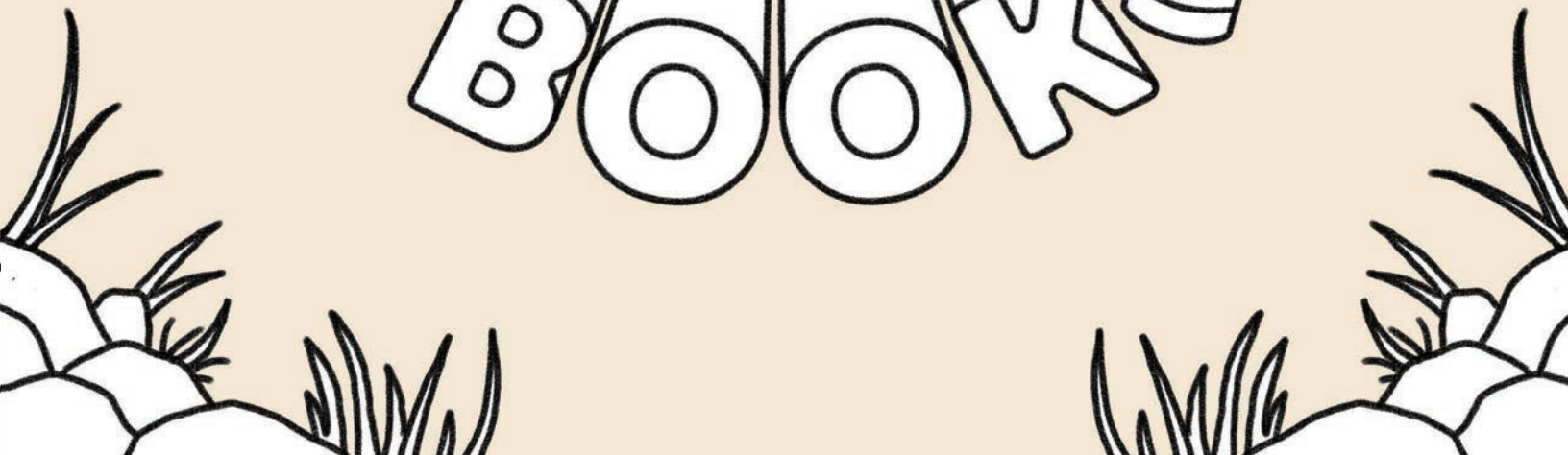
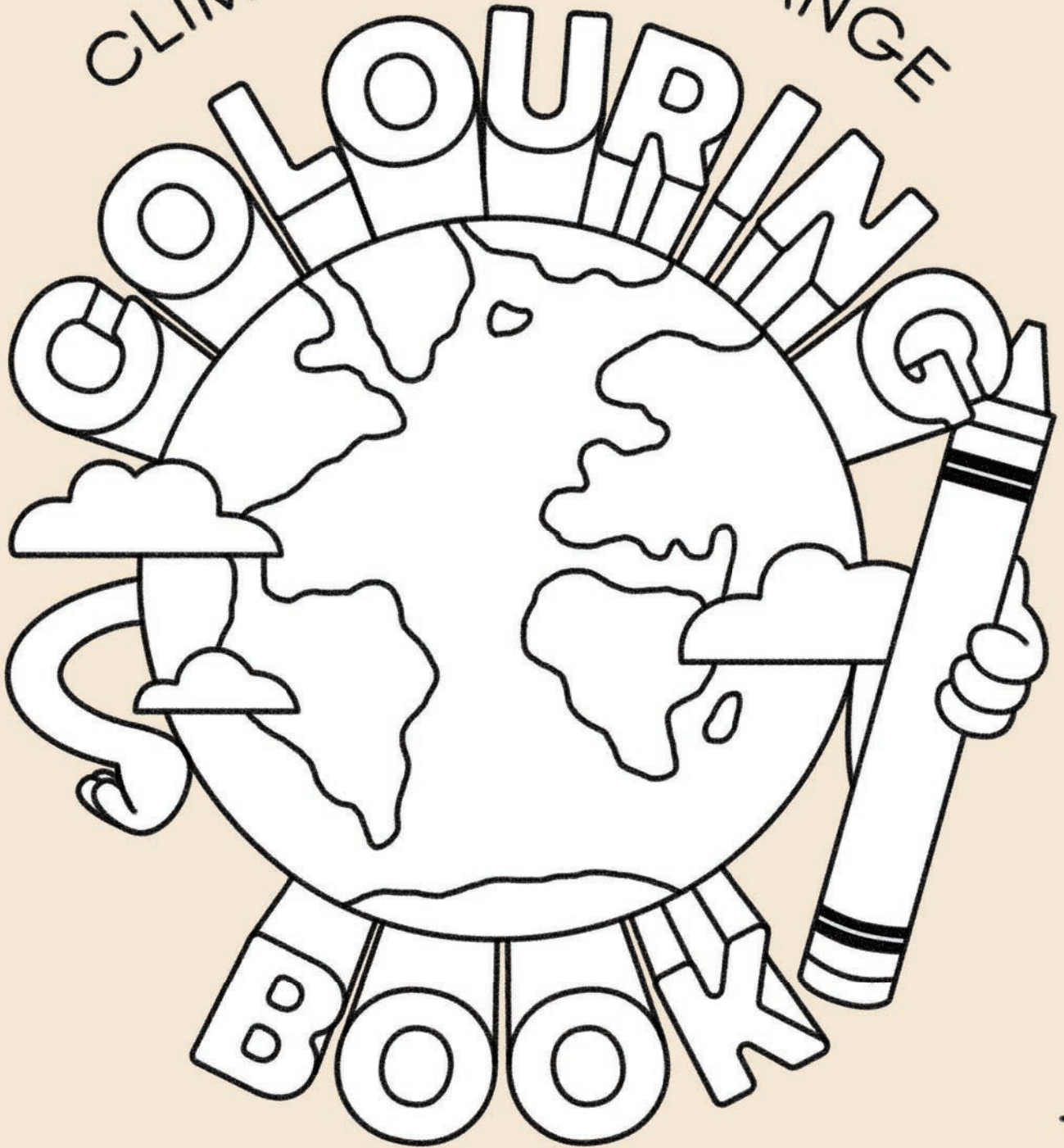




MAPLE
LEAF

CLIMATE

CHANGE



The most family-friendly overview of climate change, ever.

Hi! I'm Marley. I'm here to help walk you through a few important things about climate change. You can use this colouring book as a way to talk to your family about the basics of a really complicated issue—one that we will all be dealing with in the future if we don't act now.

So let's start with the most important point. 97% of the world's climate scientists agree climate change today is real, serious, and caused by human activity.

But what is it? Why is the climate changing?
And why should we even care?

Earth's climate has changed again and again for millions of years. Most of it by natural causes. But today, we identify climate change as a sudden increase in the Earth's temperature from human activity.

Our modern world has made our lives better. We can produce the things we need more cheaply and invent cool technologies like cellphones and air travel. But with it, we've also increased our use of energy from fossil fuels. This creates greenhouse gases that go into our atmosphere and trap heat from the sun, which slowly warms the planet and causes the imbalances we see today.

But that's just the tip of the iceberg, so to speak. As ocean temperatures rise, it has serious and harmful effects on our ocean life around the world. On top of that, our glaciers and ice sheets are melting, causing sea levels to rise. As they melt on land, that water fills our oceans and flows into our coastal communities.

The imbalance from all this change means that natural disasters like floods, hurricanes, wildfires and heatwaves happen more often, and in more dramatic ways. But climate change is a long-term problem with real and permanent consequences.

If we don't deal with this today, future generations will be dealing with it tomorrow. So let's get ahead of this now, before it's too late—and leave a world that's better than the one we found.

Join me on a trip across Canada and see how climate change affects us here at home, as it does all around the world. And as you colour in each page, look for a number on the picture and use the featured colour to fill in that area.





Look at how beautiful our West Coast is. But, is that green algae in the water? Ew. Why is that there? As ocean temperatures rise, algae blooms can change the actual colour of our oceans and lakes. This makes it hard for sea life to live and can be harmful to animals and humans. It's a good reminder of how important it is to protect our oceans.

Look for the number 1 and colour in Ocean Green.





I love riding my bike around town, but breathing in smoke from wildfires isn't good for any of us. Just look at that sky. It's so orange! Those eerie skies happen when smoke particles filter out the sunlight, leaving behind a strange orangey-red glow.

Look for the number 2 and colour in Sky Orange.

2





And speaking of wildfires, look what happened here! Rising global temperatures create very dry conditions in forests. The dried forest floor is like a match waiting to be lit. And while trees protect the planet by capturing carbon dioxide, that gas is released back into the atmosphere when trees burn, making the problem even worse.

Look for the number 3 and colour in Forest Black.

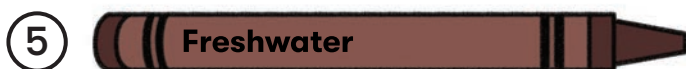




Parks are a great way to get outside. But this one looks pretty dry. Why is that? Well, as the Earth heats up, moisture in the air evaporates from land and water faster. That causes droughts in some places, and extreme rain in others, which can affect farmers and the food they grow. And it made all this green grass yellow! That doesn't feel very normal to me.

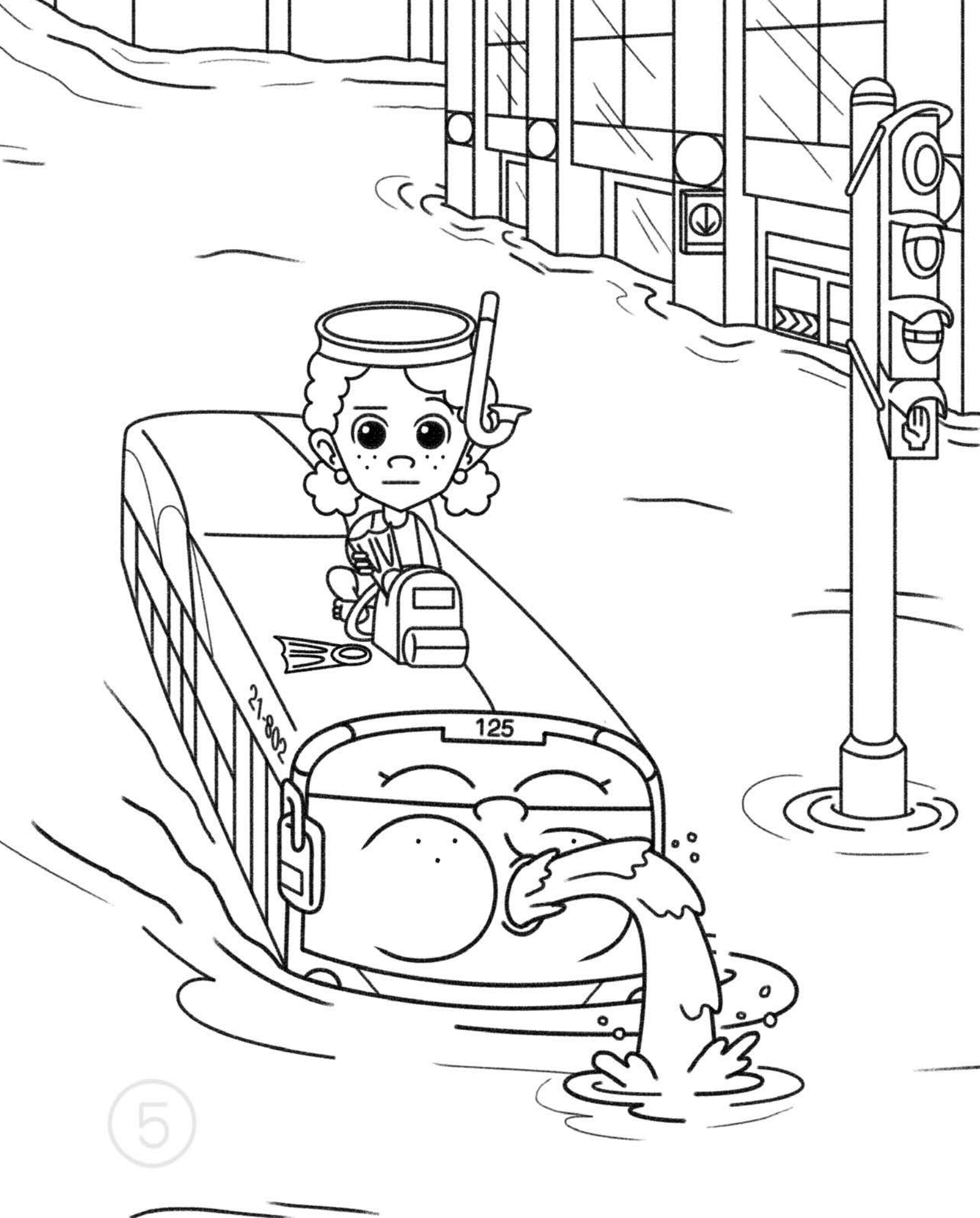
Look for the number 4 and colour in Grass Yellow.





Look at all this water in the city!
With extreme weather events happening more often, our cities, streets and homes can't handle all that flooding. Storm surges push river water onto land, while heavy rainfall fills our city streets past what they can handle. And big storms that happen once every 100 years are now happening every 10. We need to do something about this, and soon.

Look for the number 5 and colour in Freshwater Brown.





I love the beach. But wait, something's missing. Where's all the sand? It looks like it's been swept up by the ocean. How did this happen? Sea levels have been rising in the last few decades from our warming oceans. This has also caused our glaciers and ice sheets to melt, adding water back into our oceans that was frozen on land.

Look for the number 6 and colour in Sand Blue.



What you can do

What a journey we went on. As you can see, climate change is a real problem we need to act on today. And even though we're part of the cause, we can also be part of the solution. Every little bit helps!

You can try a few of these easy steps today to help protect our planet:

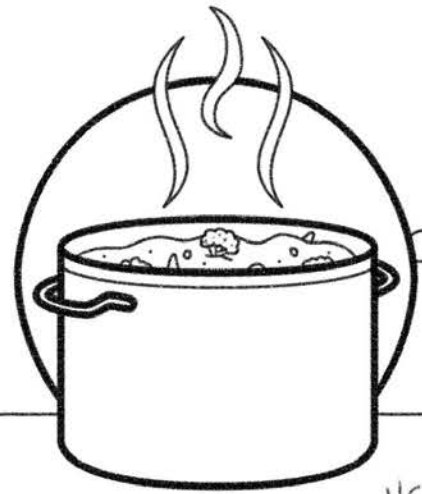


Learn more about climate change

Understanding how climate change works is the first step in becoming a climate hero. Discover helpful resources and tell others how important the planet is to you.

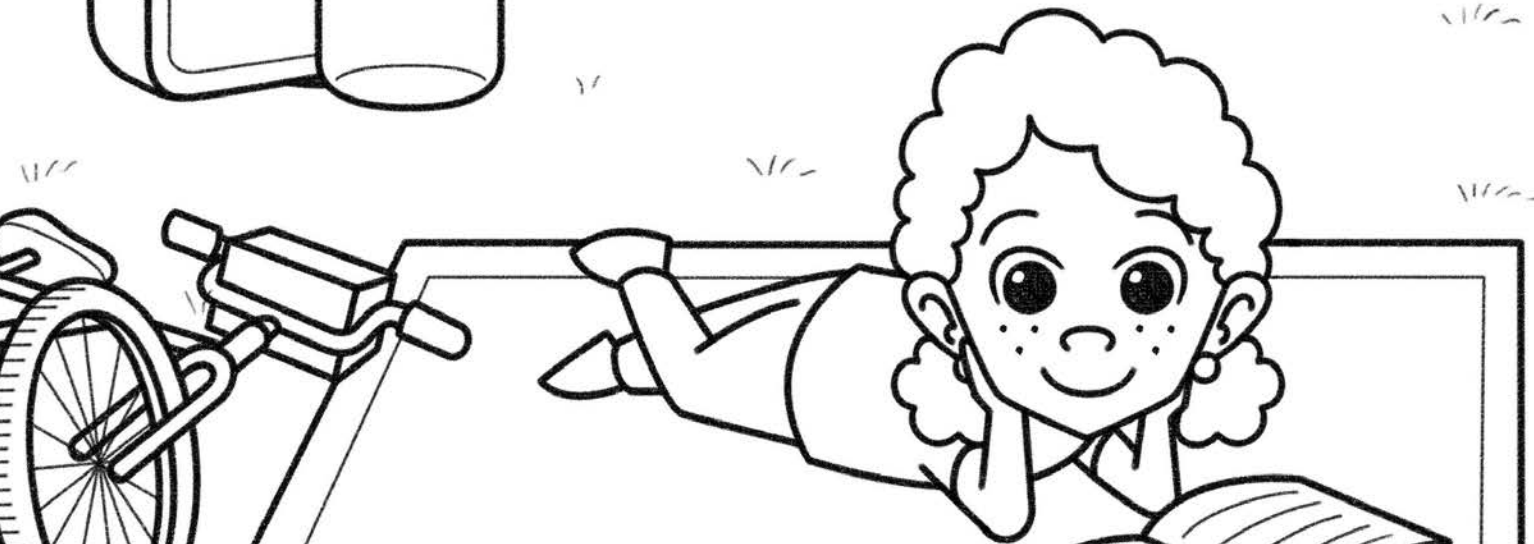
Eat your leftovers

Reducing food waste puts less stress on our food system and can bring your food costs down. Plus, you can be creative and make something new and delicious, like a yummy soup!



Carry a reusable water bottle

Single-use plastics end up in landfills and pollute our planet. Instead, switch to reusable containers, or wash and reuse single-use plastics when you can.



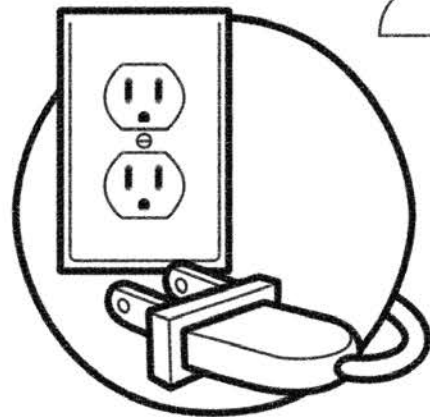


Recycle and compost properly

Know what goes into each bin when recycling and composting for your city or town, or start a backyard compost of your own.

Unplug electronics when not in use

Not every appliance is being used all the time. You can help by asking your parents to unplug things like your toaster, microwave and phone chargers until they're needed.



Walk and bike to get around

You can help the planet, stay active and save money just by choosing to walk or bike instead of driving.

Eat less meat, eat local and grow a vegetable garden

Meat is an important part of our diet, but too much might not be good for you or the planet. You can help by eating more local produce that's in season, or grow veggies of your own!



Support carbon neutral companies

Every business has a carbon footprint, but we can help the planet by supporting the ones that reduce or neutralize theirs so we can all look forward to a better world.

What Maple Leaf is doing

Becoming carbon neutral on November 7th, 2019 was our latest and boldest step to becoming the most sustainable protein company on earth.

We know that being a food company like ours takes resources. That's why we work hard to give back to the environment in equal measure by reducing our energy and water use, reducing solid waste, developing more sustainable packaging and improving our supply chain.

And to neutralize our own emissions we cannot avoid, we're investing in environmental projects that reduce greenhouse gas emissions to bring our net carbon footprint to zero.

We've come a long way on our sustainability journey and will continue to lead in critical efforts to fight climate change and protect our planet.

To learn more about our carbon neutral efforts, visit mapleleaf.ca/carbonneutral



Look for our carbon zero logo on packs of Maple Leaf® products, including Maple Leaf® Prime® and Maple Leaf® Natural Selections® at your local grocery store.

Take a journey across Canada and discover how climate change affects us here at home, as it does all around the world.

Maple Leaf's Climate Change Colouring Book is a conversation tool for families, helping parents and kids talk about the important environmental issues we face today, and will continue to face unless we take action now.

See what steps you can take at home to help the planet and discover what we've done to become the world's first major carbon neutral food company.

mapleleaf.ca/carbonneutral



Made with
100% recycled materials
and eco-friendly ink.

