



## The Reducetarian Solution

### How the Surprisingly Simple Act of Reducing the Amount of Meat in Your Diet Can Transform Your Health and the Planet

Brian Kateman coined the term "Reducetarian"—a person who is deliberately reducing his or her consumption of meat—and a global movement was born. In this book, Kateman, the founder of the Reducetarian Foundation, presents more than 70 original essays from influential thinkers on how the simple act of cutting 10% or more of the meat from one's diet can transform the life of the reader, animals, and the planet. This book features contributions from such luminaries as Seth Godin, Joel Fuhrman, Victoria Moran, Jeffrey Sachs, Bill McKibben, Naomi Oreskes, Peter Singer, and others. With over 40 vegan, vegetarian, and "less meat" recipes from bestselling cookbook author Pat Crocker, as well as tons of practical tips for reducing the meat in your diet (for example, skip eating meat with dinner if you ate it with lunch; replace your favorite egg omelet with a tofu scramble; choose a veggie burrito instead of a beef burrito; declare a meatless day of the week), *The Reducetarian Solution* is a life—not to mention planet!—saving book. (9780143129714)

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