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**ROLE OF RED MEAT IN
THE DIET**

Or Rather...

The Role of Red Meat in the Diet & Climate Change



Much Media Coverage

- Cow 'emissions' more damaging to planet than CO2 from cars

 THE INDEPENDENT

- Producing 1kg of beef results in more CO2 emissions than going for a three-hour drive while leaving all the lights on at home, scientists said today.

 guardian.co.uk

- NHS: reduce meat and emissions?



Celebrities Add to Hype

- **Paul McCartney takes Meat-Free Mondays to EU**

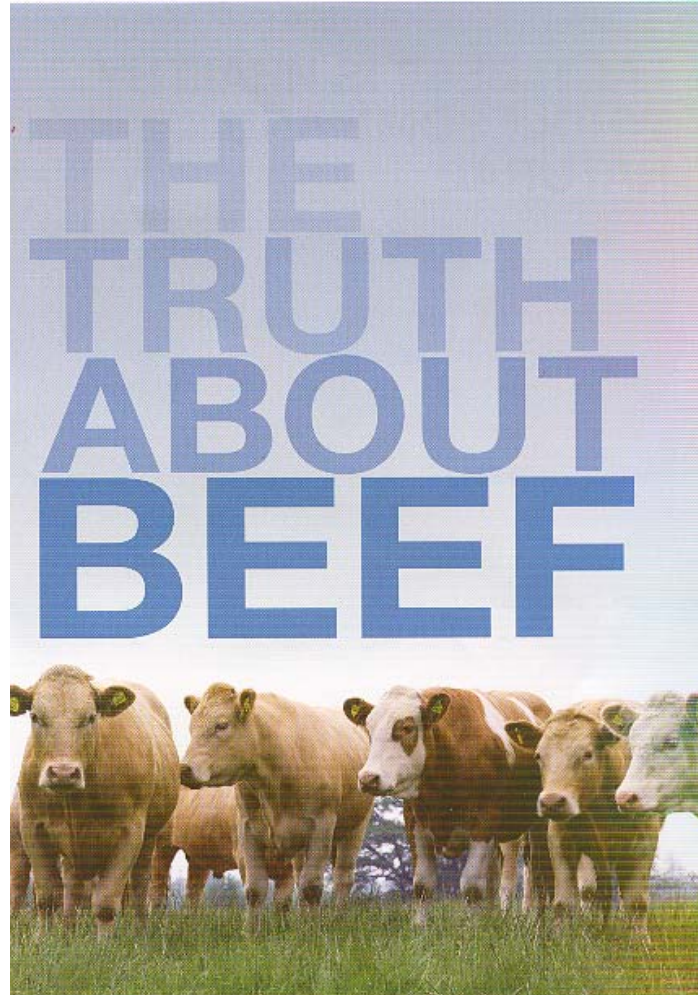


- **"I will join this campaign and stop eating meat at least one day a week" – Sir Richard Branson**
- **"Just see how easy it will be not to eat meat for one day a week" – Joanna Lumley**

LMC

**LMC remains an ardent advocate of
the red meat industry of Northern
Ireland**

What are the facts?



Greenhouse Gases

- 4 main gases:

- Carbon Dioxide CO₂ **Fossil Fuels**

- Chlorofluorocarbons CFC's

- Methane CH₄ (25 times more potent than CO₂) **Enteric Fermentation & Manure Storage**

- Nitrous Oxide N₂O (298 times more potent)
Agricultural soils & fertiliser use



Agriculture In Context

	Agriculture * % total emissions
England	5.4
Wales	10
Scotland	13
Northern Ireland	21

•In NI agriculture is responsible for a higher proportion of total emissions reflecting importance of agriculture to NI economy

•Republic of Ireland 27.6%

*(Source: NAEI 2009)

NI Red Meat Industry

- **Vitally important to NI economy**
- **Employs over 20,000 people**
- **£0.5 billion retail sales**



NI Red Meat Industry

- Over 90% of NI agricultural land is managed grassland
- This is used for direct grazing or kept for winter feeding
- Well managed grassland can:
 - Lock up CO₂ in soil
 - Improve biodiversity by preventing land abandonment
 - Help regulate flows of rainwater to water systems
 - Contribute to food security

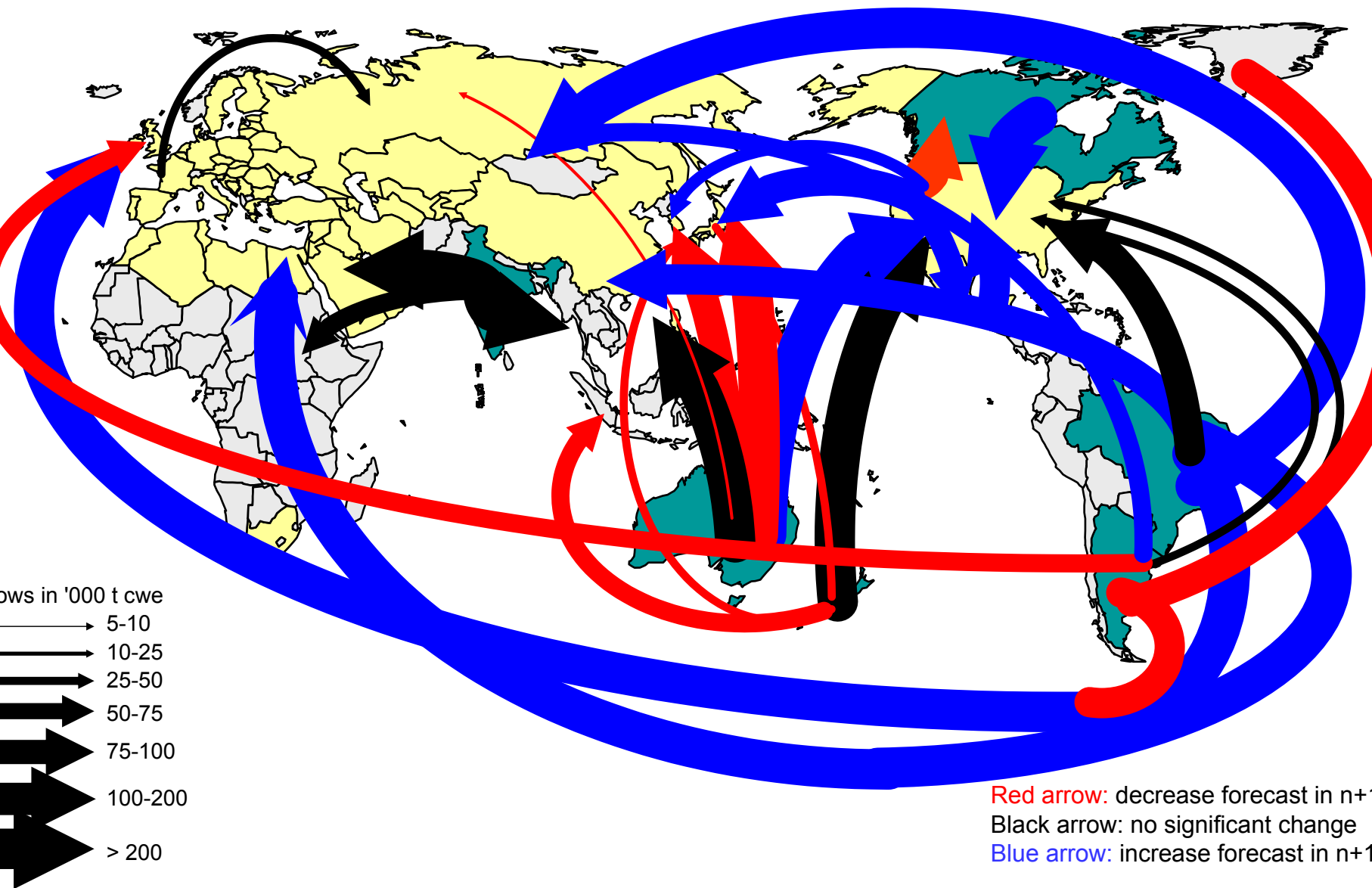


Steps Being Taken

- **Improving production efficiency (ie producing more meat from fewer animals / more quickly) reduces emissions**
- **Techniques being used include:**
 - **Genetic improvement programmes**
 - **Better fertiliser and manure management practices**
 - **Adoption of new soil & grassland management techniques**

WORLD DEMAND FOR FOOD EXPECTED TO DOUBLE BY 2050

Beef Trade Flows (incl. live), 2009-2010

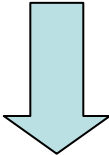


Feeding A Growing World Population

- If world population continues to grow, world food production needs to increase
- Now is **NOT** the time to decrease food production



NI Beef & Lamb

- Our climate and land are suited to cattle & sheep production
 - Plenty of rainfall producing lush pastures
 - Temperate climate
- 
- Grass based system of production



NI Beef & Lamb

- **From grass which is of no nutritional use to humans, in Northern Ireland we produce a powerhouse of nutrients in our beef and lamb**

FACT: BEEF IS HEALTHY WHOLESOME AND NATURAL

Zinc

Beef is one of nature's best sources of zinc, which is essential for bones and hair formation, wound healing and helping your immune system fight off infections.

Protein

Beef is an extremely rich source of protein. It provides the ideal combination of amino acids for growth, repair and maintenance of body tissues.

Iron

Beef is one of the richest sources of iron, plus the iron in beef is more easily absorbed by your body than iron from plant sources.

B vitamins

Beef is an important natural source of B vitamins including B1 (thiamine), B2 (riboflavin), B6, B12 and niacin, all essential for your body's metabolic reactions.

Omega 3

Beef makes an important contribution to Omega 3 in our diets. Omega 3 is needed for brain efficiency and learning as well as healthy cardiovascular and immune systems.

Beef is an excellent source of essential nutrients, it's lower in fat than ever before and when you buy beef, you can be confident of the highest European standards.

* The fat content of beef has fallen by a third over the 20 years: cuts such as top silverside and rump steak now have less than 5% fat.

* Almost half the fat in lean beef is unsaturated, which means it's similarly effective as poultry meat for reducing cholesterol.

* Beef also contains selenium, copper, vitamin D, manganese and Conjugated Linoleic Acid (CLA), which has been linked with a lowered risk of coronary heart disease and cancer.

So now you know the truth: eaten as part of a balanced diet, beef is a superb source of essential nutrients that everyone can and should enjoy.

Try the recipes over the page and you'll rediscover just how great it tastes.

For even more recipes for all the family, click on www.lovebeefandlambs.com



In NI, GRASS = MEAT

- **In Northern Ireland, it does NOT take 8kg of cereal to produce 1kg of beef – the argument used by some anti-meat campaigners**
- **Instead, in Northern Ireland, we provide food for a growing world population from grass**
- **UNLIKE** pork or poultry which are predominantly grain fed – feed which could be used for humans
- **Rather than discouraging beef consumption therefore, we should be ENCOURAGING grass based beef consumption**

Sustainability

- With a growing world population the debate needs to move on from just emissions to sustainability
- This includes
 - Care for the environment
 - Food security
 - Animal welfare



Conclusions

•Fischer Boel – “When it comes to food production & climate change, we are caught between the devil & the deep blue sea....But we’re not forced to accept either starvation or ecological disaster. We must find a way to both feed ourselves & start to bring climate change under control.” 11/05/09

•The grass based NI red meat industry will continue to play a crucial role in meeting this challenge.

For More Information

- www.lmcni.com
- www.afbini.gov.uk
- www.cafre.ac.uk
- www.eblex.org.uk/roadmap/

