

2023 IMPACT REPORT


WHAT YOU DO
MAKES A DIFFERENCE



CONTENTS



04	About Us	17	The 2023 Impact
05	Our 4 Big Reasons	31	The Impact on Animal Lives
06	Our 2023 Results	42	Help us Make a Difference
10	Motivations for Participation	44	Contact Us



“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 2023 RESULTS





57,344

PARTICIPANTS REGISTERED
FROM MORE THAN 60 COUNTRIES

76%

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

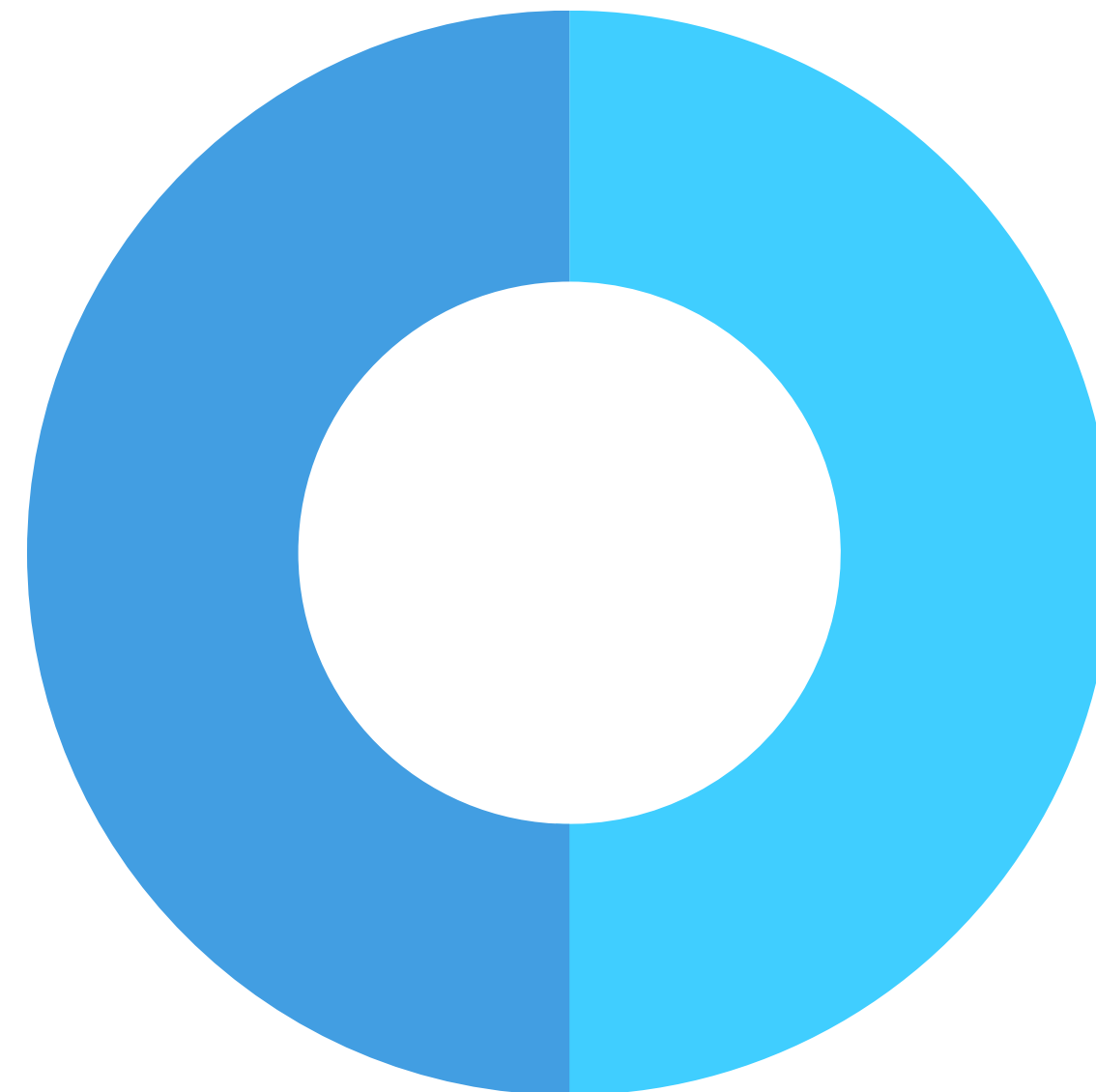


WORD OF MOUTH

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.

Registered
57,344

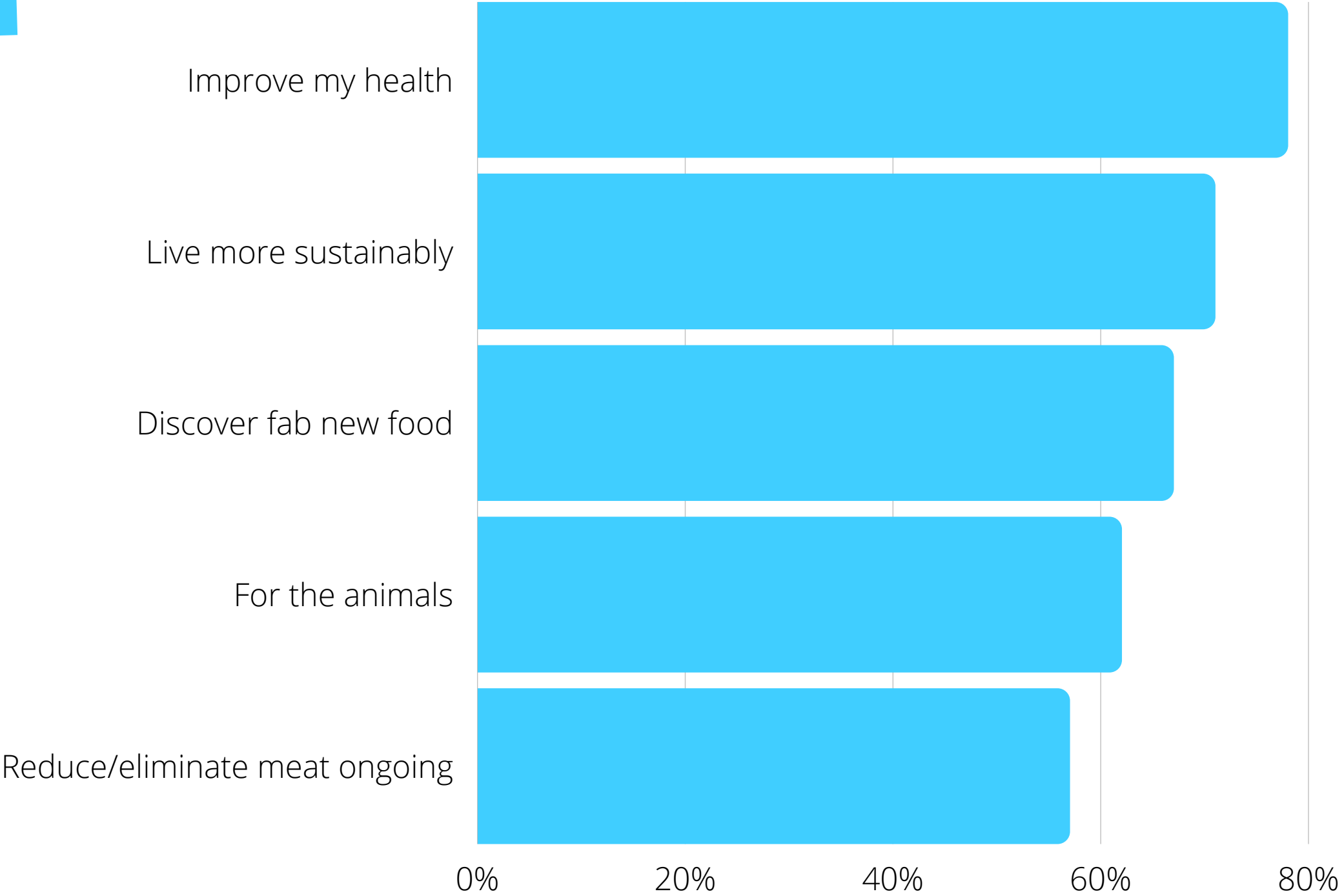


Unregistered
57,344

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.





90%

OF PARTICIPANTS REDUCED OR ELIMINATED
MEAT & ANIMAL PRODUCTS AFTER TAKING PART
IN NO MEAT MAY'S 2023 CHALLENGE

A close-up, low-angle shot of a brown cow's head, looking directly at the camera. The cow's face is the central focus, with its large, expressive eyes and prominent white muzzle. The background is a clear, vibrant blue sky. A semi-transparent white rounded rectangle is overlaid on the center of the image, containing text.

33%

OF PARTICIPANTS ELIMINATED RED MEAT
AFTER TAKING PART IN NO MEAT MAY 2023



23%

OF PARTICIPANTS ELIMINATED CHICKEN MEAT
AFTER TAKING PART IN NO MEAT MAY 2023



22%


OF PARTICIPANTS ELIMINATED ALL
MEAT AFTER PARTICIPATING IN
NO MEAT MAY'S 2023 CHALLENGE

A COLLECTIVE CHANGE IN EATING HABITS

- 57% reduction in red meat
- 50% reduction in chicken & turkey meat
- 21% reduction in fish & sea animals
- 30% reduction in chicken eggs
- 36% reduction in dairy
- 34% increase in fruit & vegetables
- 61% increase in pulses
- 50% increase in nuts & seeds

*Results based on an evaluation of participants' eating habits in April 2023 versus post-event eating habits in mid July 2023



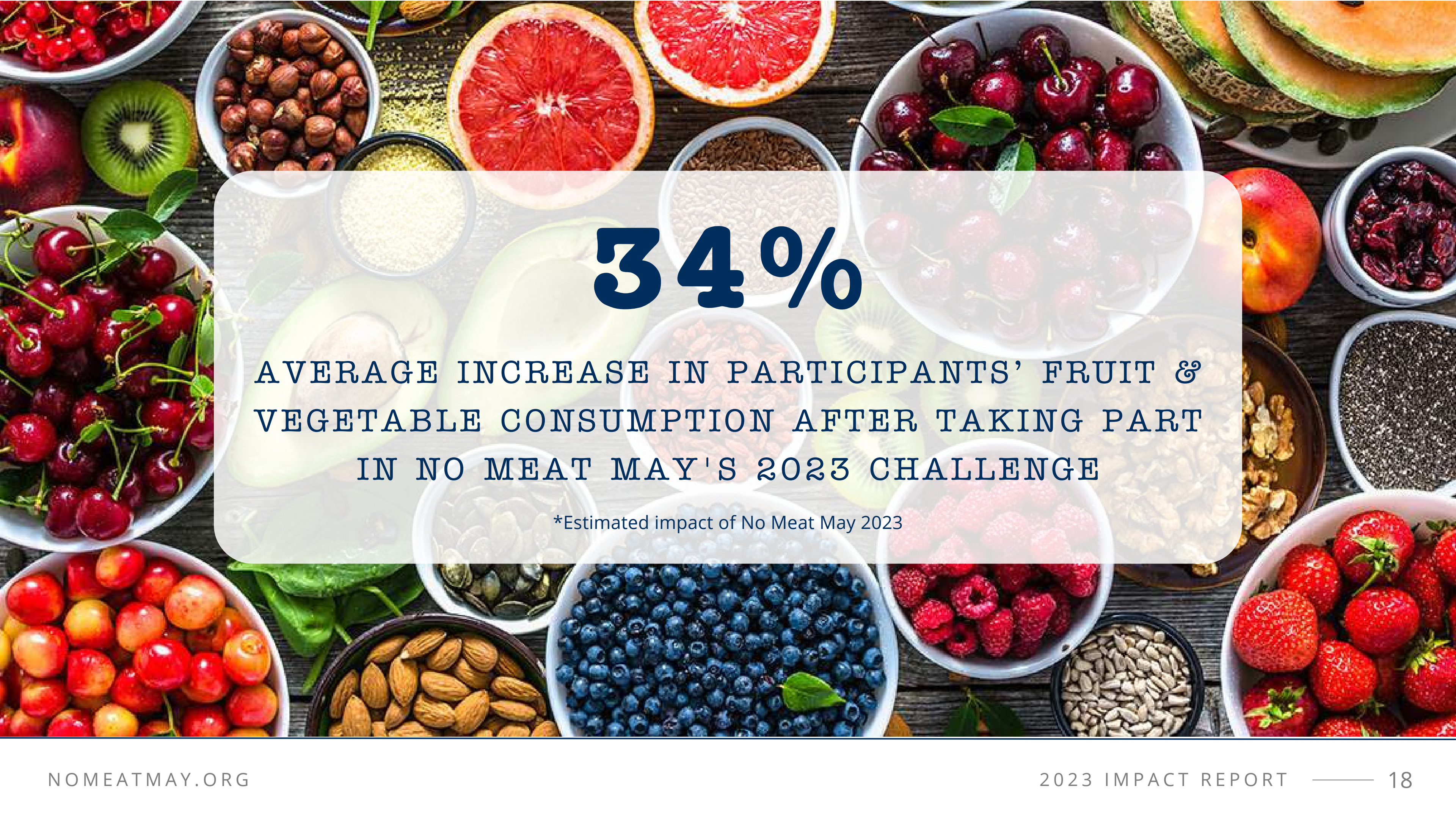


“No Meat May was an experiment to move my family towards meatless menus. It was a success - all the meatless dishes were eaten with gusto!”

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 2023 CHALLENGE

*Estimated impact of No Meat May 2023

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 61% increase in heart-healthy legumes & pulses, and a 50% 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



1.376 MILLION

TONNES OF CO₂ SAVED OVER 40 YEARS
(34,406 TONNES OF CO₂ SAVED EACH YEAR)

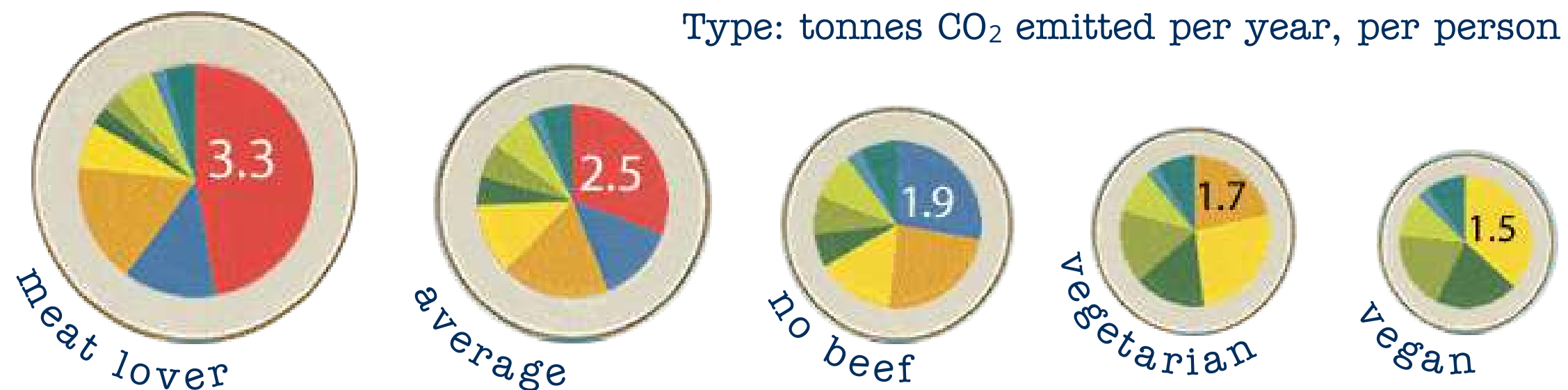
*Estimated impact of No Meat May 2023


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 dark hair, wearing a white shirt with thin purple vertical stripes, gently holding a small piglet in their arms. The piglet is dark-colored with a lighter patch on its side. The background is a field of dry grass.

“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



627.92 BILLION

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

*Estimated impact of No Meat May 2023

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 57,344 participants).





974,848

TONNES OF CROPS SAVED OVER THE NEXT 40 YEARS
(24,371 TONNES OF CROPS SAVED ANNUALLY TO
HELP SHORE UP GLOBAL FOOD SECURITY)

*Estimated impact of No Meat May 2023

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



1,739,913

ANIMAL LIVES SPARED IN MAY 2023

*Estimated impact of No Meat May 2023

ANIMAL LIVES SPARED IN MAY

- 119,945 land animals
- 712,021 sea animals
- 688,128 wild sea animals
(used in animal feed)
- 219,819 discarded bycatch animals


*Counting 57,344 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?





522,977

PIGS SPARED FROM INTENSIVE
FARMING OVER THE NEXT 40 YEARS

*Estimated impact of No Meat May 2023

- The average meat eater consumes 0.4 pigs each year.
- No Meat May 2023 participants report a 57% 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 520k lives.
- $57,344 \text{ people} \times 0.4 \text{ pigs per year} \times 40 \text{ years} \times 57\% \text{ reduction in consumption} = 522,977 \text{ pigs spared.}$



27,181,056

CHICKENS SPARED FROM INTENSIVE
FARMING OVER THE NEXT 40 YEARS

*Estimated impact of No Meat May 2023

- The average meat eater consumes 23.7 chickens a year.
- No Meat May 2023 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 save 25.5 million lives.
- $57,344 \text{ people} \times 23.7 \text{ chickens per year} \times 40 \text{ years} \times 50\% \text{ reduction in consumption} = 27,181,056 \text{ chickens spared.}$

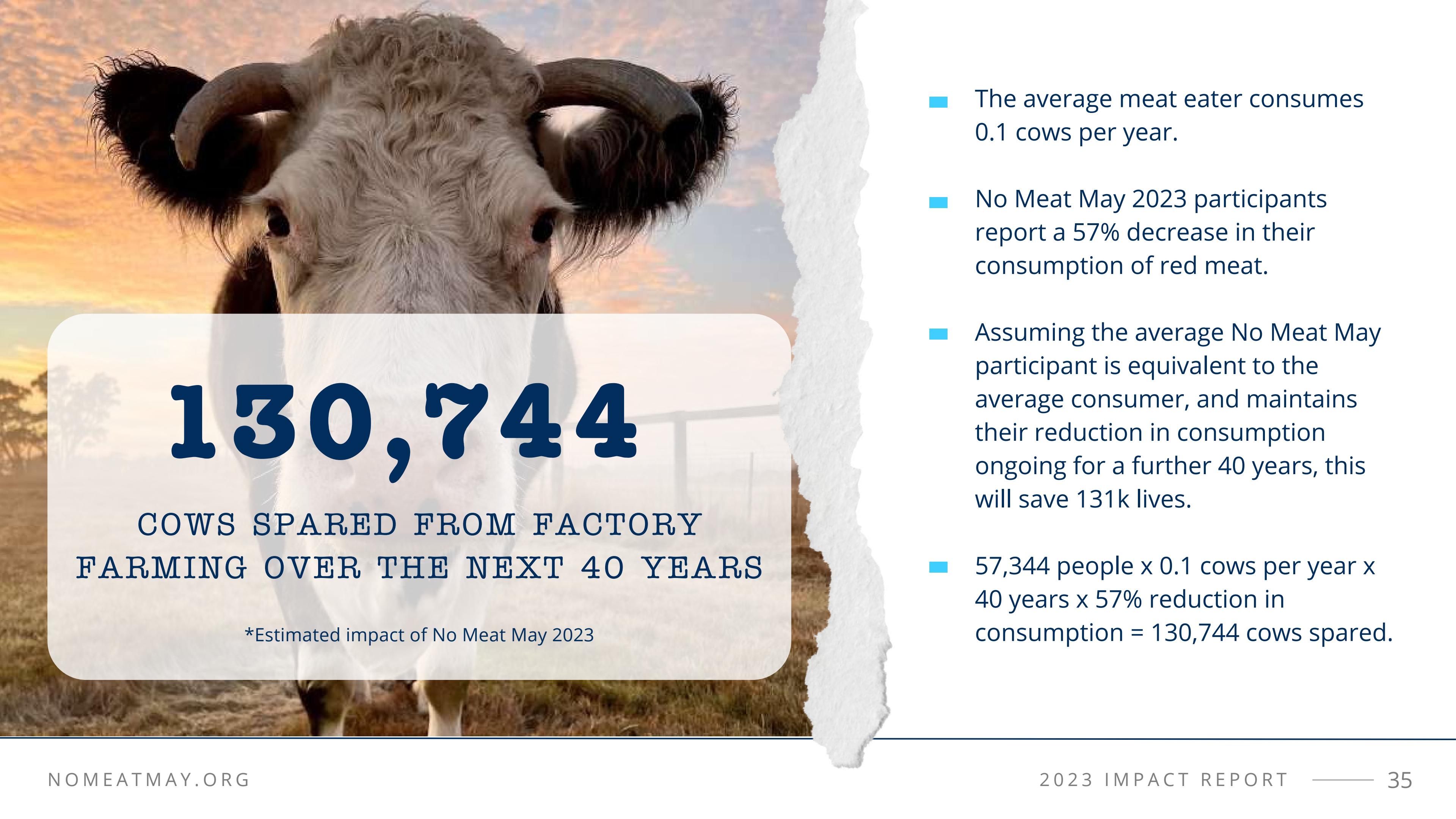


802,816

TURKEYS SPARED FROM INTENSIVE
FARMING OVER THE NEXT 40 YEARS

*Estimated impact of No Meat May 2023

- The average meat eater consumes 0.7 turkeys a year.
- No Meat May 2023 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 save 802k lives.
- $57,344 \text{ people} \times 0.7 \text{ turkeys per year} \times 40 \text{ years} \times 50\% \text{ reduction in consumption} = 802,816 \text{ turkey lives spared.}$




130,744

COWS SPARED FROM FACTORY
FARMING OVER THE NEXT 40 YEARS

*Estimated impact of No Meat May 2023

- The average meat eater consumes 0.1 cows per year.
- No Meat May 2023 participants report a 57% 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 131k lives.
- $57,344 \text{ people} \times 0.1 \text{ cows per year} \times 40 \text{ years} \times 57\% \text{ reduction in consumption} = 130,744 \text{ cows spared.}$



114,688

DUCKS SPARED FROM INTENSIVE
FARMING OVER THE NEXT 40 YEARS

*Estimated impact of No Meat May 2023

- The average meat eater consumes 0.1 ducks each year.
- No Meat May 2023 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 114k lives.
- $57,344 \text{ people} \times 0.1 \text{ ducks per year} \times 40 \text{ years} \times 50\% \text{ reduction in consumption} = 114,688 \text{ ducks spared.}$



71,771,750

FISH & SEA ANIMALS SPARED
OVER THE NEXT 40 YEARS

*Estimated impact of No Meat May 2023

- The average meat eater consumes 151 sea animals each year (129 shell fish & 22 fin fish).
- No Meat May 2023 participants report a 21% 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.
- $57,344 \text{ people} \times 151 \text{ sea animals} \times 40 \text{ years} \times 21\% \text{ reduction in consumption} = 71,771,750 \text{ fish \& sea animal lives spared.}$




22,157,721

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

*Estimated impact of No Meat May 2023

- 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 2023 participants report a 21% 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.
- $57,344 \text{ people} \times 46 \text{ sea animals per year} \times 40 \text{ years} \times 21\% \text{ reduction in consumption} = 22,157,721 \text{ animal lives spared.}$



82,575,360

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

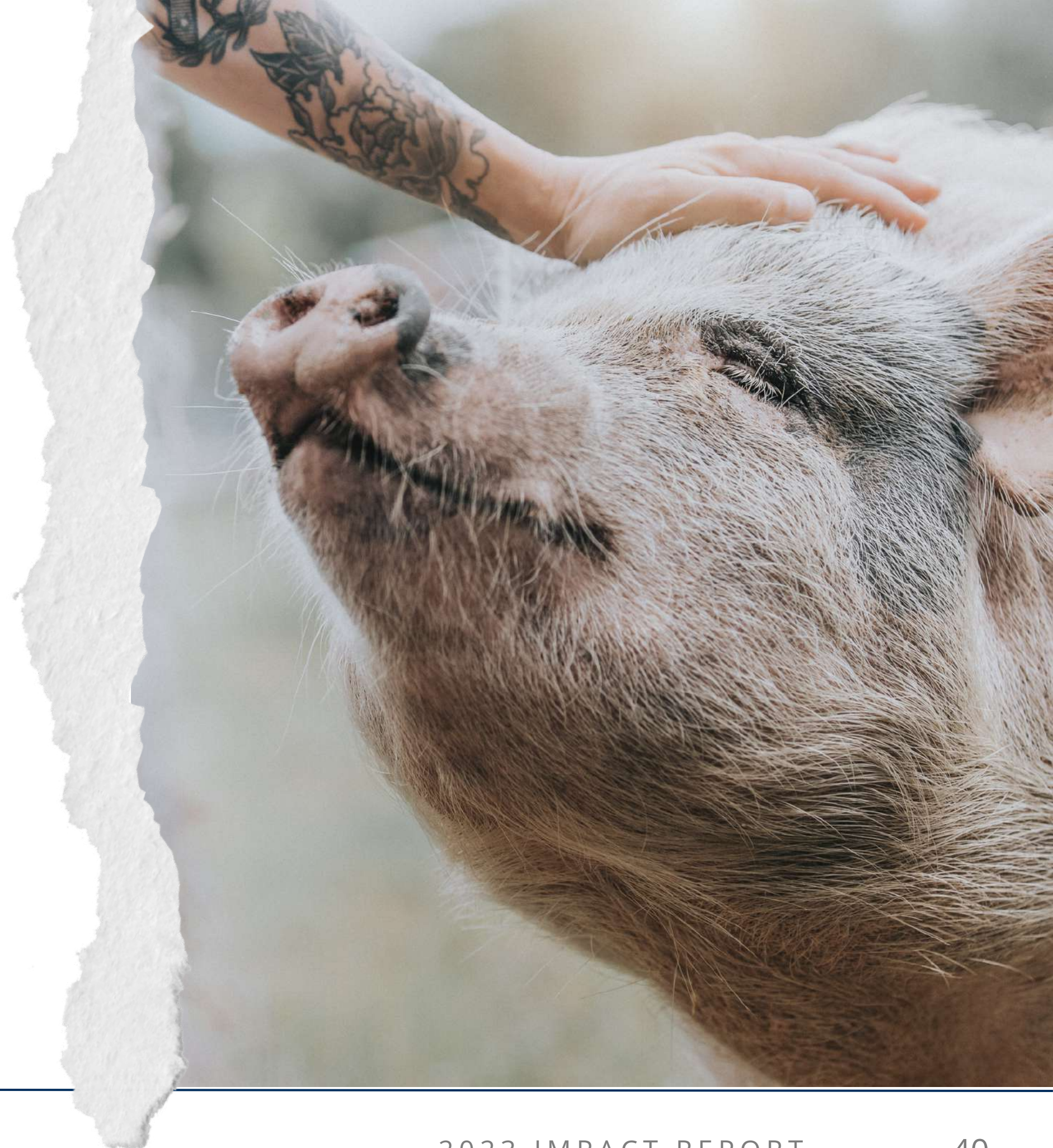
*Estimated impact of No Meat May 2023


- 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 2023 participants report an estimated 25% 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 138.5 million lives.
- $57,344 \text{ people} \times 144 \text{ sea animals per year} \times 40 \text{ years} \times 25\% \text{ reduction in consumption} = 82,575,360 \text{ sea animals spared.}$

ANIMALS SPARED OVER 40 YEARS

- Pigs: 522,977
- Chickens: 27,181,056
- Turkeys: 802,816
- Cows: 130,744
- Ducks: 114,688
- Sea Animals: 71,771,750
- Bycatch animals: 22,157,721
- Sea animals used as feed: 82,575,360

*Results based on an evaluation of participants' eating habits in April 2023 versus post-campaign eating habits in mid July 2023 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 2023 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

FOOD & FILM
A colourful plant-based indulgence

...to let the government...
...chickens do not...
...used as commodities...
...deadline, 940 people had made...
...0,000 now saying they don't just...
...chickens out of cages, they want...
...to those who made submissions...
...Thank you for speaking up for the over half...
...a billion chickens and other birds who are...
...bred, raised and slaughtered every year...
...for food in Australia. Your actions are...
...important as we work towards ending...
...the use and exploitation of animals by...
...humans.

And here comes...
the VegeBurger

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

Go vegetarian to get your blood sugar under control

PEANUT AND DATE NUT BUTTERS

BITING INTO THE VEGETARIAN BOOM

HISTORY-MAKING response to end poultry farming

CONTACT US

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