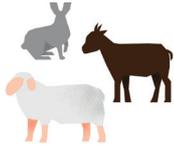


YOUR CHOICES CAN MAKE THE DIFFERENCE!



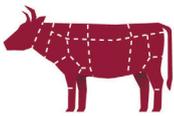
1 • Consume less meat, of better quality.

Choose meat produced according to high welfare standards. Substitute meat with seasonal foods, like pulses and vegetables, and you won't miss it much.



2 • Choose different species and breeds.

If consumer demand concentrates on the same species, only intensive methods of production will do. Making varied choices helps take the pressure off certain types of animals.



3 • Choose different cuts and learn to make less conventional purchases

Rediscovering traditional recipes will help you understand that there are great recipes that bring out the best qualities of every cut.



4 • Don't trust low prices.

They are often an indication of low-quality feed, exploitation, hidden costs that impact the environment or terrible work conditions in farms and industrial slaughterhouses.



5 • Remember that local is better.

When you buy meat, always check its origin and avoid imported products. Find out which vegetables, fruits, animal breeds, breads, cured meats and traditional sweets are produced nearby.



6 • Read labels carefully

They provide useful information on the type of meat you are eating. When in doubt, ask the butcher for information on the products you are buying.



7 • Put animal welfare first.

To do this, look into cooperatives and groups of farms that follow strict diet and welfare guidelines for their animals.



8 • Don't fill up your trolley.

When buying fresh meat, limit your purchase to what you will consume in the short term.



9 • Be curious.

Ask your butcher for quality meat and encourage him/her to supply meat from farms that respect animal welfare. Make a trip to a farm, every now and then where possible.