Why Sustainability?
Producing Meat on a Finite Planet — Challenges & a Way Forward

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Director Livestock
World Wildlife Fund

“You can’t wake a person who’s pretending to sleep”

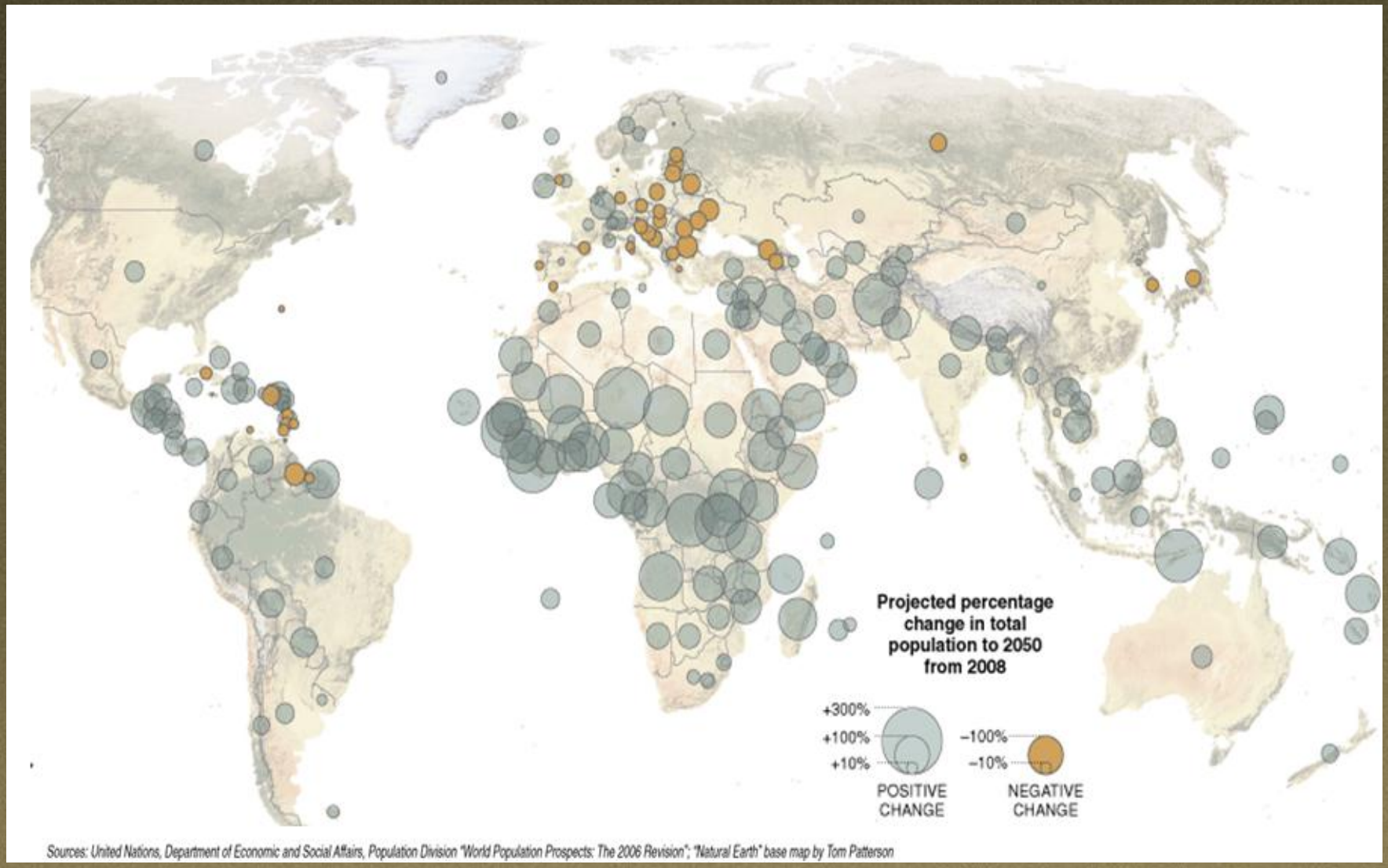
Oromo Proverb

population x consumption ≠ planet

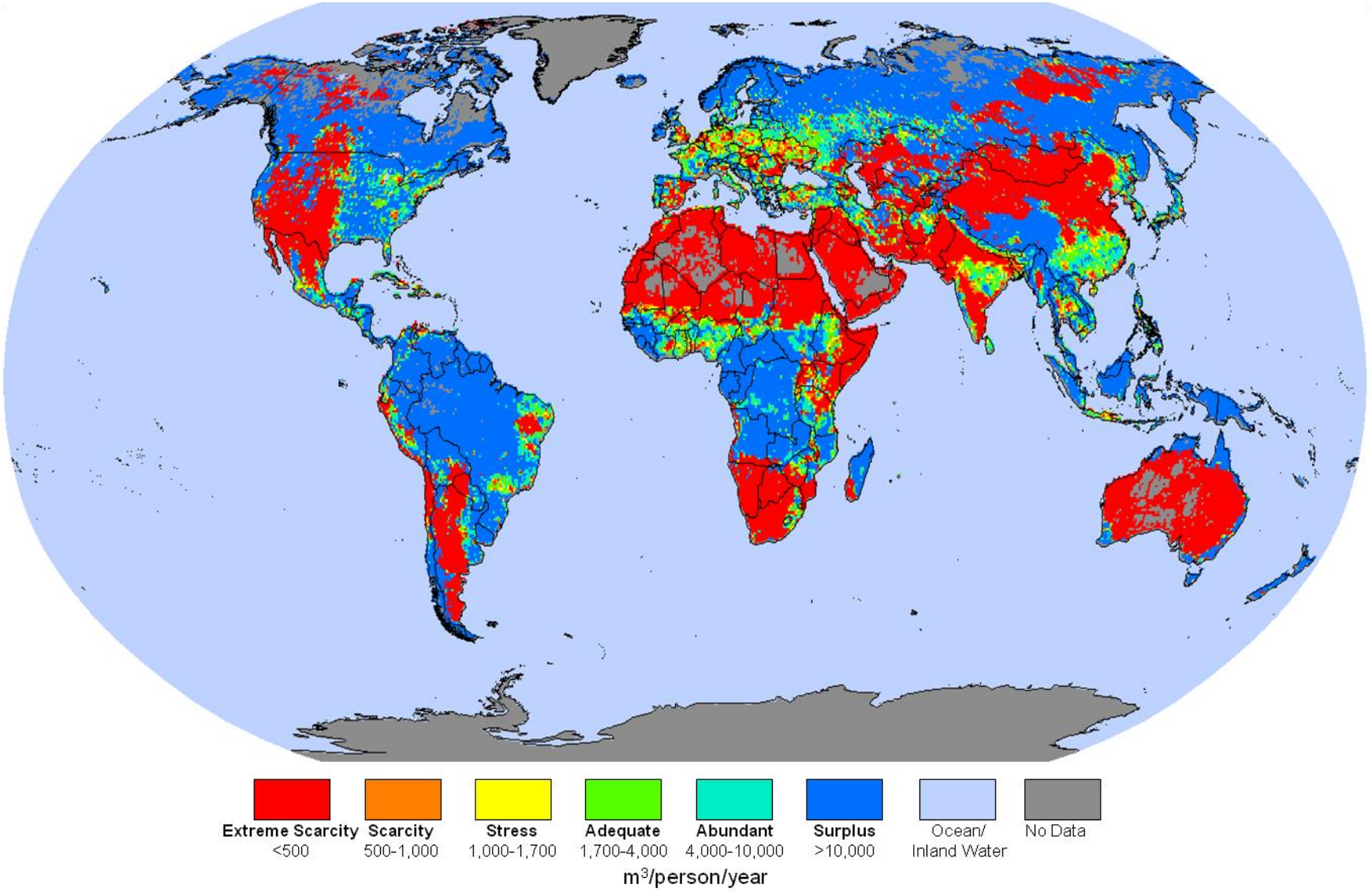
We need to use less . . .

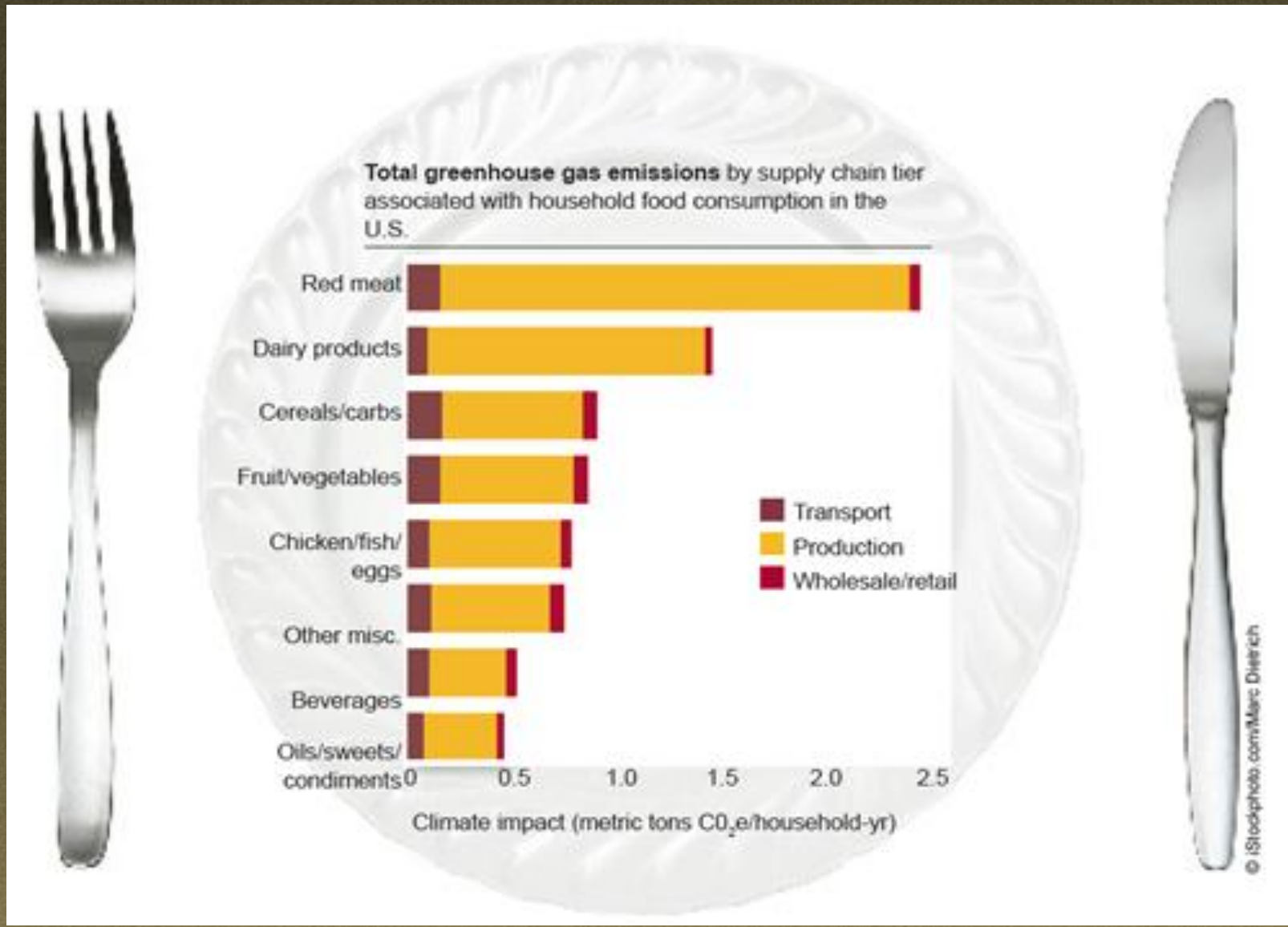
. . . to produce more from less.

Feeding the World



Global Water Scarcity





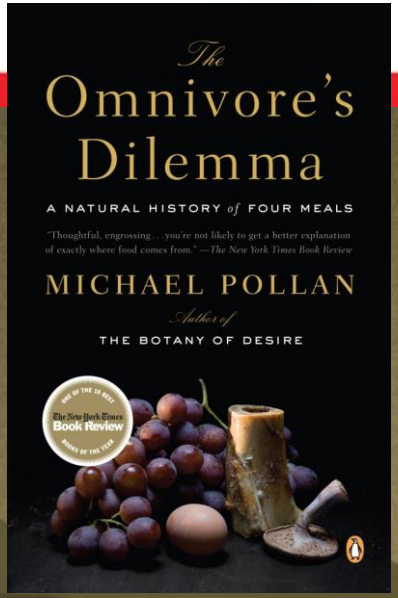
"The Problem of What to Eat" *Conservation.* Natasha Loder, Elizabeth Finkel, Craig Meisner, and Pamela Ronald. July-September 2008 9(3):31

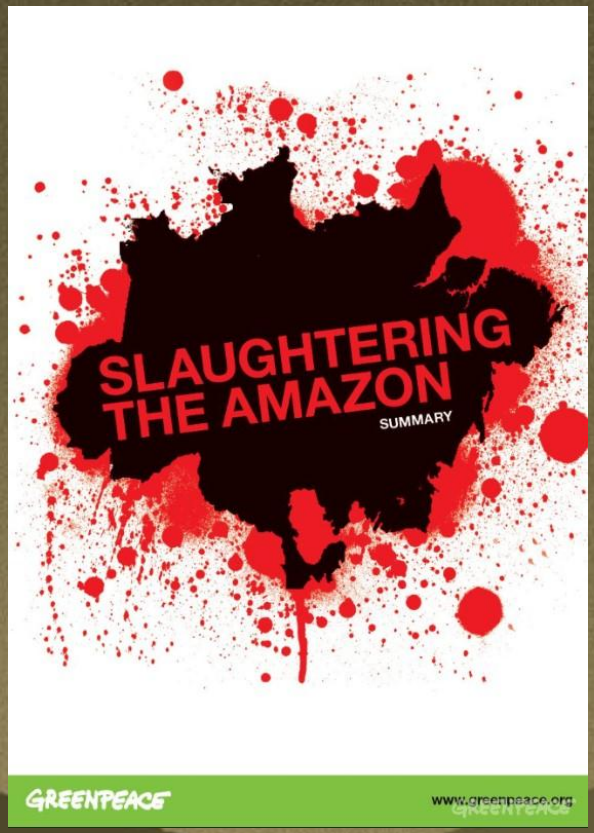
Goldman's Blankfein On Why They've Done Nothing Wrong
Joe Klein Takes On the GOP's Scare Tactics
No Laughing Matter: Comedy in The Age of Obama
TIME
WARNING: This hamburger may be hazardous to your health. Why the American food system is bad for our bodies, our economy and our environment—and what some visionaries are trying to do about it.
The Real Cost of Cheap Food
BY BRYAN WALSH

TIME
Health & Science
INSIDE: Main | Environmental Heroes | Extinction 2009 |
The Grass-Fed Revolution
Sunday, Jun. 11, 2006

Newsweek
GREEN
RANKINGS
2010

THE TEA PARTY'S BIBLE • HAMAS TALKS PEACE
Newsweek
OCTOBER 25, 2010
Want to Save the Planet?
MAKE A GREENER BURGER*
*And 9 Other Radical Solutions


The Omnivore's Dilemma
A NATURAL HISTORY of FOUR MEALS
"Thoughtful, engrossing . . . you're not likely to get a better explanation of exactly where food comes from." —The New York Times Book Review
MICHAEL POLLAN
Author of
THE BOTANY OF DESIRE
The New York Times Book Review


SLAUGHTERING THE AMAZON
SUMMARY
GREENPEACE
www.greenpeace.org

Issues of Concern

- GHG Emissions
- Water Issues
- Land Planning & Management
- Waste/pollution
- Food Security
- Impact on Small Holders/Rural Communities

Places | Commodities | Companies

Places	Biofuels	Cotton	Livestock	Palm Oil	Soy	Sugarcane	fisheries	Timber
Amazon	✓		✓	✓	✓	✓		✓
Coral Triangle	✓			✓		✓	✓	
Borneo	✓			✓			✓	✓
East Africa	✓	✓				✓		✓
Arctic							✓	

Companies

Cargill, ADM, LouisDreyfus Commodities, Nestlé, JBS, BUNGE

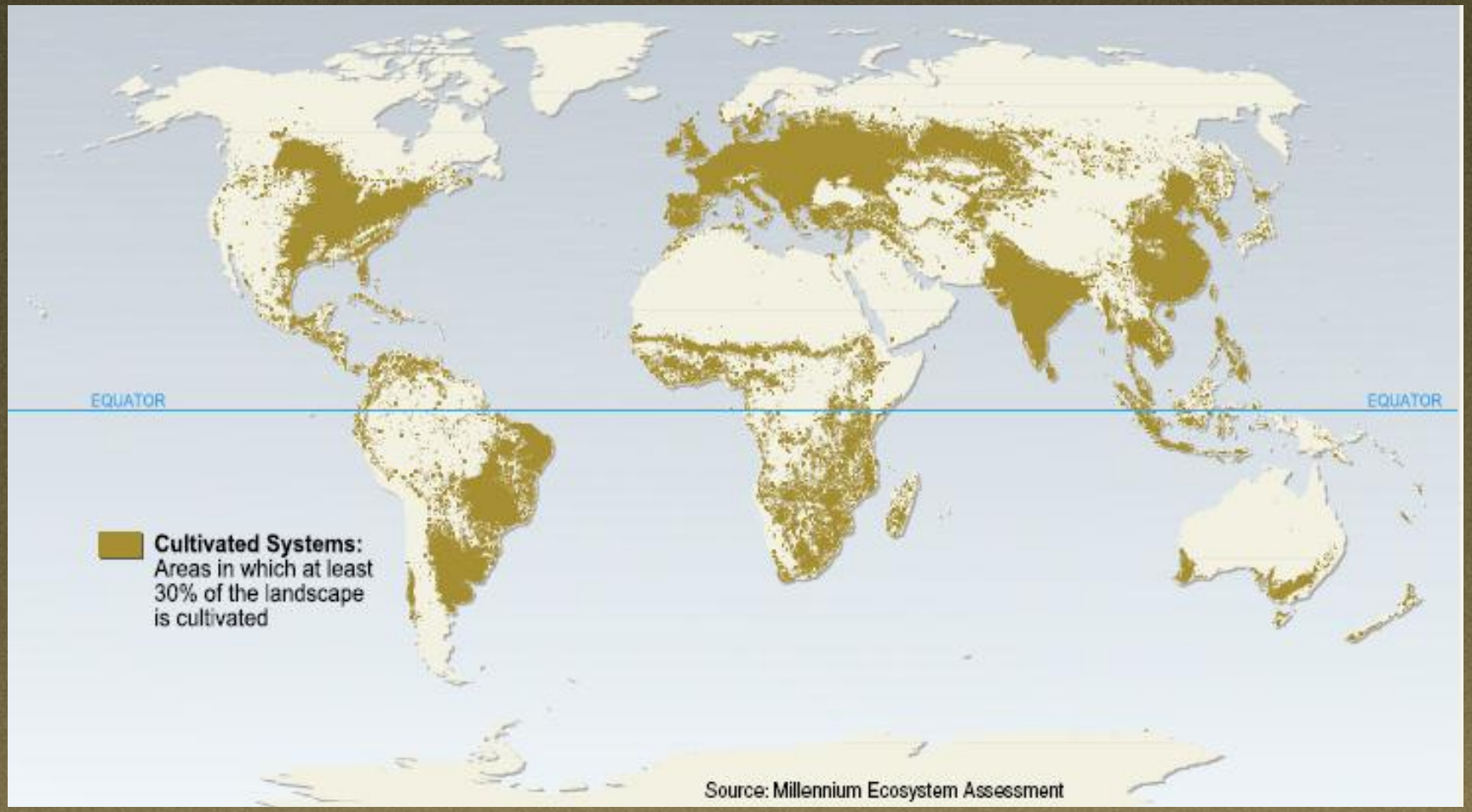
ED&F MAN, Cargill, wilmar, LouisDreyfus Commodities, Nestlé, ADM

Nestlé, KRAFT, STARBUCKS COFFEE, Unilever, sinarmas pulp and paper products, wilmar, Cadbury, OLAM

LouisDreyfus Commodities, ED&F MAN, SEKAB, Associated British Foods plc, Cargill, SUGAR ILLOVO LIMITED

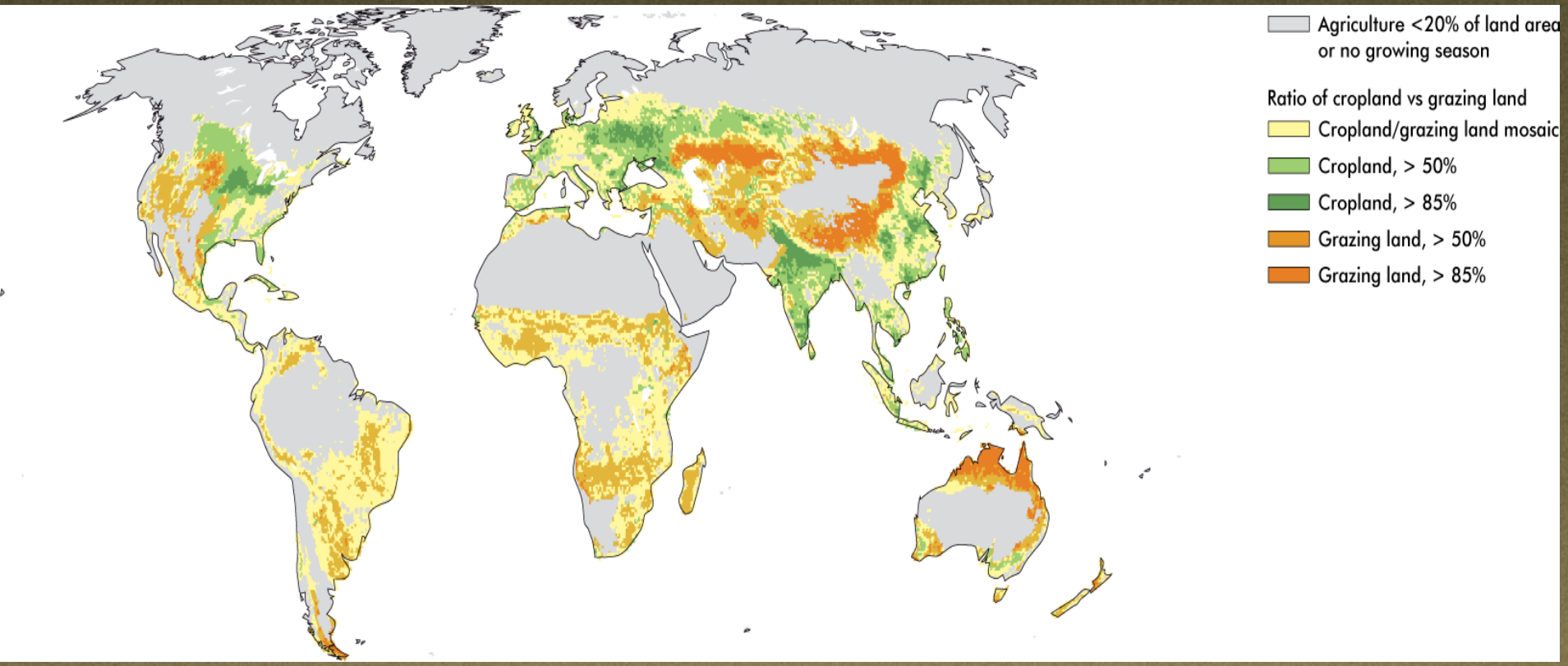
MARUHA NICHIRO, HIGH LINER FOODS INCORPORATED, ICELANDIC GROUP PLC, PESCANOVA

Agriculture's Global Footprint



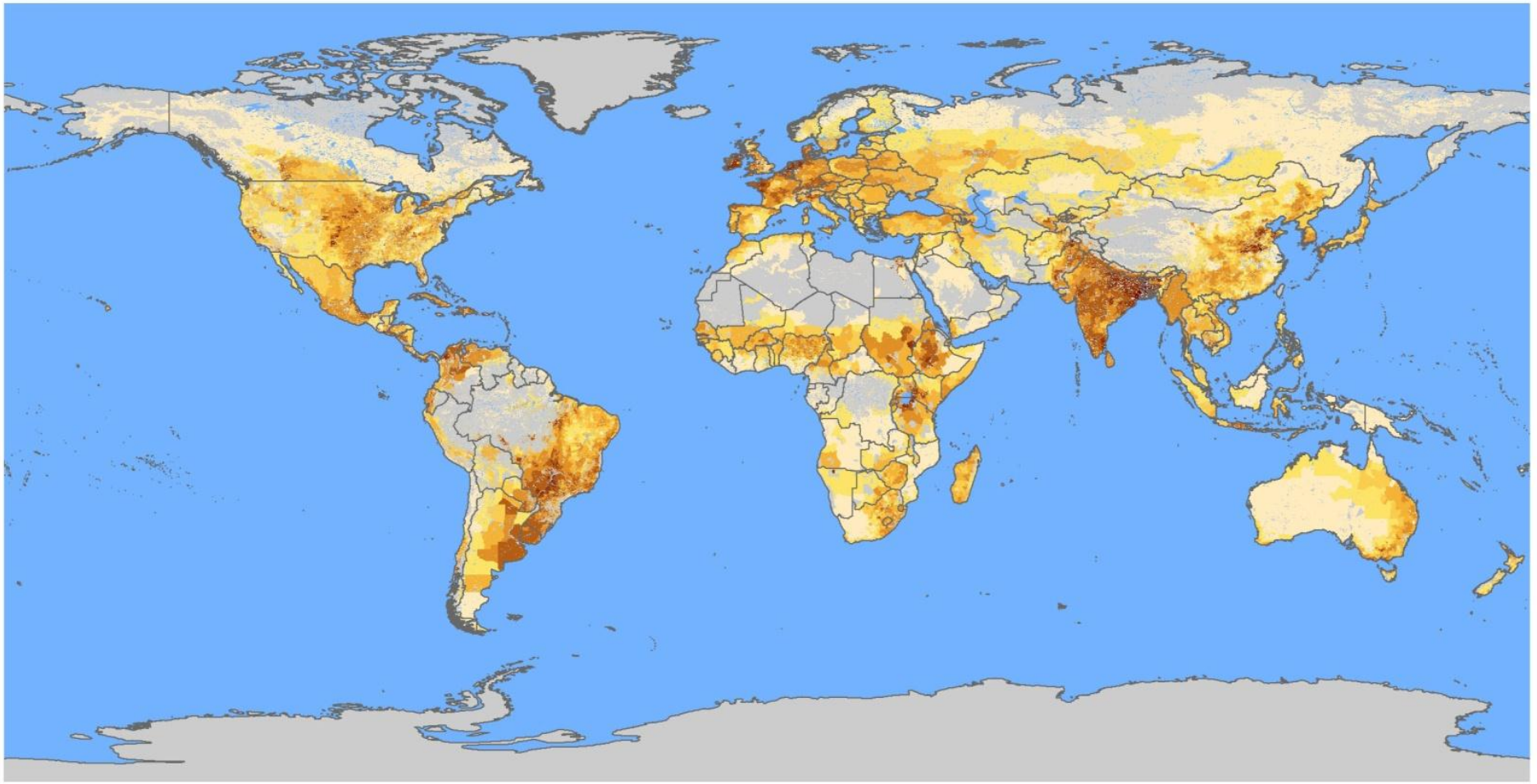
33% of Earth's surface in crops or grazing,
represents 58% of habitable area

Grazing Land Around the World



Cattle density map – 2005 *(census data)*

AGRICULTURE AND CONSUMER PROTECTION DEPARTMENT
Animal Production and Health Division

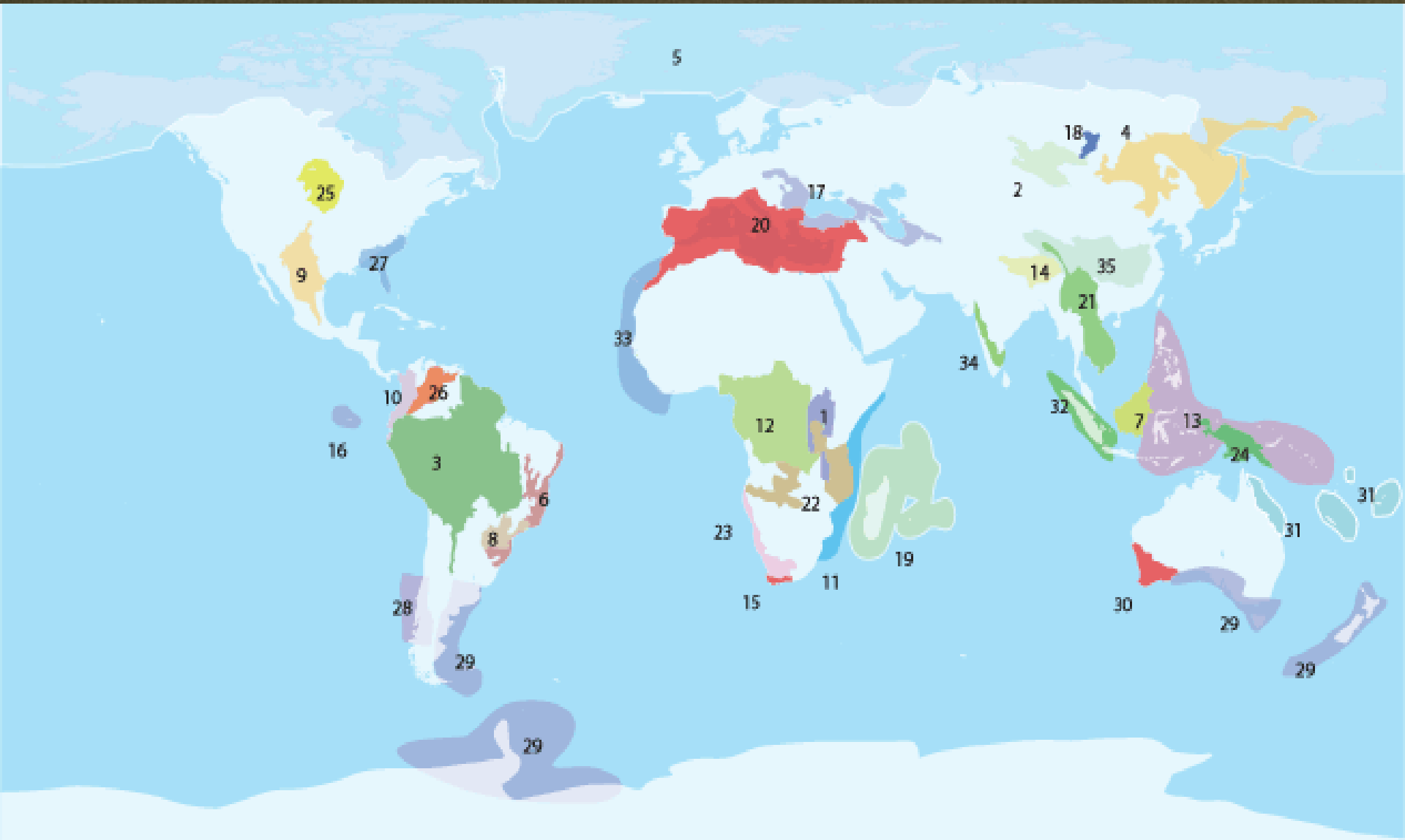


Number per square km

<1	5–10	20–50	100–250	Water
1–5	10–20	50–100	>250	Unsuitable for ruminat

Source: Gridded Livestock of the World

WWF Priority Places



Global Trends by 2050

- Population—3 billion more
- Income will increase by 2.9 times
- Consumption will double
- Demand for meat will increase the most
- 70% will live in cities—as many as are alive today

Impacts that are acceptable with 6.9 billion

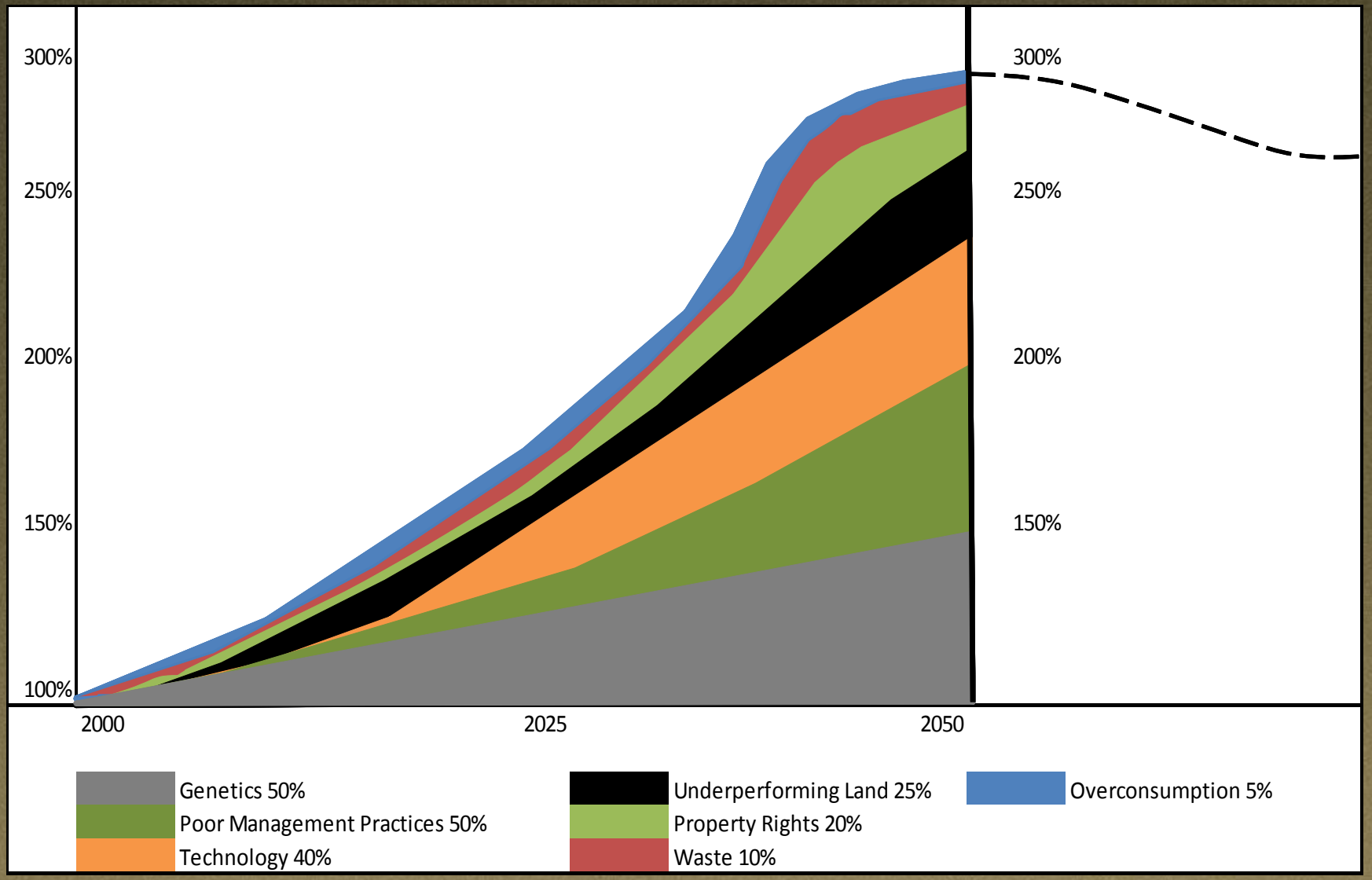
Will not be acceptable with 9.1 billion people

we need to use resources more efficiently and intensify production

we need to freeze the footprint of food

Freezing the Footprint of Food

How to triple food production on the same amount of land by 2050



On a planet of finite resources…

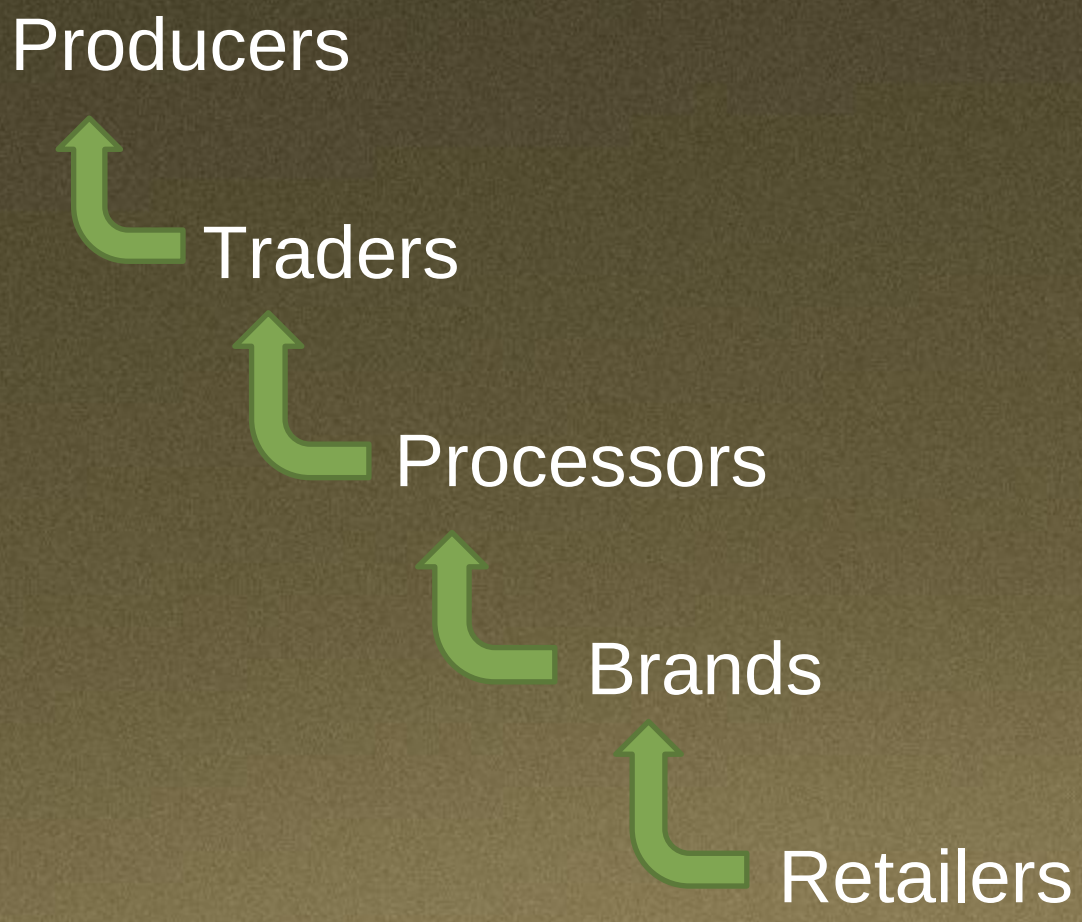
On a planet of finite resources…

Should consumers be made to choose sustainable products?

sustainability is a precompetitive issue…

…we need to work together!

Working Together to Improve Meat Production



Entire value chain most work together

What is the risk of doing nothing?

You manage what you measure.

But, producing anything has impacts.

So, what should we measure?

What should producers measure?

Head per hectare?

Kg of meat per hectare land?

Kg of meat per liter of water?

Calories per hectare?

Grams of protein per hectare?

Feed in/meat out?

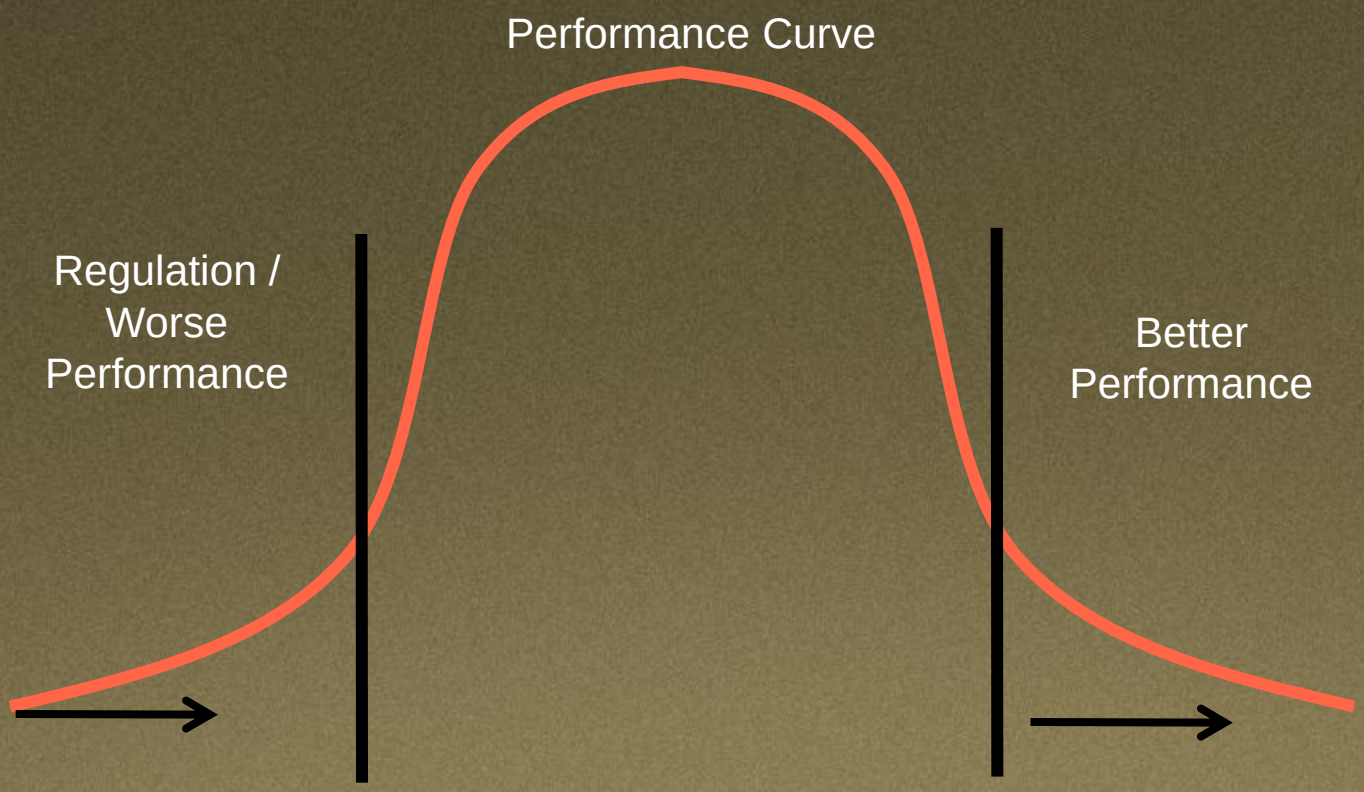
Protein in/protein out?

Carbon avoided or sequestered /ha or /MT of beef?

Continuous Improvement…..

- Focus on results, not just practices
- Insist on continuous improvement
- Be technology neutral
- Address cumulative impacts
- Carbon (and water) will change the economics

Sustainability—Better Practices or Performance?



Producing Cattle—Better and Worse

- Same rainfall, soils and species
  - Same place (1 mile apart)
  - Pictures taken the same day
- 4 times more cattle and more wildlife

The only difference is management

To Improve Meat Production . . . .

- Need to be science based
- Don’t focus on just one thing
- Don’t try to focus on everything
- Need consensus on 6-8 key impacts
- Understand the global performance baseline

Global Conference on Sustainable Beef

November, 1 – 3, Denver, Colorado

Cargill
Intervet Schering-Plough Animal Health
JBS
Walmart
WWF

Steering Committee

Additional Support

Supporting Partners

ASDA SAVING YOU MONEY EVERY DAY

Elanco

Sam's Club Savings Made Simple

Walmart Brasil

Convening Partners

SBWG Sustainable Beef Working Group

Colorado State University

Institute for Livestock and the Environment

EDF Environmental Defense Fund

Fundación Vida Silvestre Argentina

Heifer International

International Meat Secretariat

Rainforest Alliance

SAI Platform

The Nature Conservancy Protecting nature. Preserving life. nature.org

Global Conference on Sustainable Beef

Developing a way forward….

Steering Committee

Global Roundtable for Sustainable Beef

Vision

The Global Roundtable for Sustainable Beef (GRSB) will be an action-oriented international coalition of beef supply chain stakeholders committed to a sustainable global beef system

Global Roundtable for Sustainable Beef

Mission

The GRSB supports on the ground improvements and serves as a catalyst to regional and local science-based projects and initiatives delivering continuous improvements in the sustainability of the global beef supply chain by:

Global Roundtable for Sustainable Beef

- Addressing high priority sustainability issues (through triple bottom-line analysis), and providing guidelines and principles associated with those key issues;

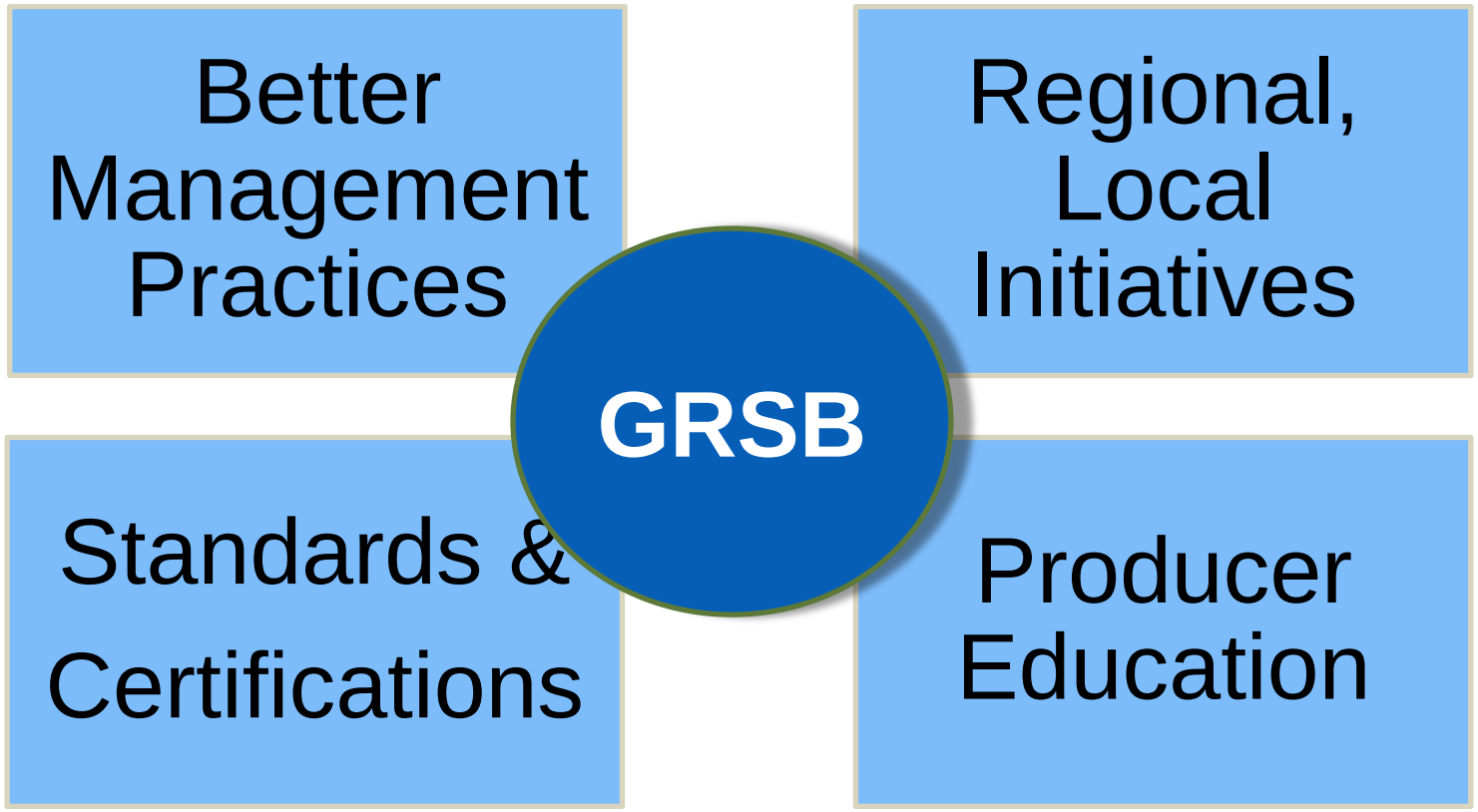
- Identifying and enabling increased adoption of current best practices that mitigate impacts while accounting for regional differences; and

- Supporting action-oriented regional and local multi-stakeholder initiatives that improve the sustainability of the beef supply chain

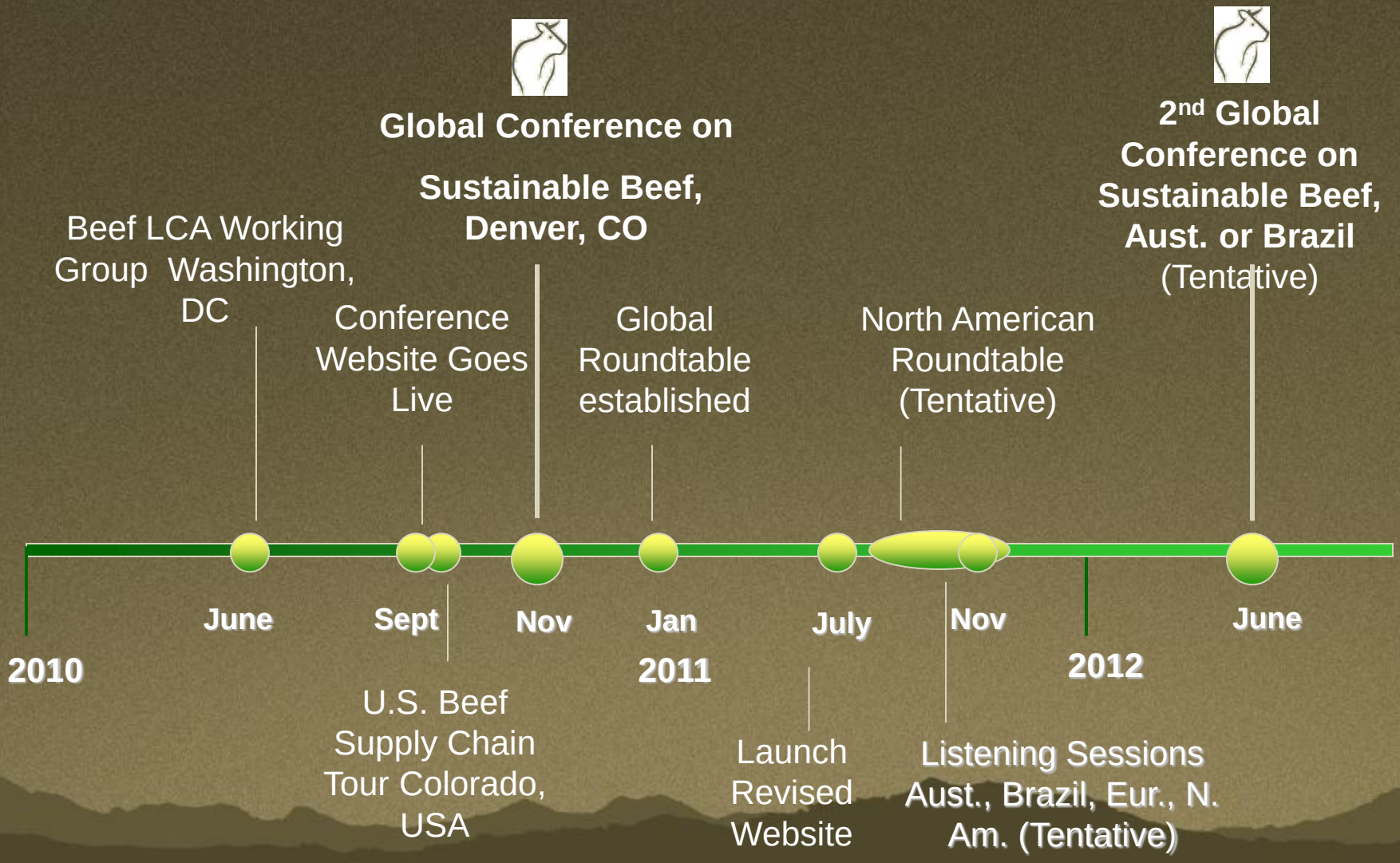
Global Roundtable for Sustainable Beef

- Science based focus on the issues that matter most
- Platform for support and collaboration with existing regional & local initiatives
- Provide guidelines & principles on sustainable beef
- Provide innovative solutions that are voluntary and market-based
- Maintain a multi-stakeholder process

Global Roundtable for Sustainable Beef



Timeline: Sustainable Beef Roundtable



Development Process…

- Identify the key issues (6-8)
- Understand regional context
- Governance & organization
- Broaden engagement
- Technical working group to assess science
- Further develop key issues framework
- Pilot projects to demonstrate BMPs and increase uptake
- Increase stakeholder awareness

“If you don’t know where you’re going any road will get you there.”

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