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 and pledge to eat #lessmeat for 30 days.

@reducetarian