

Meat Forum 2019

Potential reputational risks for the meat sector

21st November 2019 - Rakvere

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Tarvas sculpture – Rakvere - 2002

FACTS – RED MEAT CONSUMPTION IN THE EU



Today, **UECBV** represents **53 associations** out of:

- **24 EU Member States** as well as certain EFTA countries and **EU candidate countries (Turkey)**.
- Other countries, EU trade partners in the meat sector, are also associated to the UECBV (**Japan, Russia and Ukraine**)

3 European Associations

Livestock markets (AEMB)

Casings industry (ENSCA)

Ship suppliers (OCEAN)

In total, some **20,000 firms** of all sizes and over **230,000 jobs** are represented within the UECBV through its national member federations.





Trends in the red meat
consumption in the EU
are increasingly reducing /
keeping stable in the last 20 yrs

... while somewhere else diets are going to

« westernize »...

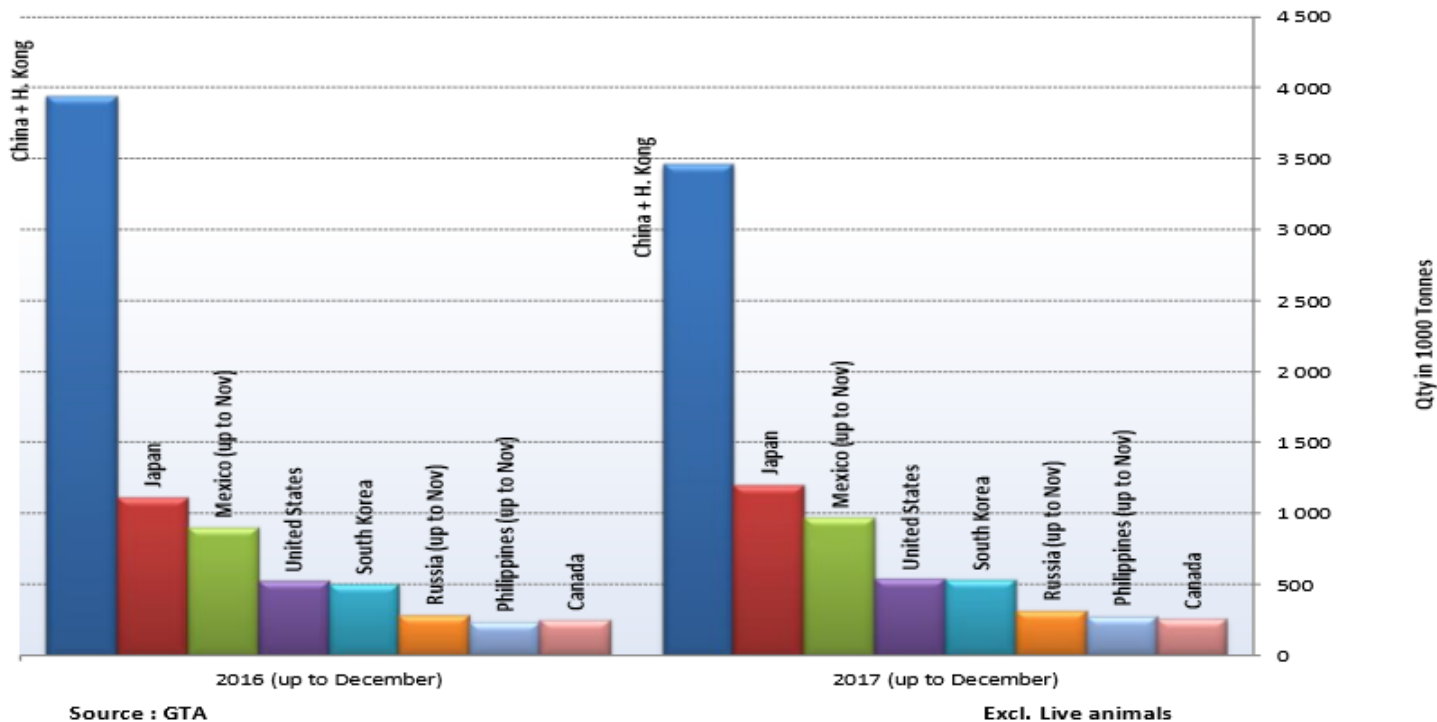
China, Southern America...

and Africa (FAO 2017)...



THE FUTURE OF THE PROTEINS

Main Importers of PIG Products (up to December)



Please note, the figure represents the situation before the African Swine Fever outbreak /crisis in China!!!

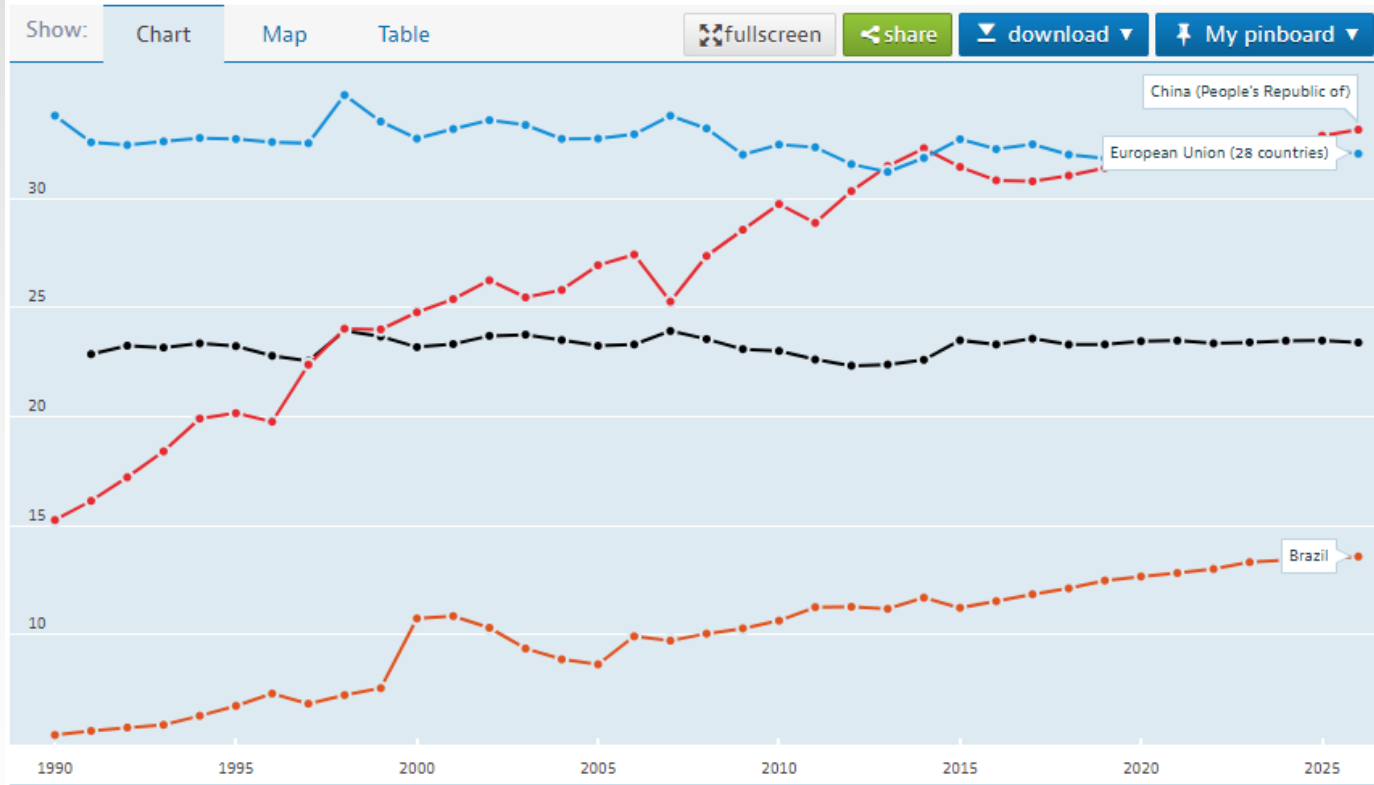
Let's go to see what happened after 2018...



FACTS – RED MEAT CONSUMPTION

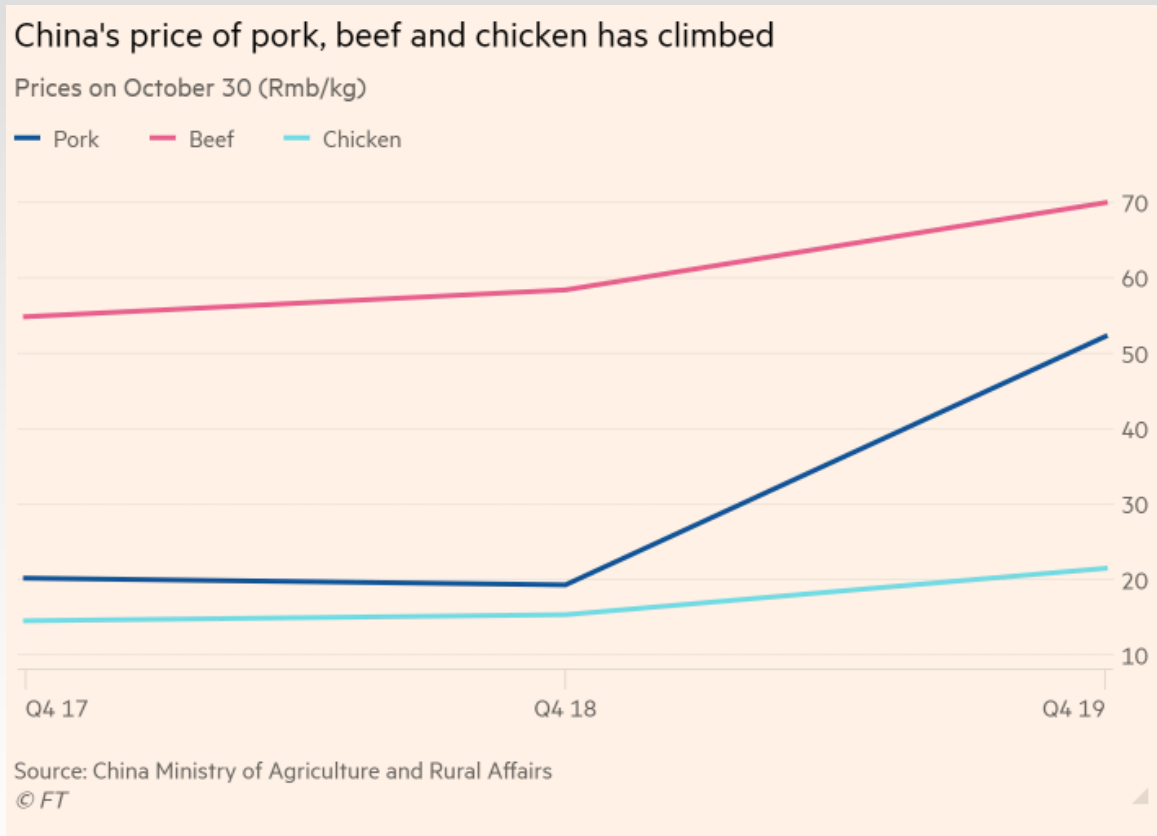
Meat consumption Pork meat, Kilograms/capita, 1990 – 2026

Source: OECD-FAO Agricultural Outlook (Edition 2017)



Kilograms of retail weight per capita. Carcass weight to retail weight conversion factors are: 0.7 for beef and veal, 0.78 for pigmeat.

THE FUTURE OF THE PROTEINS



THE FUTURE OF THE PROTEINS

Grafico CNY / EUR

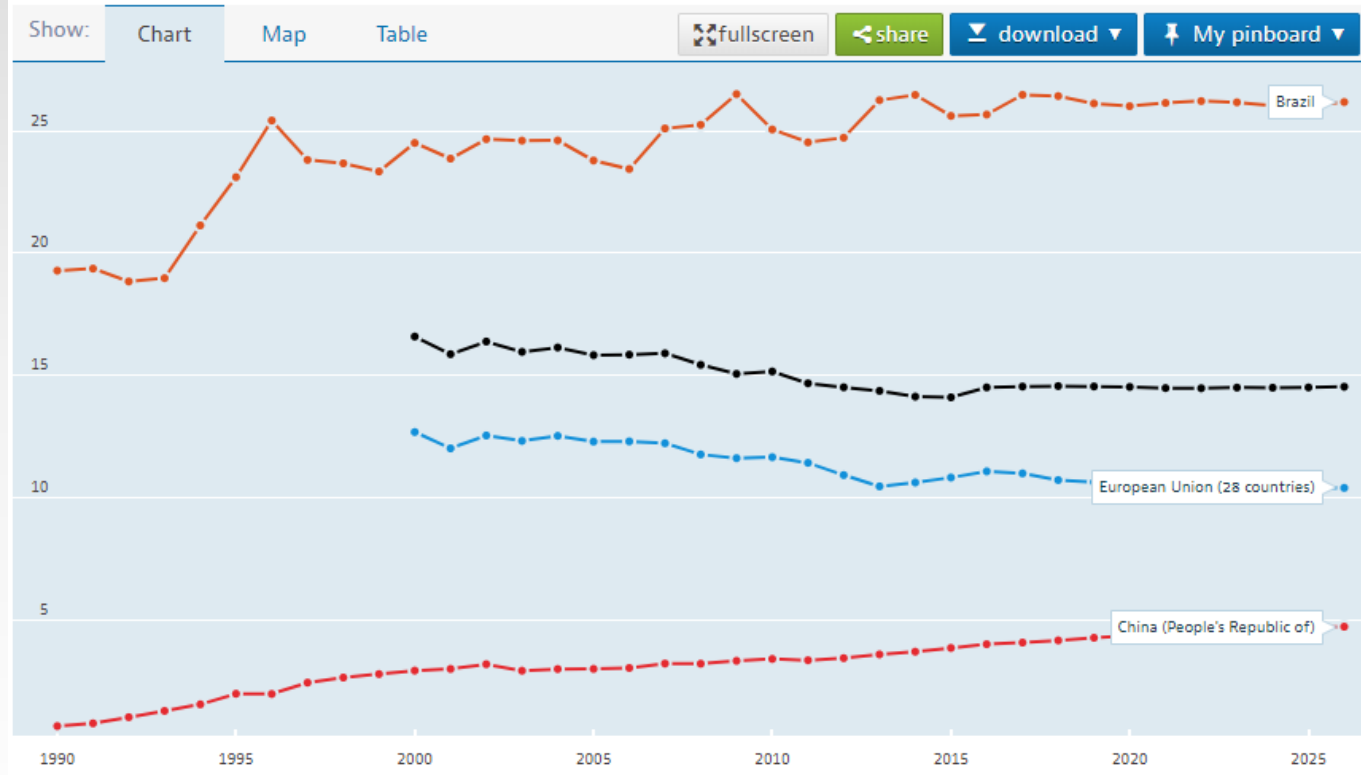
22 Gen 2017 00:00 UTC - 19 Nov 2019 07:24 UTC **CNY/EUR** close:0.12849 low:0.12376 high:0.13822



FACTS – RED MEAT CONSUMPTION

Meat consumption Beef and veal, Kilograms/capita, 1990 – 2026

Source: OECD-FAO Agricultural Outlook (Edition 2017)



Kilograms of retail weight per capita. Carcass weight to retail weight conversion factors are: 0.7 for beef and veal, 0.78 for pigmeat.

The EAT LANCET Report

Worldwide campaign coverage
(the global low animal protein diet -90%)

EAT-Lancet report, WWF meat guides and other potential reputational risks

[The EAT-Lancet Commission on Healthy Diets from Sustainable Food Systems](#)

The EAT Lancet Commission was founded in 2013 by Gunhild Stordalen, an animal right activist for the Norwegian Animal Welfare Alliance and wife of hotel tycoon Petter Stordalen.

The EAT-Lancet Commission on Healthy Diets from Sustainable Food Systems brings together 20 world-leading scientists to reach agreement on what constitutes a healthy and sustainable diet.

World Health Organisation, FAO and academics involved
Meat consumption reduction by 90%

UECBV has been quoted as follows: “Red meat has a clear role to play in a balanced diet. It is an excellent source of essential nutrients including iron, zinc, vitamins B6 and B12, riboflavin, niacin and selenium. It also contains good fats, which are linked to health benefits.”

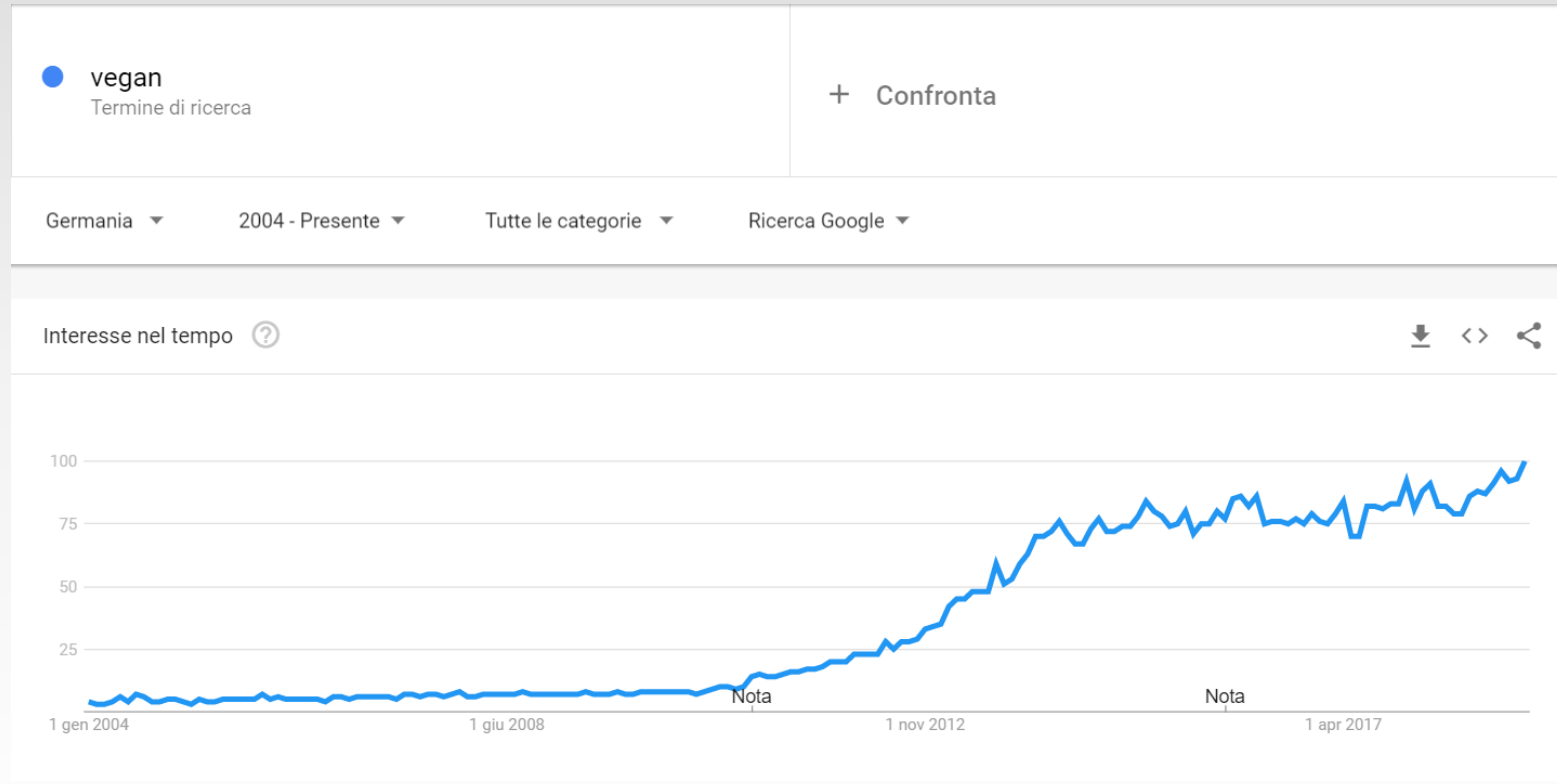
The World Resources Institute, funded by several governments, companies and foundations (*e.g.* Ford, Rockefeller, Open Society, Bill & Melinda Gates, Shell) strictly cooperates, as well, with the EAT Lancet Commission.

If we consider the EAT Lancet Commission partnership with the WWF, this campaign is even more concerning. WWF has been launching since 2018 the “[Meat guides](#)” in different countries:

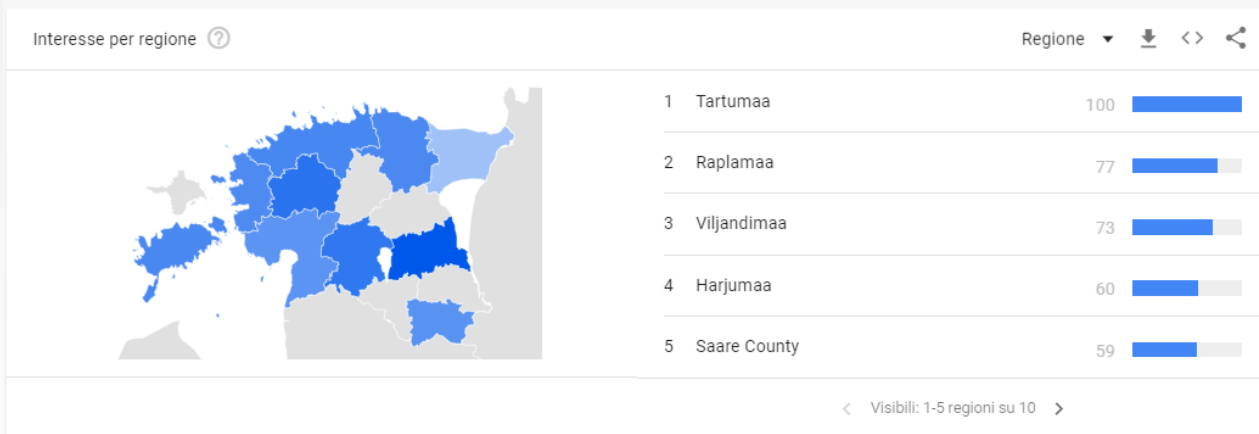
The objective of the Meat Guide is twofold:

1. To move the consumption of meat from red to yellow and green (more sustainable)
2. 50% reduction of meat consumption (including poultry)

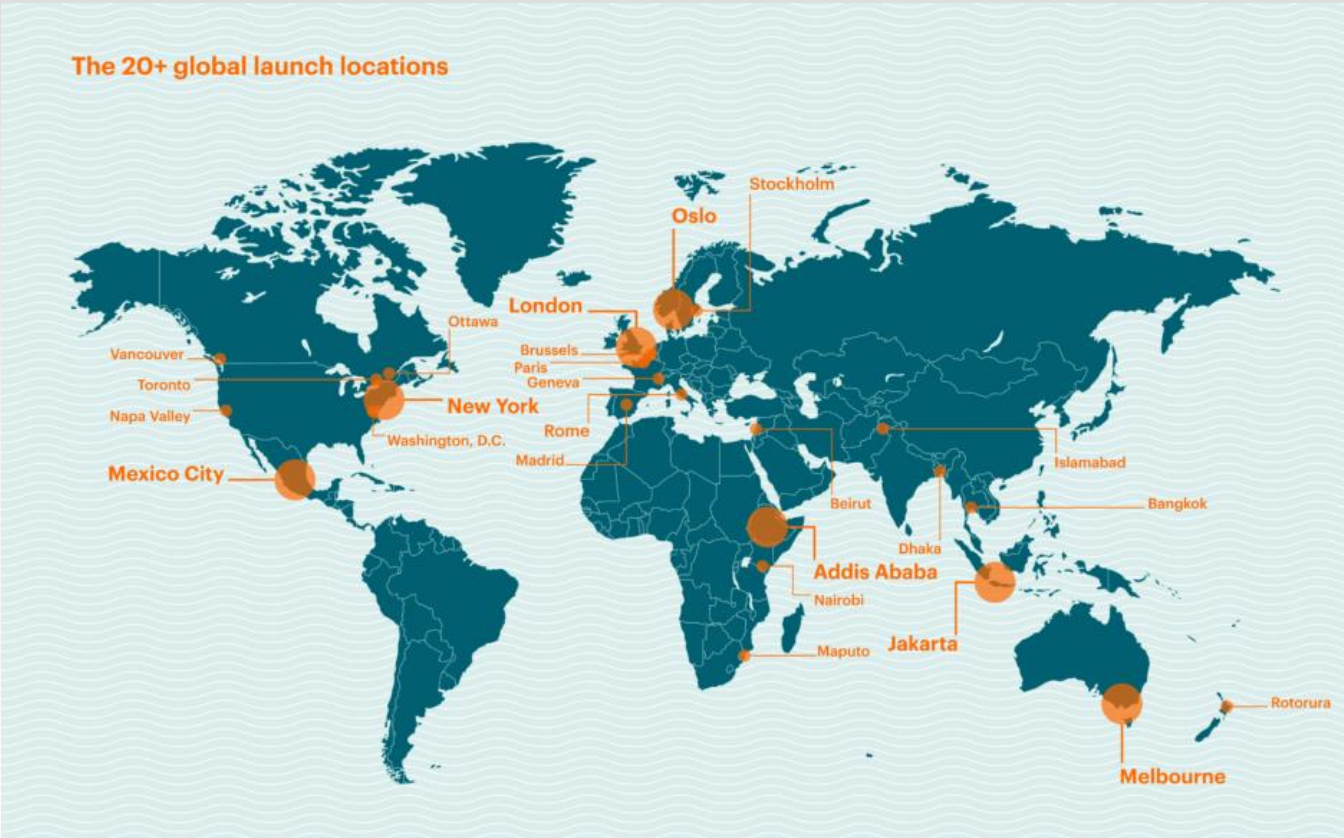
How much the word vegan has been searched in Germany (market driver)?



**How much
the word
vegan has
been
searched in
Estonia?**



European Livestock and Meat Trades Union – UECBV



Who is taking profit?

EAT LANCET – FReSH commercial partners



A parallel and self-endorsing EAT Lancet Commission initiative is the [“FReSH”](#), a bridge to the World Business Council for Sustainable Development (WBCSD), and it involves:

- Unilever, offering nearly 700 vegan products in Europe, and having acquired the Dutch Vegetarian Butcher;
- Nestlé, having a large offer of products for vegans and vegetarians;
- Barilla Centre for Food and Nutrition (BCFN).

Who is taking profit?

Reflection : supermarkets

- Steak = produit d'appel
=> Low price, **margin X 2** (only ...)
 - Veggie Burger: high price, **margin X 5**
- => Interest = ↓ Anti-meat campaigns
 ↑ Push veg products



Who is taking profit?




15 MARCH 2017

What if we all turned vegan by 2050?

It's the way to beat climate change, argues Dr Marco Springmann, James Martin fellow at the Oxford Martin Programme on the Future Of Food.

Health-motivated taxes on red and processed meat: A modelling study on optimal tax levels and associated health impacts

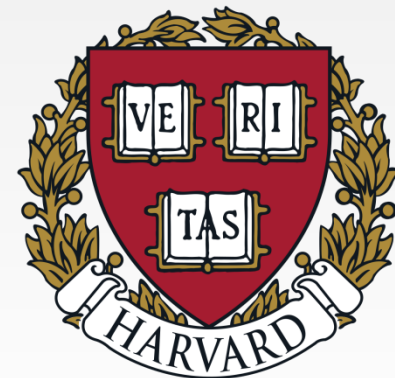
Marco Springmann  Daniel Mason-D'Croz, Sherman Robinson, Keith Wiebe, H. Charles J. Godfray, Mike Rayner, Peter Scarborough

Published: November 6, 2018 • <https://doi.org/10.1371/journal.pone.0204139>

Third of early deaths could be prevented by everyone giving up meat, Harvard says

New plant-focused diet would 'transform' planet's future, say scientists

'Planetary health diet' would prevent millions of deaths a year and avoid climate change



The Planetary Health Diet

Academic publications?

Food Policy 59 (2016) 152–164



ELSEVIER

Contents lists available at ScienceDirect

Food Policy

journal homepage: www.elsevier.com/locate/foodpol



How can the EU climate targets be met? A combined analysis of technological and demand-side changes in food and agriculture



David Bryngelsson^a, Stefan Wirsenius^{a,*}, Fredrik Hedenus^a, Ulf Sonesson^b

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^bSP Food and Bioscience, Box 5401, SE-402 29 Gothenburg, Sweden

*↓↓↓ *bovine and ovine consumption +50%*

**Encourage to give up with bovine and ovine CAP subsidies*



Good stories...

Animal
welfare

Slaughtering, hygiene,
Antibiotics, cruelty in SH

Climate
environment

Environmental Footprint
Water footprint, GHG,
CAP, antibiotics in the environment
nitrates

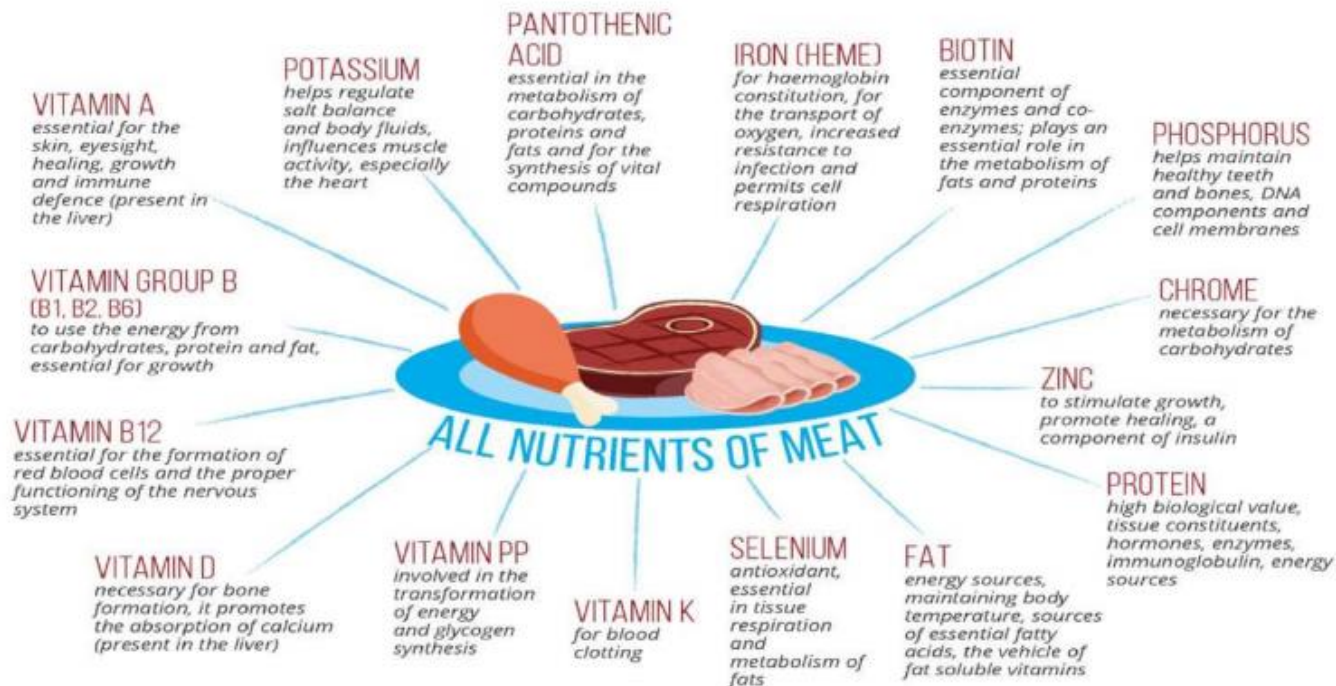
CIVIL
SOCIETY
EXPECTATIONS

Public
health

IARC, WHO, processed meat,
Salt, nitrates, dietary guidelines
Fat tax, traffic light labelling, obesity, weekly thresholds
European Code Against Cancer + UK/FR/NL/USA initiatives



NUTRIENTS OF MEAT



The sustainability of meat and cured meat in Italy (2016) – Elisabetta Bernardi, Ettore Capri, Giuseppina Pulina – Nutrition aspect, food safety, environmental impact, animal welfare, circular economy, no waste

EAT Lancet - Resources, press statements from IMS members

Australia, Australian Pork Limited (see [MICShaD](#))

Italy, Assocarni and Carni Sostenibili (see [MICShad](#))

New Zealand, beef+lamb New Zealand <https://beeflambnz.com/news-views/eat-lancet-report-good-opportunity-new-zealand>

U.K., AHDB <https://ahdb.org.uk/news/ahdb-response-to-eat-lancet-commission-report>

U.K., QMS <https://www.qmscotland.co.uk/news/qms-response-eat-lancet-commission-report>

USA, National Pork Producers Council: <http://nppc.org/call-to-eat-less-meat-dubious-irresponsible/>

USA, North American Meat Institute:

<https://www.meatinstitute.org/ht/display/ReleaseDetails/i/152679>

USA, Animal Ag. Alliance interview: <https://www.porkbusiness.com/article/pork-industry-calls-eat-lancet-report-radical-irresponsible>

USA, NCBA <https://www.kla.org/news-center/news-releases/news/details/11516/ncba-responding-to-new-diet-study>

Editorial criticizing the EAT Lancet process: <https://www.efanews.eu/item/6053>

EAT-Lancet Full Report (launched on 16 January)

[https://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(18\)31788-4/fulltext](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(18)31788-4/fulltext)

EAT-Lancet Summary Report

English [https://eatforum.org/content/uploads/2019/01/EAT-Lancet Commission Summary Report.pdf](https://eatforum.org/content/uploads/2019/01/EAT-Lancet_Commission_Summary_Report.pdf)

Français [https://eatforum.org/content/uploads/2019/01/Report Summary French.pdf](https://eatforum.org/content/uploads/2019/01/Report_Summary_French.pdf)

Español [https://eatforum.org/content/uploads/2019/01/Report Summary Spanish.pdf](https://eatforum.org/content/uploads/2019/01/Report_Summary_Spanish.pdf)

Global Modelling Analysis (supporting material for EAT-Lancet claims), Published in The Lancet Planetary Health

[https://doi.org/10.1016/S2542-5196\(18\)30206-7](https://doi.org/10.1016/S2542-5196(18)30206-7)

Other resources

Walter Willet <https://www.scribd.com/document/397606854/Walter-Willett-Potential-Conflicts-of-Interest>

Good analysis from Psychology Today, <https://www.psychologytoday.com/us/blog/diagnosis-diet/201901/eat-lancets-plant-based-planet-10-things-you-need-know>

PUBLIC HEALTH ANIMAL WELFARE

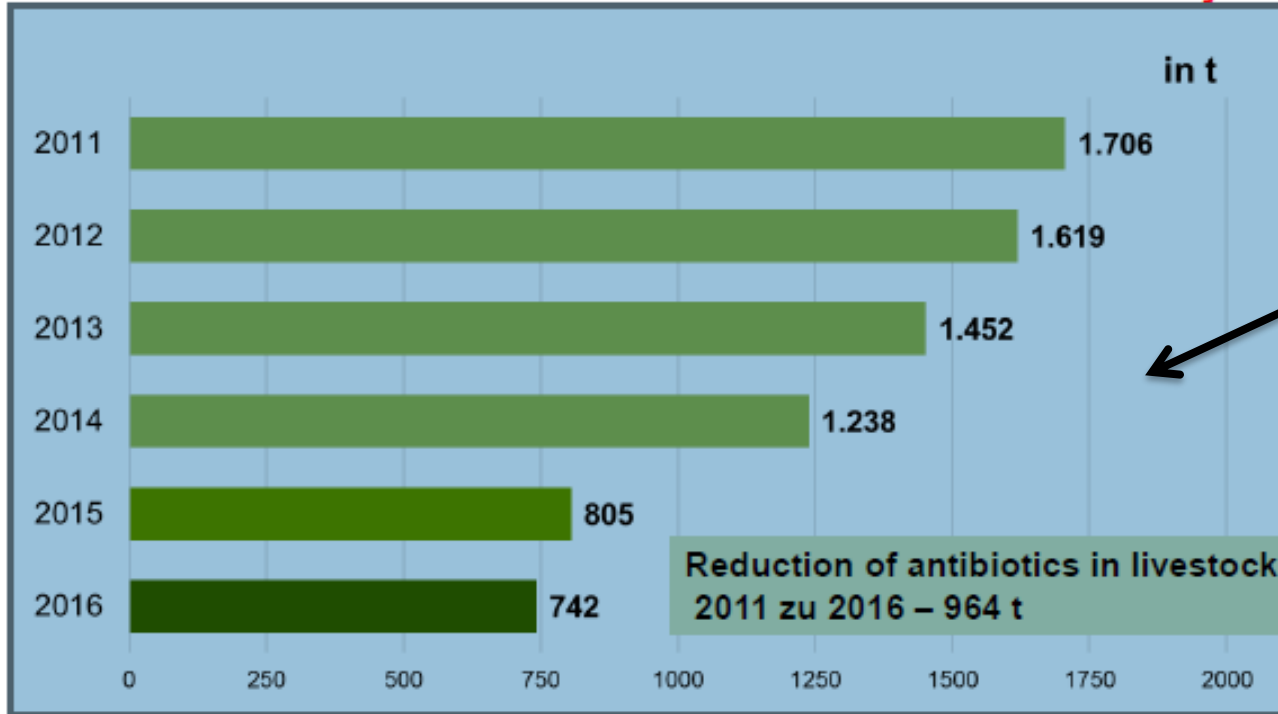
CIVIL SOCIETY
EXPECTATIONS



**Are European
consumers really aware
of the efforts in reducing
antibiotics use?**

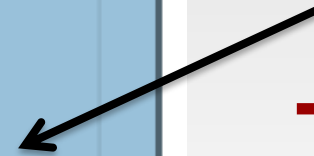


Risk associated with the antibiotic overuse - situation in Germany



Quelle: BVL/September 2017

**WE
NEED
THAT!!!**



Environmental claims!

According to the special Eurobarometer (November 2018) 93% of Europeans believe climate change to be caused by human activity and 85% agree that fighting climate change and using energy more efficiently can create economic growth and jobs in Europe.



Trade policy has become a tool for climate policy. In the agreement, each of the parties – each and every country bound – commits itself to the effective implementation of the Paris agreement. This locks countries into commitments taken on stopping deforestation in the Amazon for example.

With such historic agreements, we should take a broader perspective. When we started negotiating our trade agreement with Canada (CETA), we were criticised that we did not want to fight climate change. Today Canada is one of the greatest supporters of the Paris Agreement.

On food safety, all products arriving on the EU market will have to comply with our standards. Both the EU and Mercosur will maintain the right to keep a product out of our market if the science is inconclusive. This precautionary principle is enshrined in text, black on white.



Brussels – The trade deal that could be agreed this weekend between the EU and Mercosur countries is a disaster for the environment on both sides of the Atlantic, said Greenpeace. [1]

The future of the deal hangs in the balance as French president Emmanuel Macron has said he will not sign it if president Jair Bolsonaro pulls Brazil out of the Paris **climate** agreement.



Bloomberg

“If we are really committed to EU high standards and sustainability, why would we accept that we import products that do not fulfill the same requirements that our European farmers have to fulfill?” Pekka Pesonen, secretary general of Copa-Cogeca, said by phone.



EURACTIV

“The question is not whether this deal is interesting in trade terms only. We must ensure that it respects the goals we have set ourselves in terms of sustainable farming practices and fighting climate change,” Sébastien Jean, director of France’s CEPII centre for economic research, told AFP.

Environmental claims!

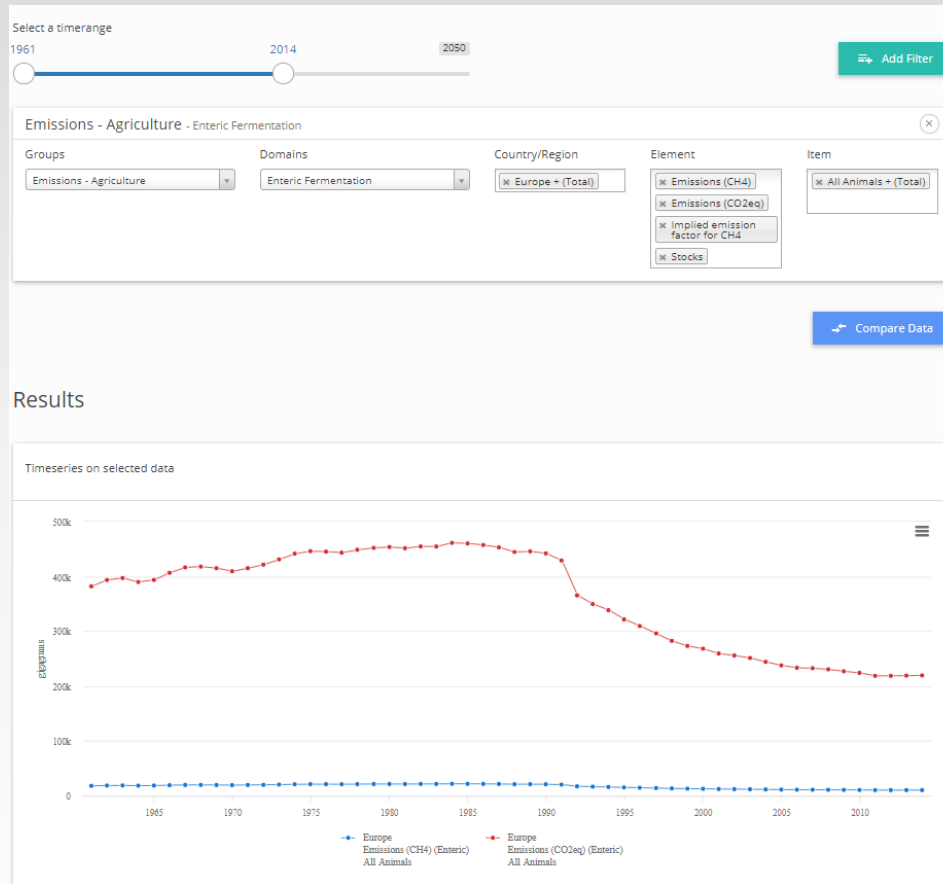
Let's see what has happened in the last 20 years.... and why the methodology is important...

Source:
FAOstat
“compare
function”

1990 = 377 CO₂eq

2014 = 187 CO₂eq

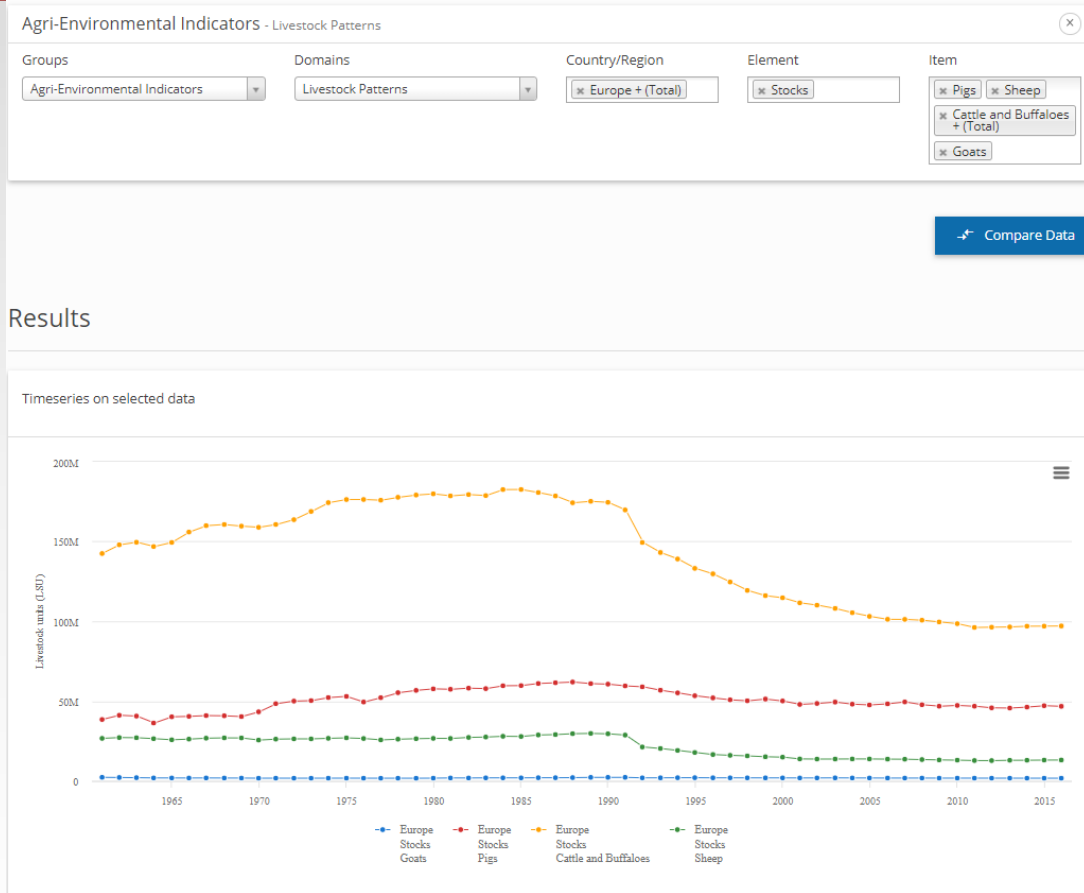
-51%



Source:
FAOstat
“compare
function”

1990 = 175M cattle
2014 = 97M cattle

-44%



Between 1990 and 2014 the number of cattle dropped 44% circa

And the emission 51% circa

If we do not consider the reduction of the number of animal,

In 24 years the sector has been able to reduce (thanks to technology)

7% circa its CO₂e emissions, the public sector can accelerate these improvements.

Conclusion?

The environmental footprint of the EU livestock sector is continuously improving science and technology can accelerate this virtuous transition. How? [Horizons Europe!](#)

Avoiding always Business as usual scenarios assessment!!!



Resources, Conservation and Recycling
Volume 146, July 2019, Pages 168-179



Full length article
Nitrogen flows in global pork supply chains and potential improvement from feeding swill to pigs

Aimable Uwizeye ^{a, b, c, d, e}, Pierre J. Gerber ^{a, b, d}, Carolyn I. Opio ^a, Giuseppe Tempio ^a, Anne Mottet ^a, Harinder P.S. Makkar ^a, Alessandra Falucci ^a, Henning Steinfeld ^a, Imke J.M. de Boer ^b

[Show more](#)

<https://doi.org/10.1016/j.resconrec.2019.03.032> [Get rights and content](#)

Highlights

- We modelled nitrogen flows, losses and efficiencies for global pork supply chains.
- Significant **variabilities** exist for N use efficiency between regions and systems.
- Main losses occur at feed **production level**, in the form of nitrates and organic N.

Environmental claims...

It is very often

a matter of methodology!!!

Water Footprint Network

⇒ 15.415 L H₂O/Kg LW

⇒ 1.020 L H₂O/L of milk

IRREALISTIC!

* Real resource impact: Standard ISO 14046

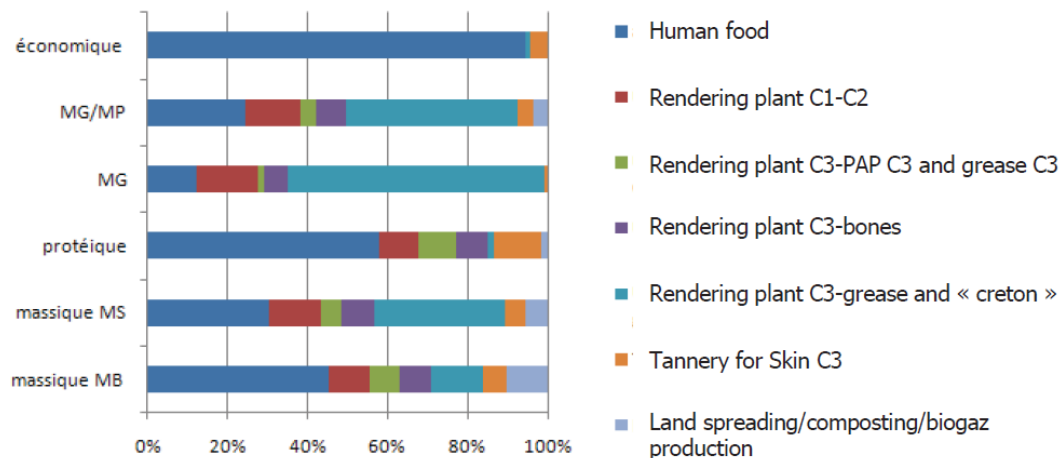
⇒ 20-50 L H₂O/Kg LW

⇒ 2,7-16 L H₂O/L lait

Is Life Cycle Assessment reliable? (the allocation makes a difference)

■ Beef

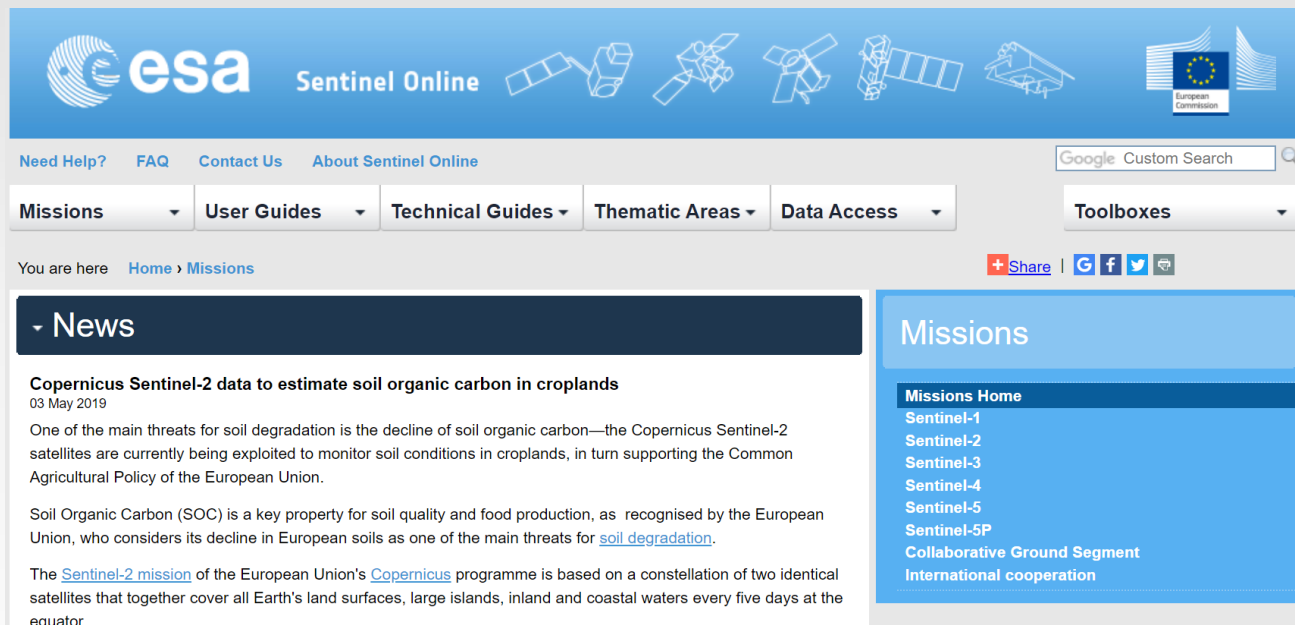
Rq : MG/MP = fat content and protein content average figure



Other concerns: comparison vegetable vs animal proteins [Dutch consumers association](#) and [WWF](#) reports (using the economic allocation methodology – 90% of the environmental impact of the animal on human food)

... never forget
“Organic carbon”
and “Manure management”

Copernicus sentinel – Organic Carbon monitoring in EU soils



The screenshot shows the ESA Sentinel Online website. At the top, there is a blue header with the ESA logo, the text "Sentinel Online", and several satellite icons. Below the header is a navigation bar with links for "Need Help?", "FAQ", "Contact Us", and "About Sentinel Online". A search box labeled "Google Custom Search" is also present. Below the navigation bar are several dropdown menus: "Missions", "User Guides", "Technical Guides", "Thematic Areas", "Data Access", and "Toolboxes".

The main content area is titled "You are here Home > Missions". Below this, there is a "News" section with a dark blue header. The first news item is titled "Copernicus Sentinel-2 data to estimate soil organic carbon in croplands" and is dated "03 May 2019". The text of the article reads: "One of the main threats for soil degradation is the decline of soil organic carbon—the Copernicus Sentinel-2 satellites are currently being exploited to monitor soil conditions in croplands, in turn supporting the Common Agricultural Policy of the European Union. Soil Organic Carbon (SOC) is a key property for soil quality and food production, as recognised by the European Union, who considers its decline in European soils as one of the main threats for [soil degradation](#). The [Sentinel-2 mission](#) of the European Union's [Copernicus](#) programme is based on a constellation of two identical satellites that together cover all Earth's land surfaces, large islands, inland and coastal waters every five days at the equator."

To the right of the news section is a "Missions" sidebar with a blue header. It contains a "Missions Home" section with a dark blue background, followed by a list of mission types: Sentinel-1, Sentinel-2, Sentinel-3, Sentinel-4, Sentinel-5, Sentinel-5P, Collaborative Ground Segment, and International cooperation.

... and biodiversity (Habitat Directive)

Overall when speaking about

Ruminants...



MANAGEMENT of Natura 2000 habitats

* Semi-natural dry grasslands (*Festuco-Brometalia*)

6210

Directive 92/43/EEC on the conservation of natural habitats and of wild fauna and flora

They would not exist without livestock!

Green deal



Bloomberg

Business

A Green Deal For Europe Is Coming Soon

By Ewa Krukowska

October 25, 2019, 5:00 AM GMT+2 Updated on October 25, 2019, 10:37 AM GMT+2

- ▶ Von der Leyen eyes climate law during first weeks in office
- ▶ EU executive is drafting rules on fund to help green shift



Ursula von der Leyen Photographer: Geert Vanden Wijngaert/Bloomberg

Key EU targets for 2020

20% cut in greenhouse gas emissions compared with 1990

20% of total energy consumption from renewable energy

20% increase in energy efficiency

Key EU targets for 2030

At least 40% cut in greenhouse gas emissions compared with 1990

At least 27% of total energy consumption from renewable energy

At least 27% increase in energy efficiency

Long-term goal

By 2050, the EU aims to cut its emissions substantially – by 80-95% compared to 1990 levels as part of the efforts required by developed countries as a group.

Turning Europe into a highly energy efficient and low-carbon economy will also boost the economy, create jobs and strengthen Europe's competitiveness.

Keep global warming below 2°C

Global warming has to be limited to below 2°C compared to the average temperature in pre-industrial times to prevent the most severe impacts of climate change and possibly catastrophic changes in the global environment.

This was agreed by almost all countries worldwide in 1992 under the United Nations Framework Convention on Climate Change (UNFCCC).

To achieve this, the world must stop the growth in greenhouse gas emissions by 2020 and reduce them by 60% by 2050 compared with 2010.

The latest scientific evidence suggests that, if little or no action is taken to reduce global emissions, by the end of this century global warming is likely to exceed the 2°C target and could be as much as 5°C.

[Concern!!!] The webpage updated by DG CLIMA can be found here:
[Adapt your shopping and eating habits](#)

In the page it is reported:

“If you eat meat, replace some of your red meat consumption with chicken, fish or pulses. Switching from beef to chicken can reduce your meal's carbon footprint by as much as 75%.”

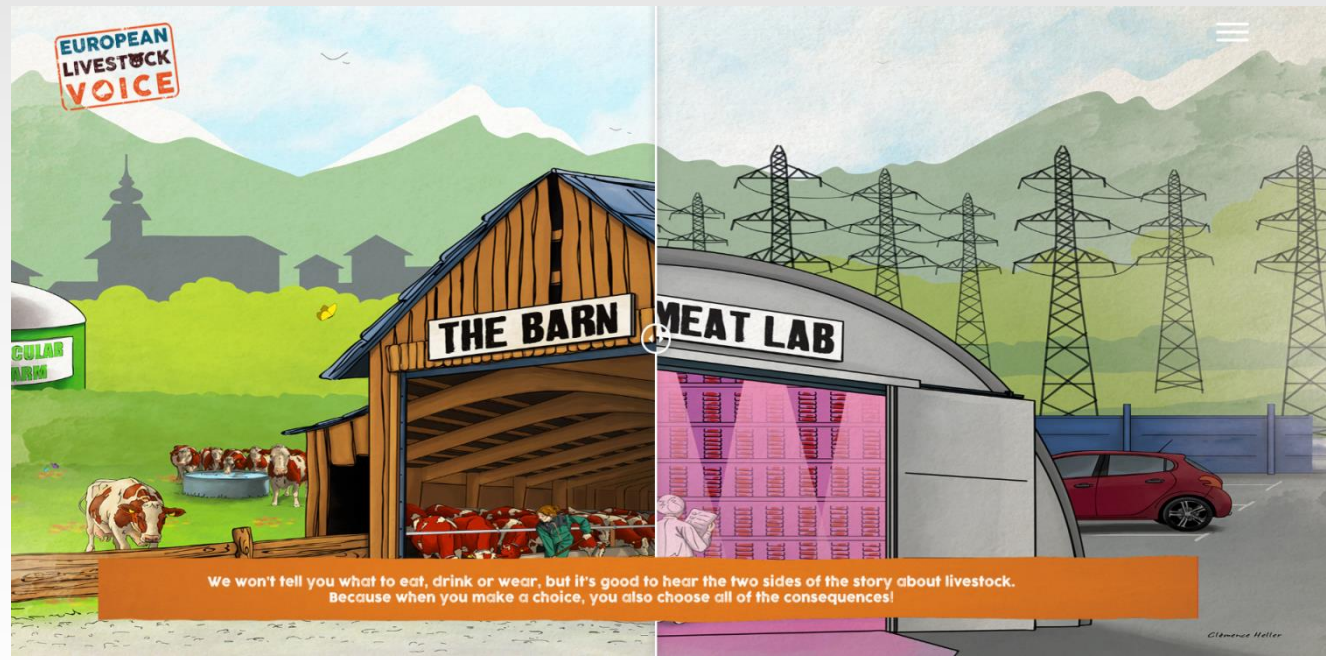
This statement is not accompanied by any bibliographic and scientific reference.

**UECBV set up in 2017 a multistakeholders initiative
Meat Image and Communication Taskforce**

[Shared Drive \(MICShad\) > request UECBV to access](#)

**Livestock Communication Platform
Internet site - September 25th 2019 launch event!!!**

#MEATTHEFACTS www.meatthefacts.eu



PARTNERS AND SUPPORTERS



Animal health



Poultry meat



Meat processors



Farmers & cooperatives



Leather



Breeders



Foie Gras



Feed



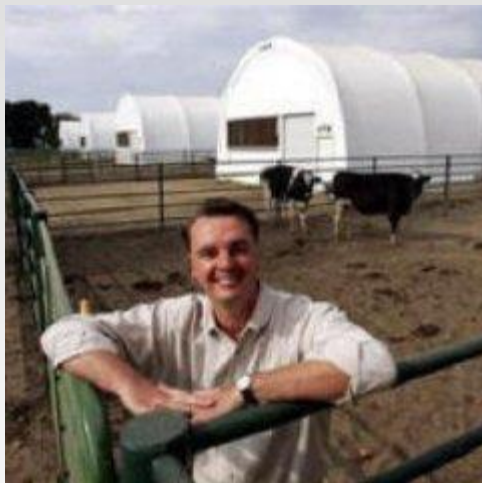
Feed additives



Fur



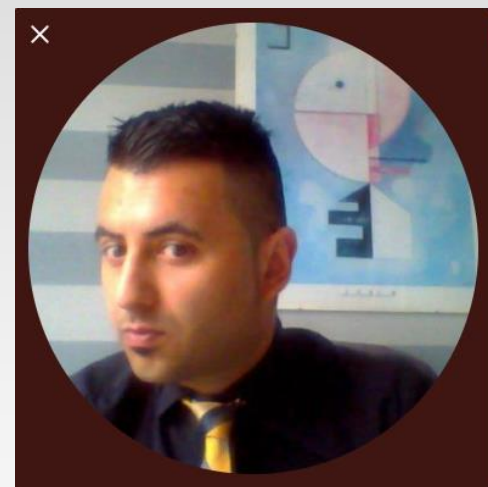
UECBV
European Livestock and Meat Trades Union
Livestock & meat trade



[@GHGGuru](#)



[@fleroy1974](#)



[@AngeloDAmario](#)

European Livestock and Meat Trades Union – UECBV



Meat the facts first!

Guarda più tardi Condividi

ALTRI VIDEO

locales et familiales, est la colonne vertébrale de nos zones rurales.

0:56 / 1:35

YouTube

A big **THANK YOU** to all participants,
speakers and interpreters!!!

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