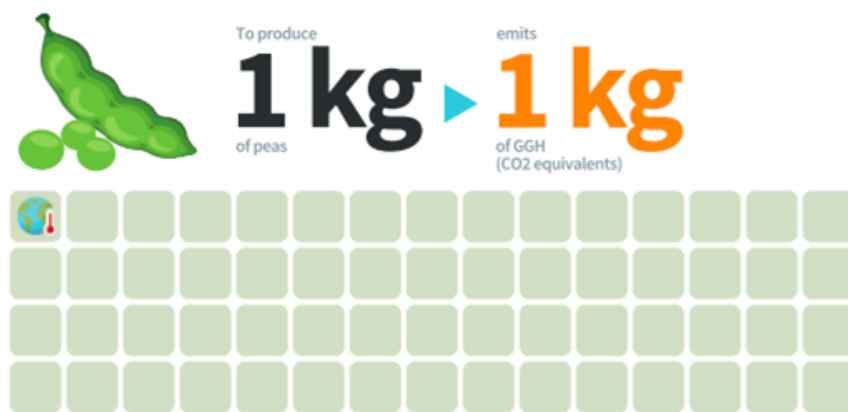
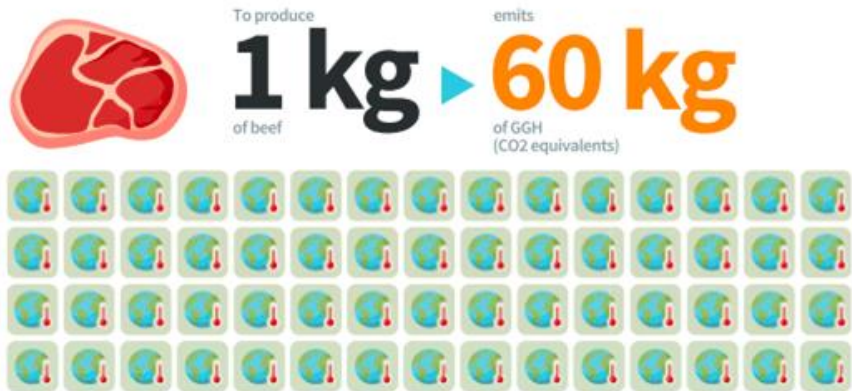




Simon Billing
Executive Director, Eating Better



There are huge differences in the greenhouse gas emissions of different foods



Healthy and sustainable eating should have multiple benefits



**Public
Health**



**GHG
Emissions**



**Land Use
Change**



**Local
Economy**



Biodiversity



Budget

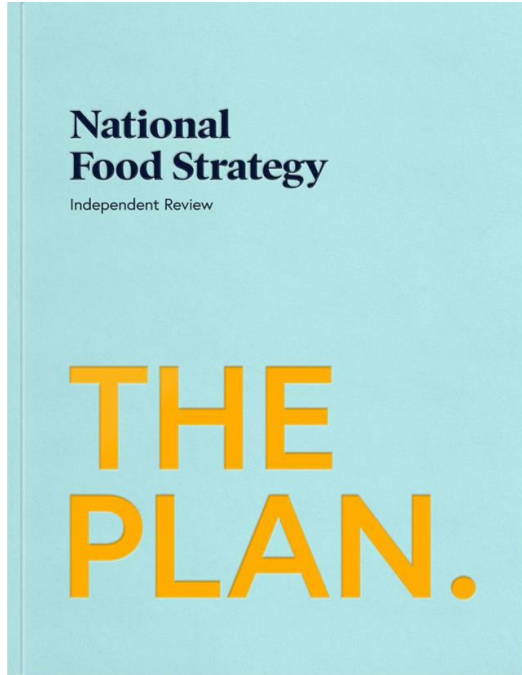


**Animal
Welfare**



**Antibiotic
Use**

The agreement on 'less' meat and dairy



The National Food Strategy recommends a 30% reduction in meat, and an increase in fruit and veg by the same amount, over the next decade.



Defining 'better' meat and dairy

Animal Welfare



OUTCOME

Good farm animal welfare.

BETTER

Higher welfare production. Scores in the higher range of the impact performance section of BFAW or complies with the 'higher welfare' requirements of the Global Animal Welfare Assurance (GAWA).

Biodiversity



OUTCOME

Livestock farming supports a biodiversity rich farming landscape.

BETTER

Requires producers to manage farm for biodiversity, where relevant including grassland management and livestock grazing requirements.

GHG Emissions



OUTCOME

Lower GHG emissions from livestock farms.

BETTER

Requires producers to measure on-farm emissions, have measures in place to reduce them and commit to lowering livestock numbers to bring in line with carrying capacity of the land.

Soil Health



OUTCOME

Livestock farming supports the health and fertility of soils.

BETTER

Requires producers to improve or maintain soil fertility and structure and reduce use of synthetic fertilisers.

Land use for Animal Feed



OUTCOME

Minimising habitat loss and optimising agricultural land use.

BETTER

Reduce the volume of soy, palm kernel meal and cereals in animal feed.

Local Pollution



OUTCOME

Minimising toxic elements in the local environment.

BETTER

Reduced use of pesticides in animal feed. On farm, nutrient balance and protection measures implemented for water, soil and air.

Antibiotic Use



OUTCOME

Responsible use of antibiotics in farm animals.

BETTER

Full transparency on antibiotic use. No antibiotics for growth or any form of routine treatment. For pigs, cattle and sheep, a majority of antibiotic use is for individual treatments.

Water Scarcity



OUTCOME

Minimising water scarcity and run-off.

BETTER

Requires good water management on-farm, and mapping sourcing that comes from catchments with sustainable water management.

Making progress on the 'better'

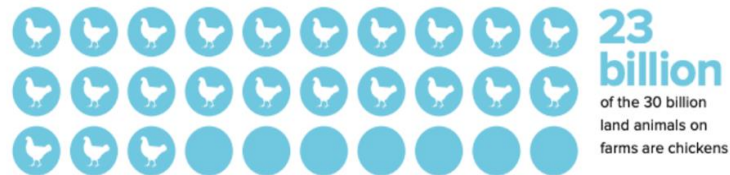


When the low carbon switch is not 'better'



We need to talk about chicken

 Eating Better



Many public sector caterers are already taking measures to serve less meat on menus.

56%

of respondents said they were reducing or removing meat-based dishes from the menu cycle



83%

have increased plant proteins (beans and pulses) in dishes by up to a fifth



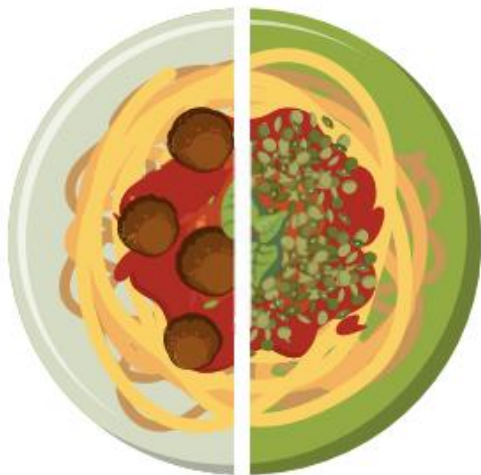
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A third of respondents are offering meat substitutes



60%

of respondents said there had been reductions in both pork and processed meat



Swapping* a primary school spaghetti bolognese made with beef...

for a **plant-based** version using lentils ...

66%

less carbon emissions



a similar amount of protein

=

x2

as much fibre

20%

less cost

*Calculations from ProVeg's School Food Plates**