

LET'S **REDUCE**, EAT, AND MAKE  
THE WORLD A **#BETTER** PLACE



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# WE ALL KNOW **FACTORY FARMING** IS BAD

According to the UN, animal farming accounts for **14.5%** of global greenhouse gas emissions.<sup>[1]</sup>

Excessive meat consumption has been linked to various health issues, making a heavy **burden** on our healthcare system.

Over **60 billion** animals are raised and killed each year, mostly in appalling conditions .

[1]: Gerber, P. J. et al. 2013. *Tackling Climate Change Through Livestock: A Global Assessment of Emissions and Mitigation Opportunities*, Food and Agriculture Organization of the UN.





# WHY DO MOST PEOPLE STILL **EAT MEAT**

A blue livestock transport truck is parked on a street. The truck's deck is filled with several pigs. The truck has the Chinese characters '貨運公司' (Freight Company) written on its side. In the background, there is a red brick building with multiple windows. The sky is overcast.

... when the arguments against it seem compelling? We believe two factors explain this:

1. We fall victim to **all-or-nothing** thinking—we must be completely vegan otherwise we shouldn't bother trying.

2. People eat meat because people eat meat. We are slaves to customs and it never crosses our **consciousness** that meat is *a choice we make*.

# WHAT ARE THE SOLUTIONS?

“ re·duce·tar·i·an·ism

/ri-ˌdüs'ter-ē-ə-ni-zəm/

”

Besides calling for veganism, we can encourage people to eat less meat. Most people are fairly open to such *reducetarian* messaging.

If we can get 80% of the population to reduce meat by 30%, the effect is larger than 20% going vegan.




# Our Mission

To make reducetarianism actionable, we devised the ReduScale, a labelling system that empowers both food providers and customers with the right communication tool towards meat reduction.

We dream to change the normality of meat eating by making each food choice salient and conscious.

Beyond Burger  249\$

Cheez Burger  79\$

Fish 'n' Chips  99\$

35


40


79


79


89


89

Fried Noodles  65

Fried Rice  70



Canton Noodles  75

Mushroom Sigsig  75





Pork Bihon  75

Stir-Fried Veggie

# DEFINITION OF

ICON	DEFINITION
	The null level. The content of animal products is equal to or higher than that of the average diet.
	20% reduction. The content of animal products is approximately 80% that of the average diet.



	40% reduction. The content of animal products is approximately 60% that of the average diet.
	60% reduction. The content of animal products is approximately 40% that of the average diet.
	80% reduction. The content of animal products is approximately only 20% that of the average diet.
	Vegan. The dish does not contain any animal product, including meat, fish, milk, or eggs. May contain plant-based meat, etc.

# FEATURES OF



## Intuitive

Simple to adopt, easy to understand. We spare users from sophisticated measurements—our system turns the stats into five suitably calibrated levels. With this intuitive approach, only minimal instructions are required for businesses and customers.



## Future Defining

As a pinioneer in the redu-cetarian economy, we are envisioning and defining a sustainable future. The trend is clear—as the younger generation begins to take climage actions, the demand for low meat options is rising.



## Accessible

Universal design for all people—speakers of foreign languages, people with color blindness, and people with all religious backgrounds. Note how our icon does not portray a specific species—those who don't eat pork or beef can use our system.

## 1 Authoritativeness

Our food professionals analyze your culinary samples. We ensure our system reflects the true merits of your menu.



## 2 Certification Mark

You are authorized to include in your menu our certification mark and the phrase "certified by Likert". On our app, the mark will also appear beside your brand. This helps customers identify our partners.



# IF YOU OWN A BUSINESS, PARTNER WITH US

**With an Annual Fee, You Enjoy Five Premium Benefits.\***

## 3 Marketing Consultation



Our marketing experts advise you on navigating this growing space of green economy.

## 4 Menu Design



Our graphic designers help you integrate our labels onto your menu.

## 5 Legal Advice



Our legal team helps you comply with local regulations on food labelling.

**\*Everyone can use our system free of charge, but only partners enjoy the above benefits.**

# WHY ADOPT



## A Growing Market

Survey results show that 65% of Americans have consumed plant-based meat alternatives between 2020–21.<sup>[1]</sup> 23% reported eating less meat in 2019.<sup>[2]</sup> As the reducetarian diet and green eating begin to gain momentum, a great demand for ReduScale is on the horizon.

## The Next Nutrition Facts

Decades ago, few people knew about nutrition facts. Today, consumers worldwide rely much on this labelling standard. Now it's time to buckle up and lead the future, because ReduScale will be everywhere.



## A Force for Good

ReduScale gets you closer to your CSR goals and help you join the list of benefit corporations. Besides profit, what matters at the end of the day are our shared values—to benefit all humanity, the animals, and the world.



<sup>[1]</sup> International Food Information Council. 2021. *Consumption Trends, Preferred Names and Perceptions of PlantBased Meat Alternatives*. <https://foodinsight.org/consumption-trends-plant-based-meat-alts/> <sup>[2]</sup> Gallup, Inc. 2020. *Nearly One in Four in U.S. Have Cut Back on Eating Meat*. <https://news.gallup.com/poll/282779/nearly-one-four-cut-back-eating-meat.aspx>



“  
EVERY TIME YOU **SPEND** MONEY,  
YOU’RE CASTING A **VOTE** FOR  
THE KIND OF WORLD YOU WANT.”

—Anna Lappé

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