CHALLENGES FOR MEAT INDUSTRY: WE CAN BE HEROES (OR HAS-BEENS)

International Meat Secretariat
INTERNATIONAL MEAT SECRETARIAT

Non-profit making association.

Members: national meat and livestock organisations, corporations and other bodies

Red meat: from cattle, sheep, pigs

Members from countries representing > 75% global meat

Exchange of ideas and experiences on international issues: conferences, meetings, publications

Official representation to intergovernmental organisations
CHALLENGES
WE ARE PART OF THE SOLUTION

- SUSTAINABLE DEVELOPMENT
- FOOD AND NUTRITION SECURITY
- ENVIRONMENT AND CLIMATE CHANGE
- MEETING CONSUMER EXPECTATIONS
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Global Agenda for Sustainable Livestock (GASL)

Multistakeholder: public, private, academia, IGOs, NGOs

Hosted by FAO: Build consensus on path to sustainability

Respond to growing demand for livestock, whilst contributing to food and nutritional security, secure livelihoods

Use natural resources efficiently, address climate change and mitigate other environmental impacts

Towards greater human, animal, and environmental health and welfare
CHALLENGES

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FOOD AND NUTRITION SECURITY

ENVIRONMENT AND CLIMATE CHANGE

MEETING CONSUMER EXPECTATIONS
Different climate, different endowments

Environmental choice = Economic choice

Livestock carbon sequestration

MLA Red Meat CN30
2019 WORLD MEAT PRODUCTION, MMT

**BEEF** 61.3
**PORK** 106.1
**POULTRY** 99.6

**UNITED STATES**
- Beef: 12.3
- Pork: 12.5
- Chicken: 19.8

**BRAZIL**
- Beef: 10.2
- Pork: 4.0
- Chicken: 13.6

**INDIA**
- Beef: 4.3
- Chicken: 4.9

**RUSSIA**
- Beef: 4.3
- Pork: 24.1
- Chicken: 12.5

**CHINA**
- Beef: 6.8
- Pork: 46.5, normally ~55
- Chicken: 13.8

**EUROPEAN UNION**
- Beef: 7.9
- Pork: 24.1
- Chicken: 12.5

**REST OF THE WORLD**
- Beef: 16.7
- Pork: 13.4
- Chicken: 30.2

*Note: Chicken in ready to cook weight*

*Source: USDA Livestock and Poultry: World Markets and Trade Oct 2019*
African Swine Fever and “Year of the Pig”

Coronavirus Disease 2019, COVID-19

Our deepest sympathies for a quick recovery
Chinese Pork Production Decimated by ASF

ASF Spreads rapidly through China and the backyard pig industry

Supply shock as ASF spreads through the exposed backyard and semi-formal industry → culling.
- 2019 production decline 18 mio t cwe
- 2020 production decline 6 mio t cwe
- TOTAL loss of 24 mio t

2021+ Rapid recovery as investment in commercial farms is pulled by:
- record pig prices (and profit)
- GoC priority

The structure of China’s pig industry will be completely different post ASF.
- ... huge opportunities
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IN SOME REGIONS, MEAT DEMAND EXPECTED TO DECLINE

“... the consumer and citizen will become more demanding towards food and its sourcing, its impact on the environment and climate change.”

Source: EC Agricultural Outlook 2018-2030
BECAUSE:

“Growing social and ethical concerns (animal welfare, water pollution); 

Environmental and climate issues (carbon footprints); 

Health concerns (supported by the WHO); 

An ageing European population (with lower protein needs); and 

Lower availability”

Source: EC Agricultural Outlook 2018-2030
Note: Per capita is expressed in retail weight.

... SENSAIONALISM, FANATICISM
... WELL MEANING, BUT MISGUIDED POLICY ADVICE

EAT LANCET
IARC (NOT WHO) MEAT AND CANCER
LIVESTOCK’S LONG SHADOW
EU PRODUCT ENVIRONMENTAL FOOTPRINT
WE NEED LIVESTOCK TO BE SUSTAINABLE

• Upscale waste to high-value, delicious & nutritious
• Ruminants (on average globally) consume 0.6kg edible protein for every kg meat produced
• Important co-products - offals, hides and skins, tallow, gelatin, retinol (for cosmetics), etc.
• Essential for food security
• Livelihood of poorest 1 Billion (FAO)
• Sustainable Development Goals
FEED INDUSTRY USES COPRODUCTS

Brewers’ grains, sugar beet pulp and wheat bran are generated during food and biofuel production.

Compound feed manufacturers play an important role in the food chain’s circular economy, creating economic and environmental benefits for both the original production process and the livestock sector.

An important contribution to reducing food waste.

FEFAC publication: Co-products, an essential part of animal nutrition
LIVESTOCK & SUSTAINABLE DEVELOPMENT...

• Uses mainly land not suited for crops and for which there is no other productive use.
• 70% of “productive” land can only be farmed for livestock
• Grazing livestock on permanent grassland with diverse species benefits biodiversity, soil fertility (including organic matter/carbon sequestration) and stability
• 86% feed for livestock not edible - grass, biomass, crop residues and by-products  
  source
INTERNATIONAL COLLABORATION

OFFICIAL REPRESENTATION

Codex Alimentarius (FAO+WHO)

FAO, Food and Agriculture Organization

OECD, Organisation for Economic Co-operation and Development

OIE, World Animal Health Organization

UNFCCC, United Nations Framework Convention Climate Change
GLOBAL PARTNERSHIP

INFLUENCE POLICY

WE NEED TO WORK TOGETHER

WE CAN BE PROUD

WE WILL FEED THE WORLD SUSTAINABLY