



Sustaining the conversation

Cut the crap and connect with consumers

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GLOBAL ROUNDTABLE FOR
SUSTAINABLE BEEF



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To set the scene – we have four tasks



Clarify what we
want to talk
about

Define our
key audiences

Craft our
messages
(carefully)

Act swiftly

A photograph of several dark brown cows in a grassy field. In the foreground, two cows are prominent: one facing the camera directly and another partially behind it. A large tree trunk and branches are visible on the right side. The background shows more cows and a line of trees under a clear sky.

Let's be clear – what exactly do we want to talk about?



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A clear message

**Believe
in better.**

The a2 Milk Company

a2 PLATINUM
PREMIUM TODDLER MILK DRINK

FORMULATED FOR
A2
BETA-CASEIN
PROTEIN™
TINY TUMMIES

3

NUTRITION TO HELP SUPPORT:
✓ SIGHT
✓ COORDINATION
✓ BONE GROWTH
✓ HEALTHY BRAIN & TEETH DEVELOPMENT

Another clear message



Hmmm, not so clear



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Source: Perdue, 2019

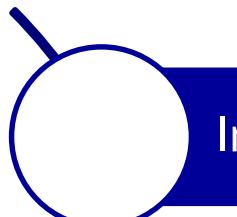
Plenty of information and claims...



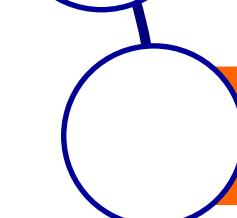
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Clarity in what we want to say is important



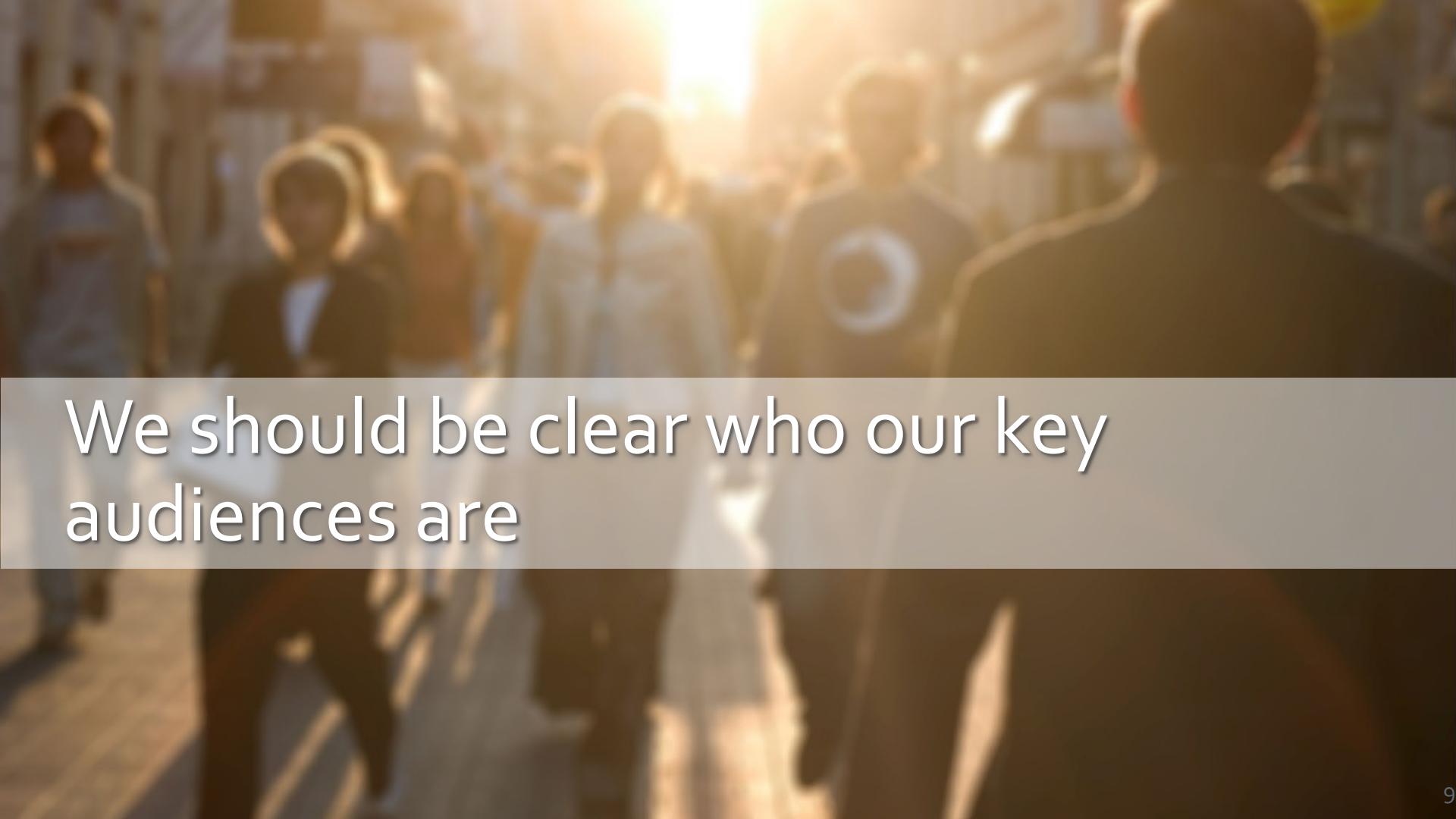
In a complicated world, being clear makes a difference



Sustainability is complex – it means many things to different people



What exactly do we want to focus on? What matters to our key audiences?

A blurred background image showing a diverse crowd of people walking in what appears to be a hallway or a public space. The lighting is warm and golden, creating a sense of movement and activity.

We should be clear who our key audiences are

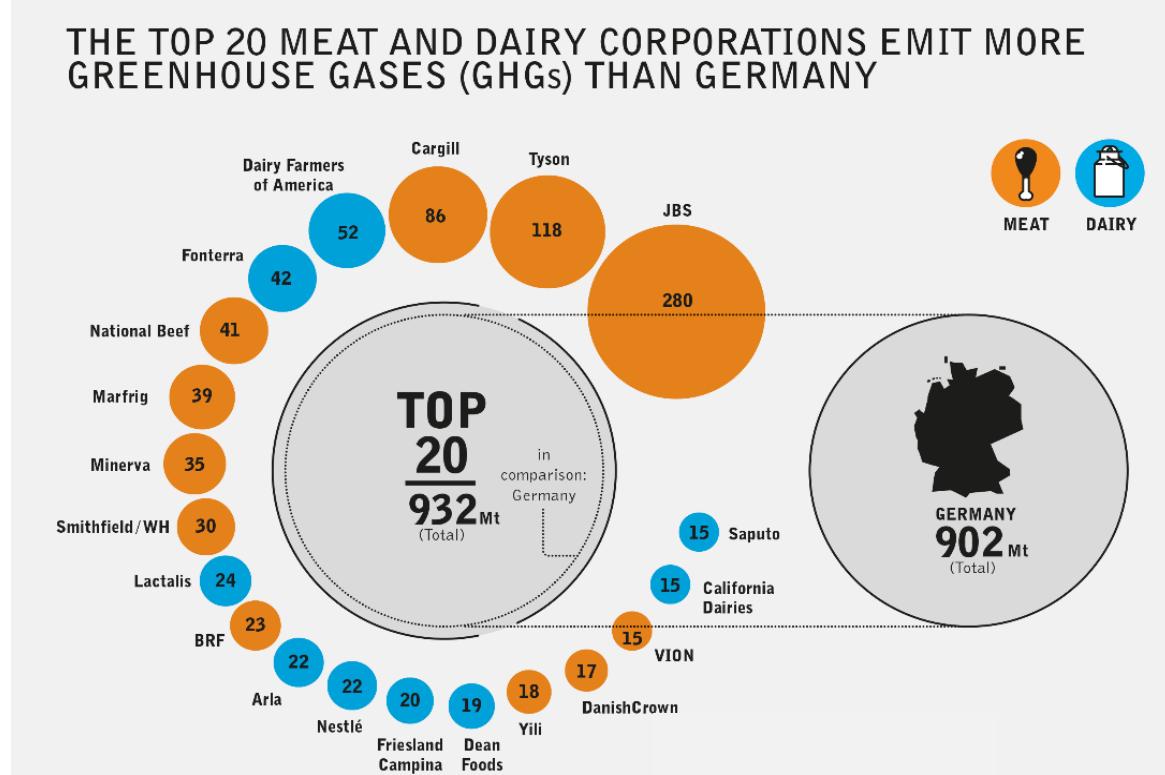
We know our popular critics





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And we have smart critics as well





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And don't forget the vegans!



But most of us live in echo chambers



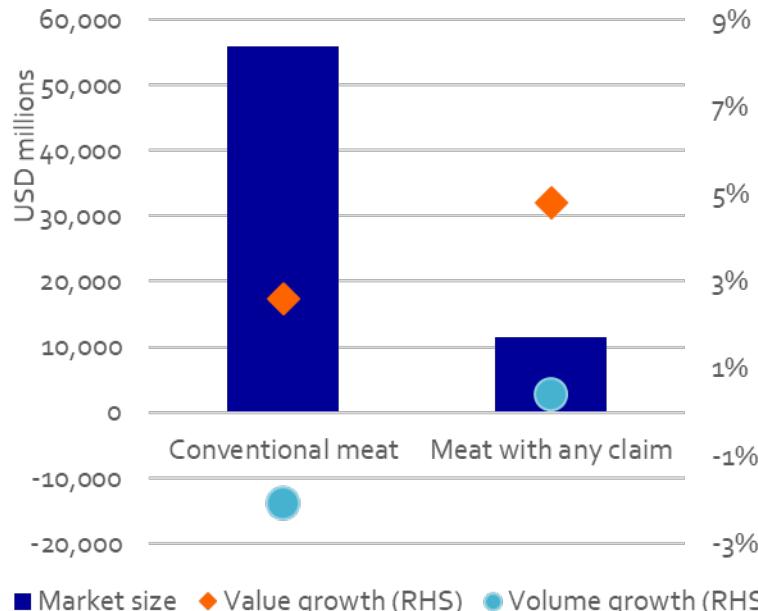
Most people like to hear their own views 'echoing' back to them



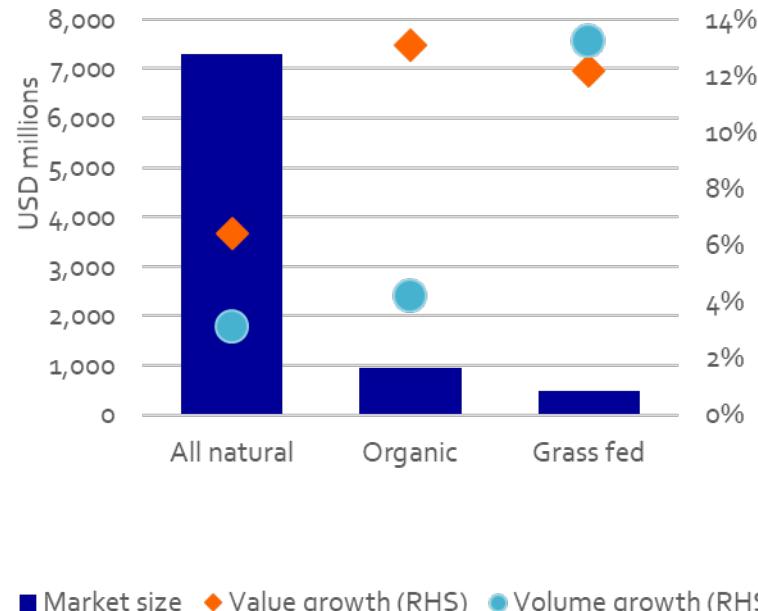
Meanwhile, consumers are choosing meat with sustainability claims



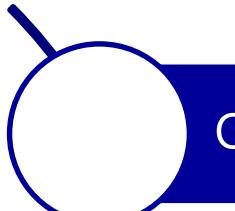
Meat with claims is growing fastest



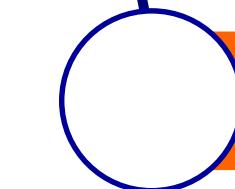
Production systems influence sales



Focusing on key audiences is important



Our resources are scarce, we can't talk to everyone



We should focus more on consumers, and less on our critics
(and maybe less on each other)



And our starting point with consumers is positive

A close-up photograph of two cows in a grassy field. On the left, the side profile of a brown cow is visible. On the right, a black cow is facing forward, looking directly at the camera. The background shows a green field and a clear blue sky.

Care needed in crafting our message

The most important audience for our story is already switched on



Online searches show that consumers see eating protein as a 'good' thing



We have a great story to tell



We are making some great progress on sustainable beef, around the world

The many examples of beef sustainability in practice show consumers how we are improving



Source: Integrity Beef, Rabobank 2019

And we have a better story than some others



Consumers are motivated by health as well as by sustainability – we should support their choice of beef, whatever the motivation



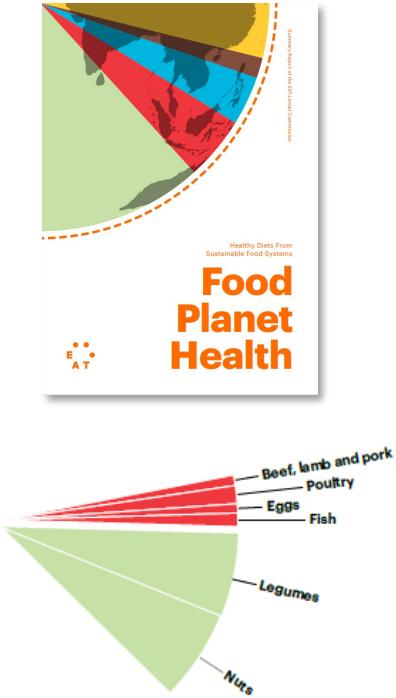
We need to be better at our messaging



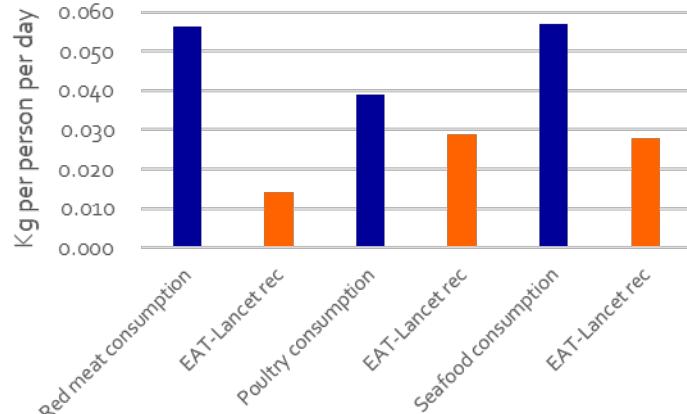
A small, fluffy yellow chick stands on a white surface. To its left is a brown eggshell that has been cracked open, revealing a white interior. To its right is a whole, uncracked brown egg. The chick has yellow downy feathers, a bright orange beak, and orange legs with claws. It is looking slightly to the right.

Act swiftly

Our social licence to operate is under pressure



The 'planetary health diet' is incredibly challenging for global animal protein



So, our four tasks



Clarify what we want to talk about:
Focus our story on just a few issues

Define our key audience:
Clarify who works with whom

Craft our messages (carefully):
Help consumers feel good about the choices they make

Act swiftly:

Ensure we define the message and the story, while we can



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