

# REDUCETARIAN

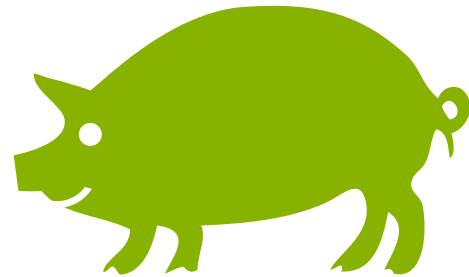
## WHAT IS REDUCETARIANISM?

Reducetarianism is the practice of eating less meat - red meat, poultry, and seafood - with respect to one's own diet. The concept is appealing because not everyone is able or willing to follow a completely vegetarian diet.



### IT'S HEALTHY

With #lessmeat and more fruits and veggies, reducetarians live longer, healthier, and happier lives.



### IT'S GOOD

Eating #lessmeat is good for the well-being of animals and the environment.



### IT'S EASY

Reducetarians set manageable and therefore actionable goals to gradually eat #lessmeat.



### JOIN US

Visit [www.reducetarian.com](http://www.reducetarian.com) and pledge to eat #lessmeat for 30 days.

@reducetarian

