

WHAT IS THE REDUCETARIAN MOVEMENT?

THE REDUCETARIAN MOVEMENT

is comprised of individuals who are committed to eating less meat — red meat, poultry and seafood — as well as less dairy and fewer eggs, regardless of the degree or motivation.



IT'S HEALTHY

With less meat and more fruits and veggies, reducetarians live longer, healthier and happier lives.



IT'S EASY

Reducetarians set manageable and actionable goals to gradually eat fewer animal products.



IT'S GOOD

Eating less meat is good for the well-being of animals and the environment.

WE NEED YOUR HELP

We are working tirelessly to reduce the amount of animal products that our society consumes — but we need your help. Your donation helps us to mitigate global warming and biodiversity loss, decrease the risks of non-communicable diseases, like heart disease and cancer, among those most susceptible and spare farmed animals from a life-time of suffering and cruelty.

Please support the life-saving work of the Reducetarian Foundation today.

www.reducetarian.org

MISSION

The Reducetarian Foundation aims to improve human health, protect the environment and spare farm animals from cruelty by reducing societal consumption of animal products.

VISION

We envision a world in which our society’s consumption of red meat, poultry, seafood, eggs and dairy is significantly reduced.

CORE VALUES

In a few words: it’s not all-or-nothing. We celebrate the small changes in personal and institutional attitudes and behavior that collectively makes a significant difference in the world.

PROGRAMS

Education: Consumers around the world are encouraged to cut back on the amount of animal products they consume through online advertising campaigns, viral videos, disseminated literature, college campus clubs, published books, op-eds, media placements and our many outreach activities.

Research: To maximize our impact, we conduct empirical research studies in our lab that identify the most effective ways to reduce societal consumption of animal products.

Engagement: We actively build relationships with influencers and organizations that share our mission to significantly reduce animal product consumption. Our aim is to break down silos and increase collaboration, growing a somewhat fragmented and niche movement into a cohesive and mainstream one.

Innovation: We provide strategic marketing, communications and fundraising support to a select number of early-stage food companies that produce plant-based and cultured animal products. We connect students, scientists, investors and entrepreneurs with opportunities in the ‘good food’ sector.

