



#HiddenSoy

THE HIDDEN WORLD OF SOY

IT'S NOT JUST VEGETARIANS WHO EAT IT.

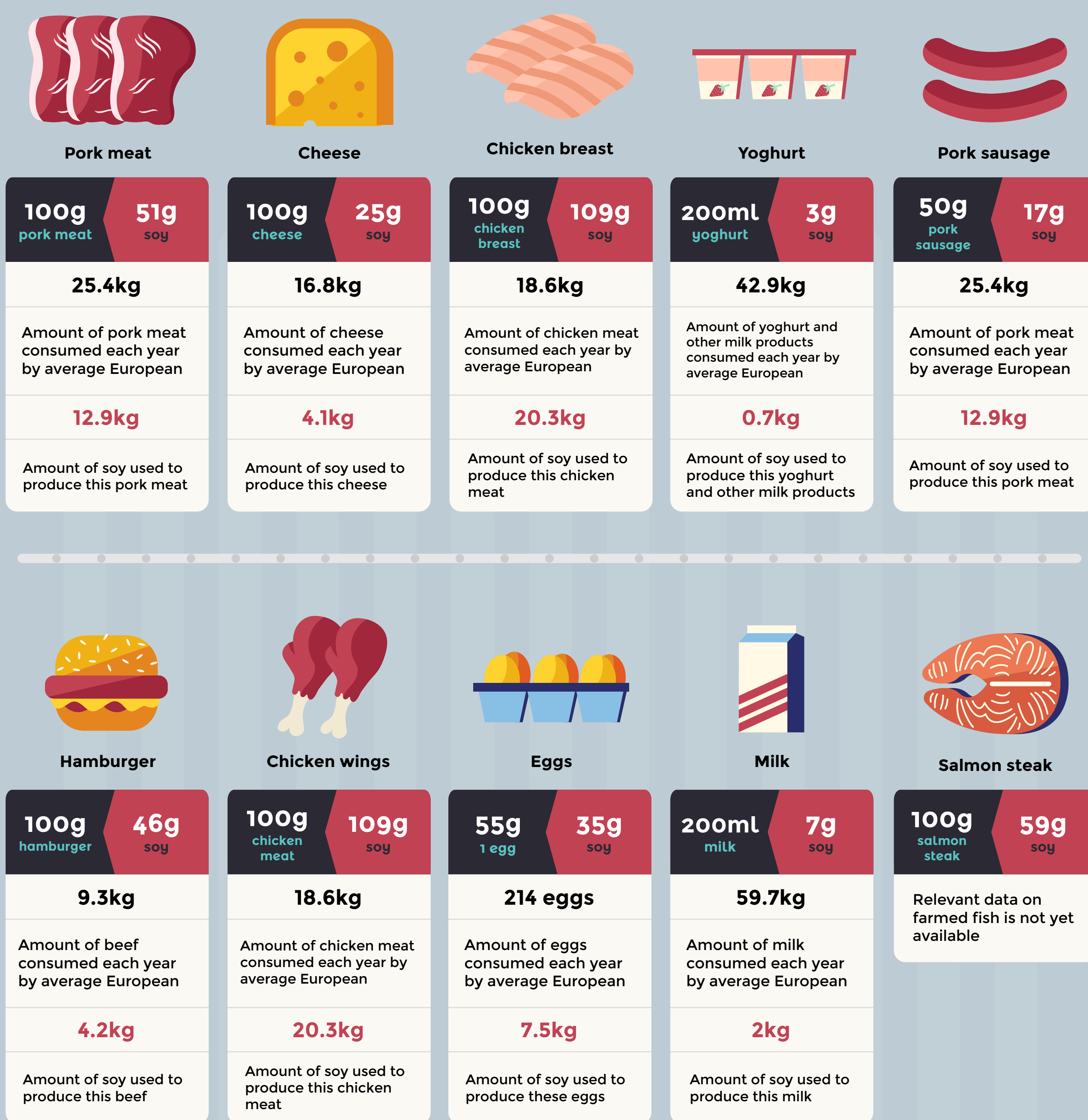
Europeans consume on average 61kg of soy per year.
How is this possible?



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YOU EAT WAY MORE SOY THAN YOU THINK!

You won't see it listed as an ingredient, but there's a huge amount of soy that goes into the animal products you find in your fridge.



WHERE DOES SOY COME FROM?

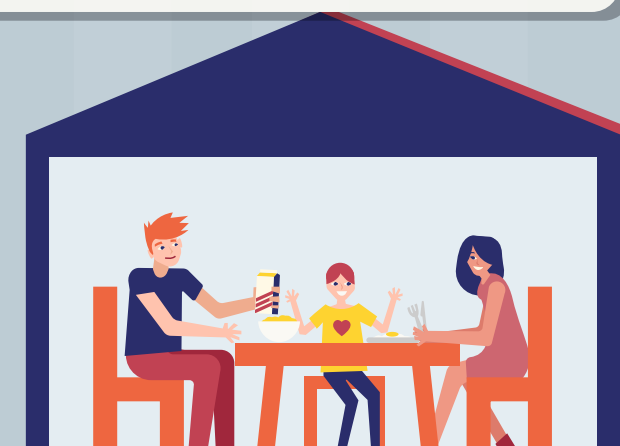
The majority of the soy used in Europe comes from South America.



Of the 284 million tonnes of soy produced globally in 2013/2014, 75% was used as animal feed.

This soy feed is used to produce the meat, eggs, fish and dairy that ends up on our dinner tables.

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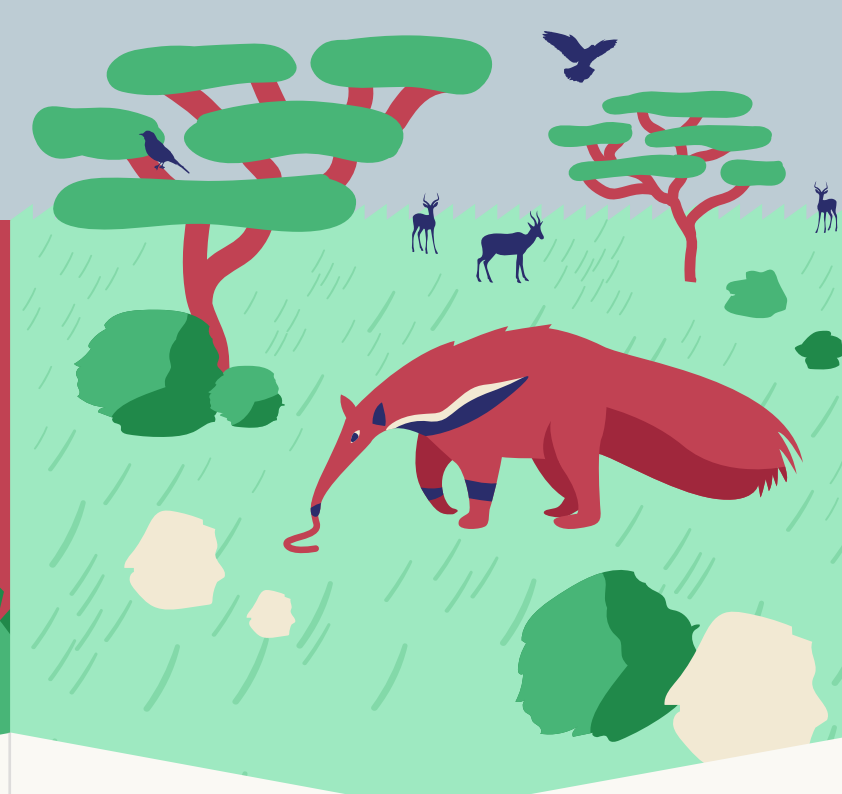
Why so much? Because in the EU, we eat a lot of animal products. 93% of the soy consumed by Europeans is in the form of animal feed.

WHY SHOULD YOU CARE?

High in protein and energy, soy is a key part of the global food supply. However, land used for soy production has been converted from forests, savannahs and grasslands - endangering valuable habitats and species.



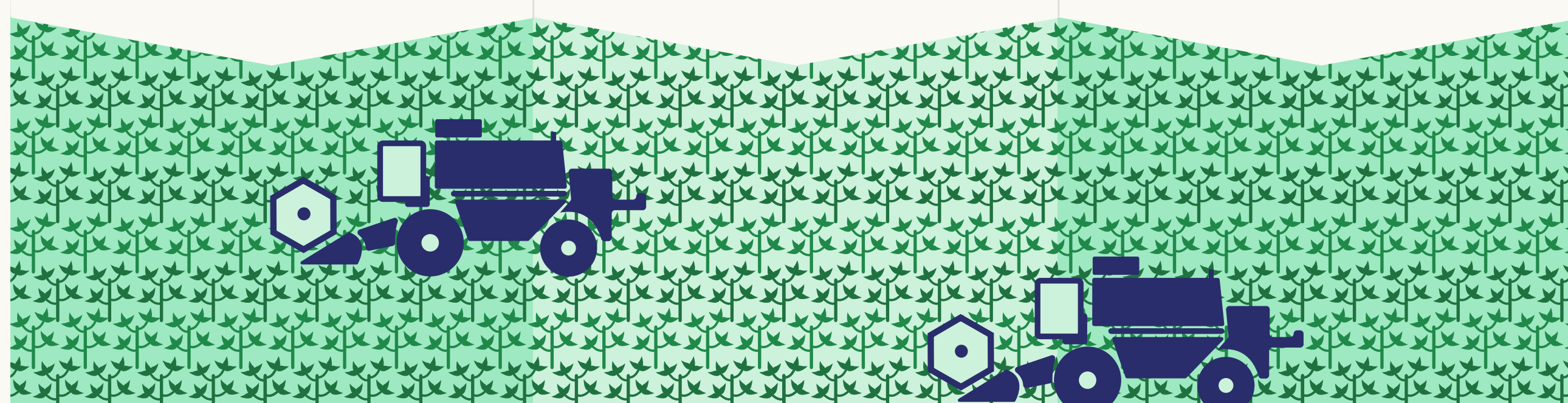
113 million hectares were required globally to grow the soy produced in 2013/2014. This is the size of UK, France, and Germany combined!



Land has been converted in areas of global importance such as the Amazon, the Cerrado, the Atlantic Forest, and the Gran Chaco.



Soy production in South America has nearly tripled in the last 20 years. Global production is predicted to double again by 2050.

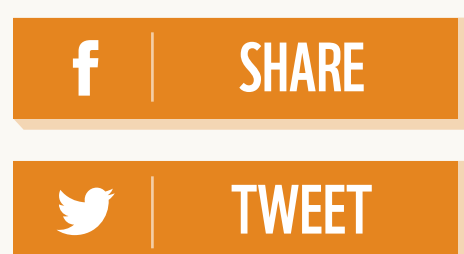


WHAT CAN YOU DO?

To stop more forests and habitats being destroyed due to growing soy production, we need to take immediate action.

SHOW YOUR SUPPORT

Show your support using by sharing this on social media.



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REDUCE YOUR CONSUMPTION

As a longer term strategy, we need to reduce our consumption of meat and other animal products. European diets often contain more animal protein than recommended.

Sources: Kross, H., Kuepper, B. 2015. Mapping the Soy Supply Chain in Europe: A Research Paper Prepared for WNF. Profundo, Amsterdam, Netherlands. WWF. 2014. Growth of Soy: Impacts and Solutions. WWF International, Gland, Switzerland.

The statistics used in this infographic are calculated averages based on available data about consumption in the EU. The statistics for individual EU countries may vary.