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Sustainable Beef in Action

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Beef and buffalo meat production, tonnes, 1961

Total beef and buffalo (cattle) meat production, measured in tonnes per year. All data shown relate to total meat production, from both commercial and farm slaughter. Data are given in terms of dressed carcass weight, excluding offal and slaughter fats.

Source: UN Food and Agricultural Organization (FAO)  
OurWorldInData.org/meat-and-seafood-production-consumption/ • CC BY-SA
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Source: UN Food and Agricultural Organization (FAO)
“Furthermore I consider…”

As a global industry we are judged on our global performance
Consistent and continuous growth
- 1 billion head in 1960 (a doubling from 1900)
- 1.48 billion head in 2006
- 1.59 billion today
- Rising to 1.67 billion in 2022
- Consumption per capita of beef has remained quite stable over time around 10kg per person, but number of people has grown and distribution changes as income grows.
Trends

Beef and Veal Consumption

Greenhouse gas emissions from beef production expressed as kg of CO2 equivalents per gram of protein. Source: Herrero et al., 2013 PNAS 110: 20888-20893
Brazil reduced deforestation and increased food production at the same time

Source: PRODES, FAOSTAT.
Health and wellbeing

• Pharmaceutical Stewardship
  – Antimicrobials
  – Stewardship of all pharmaceuticals is important

• Wellbeing
People and the community

- Maintaining economic viability is a priority, even within countries.
Bos taurus are rumen-dwelling herbivores, with the Bovidae family. They are thought to be the most efficient species for converting plant material into usable protein. For example, 1 kg of beef can produce a pound of meat, whereas 1 kg of beans can produce 14 pounds of meat. While livestock is estimated to use 2.5 billion ha of land, modest improvements in feed use efficiency can reduce further expansion.
Efficiency and Innovation
Opportunity 5

- We all need to ask better questions (of everyone...consumers, producers, partners, etc.).
Example: Instead of asking producers how they are sustainable, ask them how they're improving things like water and grazing lands. Most producers use a variety of sustainable practices, but just think of them as good management.

Opportunity 6

- Show progress, not perfection.
Don’t over-glory results and show how things are improving over time.
Demonstrate progress toward sustainability goals around water, climate, animal welfare, team member health and safety, and integrity.

Articles written about #GRSBcomm:
- Dr. Kevin Folta blog: http://kfolta.blogspot.com/ 2017/ 10/ rethinking-communication-ranchers-beef.html
- Ag Web: https://www.agweb.com/ article/ how-to-best-communicate-sustainability/

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