

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

ReduScale

brought to you by  likert

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WE ALL KNOW **FACTORY FARMING IS BAD**

A blue truck is shown from a side profile, carrying a large number of pigs in its cargo area. The truck is on a road, and there are trees and utility poles in the background. The text is overlaid on the image.

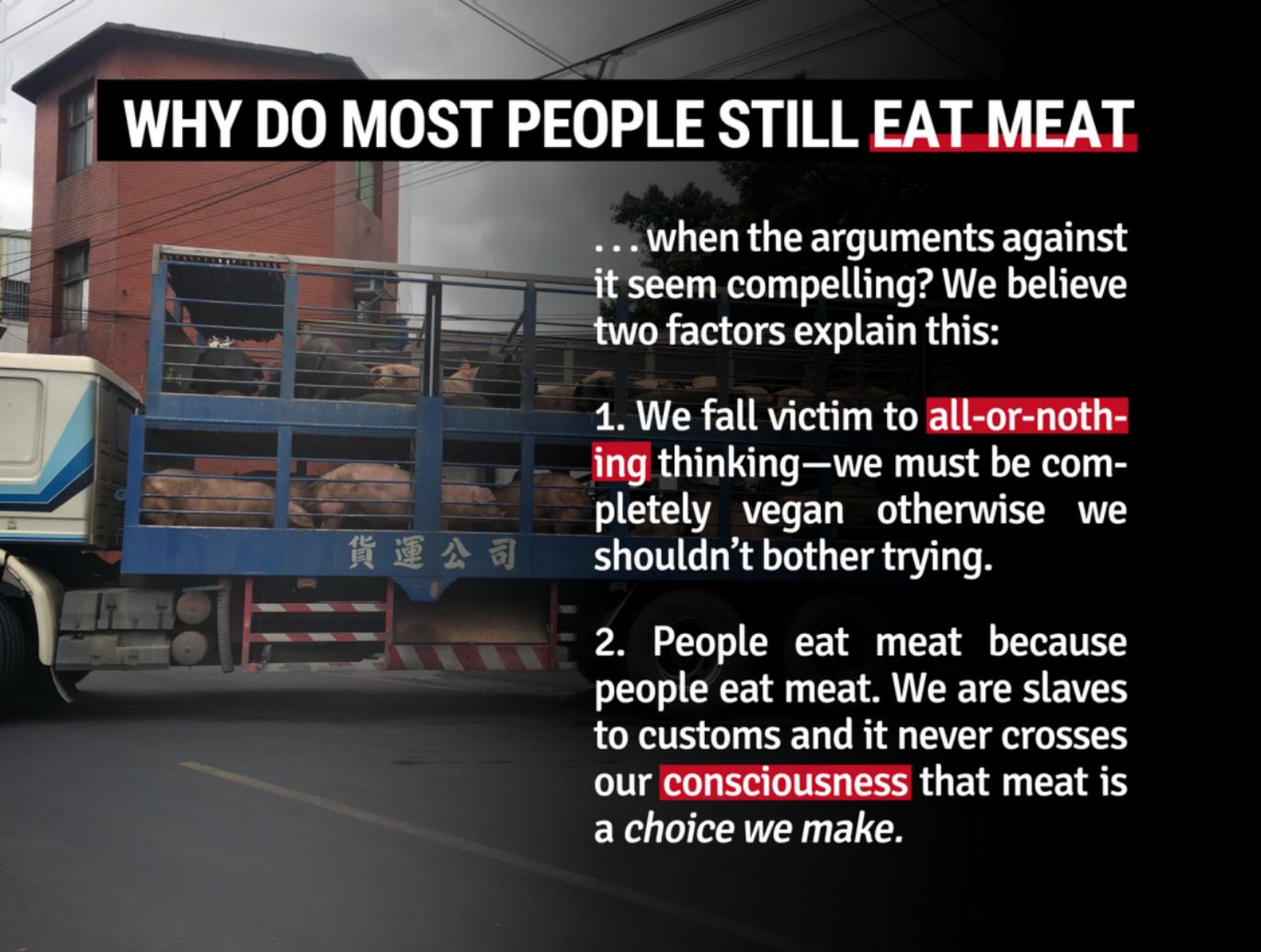
According to the UN, animal farming accounts for **14.5%** of global greenhouse gas emissions.^[1]

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**



... 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?

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re·duce·tar·i·an·ism

/ri- ,düs'ter-ē-ə- ,ni-zəm/

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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 
Pork Bihon  75
Stir-Fried Veggie  75

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.

 <p>A red pig icon with two small ears and a white circle for a snout. The fraction $-2/5$ is written in white inside the pig's body.</p>	40% reduction. The content of animal products is approximately 60% that of the average diet.
 <p>A red pig icon with two small ears and a white circle for a snout. The fraction $-3/5$ is written in white inside the pig's body.</p>	60% reduction. The content of animal products is approximately 40% that of the average diet.
 <p>A red pig icon with two small ears and a white circle for a snout. The fraction $-4/5$ is written in white inside the pig's body.</p>	80% reduction. The content of animal products is approximately only 20% that of the average diet.
 <p>A red circle containing a white letter 'V'.</p>	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 pioneer in the reduncetarian economy, we are envisioning and defining a sustainable future. The trend is clear—as the younger generation begins to take climate 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 ReduScale



A Growing Market

Survey results show that 65% of Americans have consumed plant-based meat alternatives between 2020–21.^[1] 23% reported eating less meat in 2019.^[2] 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.



[1] International Food Information Council. 2021. *Consumption Trends, Preferred Names and Perceptions of PlantBased Meat Alternatives*. <https://foodinsight.org/consumption-trends-plant-based-meat-alts/> [2] 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>

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

”

—Anna Lappé

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