Outreach in China --
Vegan Movement
Gaining Momentum

Caroline Wimberly
Program Associate, Brighter Green
wimberly@brightergreen.org
ABOUT US

- Non-profit action tank that works to transform public policy and dialogue on the environment, animals, and sustainability, both globally and locally

- Food Policy and Equity program
  - Policy papers, factsheets, and videos on climate change and the globalization of industrial animal agriculture (“factory farming”)

BrighterGreen
WHY ANIMAL AGRICULTURE?

- Climate change and natural resource use
- Food security and hunger
- Power and control over food system
- Public health
- Animal welfare and rights
- Species and biodiversity loss
- Livelihoods
- Equity
- Sustainability
NEWEST PUBLICATIONS

- Beyond the Pail
  - The Emergence of Industrialized Dairy Systems in Asia
The Triangle

The Evolution and Future of Industrial Animal Agriculture in the U.S., China, and Brazil

November 2015 release

- Greenhouse gas emissions
- Loss of ecosystems
- Public health crises
- Threatened livelihoods
- Violence to animals

Factory farming
Vertical integration
Fast food culture

Pork
Poultry
Soybeans
Corn

Beef
Poultry
Soybeans (Land & Water)

China

U.S.

Brazil

- Greenhouse gas emissions
- Loss of ecosystems
- Public health crises
- Threatened livelihoods
- Environmental pollution
- Violence to animals
“PIGFESTATION”

- Shanghai 2013: 13,000 dead pigs in Huangpu river
“WHAT’S FOR DINNER?” (WFD)

☐ Being the first
☐ Chinese crew
☐ Document and inspire
WFD: CHINA PREMIERE (JUNE 2014)
WFD: CHINA SCREENING TOUR
WFD: CHINA SCREENING TOUR
WFD: CHINA SCREENING TOUR
WFD: CHINA SCREENINGS
Why I’ve become a vegetarian: Chinese filmmaker speaks out about environmental impact of eating meat

Jian Yi, director of 'What's For Dinner?', says he was shocked into becoming a vegetarian by the environmental and animal welfare costs of meat production.
WFD WECHAT GROUPS

- 何以为食|素食基金群  Wednesday
  - [Link] 吃素食对…

- 别吃朋友 七宝池  Wednesday
  - [4 messages] 小妍: [Link]…

- 何以为食|“奶牛阴谋...  Wednesday
  - [16 messages] 小妍(何以为食…

- 何以为食天津  Wednesday
  - [4 messages] 小妍: [Link]…

- 何以为食|揭开乳品...  Wednesday
  - [36 messages] 小妍: [Link]…

- 何以为食|肉食产业...  Wednesday
  - [9 messages] 小妍: [Link]…

- 何以为食
  - WeChat ID: WFDinner

- Intro
  - 在这里，我们共同探寻和分享食物的真相，在选择非暴力生活方式的基础上，创建健康、和平、觉醒的人生。

- View history

- Receive Messages
  - ON

- Messages
WFD WECHAT GROUPS

- World Food Day 2015
Because if China's demands keep growing like now, the industry will easily make up their "loss" in their home country (due to growing awareness among the public).

Zhou jing 你有想过放弃吗？

A chat like this one is amazing. We should do it more often :)

Elise Desaulniers
ACTIVE PARTNERS

[Logos of different organizations]
THANK YOU!

- Follow/like Brighter Green to stay in touch
  - COP21 Updates from Paris
  - Nature’s Rights discussion paper
  - Public Health and the Western Diet discussion paper

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- Twitter: @BrighterGreenNY
- Documentary: WFDinner.com