



Sustainable Earth Eating

To feed our world sustainably, creating
better health for its inhabitants and
better health for our climate



MISSION & VISION

Vision

To feed our world sustainably, creating better health for its inhabitants and better health for our climate

Mission

To educate consumers and create awareness using media (broadcast, print & social) campaigns on the perils of poor diets, the cost to individuals' health and the cost to our environment. To elevate these issues to invoke change in food choice and habits resulting in food production changes.

THE WORLD NEEDS MORE OF THIS



AND LESS OF THIS



MESSAGE FROM OUR LEADERS



Edgar Ndjatou - Chairman

SEE is nearly a year old and has already made an impact in climate change policy! We have created helpful content to educate the public on our mission, created strategic partnerships within the climate change community, created programming, and have raised awareness about climate change to elected officials.

SEE has created an exciting and active website along with a monthly newsletter that reaches the environmental press and features interviews with industry leaders. Collectively, the website and the newsletter has over a million viewers. SEE's social media presence is equally as robust and far reaching. There are currently 2,000 Instagram account followers. On July 4, SEE's Tik Tok videos about eating hamburgers had 10,000 views.

The organization has successfully promoted a “meat down program” where individuals commit to a reduced meat or non-meat diet to help save the environment. Over 250 individuals have signed up to date. The “meat down program” has been featured on Yahoo! News and in the Texas Observer, a respected investigative news journal. The estimated reach of the “meat down program” is approximately 250,000 individuals.

Together with our partners, we have created programming to bring awareness to our mission. We participated with our well-known partners and Advisory Council Committee members, Climate Healers of Arizona; Farm Animal Rights Movement of Bethesda, MD; Glen Merzer, the author of Food is Climate for our newsletter, media interviews, media releases and we also interviewed Dr. Neal Barnard of the Physicians' Committee for Responsible Medicine on SEE's web, You Tube channel and Social media.

Finally, our “Power of Food” program with Montgomery County MD's after school program will start in October 2022. The purpose of this program is to educate students, particularly those from underrepresented backgrounds, how to cook healthy meals with limited resources. The goal is to help students understand the value of nutrition and how healthy eating can positively impact climate change.

Thank you so much for your support as we continue to grow as an organization. We look forward to hearing your ideas and your suggestions on how we can continue to effectively carry out our mission!

Best, Edgar Ndjatou

MESSAGE FROM OUR LEADERS



Jane DeMarines - Executive Director

Americans should not be FIRST at this!

Americans eat the most meat of any country in the world with 274 lbs. on average per person—producing 1,984 lbs of CO2 annually. This is an increase of 40% since 1960s. America's being first is often a good thing—Olympic athletes, and Nobel laureates—certainly-- help to nations facing disasters, poverty or poor economies, the United States has been a leader, a nation with a conscience. But being first in meat eating is not good for anyone, but perhaps producers of meat.

Americans' ability to be the world's big meat eaters comes with a cost. Doctors trained in nutrition tell us that **meat, particularly red meat is a cause of diabetes, heart ailments, the saturated fat from meat clogs the arteries—contributing to high blood pressure and to some cancers.** But besides this, the livestock industry uses 80% of the world's agricultural land —yet only produces 20% of food needed globally.

Eating meat at current levels is not sustainable for our planet.

SEE's vision relates to this. **It's obvious that feeding cows requires enormous resources of water and food... rather than feed cattle—let's eat those plants ourselves.** Non-meat eater data show longer lifespans, but more significantly a better life, free of illness and impairments that keep them from sometimes even walking. Stories abound on what seem like miraculous recoveries -blindness to eye sight after eliminating meat... (Food is Climate newsletter: www.sustainableearthheating.org)

Many will resist this healthy trend...**but new products and eateries have made this easy.** Taste tests show people cannot tell the difference between plant -based burgers and meat burgers. Plants are highly tasty as non-meat dishes, burgers, chicken nuggets, cheese, ice cream, tacos. ...**so, if we can't do it for our own health---let's look at the environmental impact from the meat industry—which produces 57% of all greenhouse gas emissions, wrecking our planet.** The rain forest in Brazil-- now at a tipping point—has been decimated by cattle grazing; much of that meat goes to the U.S.

Let's not be first as a nation in meat consumption—let's try instead to halt the climate change that meat so highly costs.

Jane DeMarines

TIMELINE OF SEE'S YEAR



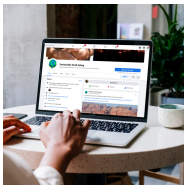
JUNE 2021

Maryland provides SEE'S EIN recognized business in the state of Maryland. SEE begins on website and social media channels.



JULY 2021

SEE applies for 501 C3, SEE reaches out to DC Veg Society President.



AUGUST 2021

Maryland provides SEE'S EIN a recognized business in the state of Maryland. SEE launches social media channels.



SEPTEMBER 2021

SEE begins partnership with Farm Animal Rights Movement—and holds initial organizational meeting. SEE sends first news release jointly with FARM.



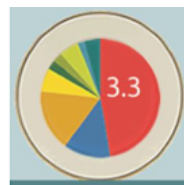
OCTOBER 2021

SEE hires The Agency to launch an expanded website.



NOVEMBER 2021

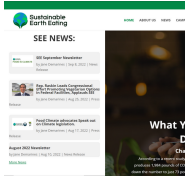
IRS provides SEE'S 501c3 business status in the state of Maryland.



DECEMBER 2021

SEE issues a holiday press release—asking people to make a New Year's Resolution to kick the meat habit for one day/week.

TIMELINE OF SEE'S YEAR



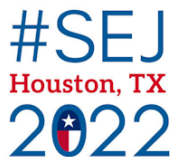
JANUARY 2022

SEE asks Glen Merzer for FOOD IS CLIMATE name for the newsletter. SEE meets Climate Healers CEO Dr. Sailesh Rao, who joins SEE Advisory Committee with FARM, and Glen Merzer. SEE begins YouTube Channel Celeb vegan interviews.



FEBRUARY 2022

SEE joins FARM, takes on PR for Planet Bethesda for World Vegan Day in June. SEE joins Montgomery County Food Council, meets Adam Green, of Bethesda Green and Dr. Neal Barnard of Physicians Committee for Responsible Medicine.



MARCH 2022

SEE attends and exhibits at the Society of Environmental Journalists Conference in Houston, with 4,000 members/ 800 attendees.



APRIL 2022

SEE exhibits at Greenfest and signs up 150 "MeatDown Pledges" at the event in Wheaton Maryland. SEE hires Glen Merzer as Senior Writer Researcher.



MAY 2022

SEE launches Climate Wednesday to provide short usable graphics with data on food and climate—every Wednesday to 2,000 enviro media in the country.



JUNE 2022

SEE presents a proposal for an after-school program "Power of Food" for high school students to the recreation department, offered a contract for the fall school year. SEE reached new funders and was asked to resubmit a proposal.



JULY 2022

SEE continues Celebrity Vegan/vegetarian interviews with Seth Goldman of Eat the Change, and worked with Representative Jaime Raskin's staff on Planet Bethesda press release. Raskin applauds SEE for its support of his initiative to require vegetarian options at federal cafeterias.

OUTREACH

Planet Bethesda

SEE participated with the lead Farm Animal Rights Movement in Planet Bethesda attracting 2500 people on World Environment Day, June 5th. Our booth gave nutritional counseling with Board member/nutritionist Erin DeMarines "Myth Buster", and we signed up 120 people to reduce their meat consumption at least one day per week.

Greenfest

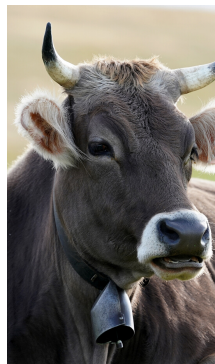
At Greenfest in Montgomery County Maryland in July, 150 people signed SEE's Meat Down Pledge to reduce meat consumption at least one day per week. It attracted 4-6,000 people over the course of a 6 hour day with our booth visitors standing in line!

Kick The Meat Habit With FARM

People were there to see the Cherry Blossoms, but we were sharing vegan snacks—and snagging conversations about the mission of FARM and SEE. We distributed more than 400 snacks on a brisk Spring day at Washington, DC's tidal basin fringed by blooming cherry trees.

March for the Animals

Joined by DC Voters for Animals and other animal rights groups, we marched in front of the White House in August to protest the use of animals for drug testing. 200-300 people marched and chanted messages on animal cruelty.



OUTREACH

Society Of Environmental Journalists

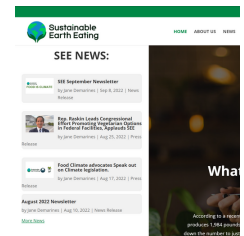
SEE participated with 800 journalists who cover environmental issues and environmental groups of all sizes who attended this 3-day conference in Houston, which included visits to toxic waste dumps. SEE Executive Director met the Texas Observer Editor at the Conference and was invited to submit an opinion article: **"Here are the latest environmental reasons you should stop eating meat."** Texas is the largest producer of livestock in the nation. **Texas Observer, with a monthly readership of 600,000 is often cited in highly esteemed journalism venues, such as MSNBC's Rachael Maddow show.**

High School Program

SEE was chosen to offer a program, **"The Power of Food,"** to middle and high school students in Montgomery County's after school program in several high schools. SEE's curriculum was reviewed by Montgomery's Recreation Department school providers. The program's goal using student participation and cooking classes using plant-based recipes hopes to teach the impact of healthy plant-based diets both on health and the environment. The program begins in October 2022.

Newsletter

SEE's monthly newsletter: **FOOD IS CLIMATE**, whose name was co-opted with permission from SEE employee and noted screenwriter and plant-based author Glen Merzer. FIC offers an enviro-food digest of national/international news and a first-person interview of amazing (they really are) articles of newly healthy converts to plant-based eating, including SEE Board member Fabricio Zambrano.



Erin's Kitchen

SEE Board member Erin DeMarines, a vegan entrepreneur, started E-Fit Foods, a plant-based food company based in Florida. She has been featured on Fox News, Bloom TV, and Unchained TV for her cooking and vegan food ventures. Erin's Kitchen is our new option of Videos: Erin sharing her recipes, and cooking tips and tricks on SEE's website.



MAKING CONNECTIONS



WORKING WITH CONGRESS

Rep. Jamie Raskin (MD-08) and 31 other House members urged the White House to ensure that all federal facilities offer vegetarian entrees wherever they serve meals, and recognized a Washington-based non-profit for their support in this effort. “I want to extend my thanks to Sustainable Earth Eating for supporting our efforts to expand vegetarian options at all federal facilities,” said Rep. Raskin.

MEDIA EXPOSURE

A Texas Observer article (<https://www.texasobserver.org/here-are-the-latest-environmental-reasons-you-must-stop-eating-meat/>) on the impact of eating meat on human and the planet’s health Article and other media articles reached between 800,000 and 9 million consumers from our media coverage in 2021-2022, including a major article in Yahoo News. SEE issued 22 press releases in 21-22.

PARTNERS

- Climate Healers
- Farm Animal Rights Movement
- Physicians Committee for Responsible Medicine
- Eat for the Earth
- Vegetarian Society of DC
- Society of Environmental Journalists

RESEARCH

- Rockefeller Foundation
- University of Illinois (Chicago)
- Montgomery County Business Incubator (Bethesda Green)
- Vegetarian News

CAUSE ORGANIZATIONS

- Bethesda Green
- Farm Animal Rights Movement
- Montgomery County Food Council
- Physicians Committee for Responsible Medicine

BOARD MEMBERS

Lisa DeCrescente, Director of Special Projects, FARM, Bethesda, MD.

Erin DeMarines, President, E-Fit Foods, Vegan products, Tampa, FL

Larry Frank, journalist, editor, Bloomberg Industry Group, Arlington, VA

Deborah McElroy, former Executive VP, Airports Council International-N.A., Burke, VA.

David Mied, retired contracts/pricing officer U.S. Air Force, Northrop Grumman, Albuquerque, NM

Deborah Strauss-Lynch, journalist and former Executive Director, Diversity Academic Journal, Baltimore

Nicolas Rudd, science teacher, App health developer, SEE, Montgomery County MD

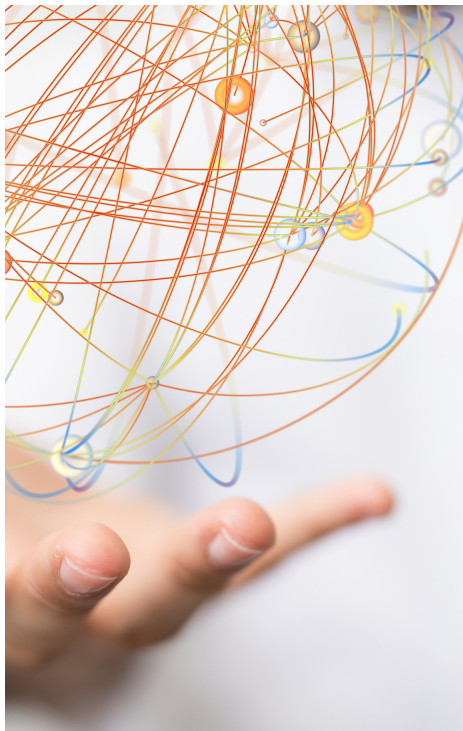
Fabricio Zambrano, vegan spokesperson, former CEO, Tampa, FL

ADVISORY BOARD

Eric C. Lindstrom, Executive Director of Farm Animal Rights Movement (FARM)

Glen Merzer, playwright, screenwriter, and author - latest book, Food Is Climate: A Response to Al Gore, Bill Gates, Paul Hawken, & The Conventional Narrative on Climate Change

Dr. Sailesh Rao, Founder and Executive Director of Climate Healers, a non-profit dedicated towards healing the Earth's climate



CONNECT WITH US

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