



ALEXANDRA (ALEX) PERRY

Matched with
People for Better Food



Alexandra's Story

One of my earliest memories was thumbing through my great-grandfather's first published book. He was a political speechwriter. And while I was too young to understand the nuance, I understood that well-crafted words held power. That the right words could be a spark, and I wanted to master that.

I earned an English degree and became a financial copywriter. The job was part investigative journalism, part high-stakes sales. While I intended to use it as a stepping stone, I was soon embroiled in an incredibly lucrative field. I wrote about everything from oil to solar, climbing the ranks to claim a six-figure salary and a senior title.

But it started to feel empty. I wasn't using words the way I wanted to. I wasn't lighting sparks. I wasn't creating long-term change. So I went back to the drawing board.

Talking to a handful of nonprofits, I realized that the skills I'd honed in the corporate world (from persuasion to campaign execution) could help scale the impact of critical missions. That was how I would make my spark.

The Moral Ambition Fellowship gave me the opportunity to transition into work that leaves a lasting, positive impact. This is the first chapter of a new book—one where my words drive real change, not corporate revenue.

The Proposed Project

When it comes to meat consumption, the U.S. is at a crossroads. The overall consumption of animal products is on the rise, specifically from young men aged 16 to 24. Research shows that this demographic ate 40% more meat in 2025 than the year prior. And if you spend time online, the reason why is no secret.

This demographic is being bombarded by messaging that promotes the consumption of meat. Whether it's fitness influencers obsessing over raw animal protein or podcasters framing meat as the ultimate badge of masculinity, it's become a cornerstone of the young male identity. And the consequences are real. If current global trends hold, the United Nations projects meat consumption will jump 14% by 2030. That would mean an additional 12 to 13 billion more animals to slaughter every single year, compounding an already severe environmental and public health crisis.

People for Better Food aims to change this narrative. Founded by veteran marketer Emilie Fitch, the organization aims to reduce meat consumption by changing the cultural ideas around it. As a young organization, I'll be filling many roles. For starters, I will be using my 10+ years of marketing experience to build persuasive campaigns that help change the cultural attitude around meat. Rather than lecture young men on the error of their ways, we aim to produce campaigns that meet them where they are.

I'm also going to build out the backend digital funnels needed to turn casual interest into a predictable stream of lifetime donors.

By tracking the data and testing our metrics myself, I'll make sure our small team maximizes every single dollar. We aren't just launching a temporary marketing campaign here; we are building a self-sustaining engine that uses the power of words to drive generations of change. This is a cultural moment that likely won't happen again.

The Potential Impact

Our objective is to shift the cultural narrative in a way that reshapes the food system. In the United States, men drive 57% of meat consumption. Lowering that intake by just 25% within this target demographic yields massive, systemic shifts:

- **Lives Spared:** Over 1.2 billion land animals saved from industrial slaughter annually.
- **Climate:** A 15% reduction in agricultural methane and nitrous oxide emissions, neutralizing a critical driver of global warming potential.
- **Resource Reclamation:** Freeing millions of hectares of land from resource-inefficient feed production, opening the door for ecosystem rewilding.

Coming from financial writing, one word keeps coming back to me: compounding. Shifting the mindset of a fraction of this younger generation will ricochet through their diets, their children's diets, and the generations to follow. This work will do exactly that.

We aren't investing in a short-term fix. We aren't putting duct tape on a hole. This is a long-term, compounding solution.