Average market value of a cow in the North Central United States: $245
Average cost to raise a cow in that region: $498
Amount US taxpayers spend yearly to subsidize meat and dairy: $38 billion
To subsidize fruits and vegetables: $17 million
US retail price of a pound of chicken in 1935 (adjusted for inflation): $5.07
In 2011: $1.34
Pounds of chicken eaten annually per American in 1935: 9
In 2011: 56
Factor by which US per-capita consumption of chicken and other meat exceeds world average: 3
By which US incidence of cancer exceeds world average: 3
Portion of US cancer, diabetes and heart disease cases related to meat and dairy consumption: 1/3
Annual cost to treat US cases of these diseases related to meat and dairy consumption: $314 billion
Portion of annual Medicare spending this represents: 3/5
Dietary cholesterol needed by humans, per National Academies’ Institute of Medicine: 0
Daily maximum recommended dietary cholesterol, per USDA (in milligrams): 300
Milligrams of cholesterol per gram of ground beef: 0.9
Per gram of salmon: 0.9
Revenue collected by US fishing industry per pound of fish caught: $0.59
Portion of this figure funded by taxpayers as subsidies: $0.28
Pounds of dead fish and other animals discarded daily as unintended “bycatch”: 200 million
Portion of the worldwide targeted catch this represents: 2/5
Portion of Earth’s wild fisheries that have collapsed and ceased producing: 1/3
Pounds of wild fish needed to raise one pound of farmed salmon or tuna: 5
Portion of US seafood that comes from fish farms: 1/2
Number of foot-long, farmed trout typically raised in a space the size of a bathtub: 27
Number of pain receptors on the face and head of a trout: 18
Average amount Americans would pay to end inhumane hyper-confinement of pigs: $345
Number of states whose animal cruelty laws do not protect farmed animals: 37
Number of federal anti-cruelty laws that protect farmed animals during their lifetimes: 0
Annual government-managed “checkoff” spending to promote meat and dairy: $557 million
To promote fruits and vegetables: $51 million
Grams of protein in three ounces of canned ham: 18
In three ounces of roasted pumpkin seeds: 27
Average percentage by which a vegan’s blood cholesterol level is lower than an omnivore’s: 25
By which her weight is lower: 18
By which her life expectancy is longer: 13
Human lives that a 50% excise tax on meat and dairy would save yearly: 172,000
Animal lives it would save: 26 billion
Pounds this tax would cut yearly from US carbon-equivalent emissions: 3.4 trillion
Pounds of carbon equivalents emitted yearly from all US motor vehicles and vessels: 3.3 trillion

For sources, see reverse • For more information, visit www.meatonomics.com
