**THE HIDDEN WORLD OF SOY**

**IT’S NOT JUST VEGETARIANS WHO EAT IT.**

**YOU EAT WAY MORE SOY THAN YOU THINK!**

You won’t see it listed as an ingredient, but there’s a huge amount of soy that goes into the animal products you find in your fridge.

**WHERE DOES SOY COME FROM?**

The majority of the soy used in Europe comes from South America.

**WHY SHOULD YOU CARE?**

High in protein and energy, soy is a key part of the global food supply. However, soy is used to feed the livestock which produce meat, eggs, fish and dairy - endangering valuable habitats and species.

**WHAT CAN YOU DO?**

To stop more forests and habitats being destroyed due to growing soy production, we need to take immediate action.

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Europeans consume on average 35g of soy per year. How is this possible?

- **Meat**:
  - Chicken breast: 100g uses 25.4g of soy
  - Pork: 100g uses 16.8g of soy
  - Steak: 100g uses 18.6g of soy

- **Milk and Dairy**:
  - Milk: 200ml uses 3.2g of soy
  - Yogurt: 170g uses 5.5g of soy
  - Cheese: 50g uses 17g of soy

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**WHERE DOES SOY COME FROM?**

Of the 284 million tonnes of soy produced globally in 2013/2014, 75% was used as animal feed.

This soy feed is used to produce the:
- Meat, eggs, fish and dairy
- Animal protein than recommended.

**WHY SHOULD YOU CARE?**

As a longer term strategy, we need to reduce our consumption of meat and other animal products. European diets often contain more lot of animal products.

**WHAT CAN YOU DO?**

To stop more forests and habitats being destroyed due to growing soy production, we need to take immediate action.