



**#NoBeef**

**...in schools and universities**

Of all the personal lifestyle changes that the average global citizen can undertake to reduce their carbon footprint, prevent deforestation, combat soil degradation, slow extinction rates, and reduce the necessity for agrochemicals, the single most effective is to stop eating beef and lamb. The science on this is clear.

Both to amplify this message globally, and to support institutions in their transition towards being greener, #NoBeef focuses on helping schools and universities to drop beef and lamb. In canteens where the aim is to provide quality nutrition as economically and sustainably as possible, beef and lamb do not belong anymore. This isn't a radical message; it's the scientific consensus.

### **The #NoBeef Campaign**

#NoBeef, as featured in [BBC News](#), is run by a group of scientists and environmentalists, led by [Matthew Shribman](#) (MChem, Oxon.), working voluntarily to communicate the science. The #NoBeef team collaborates with the University of Cambridge to support institutions through the changeover.

The #NoBeef [website](#) is a highly accessible, public-facing source of information, supported and endorsed by top academics, and the [launch video](#) (now almost at 2M views on Facebook) clearly summarises the key points.

Institutions signed up to #NoBeef include...

*Goldsmiths, University of London  
University of Cambridge Central Catering  
North London Collegiate School  
The Norwood School  
Eltham Hill School*

...though the full list is much longer, and most organisations choose to join "by stealth".

#NoBeef not only demonstrates the environmental advantages of dropping beef and lamb, but also the potential for greater profitability and safety in catering, making the change all the more attractive.

Reducing the amounts of beef and lamb in catering halls is one of the most straightforward (and often the most effective) steps that institutions can take to show that they're serious about combating the ecological and climate crises.

### **Endorsements**

**Peter Gabriel's** website and Facebook page...

*"Peter is supporting a campaign, which has just been launched by his colleague Matthew Shribman, on cutting down beef consumption. #NoBeef is a campaign to broaden awareness that one of the single most-effective things we can do, as individuals, to combat deforestation, reduce greenhouse gases to slow climate change and to preserve water is to stop eating beef."*

**Paul McCartney...**

*"#NoBeef highlights the science behind moving towards a world without dependence on farmed animals and is a step in the right direction to a more sustainable future."*

**Academic Supporters** – quotes available [here](#)



**Prof. Paul R. Ehrlich**

Stanford University



**Prof. Maureen E. Raymo**

Columbia University



**Prof. Gidon Eshel**

Harvard University & Bard College



**Prof. Christopher Gardner**

Stanford University



**Prof. David Katz**

Yale University



**Prof. Jeff McMahan**

University of Oxford



**Prof. Sally Haslanger**

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**Prof. Peter Singer**

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### **Partners**

