

#EthicalEatingDay TOOLKIT

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Picture the Change



You can make a difference, and halt the progression of climate change! While the majority of us are not owners of industrial livestock farms, all of us have some control over what ends up on our plates. Making the choice to reduce our consumption of meat can help alleviate suffering throughout the world, and ensure Mother Earth can flourish for future generations.

You can pledge to join in **#EthicalEatingDay** and bring about beneficial change.

Share your **#EthicalEatingDay** - circulate the joy to your family and friends!

Join **#EthicalEatingDay** Today!

Picture the Change

OPTION #1

Make Your Voice Heard



Sample language:

“I’m supporting #EthicalEatingDay because _____.”

“I pledge to (go meatless / Be a locavore) _____ on #EthicalEatingDay.”



Share what will you do to support #EthicalEatingDay, or why you support #EthicalEatingDay.



Say cheese! Hold up your #EthicalEatingDay sign, and take a selfie.



Share your #EthicalEatingDay photo on social media to encourage friends and family to join in!

You can also upload your #EthicalEatingDay selfie at www.tzuchi.us/EEDPictureTheChange, where we will feature it in our #EthicalEatingDay [gallery](#).

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OPTION #2

Be a Local Food Lover (Locavore)



Take a selfie with local fruits and vegetables.



Upload your selfie to social media. Remember to use **#EthicalEatingDay!**

You can also upload your #EthicalEatingDay selfie at www.tzuchi.us/EEDPictureTheChange, where we will feature it in our #EthicalEatingDay [gallery](#).



Your job is done! Now, enjoy the fruits or vegetables you took your selfie with.



#EthicalEatingDay
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