



The Half Calf Campaign of the Ecological Citizen's Project aims to get colleges and universities to reduce beef served through their cafeterias and other food providers by 50% in order to save money, reduce their contribution to environmental damage, and improve the health of the student body.

Why Cut Beef by 50%?

Beef production, in comparison to other meats we eat regularly, has far greater damaging environmental impacts, is more expensive, and is linked to negative health outcomes. Beef production requires 28 times more land, 11 times more irrigation water, and produces 5 times more greenhouse gas (GHG) emissions than other meats and foods we eat regularly.¹ According to information from the Bureau of Labor Statistics from the US Department of Labor, the average price of beef per pound in 2015 has been 57% higher than pork, 50% higher than chicken, and over double the cost of a mix of protein rich legumes. Finally, evidence of the negative effects of consuming too much beef (and other processed meats) continues to grow, with a World Health Organization study recently finding that too much consumption is linked to increased risks of cancer.²

The Benefits to Bard College

The Half Calf Campaign has estimated the amount of money campuses could save and the amount of GHG's that can be reduced by cutting beef by 50% and replacing it with more sustainable meat and vegetable alternatives. The beef consumption figures are based on estimates provided by Bard College, Lehman College, Montclair State University, and William Paterson University (which comprise a total student enrollment of 43,398 students). Fordham University refused to disclose the information and Bronx Community College does not have a school-managed cafeteria. Please see table 1 below.

| Beef Consumption (lbs) | | Cost | MTCO2 Eq. |
|-------------------------------------|----------------------|--------------|-------------------|
| Current consumption (four campuses) | 155,470 | \$670,076 | 1551 |
| 50% reduction | 77,735 | \$335,038 | 775.5 |
| Replacement Mix | Replacement Options | Cost Savings | MTCO2 Eq. Savings |
| 100% | Chicken | \$136,036 | 636 |
| 100% | Pork | \$153,915 | 683 |
| 100% | Legumes | \$256,526 | 695 |
| 33%/33%/33% | Chicken/Pork/Legumes | \$182,159.02 | 671 |

Please see footnotes 3 and 4 for detailed information on how estimates were calculated.³⁴

¹ Eshel, Gidon, Shepon, Alon, Makov, Tamar, and Milo, Ron. "Land, irrigation water, greenhouse gas, and reactive nitrogen burdens of meat, eggs, and dairy production in the United States." *Proceedings of the National Academies of the Sciences*. (August, 2014).

² "IARC Monograph Volume 114: Evaluation of consumption of red meat and processed meat". *International Agency for Research on Cancer, World Health Organization*. (October, 2015).

³ All per pound meat estimates are based on 2015 Average Price Data from the US Department of Labor for the Northeast urban market (price of beef is \$4.31 per lb, based on ground beef; price of chicken is \$2.56 per lb, based on an average of the cost of breasts and legs; price of pork is \$2.33 per lb, based on an average of the cost of ham, shank, and rump; and the price of legumes is \$1.04 per lb, based on an average black, kidney, pinto and end lentil beans).

The Impact We Can Have

By reducing beef served on campuses by 50% and replacing it with a mix of chicken, pork, and legumes, participating institutions could have the following impacts:

- ✓ Save over \$180,000, which could be put towards further sustainability initiatives or more student financial aid.
- ✓ Reduce GHG emissions by 671 MTCO₂ Eq., equivalent to replacing nearly 18,000 light-bulbs with CFLs or avoiding emissions from driving nearly 1.8 million miles.⁵
- ✓ Provide a new, immediate, free and budget positive way to help institutions meet their sustainability and emissions reductions goals.
- ✓ Improve the health of their student body by reducing beef consumption and promoting increased vegetable consumption.

Are You With Us?

The Half Calf Campaign of the Ecological Citizen's Project is calling on Bard to cut beef on campus by 50% to save money, reduce their environmental impact, and improve the health of the student body.

While over 150 colleges and universities across America have taken action to reduce meat consumption on campus⁶, many institutions may hesitate at this approach fearing it might generate a student backlash. The Half-Calf Campaign approach largely mitigates this problem, allowing food service providers to maintain beef staples on campus with the remaining 50% (like hamburgers) while replacing beef with other meats in the many dishes where it serves as a secondary ingredient.

We are calling on you to join the other colleges and universities we are asking to take action now, including Bard College, Bronx Community College, Fordham University, Lehman College, and Montclair State University.

To learn more about the Ecological Citizen's Project, please contact:

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⁴ CO₂ equivalent per lb (CO₂ e) estimates for beef, pork and chicken are based on the article, "Land, irrigation water, greenhouse gas, and reactive nitrogen burdens of meat, eggs, and dairy production in the United States", Proceedings of the National Academy of Sciences, (2014). CO₂ equivalent per lb (CO₂ e) estimates for legumes are based on the report, "Meateaters Guide to Climate Change and Health", [Environmental Working Group](#) (2011).

⁵ Greenhouse Gas Equivalencies Calculator. United States Environmental Protection Agency. Retrieved from: <http://www2.epa.gov/energy/greenhouse-gas-equivalencies-calculator>

⁶ "Meatless Monday on Campus". Retrieved from: <http://www.meatlessmonday.com/meatless-monday-campus/>