Global Conference on Sustainable Beef

Sustainability in Action: Impact on the Ground
Global context

• Increasing demand for premium red meat
• Our consumers are modal – premium has wide reach
• Power of retail
• Food anxiety
• Connection to real food production
• Experience is king
Social licence

1. Antibiotics
2. Hormones
3. GMOs
4. Animal welfare
5. Climate change
6. Water quality

0800 BEEFLAMB (0800 233 352) | WWW.BEEFLAMBNZ.COM | BY FARMERS. FOR FARMERS
Mission: strive together as beef industry stakeholders to produce the world’s most sustainable beef through strategic, collaborative and coordinated action that is transparent to all.
OUR VISION:

**World-leading stewards of the natural environment and sustainable communities**

*He kaitiakitanga mo te tai ao*

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**CLEANER WATER**

**Goal:** Sheep and beef farmers actively manage their properties to improve freshwater. New Zealanders can gather food from and swim in freshwater surrounding our farms.

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**CARBON NEUTRAL**

**Goal:** Farmers continue reducing carbon emissions, moving towards a carbon neutral sheep and beef sector by 2050.

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**THRIVING BIODIVERSITY**

**Goal:** Sheep and beef farms provide habitats that support biodiversity and protect our native species.

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**HEALTHY PRODUCTIVE SOILS**

**Goal:** Land use is closely matched to soil potential and capability. Farmers are working to improve soil health, carbon content and productivity while minimising soil loss.
SENZFAP – Four parts
Sustainable and Ethical New Zealand Farm Assurance Programme

Farm and natural resources
Animal health, welfare and production
People
Biosecurity

NZFAP