Towards a Fair, Healthy and Compassionate Food System
Our Vision

A 50% reduction in the production and consumption of farmed animal products by 2040 and 100% of remaining production being environmentally and socially sustainable, regenerative and humane, achieved via a just transition of the farming system.

What does the “50” in 50by40 actually mean?

A 50% reduction in the production of farmed animal products entails that, across all species, the total number of animals farmed in 2040 will be at most 50% relative to current numbers within each species. Importantly, this will include halving the amount of land devoted to the inefficient production of animal products, including feedstocks for intensive livestock farming. The reduction target is a global average, taking into account the disparate consumption patterns between the global North and South.

Global

We strive to decrease animal protein consumption globally while still addressing the food crises in nutritionally challenged areas.

Inclusive

We view all social justice sectors as our allies and aim to partner with them to move towards our collective mission.

Multi-pronged

We achieve our collective goal through multiple strategies including cross-collaboration, capacity building, advocacy and grantmaking.

50by40 will function as a platform builder and network convener of partners, stakeholders, and rights-holders from all sectors, movements and geographies without attempting to directly solve issues or replace any expertise on the respective foci of the stakeholders and rights-holders.
## Our Work

### Grantmaking

50by40 funds key strategic partner projects that advance the larger goal of global reduction of animal protein, taking all allies into consideration. This includes curbing catastrophic climate change, feeding a growing global population, stopping deforestation, improving global public health, protecting and growing biodiversity, championing the rights of workers and their families and saving the lives of millions of animals. Increased funding can significantly expedite the process of achieving our ambitious goal, without straying from our identified direction and strategy.

### Collaborative Projects

50by40 believes that convening and building consensus between international NGOs from multiple sectors (environmental, social justice, faith, climate, animal welfare, biodiversity, health and trade unions) can substantially increase the impact of each organisation’s voice.

### Events

As a coalition with strategic partners in diverse areas of interest, 50by40 pushes the agenda of cross-sector learning, helping partners reach new audiences and identify new causes, enhancing the efficient use of resources. In addition to establishing cross-organisational networking, 50by40 also hosts and contributes to events that highlight new and underrepresented perspectives within social justice issues, demonstrating the effectiveness of collective impact.
The global fight to save our planet is at a tipping point. As it stands today, conventional animal agriculture is responsible for 16.5% of the world’s greenhouse gas (GHG) emissions, 91% of the Amazon rainforest destruction and 80% of all extinction threats, while receiving less than 1% of global climate change mitigation funding.

The problems associated with industrial animal agriculture are spiralling out of control. The ramifications of this system will have everlasting, devastating consequences for all facets of life. This includes catastrophic climate change, health hazards and crises, loss of biodiversity, accelerated deforestation, increased world hunger, animal welfare violations and water scarcity, to name a few.

Based on the latest report from the IPCC on Climate Change and Land, and an upcoming scientific study, 50by40 is urging the global community to curb meat and animal product consumption soon to avoid catastrophic climate change. Experts from social justice, health, animal welfare, environment and biodiversity organisations have reiterated the relevance of the study, stressing that Peak Livestock is a prerequisite to meet the goals in the Paris Agreement.

Unabated, animal agriculture is set to take up 49% of the GHG budget allowable under the Paris Agreement until 2030 and the full budget by 2050.
The Peak Livestock project is open to new partners. Join our global network to catalyse change in your sector by being a changemaker for a sustainable food system.

Aligning across partner organisations, the launch of Peak Livestock is a starting point for a global, collective campaign that will:

1. Highlight the importance of the pressing need for countries to move away from food systems based on industrial animal agriculture in order to meet Paris Agreement targets.

2. Provide specific policy recommendations for how we move forward from where we are and push for collaboration across sectors to shift policymaking.

With strategic partners, 50by40 will raise awareness among various groups including civil society, investors, consumers, rights holders, the private sector and the general public. Through this, we will work together for a food system shift and explore the co-benefits for land use, forests, food security, equity, hunger, soil health, biodiversity, public health, livelihoods, animal welfare, and reduced animal production and consumption.

Ambitious and focused – we are primed to change our food system for the better.