

2019

Communication Challenge

EAT-Lancet Commission Report

The Situation:

The EAT-Lancet Commission on Food, Planet, Health brings together more than 30 world-leading scientists from across the globe to reach a scientific consensus that defines a healthy and sustainable diet. The Commission delivered (in January) the first full scientific review of what constitutes a healthy diet from a sustainable food system, and which actions can support and speed up food system transformation.

Executive Summary of the Report

Food systems have the potential to nurture human health and support environmental sustainability, however our current trajectories threaten both. The EAT–Lancet Commission addresses the need to feed a growing global population a healthy diet while also defining sustainable food systems that will minimize damage to our planet.

The Commission describes a universal healthy reference diet, based on an increase in consumption of healthy foods (such as vegetables, fruits, whole grains, legumes, and nuts), and a decrease in consumption of unhealthy foods (such as red meat, sugar, and refined grains) that would provide major health benefits, and also increase the likelihood of attainment of the Sustainable Development Goals. This is set against the backdrop of defined scientific boundaries that would ensure a safe operating space within six Earth systems, towards sustaining a healthy planet.

The Challenge:

Your challenge is to **refute** the EAT-Lancet report to a diverse educated and uneducated population. How will you reach your audience and make a case that red meat should be part of a healthy, sustainable diet and critical to feed the world in 2050?

You should analyze this challenge and proceed with your work considering the perspective of the clientele you represent, namely:

- 1) The **purebred livestock breeder/producer perspective for all species** (ones which considers those who raise livestock and the association that support them directly).
- 2) The **packer/processor perspective** (ones which purchases from the producer and provide to the retailer).
- 3) The **consumer/retailer perspective** (ones which considers the needs of the consumer for product services).