



DIFF

# THE SMELL OF MONEY

## Action Toolkit

Who pays the price for what we want?



# Take Action

Want to help fight environmental racism and the many injustices of industrial animal agriculture? Here are ten actions you can take:

- 1. Educate yourself and others:** Improving your understanding of environmental injustice, systemic racism, and industrial animal agriculture can help you become a better advocate for change. Share *The Smell of Money* with friends and family, host a screening for your community, or read and share books and articles about these topics.
- 2. Support organizations fighting for justice:** Support organizations on the frontlines, especially Black- and brown-led groups, through donations or volunteer work to help amplify their efforts. Environmental injustice is everywhere, and so are opportunities to get involved in the fight. Check out our list of recommended organizations below.
- 3. Cut back on (or cut out) animal products, and eat more plant-based foods:** Swapping meat and other animal products for plant-based options is an empowering choice to withdraw your support from harmful industries. Encourage your friends and family to join you. Check out [this guide](#) to making the switch.
- 4. Leverage institutional power:** Encourage your school, workplace, faith group, or any other organization of which you're a part to shift its purchasing power away from factory farmed products. Encourage them to serve more healthy, sustainable plant-based foods. [Learn more](#) about the power of making these foods the default options within institutions.
- 5. Push for policy change:** Write letters to and request meetings with your elected representatives, attend public meetings and town halls, and participate in grassroots policy campaigns to advocate for stronger environmental regulations and more effective enforcement of existing regulations. Consider running for office!
- 6. Vote:** Use your vote to elect leaders who prioritize environmental justice and hold exploitative, polluting industries accountable. Volunteer for or donate to their campaigns.
- 7. Advocate for democracy:** Unchecked corporate power undermines democracy, reduces transparency, and allows corporations to shape policies in their favor, entrenching issues of social and environmental injustice. Fighting this influence protects the public interest and puts power back in the hands of the people.
- 8. Participate in public comment periods:** State and federal agencies periodically solicit public comments on proposed policies and regulations. Participating in these public comment periods and sharing your views on harmful agricultural practices can help influence policy decisions.
- 9. Find common ground:** By setting aside our differences—like whether we're vegan or eat meat—we can focus on the shared objective of creating a more just and equitable society. Finding common ground with those who may not share our ultimate end goal is essential to maximizing our impact and bringing about more meaningful and lasting change.
- 10. Listen to and center impacted people:** No matter what shape your advocacy takes, follow the lead of people who are most directly impacted. If you are not personally experiencing injustice, be humble, listen, and don't assume your approach is best. Be patient and consistent—keep showing up and be willing to learn and grow.



# Get Connected

Consider donating to or volunteering for these organizations working to protect communities and the environment from industrial animal agriculture.

## **The North Carolina Environmental Justice Network (NCEJN)**

**NCEJN** is a grassroots, people of color-led coalition of community organizations and their supporters who work with low-income communities and people of color on issues of climate, environmental, racial, and social injustice.

## **Environmental Justice and Community Action Network (EJCAN)**

**EJCAN** informs, educates, and empowers North Carolina communities to confront environmental injustice by advocating for change.

## **Waterkeeper Alliance & Your Local Waterkeeper or Riverkeeper**

**Waterkeeper Alliance** is a global organization that unites community-based advocates working for clean, healthy, and abundant water for all people and the planet. Support the global organization and **your local Waterkeeper** who works to protect waters and communities in your area.

## **Animal Agriculture Reform Collaborative (AARC)**

**AARC** is a movement alignment hub where organizations from the environmental, independent farmer, sustainable food, labor, civil rights, and animal welfare movements work together to build a broad, powerful base across the country. With this shared vision of a just, sustainable animal agriculture system, these movements jointly challenge corporate control of the food system.

## **The Transformation Project**

**The Transformation Project** aims to build collective power sufficient to realize a just and sustainable food system by helping farmers transition from industrial animal agriculture operations to raising crops for human consumption.

## **Your Local Environmental Justice Organization**

Environmental injustices are present in almost every city, state, and country--because so are polluting industries. Support local environmental justice organizations in your area to address harms happening close to home. Our voices are often most powerful when we raise them locally!