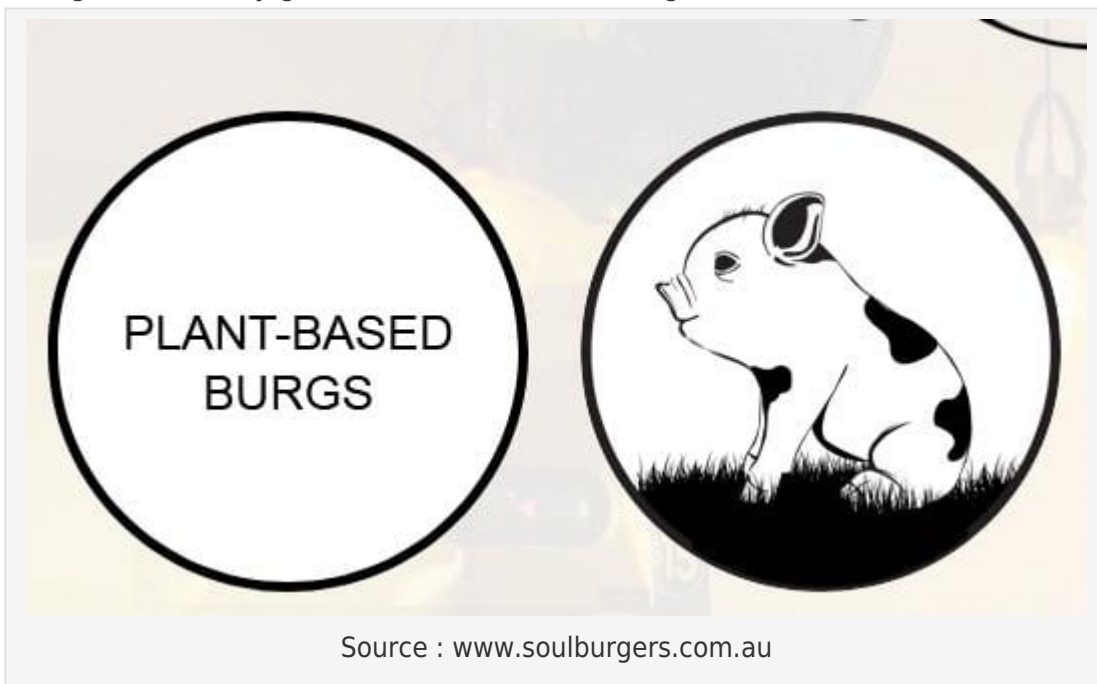


Selling Burgers to eliminate world hunger and save the earth

By : Surinder Jain.

Amit Tiwari, founder of Soul Burgers fast food chain of restaurants in Australia, prides on selling tasty burgers with no animal meat in them. A burger without cruelty to animals (assuming killing is cruelty) and good for the environment (meat production is one of the major factors for climate change) is certainly good for the Soul, a soul burger.



According to Soul Burger's web site, plants are the future of meat! Although we make look at Amit and his Soul Burger joint as a fast food outlet, he doesn't see it that way. He sees himself and his burgers as leading a global movement in keeping animals out of slaughterhouses and off our menus. Plant-based foods also reduces the risk of chronic disease and are lower in calories than a typical meat burger.

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Amit Tiwari also believes that he is selling more than burgers. He sees himself on the forefront of fighting climate change as a global shift to a vegan diet will cut food related GHG emissions by 70%. Every plant based burger helps save the planet!

If cruelty and climate change were not enough, Amit also believes that his burgers can eliminate poverty. How? Well, by shifting to plant based foods, we cease contributing to inflated grain prices used to feed livestock, creating stronger food security in developing countries. He sees a shift to his burgers will thus help feed millions of hungry mouths.

Next time, I am out and about, I will eat Soul Burgers. It will help me stay healthy, help keep earth from becoming an inferno and will help me gain *punya* (merit) by feeding the poor.

You can read more about Amit Tiwari and Soul Burgers [in this ABC News report.](#)

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