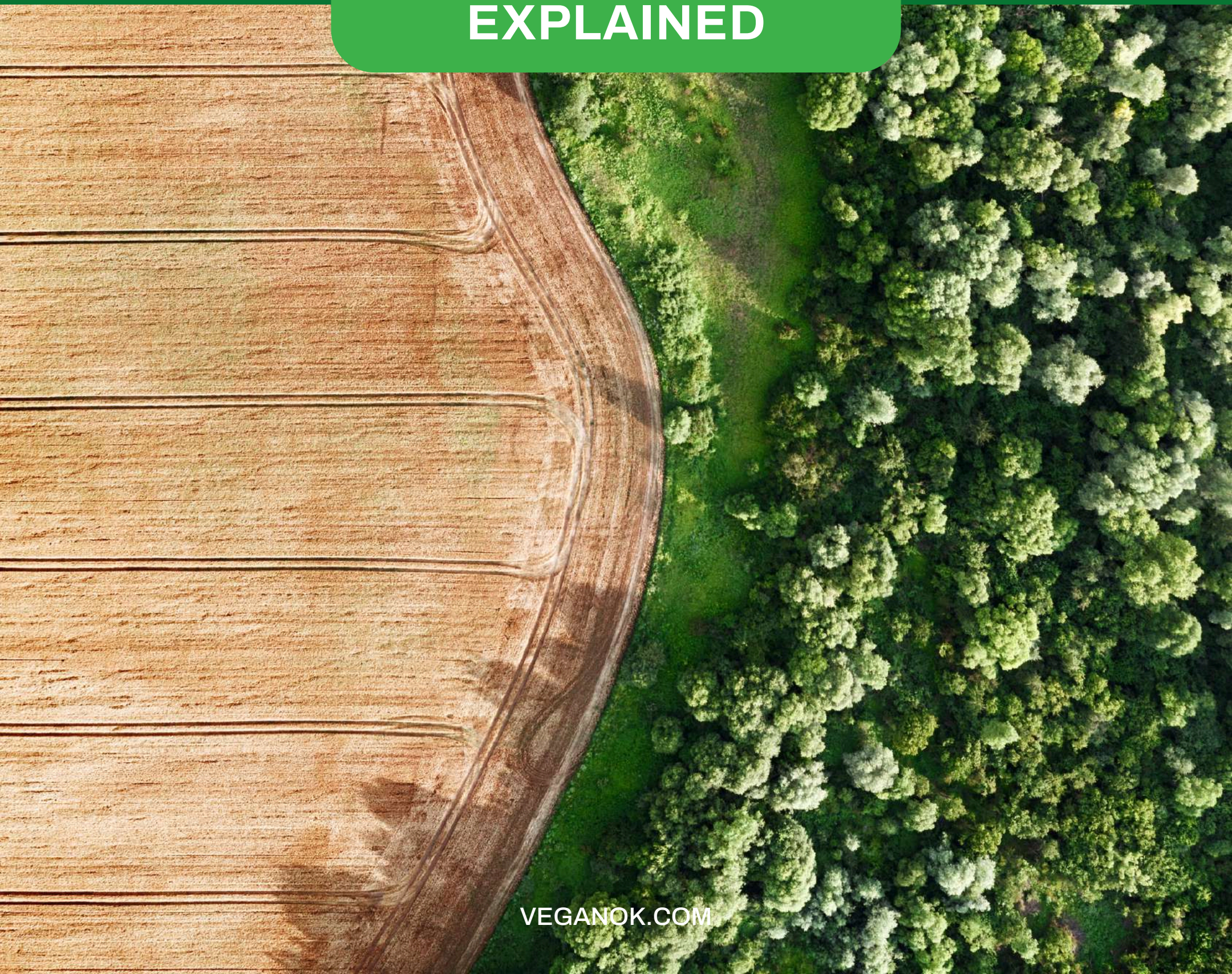




# **SOY AND DEFORESTATION:** **THE IMPACT OF** **ANIMAL INDUSTRY**

**HERE'S THE DATA**  
**EXPLAINED**







# **SOY: A VERSATILE CROP, BUT AT WHAT COST?**

Soy is one of the most widely cultivated and utilised crops globally, essential across numerous sectors, from human food to the animal industry. However, most of the soy produced worldwide is not consumed directly by people. Do you know where it really goes?

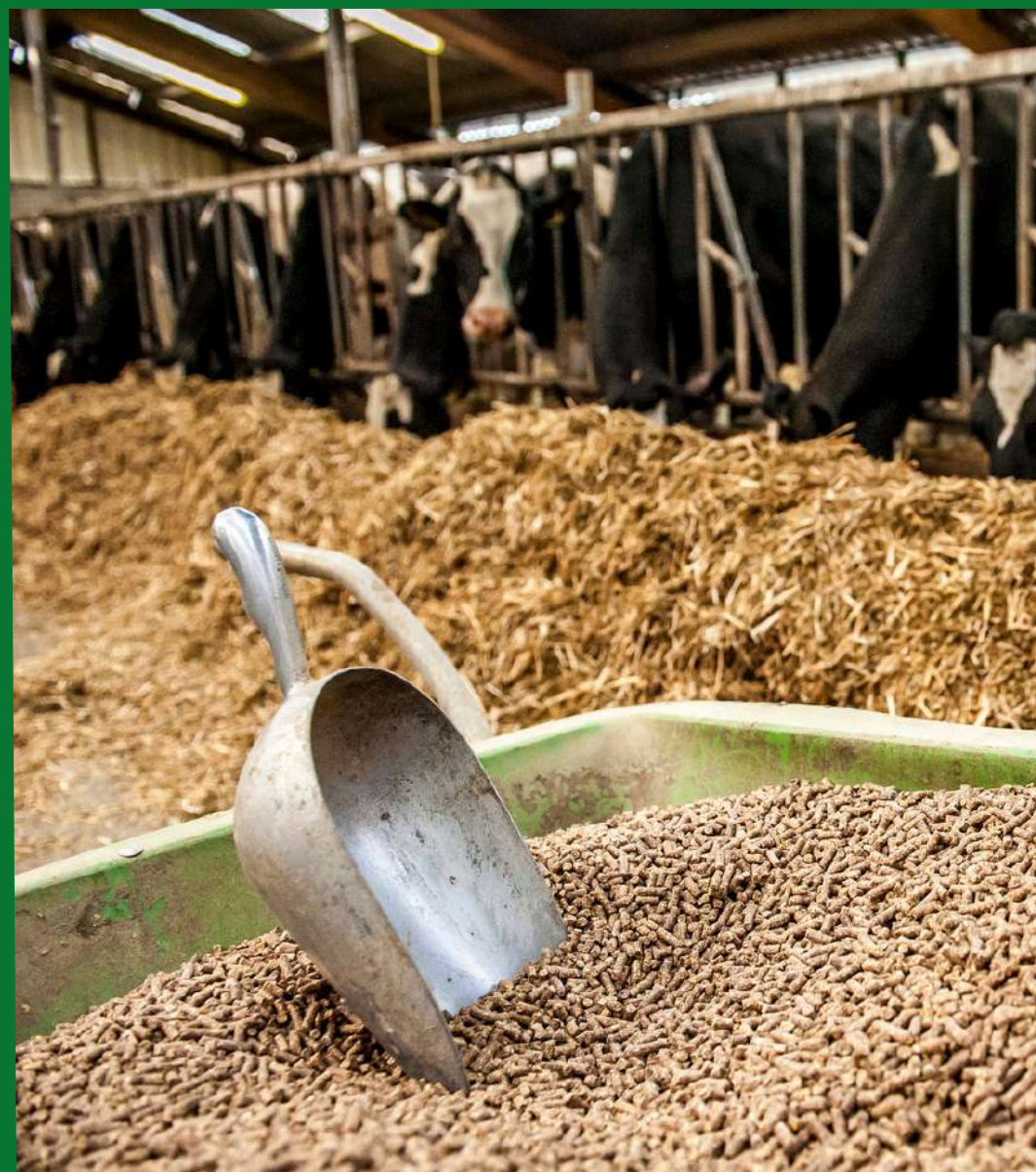









## **DISTRIBUTION: ANIMALS VS HUMANS**

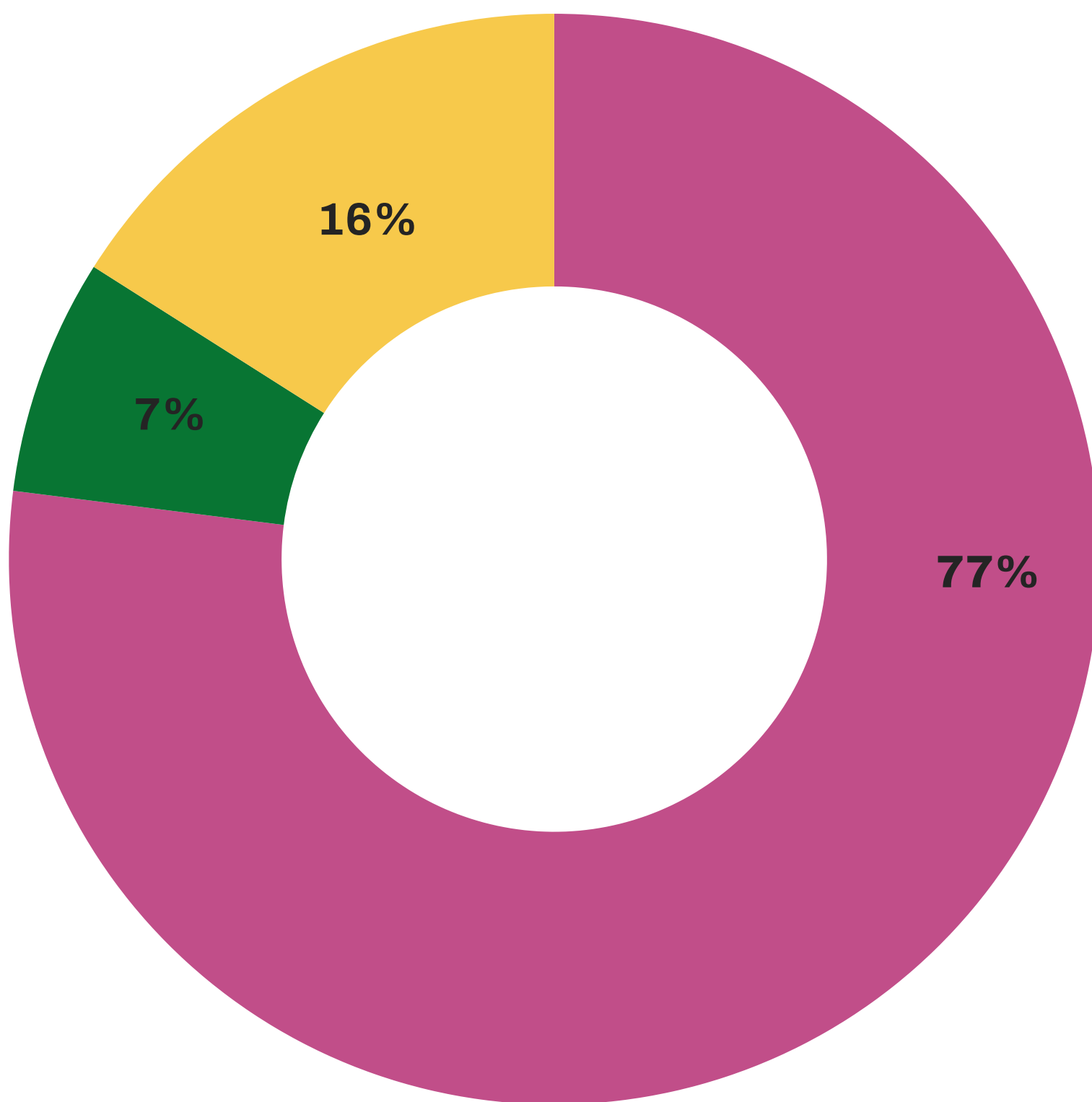
Around 77% of soy is used for animal feed, while only 7% is directly consumed by humans in products like tofu and soy milk. This imbalance has significant environmental consequences, particularly in vulnerable regions such as the Amazon.





## Soy consumption breakdown

-  Soy used for animal feed
-  Soy for direct human consumption
-  Biofuels and industrial uses







# THE ENVIRONMENTAL IMPACT OF SOY

The increasing demand for soy to feed livestock has led to an expansion of soy cultivation, often at the expense of rainforests. Deforestation not only destroys natural habitats but also contributes to climate change by increasing greenhouse gas emissions.







# THE SOY PARADOX

Using soy to produce meat is a waste of valuable resources like water and land. Converting plant proteins into animal meat is inefficient and unsustainable, especially when we could consume these proteins directly and have a smaller environmental footprint.







# IT'S UP TO US

Reducing the consumption of animal products and choosing more plant-based foods is not only more sustainable but can also help protect vital ecosystems like the Amazon. Every small choice matters for a healthier, better future for our planet.





**The VEGANOK Osservatorio is committed to exploring emerging trends, market dynamics, and the impact of vegan products along their journey.**

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