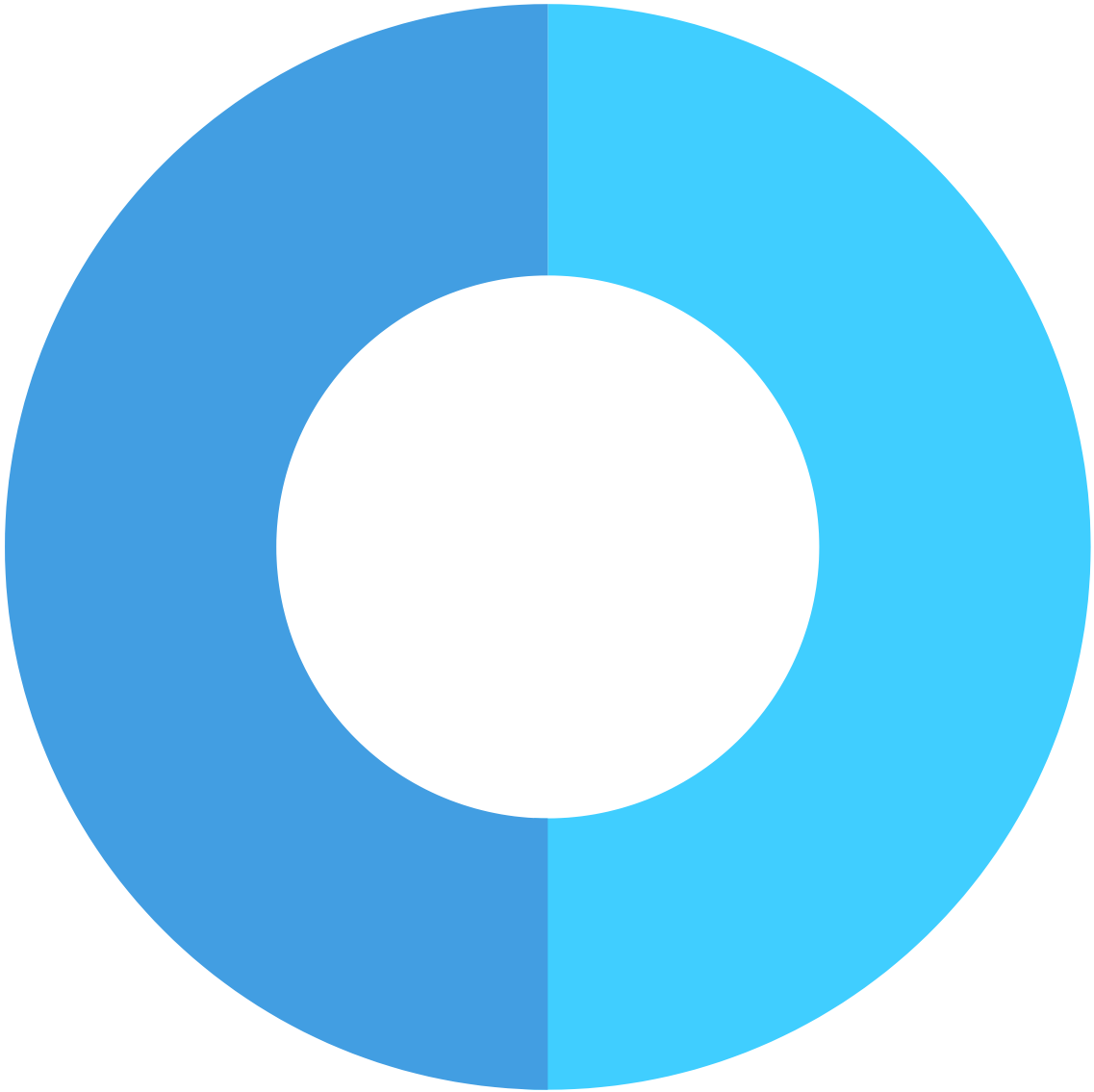
**were from
Australia,
New Zealand,
Canada, South
Africa, the
USA and UK**



WORD OF MOUTH

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

Registered
48,113

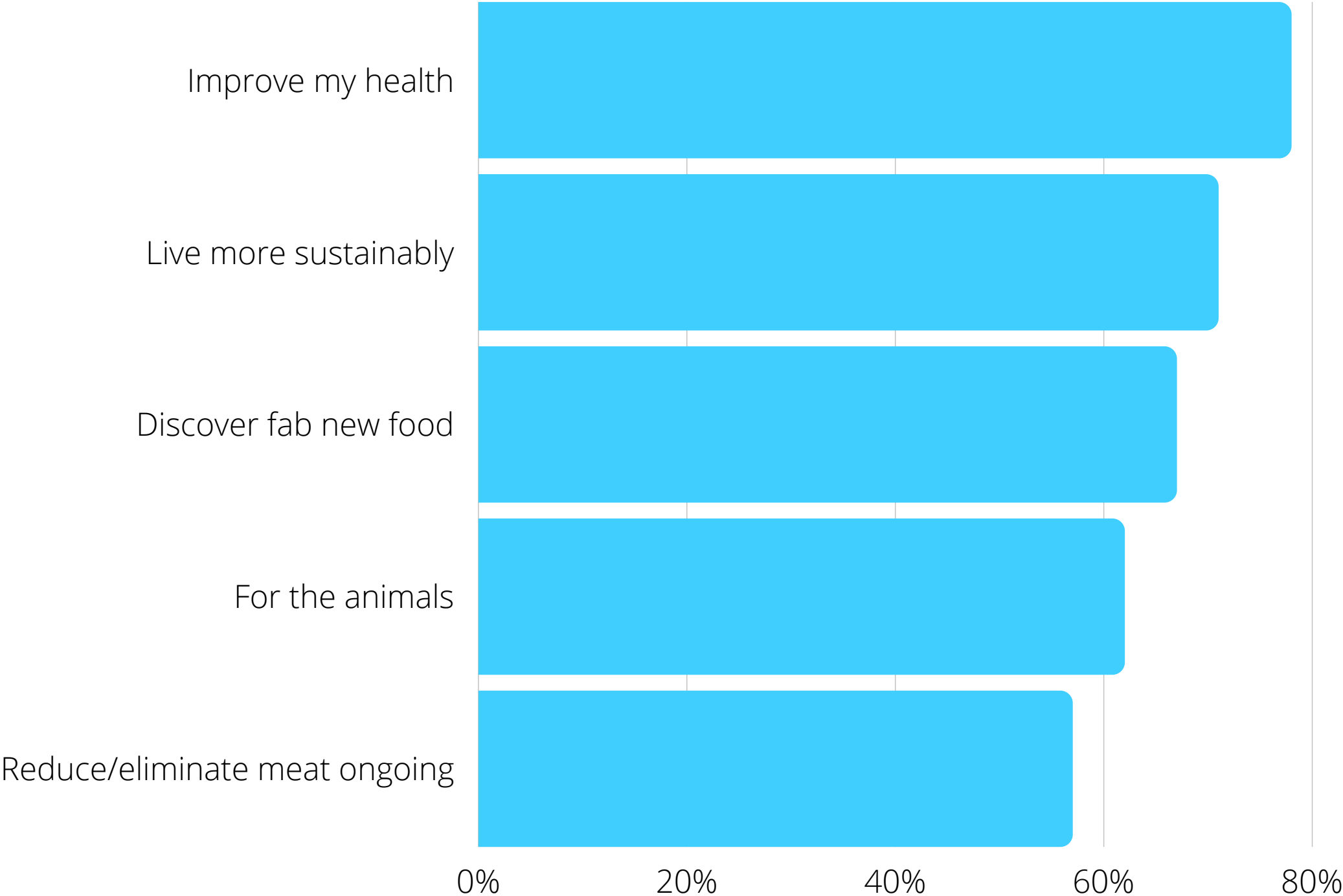


Unregistered
48,113

MOTIVATIONS

Health was the number one motivation for signing up.

Followed closely by living more sustainably, discovering new food, wanting to end factory farming, and seeking support to reduce or eliminate meat & animal products ongoing.





91%

OF PARTICIPANTS REDUCED OR ELIMINATED
MEAT & ANIMAL PRODUCTS AFTER TAKING PART
IN NO MEAT MAY'S 2022 CHALLENGE



44%

OF PARTICIPANTS ELIMINATED RED MEAT
AFTER TAKING PART IN NO MEAT MAY 2022



33%

OF PARTICIPANTS ELIMINATED CHICKEN MEAT
AFTER TAKING PART IN NO MEAT MAY 2022



30%

OF PARTICIPANTS ELIMINATED ALL MEAT
AFTER PARTICIPATING IN
NO MEAT MAY'S 2022 CHALLENGE

COLLECTIVE CHANGE IN EATING HABITS

- 65% reduction in red meat
- 56% reduction in chicken & turkey meat
- 22% reduction in fish & sea animals
- 31% reduction in chickens eggs
- 46% reduction in dairy
- 39% increase in fruit & vegetables
- 77% increase in pulses
- 64% increase in nuts & seeds

*Results based on an evaluation of participants eating habits in April 2022 versus post campaign eating habits in mid July 2022





SO WHAT'S THE IMPACT?



39%

AVERAGE INCREASE IN PARTICIPANTS FRUIT &
VEGETABLE CONSUMPTION AFTER TAKING PART
IN NO MEAT MAY'S 2022 CHALLENGE

*Estimated impact of NMM 2022

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, and cutting their consumption of chicken meat and dairy products; and
- Replacing meat with the good stuff; with a 39% increase in high-fibre fruit & veg, a 77% increase in heart healthy legumes & pulses, and a 64% increase in nutrient rich nuts & seeds.





1.155 MILLION

TONNES OF CO₂ SAVED OVER 40 YEARS
(28,868 TONNES OF CO₂ SAVED EACH YEAR)

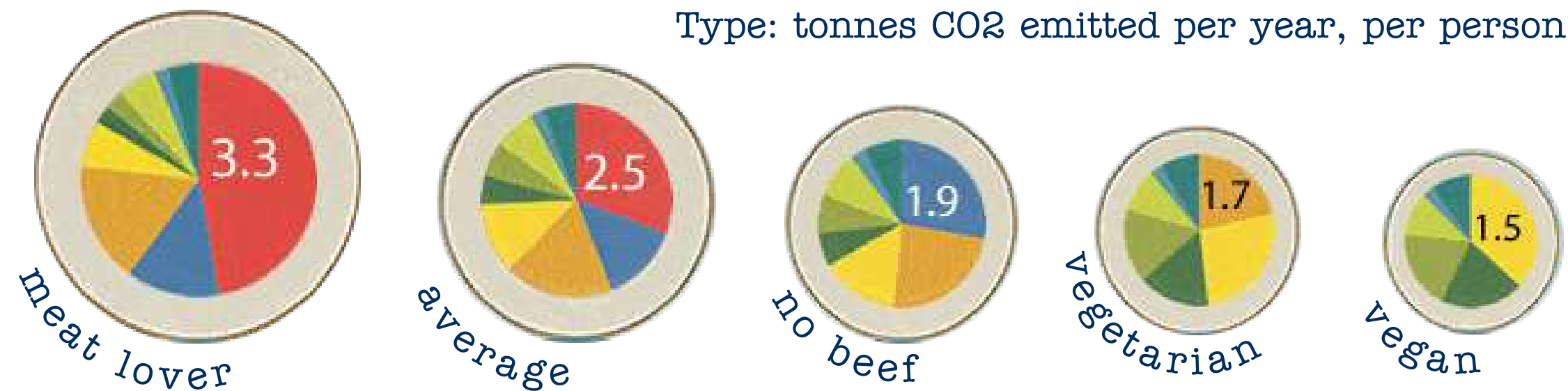
*Estimated impact of NMM 2022

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





526.84 BILLION

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

*Estimated impact of NMM 2022

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 fresh water use for food.

(25% x 3,000 litres/day x 48,113 participants).



A photograph of two young women with dark hair, smiling and holding bunches of green leafy crops. They are outdoors in a field with more green plants in the background. The image is used as a background for a text overlay.

817,921

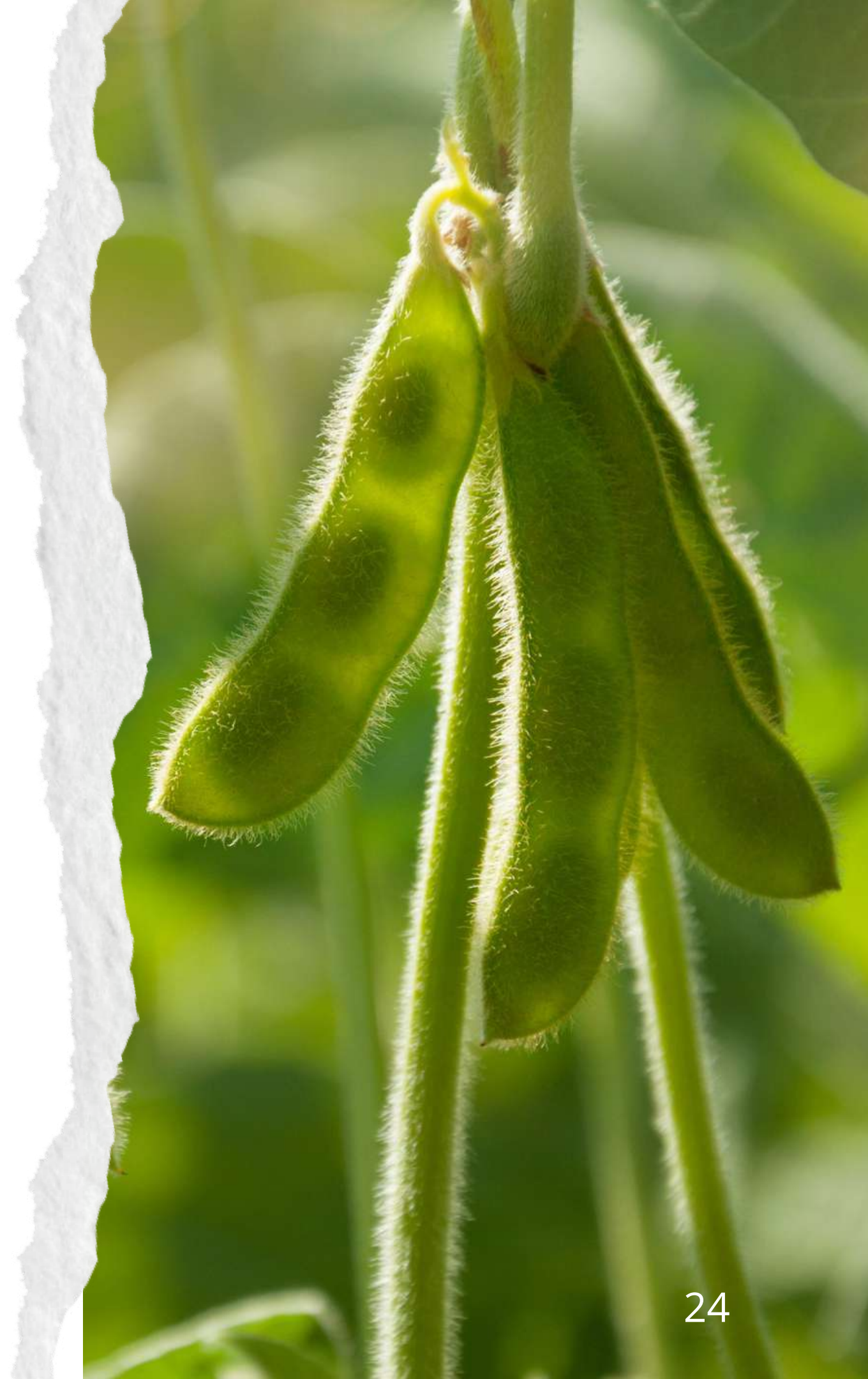
TONNES OF CROPS SAVED OVER THE NEXT 40 YEARS
(20,448 TONNES OF CROPS SAVED ANNUALLY TO
HELP SHORE UP GLOBAL FOOD SECURITY)

*Estimated impact of NMM 2022

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 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.





1,467,446

ANIMAL LIVES SPARED IN MAY 2022

*Estimated impact of NMM 2022

ANIMAL LIVES SPARED IN MAY

- 100,235 Land Animals
- 605,422 Sea Animals
- 577,356 Wild Sea Animals
(used in animal feed)
- 184,433 Discarded Bycatch Animals

*Counting 48,113 registered participants only,
estimates do not include friends, family, and others
who took part but did not officially register.

Estimates sourced from - How many animals does
a vegetarian save? (countinganimals.com).



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





500,375

PIGS SPARED FROM INTENSIVE
FARMING OVER THE NEXT 40 YEARS

*estimated impact of NMM 2022

- The average meat eater consumes 0.4 pigs each year.
- No Meat May 2022 participants report a 65% 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 save 500k lives.
- $48,113 \text{ people} \times 0.4 \text{ pigs per year} \times 40 \text{ years} \times 65\% \text{ reduction in consumption} = 500,375 \text{ pigs spared.}$



25,542,229

CHICKENS SPARED FROM INTENSIVE
FARMING OVER THE NEXT 40 YEARS

*estimated impact of NMM 2022

- The average meat eater consumes 23.7 chickens a year.
- No Meat May 2022 participants report a 56% 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 save 25.5 million lives.
- $48,113 \text{ people} \times 23.7 \text{ chickens per year} \times 40 \text{ years} \times 56\% \text{ reduction in consumption} = 25,542,299 \text{ chickens spared.}$



754,411

TURKEYS SPARED FROM INTENSIVE
FARMING OVER THE NEXT 40 YEARS

*estimated impact of NMM 2022

- The average meat eater consumes 0.7 turkey's a year.
- No Meat May 2022 participants report a 56% 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 save 750k lives.
- $48,113 \text{ people} \times 0.7 \text{ turkeys per year} \times 40 \text{ years} \times 56\% \text{ reduction in consumption} = 754,411 \text{ turkey lives spared.}$

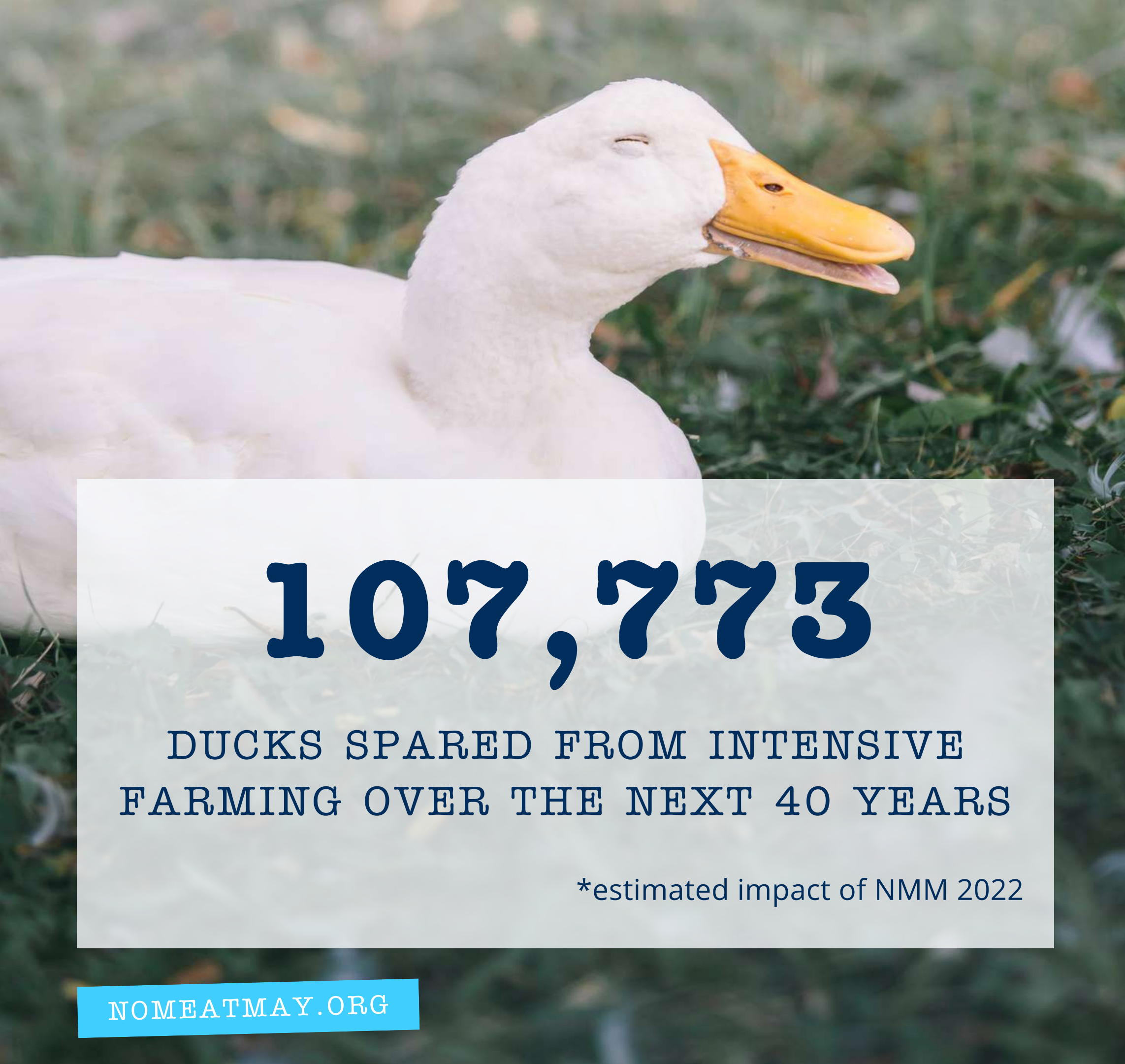


125,093

COWS SPARED FROM FACTORY
FARMING OVER THE NEXT 40 YEARS

*estimated impact of NMM 2022

- The average meat eater consumes 0.1 cows per year.
- No Meat May 2022 participants report a 65% 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 save 125k lives.
- $48,113 \text{ people} \times 0.1 \text{ cows per year} \times 40 \text{ years} \times 65\% \text{ reduction in consumption} = 125,093 \text{ cows spared.}$



107,773

DUCKS SPARED FROM INTENSIVE
FARMING OVER THE NEXT 40 YEARS

*estimated impact of NMM 2022

- The average meat eater consumes 0.1 ducks each year.
- No Meat May 2022 participants report a 56% 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 107k lives.
- $48,113 \text{ people} \times 0.1 \text{ ducks per year} \times 40 \text{ years} \times 56\% \text{ reduction in consumption} = 107,773 \text{ ducks spared.}$



63,932,554

FISH & SEA ANIMALS SPARED
OVER THE NEXT 40 YEARS

*estimated impact of NMM 2022

- The average meat eater consumes 151 sea animals each year (129 shell fish & 22 fin fish).
- No Meat May 2022 participants report a 22% 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 63.9 million lives.
- $48,113 \text{ people} \times 151 \text{ sea animals} \times 40 \text{ years} \times 22\% \text{ reduction in consumption} = 63,932,552 \text{ fish \& sea animal lives spared.}$



19,476,142

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

*estimated impact of NMM 2022

- 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 2022 participants report a 22% 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 19 million lives.
- $48,113 \text{ people} \times 46 \text{ sea animals per year} \times 40 \text{ years} \times 22\% \text{ reduction in consumption} = 19,476,142 \text{ animal lives spared.}$



138,565,440

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

*estimated impact of NMM 2022

- 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 2022 participants report on average a 50% decrease in their consumption of farmed animals.
- Assuming the average No Meat May participant maintains their reduction ongoing for a further 40 years, this will save 138.5 million lives.
- $48,113 \text{ people} \times 144 \text{ sea animals per year} \times 40 \text{ years} \times 50\% \text{ reduction in consumption} = 138,565,440 \text{ sea animals spared.}$

ANIMALS SPARED OVER 40 YEARS

- Pigs: 500,375
- Chickens: 25,542,229
- Turkeys: 754,411
- Cows: 125,093
- Ducks: 107,773
- Sea Animals: 63,932,554
- Bycatch animals: 19,476,142
- Sea animals used as feed: 138,565,440

*Results based on an evaluation of participants eating habits in April 2022 versus post campaign eating habits in mid July 2022 assuming average behaviour change is maintained over 40 years.





**Feeding the world without
destroying our planet will require
a new agricultural & cultural
revolution - with us eating a lot
less meat & animal products.**

WHAT YOU DO MAKES A DIFFERENCE!

We are proud to share the impact of our 2022 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.



CONTACT US

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