

*Perspectives of the European Meat Sector on the  
influence of climate change on meat demand*

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## Agenda

1. Policy drivers on the climate change issue
2. Impact on meat production and consumption
3. Aspects to bear in mind for the meat sectors
4. Trends & Conclusions

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- **Globally**

- Various bodies within the UN (fx. UNFCCC and UNEP)
- FAO's "Livestock's Long Shadow"
- Development of LCA-standards in the ISO

- **EU**

- *Lisbon Treaty* (sustainable development (art. 3 in TEU))
- *The EU 2020 strategy* (low carbon economy)
- Reductions in non-ETS sectors (EU average 10% reduction from 2005-level)
- The EU's ETS system (most developed "cap and trade system")
- SCP/SIP Action Plan

- **National**

- Green taxes (electricity, natural gas, additional CO2-taxes, etc.)
- National environmental legislations (France and Sweden)

- **Market**

- The industry (climate strategy, environmental policy, "green" balance, international certifications)
- Supermarket (own performances and carbon foot print labelling, f. ex. TESCO)
- CIAA (volunteer guidelines for measuring environmental impact and communication hereof) and UECBV/Citravi
- Demand from consumer organization varies (food safety still more important)

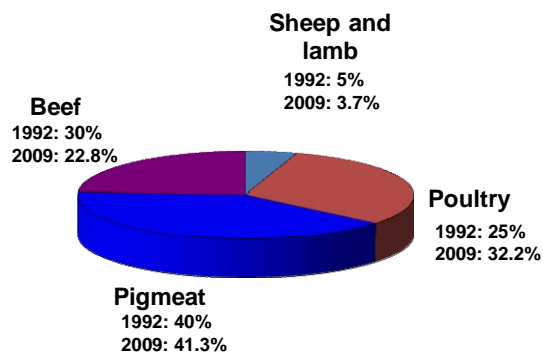
## Impact on Meat Production and Consumption

Is there an impact of climate change on meat production and consumption?

### World meat production

in mio. tonnes

Total: 155 mio. tonnes 1992  
Total: 235 mio. tonnes 2009  
Total: 238 mio. tonnes 2010 (est.)

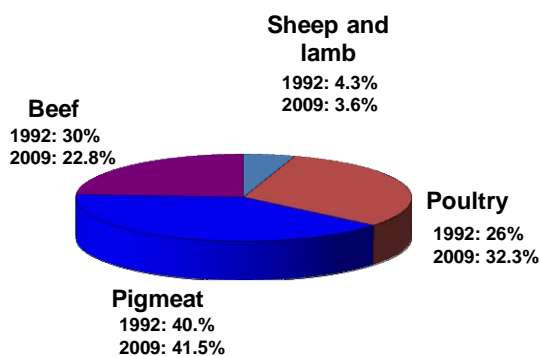


## World meat consumption

in mio. tonnes



**Total: 159 mio. tonnes 1992**  
**Total: 230 mio. tonnes 2009**  
**Total: 234 mio. tonnes 2010 (est.)**



Source: GIRA

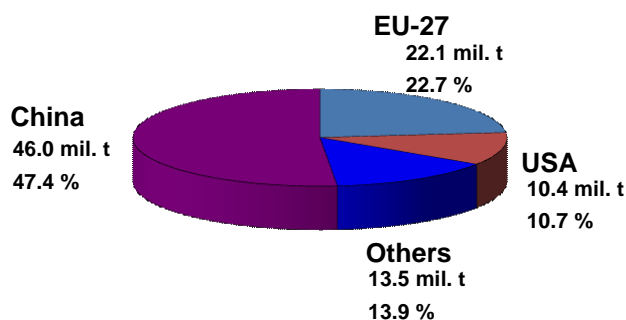
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## Pigmeat - global production

in mil. tonnes



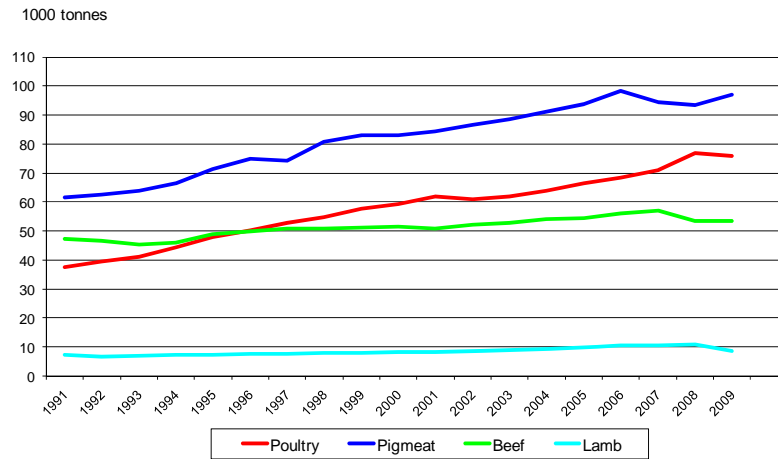
**Total: 83.3 mil. tonnes 1999**  
**Total: 97,0 mil. tonnes 2009**



Region	Production (mil. t)	Percentage (%)
Canada	2.0	2.1%
Brazil	3.2	3.3%
Russia	2.1	2.2%
Japan	1.3	1.3%
Korea, Philippines, Mexico and Taiwan	4.9	5.0%

Source: GIRA

## Development in World Meat production



Source: GIRA

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## Has climate change had an impact on meat production and consumption so far?

- Not so far from a macro-level (other factors more important, f.x. economic growth)
- However:
  - The impact of the different policy drivers varies from regions to regions
  - Initiatives regarding "one meat free day pr. week" in more than 50 cities in France (it is already introduced in Gent)

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# Climate chief: give up meat to save the planet

UN deal 'will push up cost of rearing livestock'

By **Robin Pogrebenko** in New York

People will need to have a greater awareness of the world's environmental problems if they are to have any chance of making a difference, according to a leading climate change expert.

For the first time since the 1992 United Nations Framework Convention on Climate Change, a report says that the world's climate is warming faster than expected.

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Meat is a major cause of global warming, according to a report by the United Nations. The report says that the world's climate is warming faster than expected.

**IN THE NEWS**

**Inquest on helicopter crash criticises BAAP**

A helicopter crash that killed three people has raised questions about the safety of the aircraft, according to a report by the coroner.

**Karadze fails to show**

Radovan Karadzic, the former Bosnian Serb leader, failed to appear at the trial of the Bosnian genocide.

**McKinsey extraction**

The House has passed a bill to allow the extraction of minerals from the ground.

**Coal firms lobby**

Coal companies are lobbying against a bill that would limit the use of coal.

**Banking shake-up**

The banking sector is expected to undergo a major restructuring.

**Spread to Europe**

The spread of the H1N1 virus has reached Europe.



Robin Pogrebenko is a reporter for The Times.

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## Eat less meat to save the planet - UN (2 June 2010)

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- The world needs to change to a more vegetarian diet to stand a chance of tackling climate change, according to a major new United Nations report.
- The group of international scientists said the greatest cause of greenhouse gas emissions is food production and the use of fossil fuels.
- As the world population increases it is feared that the production of food will become the main cause of climate change and environmental degradation.
- The International Panel of Sustainable Resource Management pointed out that agricultural production accounts for 70 per cent of global freshwater production, 38 per cent of land use and 19 per cent of the world's greenhouse gas emissions.
- "A substantial reduction of impacts would only be possible with a substantial worldwide diet change," it read.

## Aspects to bear in mind for the meat sector

- Population trends: Greater demands for meat due to increase in population in the future.
- Greater focus on a product's use of natural resources and environmental foot print – production has to become as efficient as possible.
- Business needs to be more transparent about climate initiatives towards consumers.
- Different framework legislations (change in consumer behaviour) might lead to a restructure of production locations globally and alter the level of production of different species.

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## Trends & Conclusions

- So far the issue of climate change has had an impact on all four levels (globally, EU, national and on the market)
- Mostly in relation to framework conditions, changed behaviour among key actors, various initiatives, etc.
- However, not on the production and consumption – yet!
- In the near future the issue of climate change will impact differently across the different regions due to different framework conditions.
- It is likely that at some point the issue of climate change will alter production and consumption pattern and level.

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**The sea will still be rough –  
the journey will still be exiting**

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**-But we are  
here to stay !**



**Thank you**