



EXPO 2015: OTHER THAN FEEDING THE PLANET...

"Feeding the Planet, energy for life" is the theme of EXPO 2015.

So the World Expo in Milan should have been developed along the lines of the need to guarantee food in a world that is ever more populated, in which the risks are constantly increasing in terms of the global quantity and quality of available food.

And not only. This year the "Development Goals of the Millennium" fixed by the United Nations will expire and, among these, the willingness to ensure environmental sustainability, while at the end of November in Paris, there will be the World Climate Summit (WCS), the most important meeting in the long battle against global warming and climate changes.

Contrary to what has been announced, EXPO 2015 **is not proving to be:**

- a turning point in the global commitment to guaranteeing conditions of food production that are more efficient and fair at the same time
- an exemplary moment that favors concrete socially ethical and farsighted behavior in order to protect and save the Planet.

Because EXPO 2015 **is turning out to be** instead:

- **a big greenwashing show**, that is to say, the ostentation and appropriation of attitudes of protection and interest for the environment, with the unjustified and unmotivated use of the adjective "sustainable" and the declinations of the term "sustainability" on the part of companies and governments, in order to create - or recreate - a positive image in front of consumers and visitors and the maximum diversion of attention from the real effects, oftentimes very negative, of their actual activities. This is happening in these months also with the TTIP *Transatlantic Trade and Investment Partnership* - trying to make people believe that it is only the consumer's fault and that everything could be resolved by not wasting the nevertheless produced food,
- **a showcase for interests contrary to health, the environment and animals**, demonstrated by the choice of official partners and sponsors, characterized by their high visibility, who act everyday in reality **in the direction totally opposite** of the Expo slogan "Feeding the Planet, energy for life" and opposite of the interests of the Planet going against the needs shown by the emergencies of demography, climate and economics going on now and in the future,
- **a long hammering commercial for the huge food industry** embellished by some organic choices or some at-kilometer-zero here and there, by the confinement of some non-profit organization not supported by the

LAV Onlus
Viale Regina Margherita 177
00198 Roma

Tel +39 064461325
Fax +39 064461326

Email info@lav.it
Sito www.lav.it

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di Utilità Sociale ed Ente Morale



government in an "Indian reserve" confined space, that has to be paid for. Instead it is not a great educational or communication event directed towards spreading principles of nutrition, food and resources with respect towards lifestyles that are aware, balanced and healthy,

- **a show of force of the livestock industry** with wide and inappropriate use of the empty term "animal welfare," of representations of "happy pigs", who are condemned to death. A propaganda attempt to negate the inherent and explicit cruelty of factory farms, of the very high environmental impact of meat, milk, eggs, at the expense of necessity - as shown by international institutions such as the FAO or WHO and authoritative independent scientific studies - to act individually and collectively on the maximum reduction of such foods.

Considering that EXPO 2015 **could have been a unique opportunity** for:

- informing and sensitizing visitors and the whole world on the primary necessity of adopting aware and responsible behavior towards the Planet, towards the availability of food for everyone, towards the health of individuals and towards the lives of animals;
- relaunching the global commitment to the research of conditions for the production of food and energy that will be more efficient and fair at the same time.

Considering that the production of **meat, milk and eggs** contribute significantly:

- to climate change - through the large contribution to the growth of greenhouse gas - to the deforestation and to the lack of forestation, to the change of use of soil and the loss of soil fertility caused by the over-exploitation of land
- to the pollution of land, air, aquifers and seas, to the use of enormous quantities of water
- to the misappropriation of land and water for direct human consumption, which would take away hunger for many more people with respect to the cultivation of vegetables used for the production of foodstuffs for animals
- to the transformation of billions of animals into machines of production
- to the taxation, the elevated economic cost to ordinary people in the form of public subsidies directed towards animal production and added indirect ecological, veterinary and health costs

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and considering that:

- the world population will soon increase from 7 billion to more than 9.3 billion
- the urbanization and the economic development of some areas will bring about the need to produce 70% more food with respect to today
- the demand for meat and milk caused by the dietary transition (passing to the prevailing Western diet model of high calories and low nutritional values) will double within 2050.



It will not be one of countless declarations of good and generic intentions such as those announced in the "Milan Charter," which was written without listening to any critical voices concerning animal production, to change the fate of the Planet.

With its Cambiamenu campaign, LAV is stepping forward to favor socially ethical behavior that makes food choice a concrete action of good practice towards the environment, towards people with scarce access to food resources, towards individual and collective health, and towards animals, a campaign that will continue also when the attention will no longer be focused on Expo 2015. LAV holds that it is **necessary and urgent, something that we cannot put off, to immediately address food production towards the vegan choice, to amplify and facilitate this offer, to inform and educate people about choices supported by space and time, in order to protect the current generations and those that will follow, and to save animals, the environment and resources.**

These choices must favor the vegetable foods and a plant based diet that, as demonstrated by authoritative studies, guarantee valid and balanced nutrition with savings for the environment, animals, health and a higher yield in terms of people fed.

Anything else will only be more destruction.

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