



**\*\*UNDER EMBARGO UNTIL WEDNESDAY, SEPTEMBER 16, 2020, 9AM EDT\*\***

## **Trying To Eat Less Meat? New Study Reveals Which Products Cause The Most Animal Suffering**

*Faunalytics assessed 98 categories of animal products and found that scrambled eggs and omelets cause the most farmed animal suffering to feed the U.S. population each day.*

**Olympia, Wash. (Sept. 16, 2020)** — [Faunalytics](#), a U.S.-based nonprofit that provides research and analysis for animal advocates and organizations, has released the first study of its kind that uses data to show which animal-derived food products cause the most harm to farmed animals in the United States. The study provides information on 98 categories of animal products, ranked according to which individual products cause the most days of animal suffering to produce a single serving.

According to the [Animal Product Impact Scales](#), these are the top ten products that cause the most animal suffering to feed the U.S. population each day:

- 1. Scrambled Eggs/Omelets:** Causes 201 million days of animal suffering per day of consumption in the U.S.
- 2. Chicken Shreds/Ground:** 171 million days of suffering per day of consumption
- 3. Unbreaded Chicken Breasts/Filets:** 164 million days of suffering per day of consumption
- 4. Unbattered Fish Filets:** 149 million days of suffering per day of consumption
- 5. Chicken Strips/Nuggets:** 122 million days of suffering per day of consumption
- 6. Fried Eggs:** 99 million days of suffering per day of consumption
- 7. Unbreaded Chicken Parts:** 96 million days of suffering per day of consumption
- 8. Fish Shreds/Ground:** 59 million days of suffering per day of consumption
- 9. Breaded Chicken Breasts/Filets:** 56 million days of suffering per day of consumption
- 10. Battered Fish Filets:** 52 million days of suffering per day of consumption

Stated differently, if every consumer stopped eating all of these products for a single day, it would prevent **1.16 billion days of farmed animal suffering in the United States.**

While cutting out all animal products is the most meaningful way to help animals used in the farming industry and is recommended by most farmed animal advocates, the above scale suggests that cutting out just one animal product can also make a big difference. This is helpful for consumers who want to eat fewer animal products but are unable to make the full

commitment to a plant-based diet, as it suggests which products should be reduced first to benefit animals the most.

The Animal Product Impact Scales also reveal the top ten products that cause the most animal *deaths* to feed the U.S. population on a daily basis. In addition to helping consumers, the scales are a useful resource for entrepreneurs and businesses working in the alternative protein space, as they suggest which animal products should be prioritized for designing improved plant-based or cultivated versions.

“Since the beginning of the COVID-19 outbreak, we’ve seen unprecedented growth in the sales of plant-based products as more and more people are cutting back on animal-derived food items. But if it’s the first time you’ve considered reducing your animal product consumption and you’re not ready to go vegan, it’s easy to feel unsure about where to begin,” **said Dr. Jo Anderson, Faunalytics’ Research Director and the study’s lead author.** “Our Animal Product Impact Scales reduce some of this uncertainty by identifying the products that will help the largest number of animals. Everyone needs to start somewhere, and whether you’re looking to start your reduction journey in an impactful way or create a plant-based product for sale to meet the growing consumer demand, our scales are a versatile resource to help you start the process.”

To create the scales, Faunalytics used data from a nationally representative survey of 8,000 people to learn the types and amounts of animal products that people eat each day in the United States. Using publicly available data from the USDA and other sources, researchers then combined these figures with estimates of the number of animal lives and days of suffering that go into each product. The scales include not only the animals who are directly consumed, but also those who are fed to other farmed animals, those who end up dying before they produce an edible product, and those who are killed because they are seen as “useless” to the animal agriculture industry.

The creation of these Animal Product Impact Scales was sponsored by the [Food Systems Research Fund](#), a fund that promotes rigorous scientific research about how to reduce or eliminate animals from the human food system. This analysis is the latest addition to Faunalytics’ original research collection, which provides high-impact, unbiased research and data to inform the animal protection movement. A list of upcoming and previous original studies is available [here](#).

To access all of the Animal Product Impact Scales, visit:  
[faunalytics.org/animal-product-impact-scales](https://faunalytics.org/animal-product-impact-scales).

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### **About Faunalytics**

Faunalytics is a 501(c)(3) nonprofit organization that empowers animal advocates with access to research, analysis, strategies, and messages that improve their effectiveness to reduce animal suffering. For more than 20 years, Faunalytics has conducted and disseminated original research that delves into essential animal advocacy issues. Faunalytics also houses the world's largest collection of opinion and behavior research on animals and offers pro-bono support to other animal advocacy organizations looking to increase their impact. Animal Charity Evaluators has rated Faunalytics a standout charity since 2015. For more information, visit

[www.faunalytics.org](http://www.faunalytics.org).