

**LMC**  
Livestock & Meat Commission



# HAVING POSITIVE CONVERSATIONS AROUND COP27



# COP27

The 27th Conference of the Parties to the United Nations Framework Convention on Climate Change (COP27) takes place from 6–18 November in Sharm El Sheikh, Egypt.

World leaders and state officials, IGOs, NGOs, public and private sector, the media and the public from nearly 200 countries will attend, where the focus is to build on the commitments to the global climate change agenda made last year in Glasgow (COP26) and report back on progress made since the 2015 Paris Agreement. Delegates will be encouraged to act on critical issues such as the reduction of greenhouse gases, building resilience and adapting to the impacts of climate change, and supporting climate action in developing countries.

Key themes of the conference will be:

- **Adaptation** – how we can protect lives and livelihoods as the climate changes
- **Finance** – the issues and value of financing climate action
- **Renewable energy** – why it is key to tackling the climate crisis
- **Net zero** – what it is and why it is so important
- **Food** – how the food we eat and how it is produced affects our health and our environment
- **Causes and effects** – the causes and impacts of climate change around the world.

## PURPOSE

Quality Meat Scotland (**QMS**), Agriculture and Horticulture Development Board (**AHDB**), Meat Promotion Wales/Hybu Cig Cymru (**HCC**) and **LMC** (Livestock & Meat Commission) have collated this pack of materials to help positively manage the reputation of red meat during **COP27** and beyond. It includes a number of assets and materials that can be used throughout the conference, forming a common narrative for the British red meat industry.

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# GREENHOUSE GAS EMISSIONS

## DEFRA:

Greenhouse gas mitigation practices – Farm Practices Survey England 2022 (published May 2022):

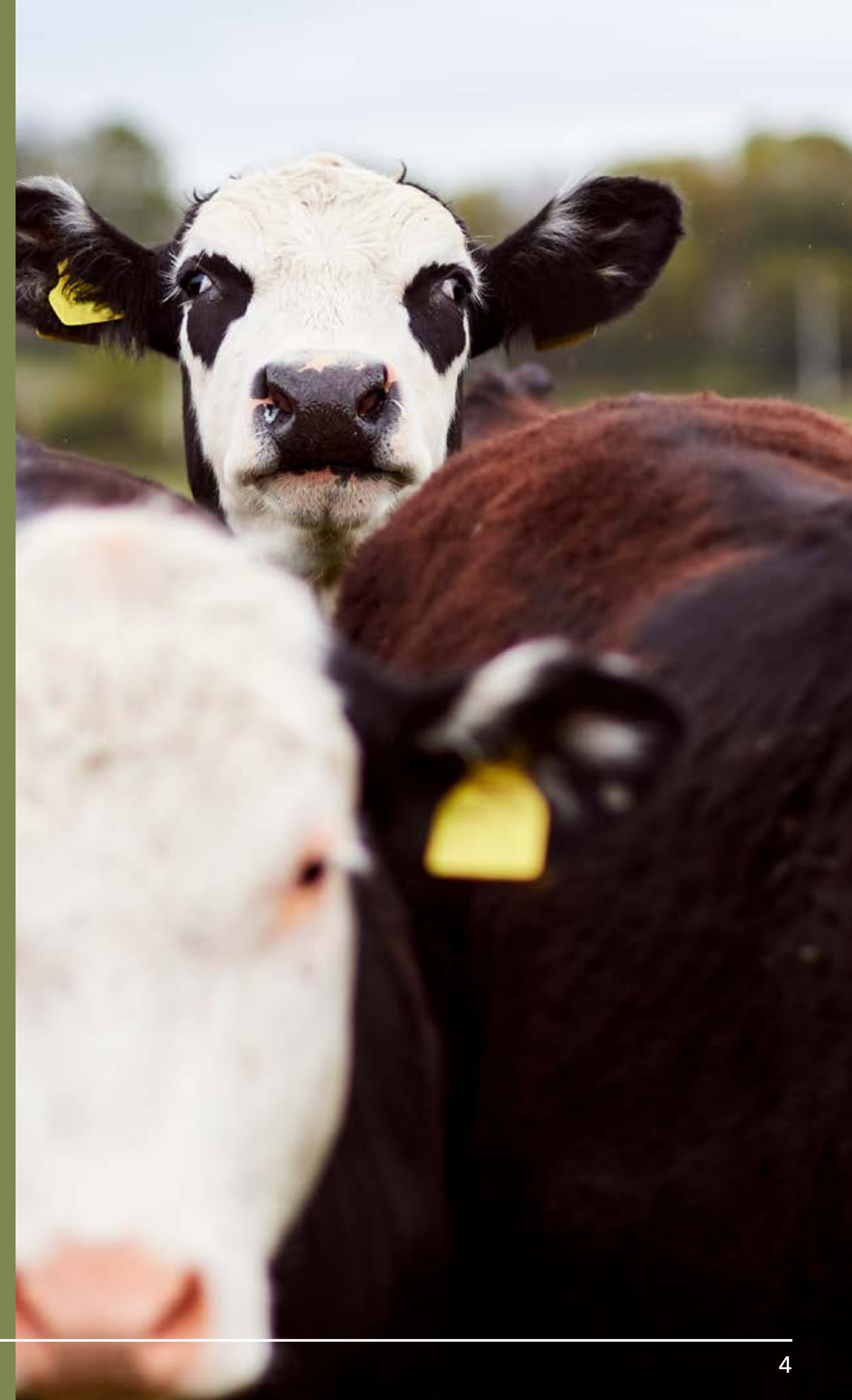
- In 2022, nearly 2/3 of farmers reported that they were currently taking action to reduce greenhouse gas emissions from their farm.
- The most common motivation for taking any action was that it was considered good business practice to do so (84%). This has been the case for the past ten years.

## DEPARTMENT FOR BUSINESS, ENERGY, AND INDUSTRIAL STRATEGY:

2020 UK Greenhouse Gas Emissions:

- Transport was the largest emitting sector in the UK in 2020, responsible for almost a quarter of emissions (24%), Agriculture was responsible for 11%.
- Between 2019 and 2020 there was a 3% decrease in emissions from the agriculture sector, largely due to decreases in carbon dioxide emissions from liming, and both direct and indirect soil emissions of nitrous oxide.

“ The most common actions taken to reduce GHG emissions on farms were recycling of waste materials from the farm (82%), improving energy efficiency (78%) and improving nitrogen fertiliser application accuracy (63%). ”



# GREENHOUSE GAS EMISSIONS



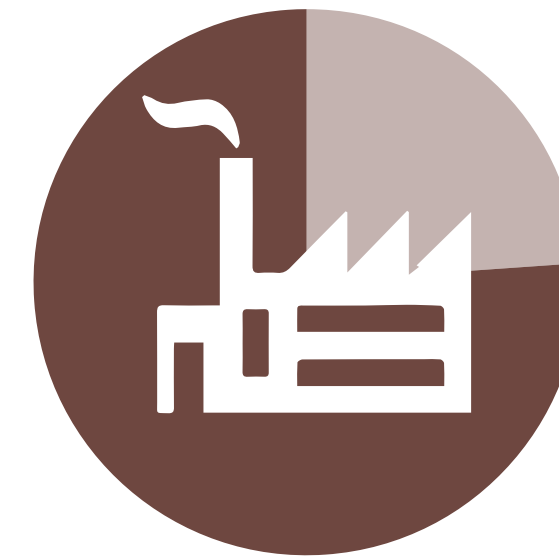
LIVESTOCK  
**7%**  
CROPS  
**4%\***



RESIDENTIAL  
**16%**



BUSINESS  
**18%**



ENERGY SUPPLY  
**21%**



TRANSPORT  
**24%**

\*SOURCE  
UK Emissions Data published by BEIS 2021 using \*NAEI 2021. Agricultural emissions actually fell by 3% but the sector saw a percentage share increase due to reductions in transport emissions over the COVID-19 lockdowns

# WHAT ARE FARMERS DOING?



Taking action to control soil erosion



Protecting peatland and moorland from damage by avoiding ploughing, drainage and over grazing



Considering reduced cultivation to protect farm soils and reduce carbon losses



Managing existing farm woodlands and considering new planting



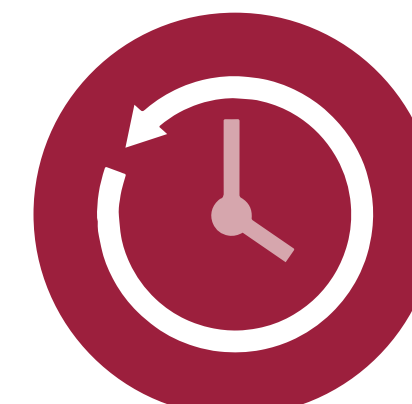
Creating wildlife corridors along water margins, field margins and headlands



Protecting and where necessary restoring wetlands including floodplain management



Planting trees and wild flowers



Ensuring farms are run efficiently – generally, a more efficient farm is a more sustainable farm

# FARMING COMMUNITY – CASE STUDIES

CHECK OUT THE FOLLOWING CASE STUDIES BELOW:

## CASE STUDY 1.



Working towards Net Zero Carbon  
at Gryffe Wraes Farm –  
Farming for a better climate

[READ MORE](#)

## CASE STUDY 2.



Working towards Net Zero Carbon  
at Preston Hall Farms –  
Farming for a better climate

[READ MORE](#)

## CASE STUDY 3.



Working towards Net Zero Carbon  
at Millburn Farm –  
Farming for a better climate

[READ MORE](#)

# FOOD SECURITY

## **CIEL: NET ZERO & LIVESTOCK:**

How Farmers Can Reduce Emissions (April 2022):

We recognise that it is not just about emissions. Delivering holistic sustainability is a much broader concept, encompassing topics such as biodiversity and environmental management, rural communities and infrastructure, economics, and continued provision of nutritious food.

## **SUSTAINABLE FOOD TRUST:**

Feeding Britain from the Ground Up:

Rearing livestock in pasture-based systems: Appropriately managed livestock can deliver multiple benefits in sustainable farming systems. These include the capacity to convert forage into nutrient-dense food during the fertility-building phase of crop rotations and on land unsuitable for cropping as well as supporting biodiversity through appropriate grazing practices.

This approach to livestock production also lends itself to the delivery of high standards of animal welfare, which is a key aim of sustainable farming systems.



**90%**

Did you know that 90% of the water needed to produce British Beef is rainwater<sup>1</sup>

Since 2005 British farmers have planted 30,000KM of hedgerows (that's long enough to reach to Australia and back!).<sup>2</sup>

**30,000km**

**56%**

of farmers are taking actions to reduce emissions<sup>3</sup>

**IRON**

Meat contributes to the improvement of iron absorption when eaten with other foods containing iron<sup>4</sup>

The beneficial effect is obtained by consuming 50g of meat together with food(s) containing non-haem iron.



**1m**

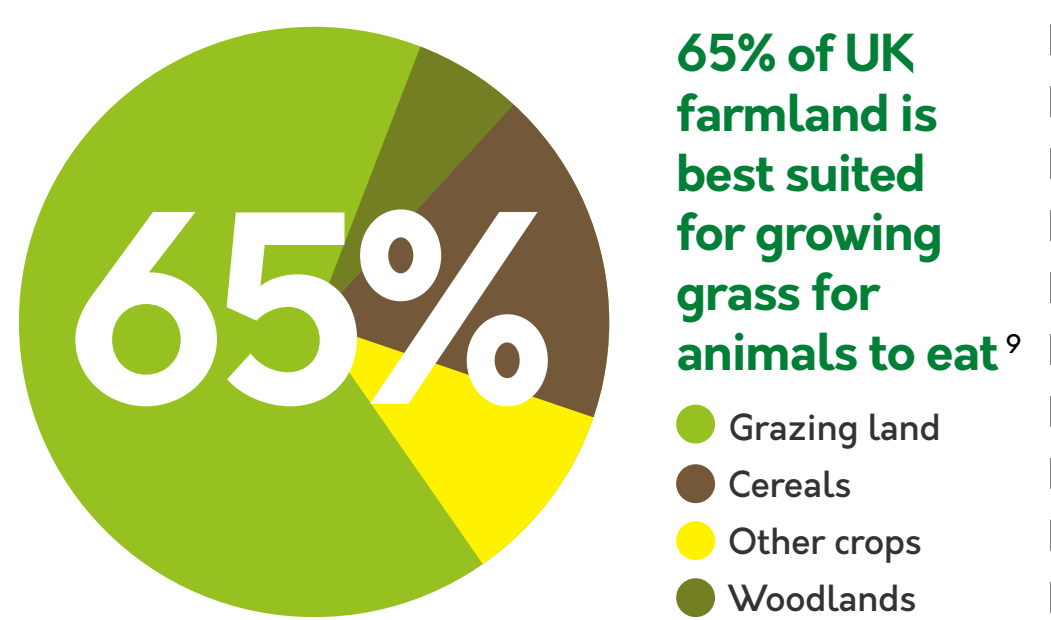
British farmers manage over 1 million hectares of woodlands and forests (that's three times bigger than Cornwall).<sup>6</sup>

**90%**

Grass makes up 90% of the feed needed for cows and sheep to prosper<sup>7</sup>

**49%**

of UK girls have a low intake of iron.<sup>8</sup>



**NET ZERO**

Farming in England and Wales is committed to reducing its greenhouse gases emissions as much as possible, while at the same time increasing the greenhouse gases it removes from the atmosphere – aiming to reach Net Zero emissions by 2040.<sup>10</sup>

- Fact 1: UNESCO IHE and AHDB
- Fact 2: UKGov: DEFRA 2016
- Fact 3: UKGov: DEFRA 2021
- Fact 4: Great Britain nutrition and health claims register
- Fact 5: UKGov: DBEIS 2019
- Fact 6: UKGov: DEFRA 2021
- Fact 7: <https://weeatbalanced.com/sustainability/>
- Fact 8: National Diet and Nutrition survey
- Fact 9: DEFRA/National Statistics 2021
- Fact 10: NFU

**CLICK TO DOWNLOAD SOCIAL ASSETS TO SHARE**

# WHAT DO THE EXPERTS SAY



## **PROFESSOR JOHN GILLILAND QUEEN UNIVERSITY, BELFAST**

Prof Gilliland outlined the mission to retract the unsubstantiated scientific claims that world-wide deaths allegedly related to the consumption of unprocessed red meat had increased from 25,000 in 2017 to 876,000 in 2019, from the Lancet Journal. Prof Gilliland says the 2019 figure is based on incorrect evidence.

The official 2017 Global Burden of Disease, Dietary Risk and Deaths statistics showed that world-wide excessive meat consumption accounted for less than 0.1 per cent of dietary related deaths, making it the least important of 21 causes listed.

# WHAT DO THE EXPERTS SAY



## PROFESSOR ALICE STANTON

The recent papers of a group of scientists including prominent nutrition experts, Professor Alice Stanton, a Cardiovascular Pharmacologist from the Royal College of Surgeons in Ireland, and respected Belgian food scientist Professor Frédéric Leroy, has brought into question the data produced for the much-referenced (and not peer reviewed) EAT- Lancet report which suggests eating red meat is bad for human health. On the contrary, they argue that red meat has nutrients that can be difficult to find otherwise.

Professor Stanton regularly refers to the vital benefits of nutrition found in red meat on the growth of the brain and the body, particularly in young children citing the protective effect of animal-sourced proteins. She also argues that, although she does not criticise vegetarian and vegan diets, people have to work harder to get the same nutrition from these.

# QMS ACTIVITIES

QMS IS FOCUSED ON COLLABORATING WITH PARTNERS ACROSS THE SUPPLY CHAIN TO EVIDENCE THE SCIENCE AND TURN THIS INTO CLEAR ACTIONS WE CAN USE TO DELIVER CHANGE. THESE INCLUDE:

## SCOTTISH RED MEAT INDUSTRY NET ZERO & NATURE RESTORATION ROADMAP:

- Stemming from the **Red Meat Resilience Group Position Paper** [https://www.qmscotland.co.uk/sites/default/files/scottish\\_red\\_meat\\_resilience\\_group\\_brochure\\_v5.pdf](https://www.qmscotland.co.uk/sites/default/files/scottish_red_meat_resilience_group_brochure_v5.pdf), QMS have begun the process of drafting a science-based net zero and nature restoration roadmap by the end of 2023, giving the red meat supply chain a pathway to meet the Scottish Government climate change targets, to achieve net zero by 2045.

## COLLABORATIVE PUBLIC AFFAIRS:

- We work closely with NFUS and Farming For a Better Climate initiative to showcase actions farmers are taking to reduce emissions and deliver for nature.
- Ahead of COP26 we had over 60 politicians on farm in Scotland and in Spring 2023 we will be taking the farm directly to parliament for a reception at Holyrood showcasing climate action in practice.
- We are also working closely with the Global Meat Alliance ahead of COP27 to ensure consistent positive messaging around the role of red meat coming out of the summit.



# QMS ACTIVITIES

**Mission Sustain:** <https://education.qmscotland.co.uk/FarmingFoodsteps/11/>  
An interactive game which allows players to walk in the shoes of Scottish livestock farmers and make decisions which will impact their farm's environmental, social and economic sustainability.

**Farming Circle of Life:** <https://www.youtube.com/watch?v=PgNzXuB1Qxo&feature=youtu.be>  
Learn about the natural cycles of red meat in a sustainable world.

**Farming Footsteps Sustainability:** <https://youtu.be/5l4zPMHESqE> educational video highlighting the importance of sustainability in the red meat food system.

**Farming Footsteps on Farm Videos:** <https://education.qmscotland.co.uk/FarmingFoodsteps/14/> Hear from Scottish livestock farmers about what they are doing to be more sustainable and enhance biodiversity.

**Health and Education toolkit:** [https://www.qmscotland.co.uk/Education\\_Toolkit](https://www.qmscotland.co.uk/Education_Toolkit)



# QMS ACTIVITIES

- Seasonal marketing campaigns aimed at 18–39 year old 'flexitarian' audiences with a interest in sustainability, animal welfare and health
- Utilising digital media such as You Tube, Tik Tok, Facebook and Instagram
- Communicating that our brands are quality assured, respectfully reared and locally sourced



# AHDB ACTIVITY

## WE EAT BALANCED CAMPAIGN

AHDB ran a successful consumer campaign in September to help protect long-term consumer attitudes to British meat and dairy, as part of a healthy and sustainable diet. The campaign returns in January and our 'always on' social media activity continues throughout the year.

- ✓ Meat and dairy contain vitamin B12, an essential nutrient not naturally present in a vegan diet
- ✓ Red meat and dairy produced in Britain is one of the most sustainable in the world
- ✓ Meat and dairy are produced in Britain to world class food and farming standards

## COP27 ACTIVITY

To positively promote meat and dairy during COP, AHDB are supporting with social media and YouTube videos promoting meat and dairy's place in a healthy and sustainable diet. We have also partnered with Jayne Buxton, author and researcher to present fact based videos such as 'Will a plant-based diet save the planet?'

## HOW TO SUPPORT AND GET INVOLVED

Share our content, stay up to date with the campaign, and join in the online conversations by following the We Eat Balanced and AHDB social media accounts below.

### We Eat Balanced Facebook

<https://www.facebook.com/WeEatBalanced>

### We Eat Balanced Instagram

<https://www.instagram.com/WeEatBalanced/>

### AHDB Twitter

<https://twitter.com/TheAHDB>

## HELP US TELL FARMING'S STORY

We are looking for beef, dairy, pork and sheep farmers to share their story as part of our **We Eat Balanced** campaign. Find out more and apply: <https://ahdb.org.uk/web-stories>



# HCC ACTIVITY

- ✓ Currently undertaking new research on emissions and biodiversity on Welsh upland sheep farms.
- ✓ New farm case studies and social media material across all platforms, highlighting the positive story of livestock farming #TheWelshWay
- ✓ Using influencers with sustainability messaging to cook and promote Welsh Lamb and Welsh Beef.
- ✓ Working with sporting celebrities to promote home-reared red meat as a healthy and sustainable choice.
- ✓ New materials for schools highlighting how food is produced in these islands and the contrast with environmentally-damaging systems in other parts of the world.
- ✓ Click to download our sustainability infographics [here](#).







Livestock & Meat Commission

## GOOD HONEST FOOD:

LMC relaunched its consumer campaign Good Honest Food at the beginning of 2022.

Independent tracking data has shown a staggering 93% of consumers who had seen the campaign were aware of Northern Ireland Farm Quality Assured (NIFQA) beef and 88% of these consumers purchase beef regularly.

Encouragingly, consumers seeking out the logo when looking for lamb is the highest since tracking began. Throughout the summer months activity continued on social media. The multi-platform campaign relaunched this Autumn with a focus on emphasising the health and environmental benefits of NIFQA beef and lamb. The campaign is due for re-launch in early 2023.

## EDUCATION PROGRAMME

LMC continues to engage with teachers and pupils through cookery demonstrations, meat skills workshops and Meat4Schools competition. The programme reaches an average 10,000 young people in Northern Ireland on an annual basis and provides an opportunity to promote the nutritional, environmental and versatility attributes of beef and lamb. Assets and resources are distributed to teachers, parents, and students via [food4life.org.uk](http://food4life.org.uk)

## COP27 ACTIVITY

During COP27 LMC will continue to drive home positive messaging about NIFQA beef and lamb and its sustainable credentials. LMC activity will cover both traditional and digital channels with a host of assets set to provide insight into the positive farm to fork journey of NIFQA beef and lamb.



## OTHER USEFUL LINKS

### **Quality Meat Scotland Podcast**

<https://www.qmscotland.co.uk/qms-podcast>

**Beef Sector Strategy** – <https://quality-meat-scotland.foleon.com/qms/qms-beef-sector-strategy-2030/>

**Coronavirus** – <https://ahdb.org.uk/news/the-economic-impacts-of-coronavirus>

**What actions are people taking because of the rising cost of living?**  
<https://www.ons.gov.uk/peoplepopulationandcommunity/>

**We Eat Balanced:** <https://weeatbalanced.com/>













**Wrap: Meat in a Net Zero World:** <https://wrap.org.uk/resources/report/meat-net-zero-world>

**Sustainable Food Trust:** <https://sustainablefoodtrust.org/>



# SOCIAL MEDIA

Follow and share these key accounts on social media:

-  <https://www.facebook.com/QualityMeatScotland>
-  <https://www.facebook.com/makeitscotch>
-  <https://www.facebook.com/HybuCigCymru>
-  <https://www.facebook.com/LivestockandMeatCommissionNI/>
-  <https://www.facebook.com/TheAHDB>
-  <https://www.facebook.com/WeEatBalanced>
-  <https://www.facebook.com/BeefandLambNorthernIreland>
-  <https://www.instagram.com/beefandlamb.ni/>
-  <https://www.facebook.com/LivestockandMeatCommissionNI/>
-  <https://twitter.com/LMCNI>
-  <https://www.facebook.com/NFUOnline/>
-  <https://www.facebook.com/nfuscotland>

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