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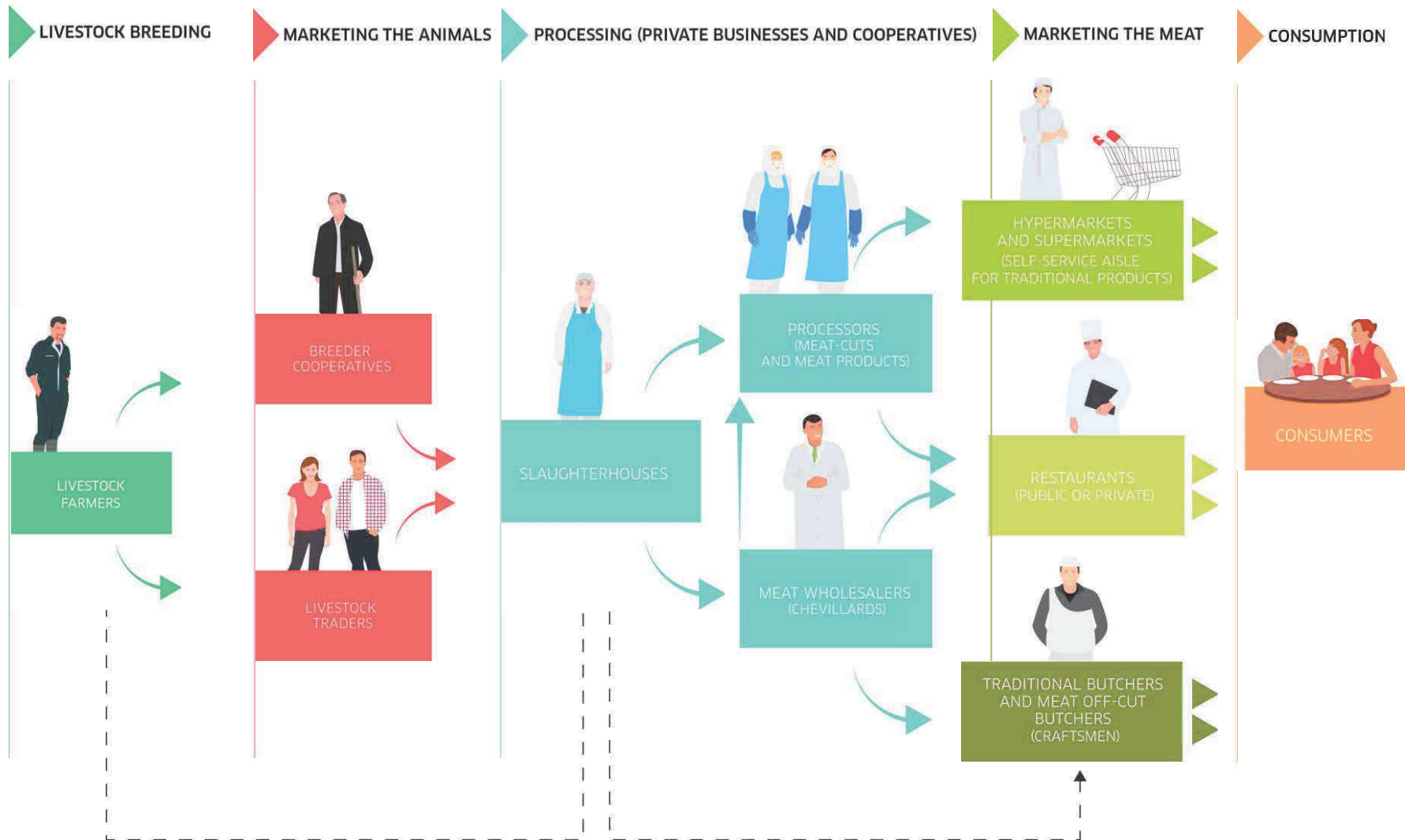
Interprofession Livestock & Meat

A GLOBAL STRATEGY TO MEET
SOCIETAL NEEDS AND EXPECTATIVES

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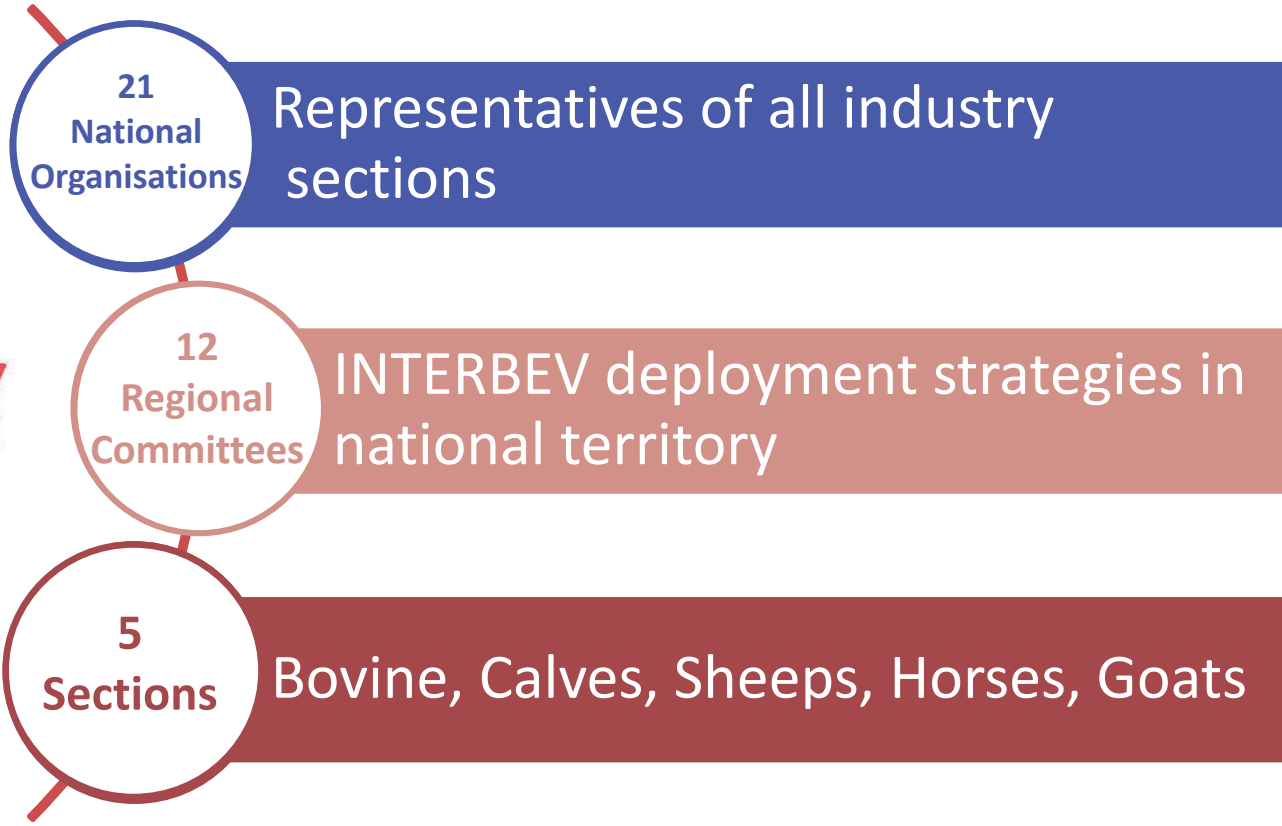
laViande
DES MÉTIERS, UNE PASSION

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BÉTAIL & VIANDE



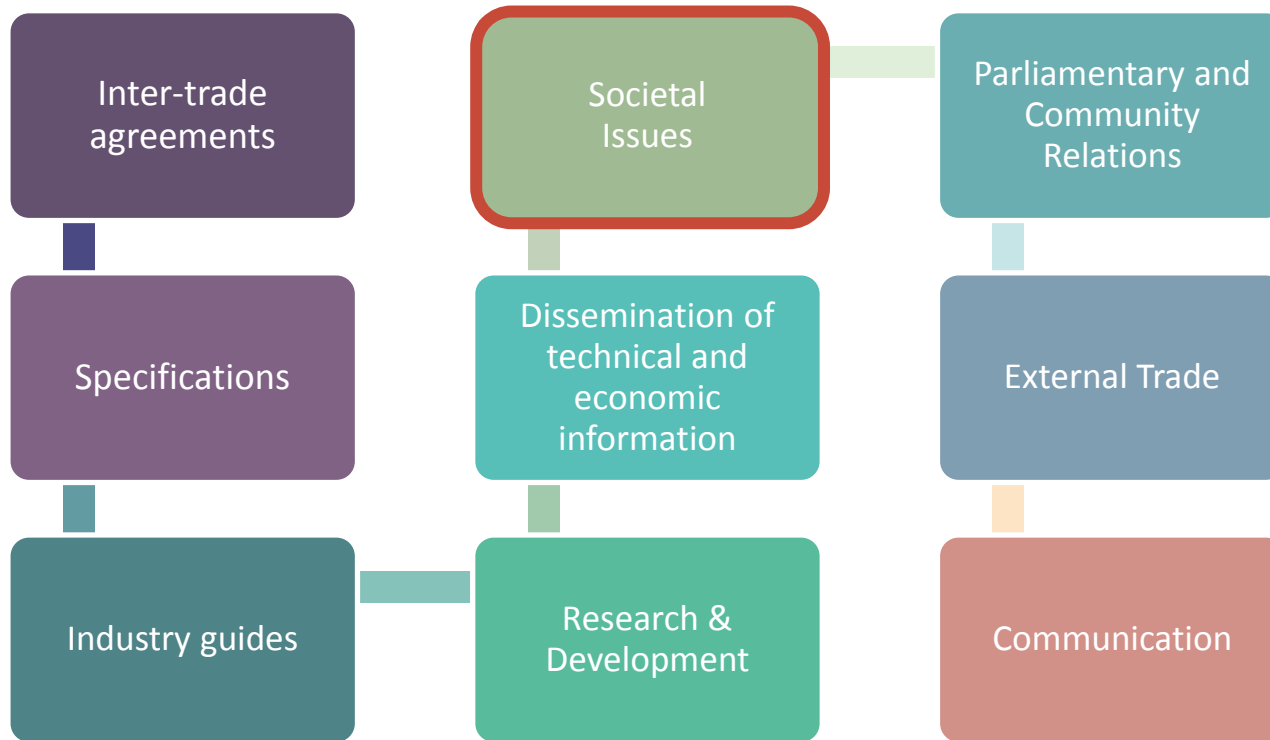
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Representative of the sector in France



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Key national missions



SOCIETAL ISSUES : AN « OPENING » STRATEGY

- **« Opening » our ears to consumers on their societal questions**
- **« Opening » the dialogue with NGOs, stakeholders**
- **« Opening » the doors of farms, livestock markets, slaughterhouses**
- **« Opening » the way to best practices and continuous improvement.**

HISTORY OF RESEARCH AND STUDIES ON GHG EMISSIONS AND CARBON FOOTPRINT

2010-2015 : Refining LCA and environmental footprint of bovine and ovine meat.

2010-2013 : GHG mitigation – Good Practices, lever and economical evaluation.

2011-2012 : Meat and Byproducts allocation methodologies.

2011-2015 : Water footprint réévaluation. Critical review of water footprint methodology

2015 : Study on nutritional functional unit

2014-2017 : Evaluation of carbon credit feasibility

Partnership with LEAP and GASL (Global Agenda for Sustainable Livestock)



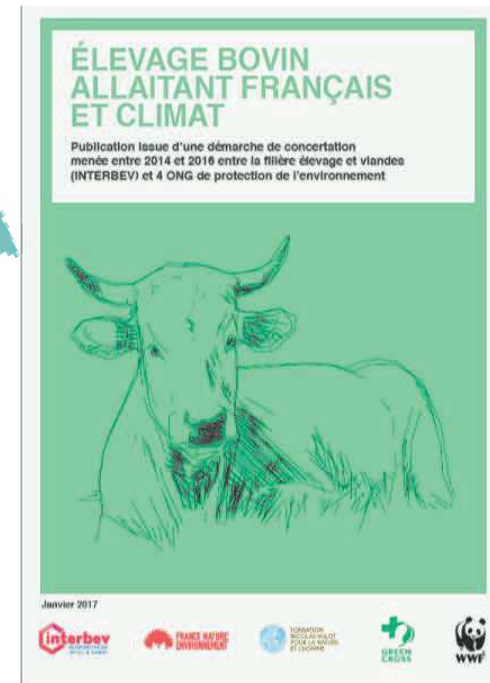
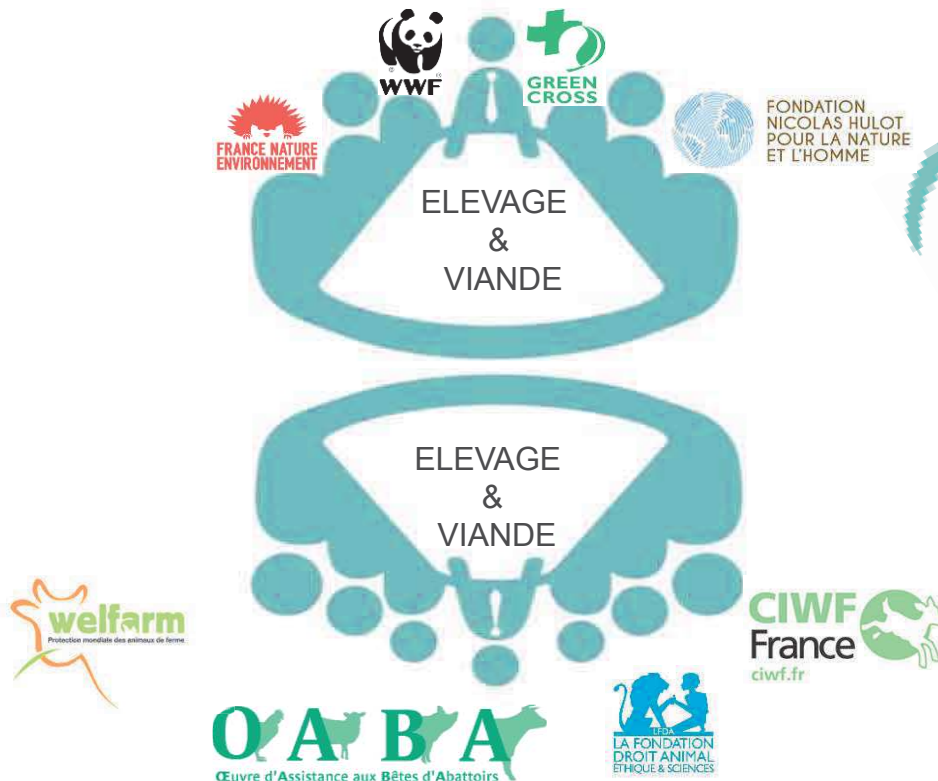
SINCE LIVESTOCK LONG
SHADOW : NEED TO GET
KNOWLEDGE ON GHG
EMISSIONS

BUT ALSO TO BROADEN THE
VIEW EVALUATING
LIVESTOCK NOT ONLY ON
CARBON FOOTPRINT

NATIONAL CONSULTATION WITH NGOs ON ENVIRONMENTAL ISSUES AND ANIMAL WELFARE

Sharing a status report on french meat industry
Stating our agreements and disagreements
Joint demands and works

Common publication on Climate



FOCUS ON ENVIRONMENT

THE SHARED STATUS REPORT

POINTS OF AGREEMENT

The beef cattle sector provides a range of societal, economic and environmental services in regions. Crises and sometimes the abandonment of livestock farming in some regions can upset this balance.



Contribution to the agronomic and economic equilibrium of farming regions.



Considerable ties to land with 90% feed autonomy on farms and 80% grass in feed rations.



Circular economy with strong complementarity between livestock and crops.



Grasslands play an ecological role with benefits for the climate, air, water and biodiversity.

POINTS OF DEBATE

SPECIALISED FATTENING SYSTEMS

NGOs

'What about the environmental impact and animal welfare in specialised fattening systems making little use of grass?'

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'These systems complement grass-based systems for animal finishing. They provide organic matter for crops in the plains. They respect animals' needs and comply with environmental standards.'

SUSTAINABILITY OF ANIMAL PROTEIN CONSUMPTION

NGOs

'The increase in animal protein consumption worldwide is not sustainable because of the impact that its production has on the environment. Consumption must re-focus on "less and better" animal protein, to favour the most virtuous livestock operations.'

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'Beef has nutritional value, and the suckler cow sector is of environmental (air, water, climate and biodiversity), social (preservation of rural jobs) and territorial (landscape maintenance, tourism) interest.'

IDENTIFIED LINES OF WORK

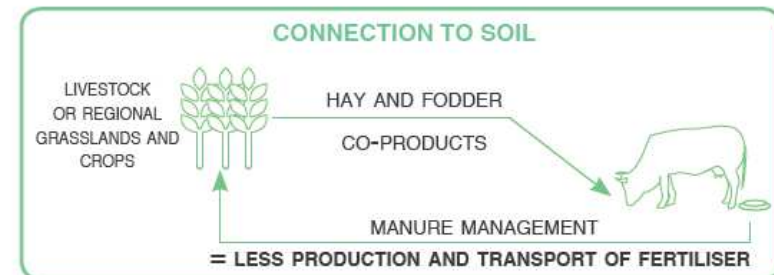
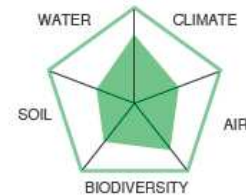
- Joint work on evaluation methods and sustainability indicators.
- Collective search for solutions to increase protein autonomy on livestock farms.
- Joint work on the suckler cow sector and the climate change.

* The suckler cow sector is specialised in meat production, with cows suckling their calves.

FOCUS ON CLIMATE

JOINT LEVERS AND DEMANDS IN THE SUCKLER COW SECTOR (LISTED IN ORDER OF PERTINENCE)

- ★★★★ **Develop** a **multi-criteria** approach to environmental impacts.
Strengthen the identified benefits and **limit** the negative effects of livestock operations.
- ★★★★ **Maintain** and **increase** soil carbon sequestration.
- ★★★ **Strengthen** ties to the land and the **autonomy** of livestock operations and regions.
Encourage the production of plant **proteins** and grass cultivation within livestock producing regions.
Utilise manure to target **autonomy** in fertiliser use.
- ★★ **Optimise** herd management.
Ensure the **health** and **welfare** of livestock.
- ★ **Lower** the **methane** emissions associated with **animal feed**.
Continue the **research** on the link between fodder, its digestibility by cattle and the level of **methane** production.



A SUSTAINABILITY FRAMEWORK FOR THE INDUSTRY

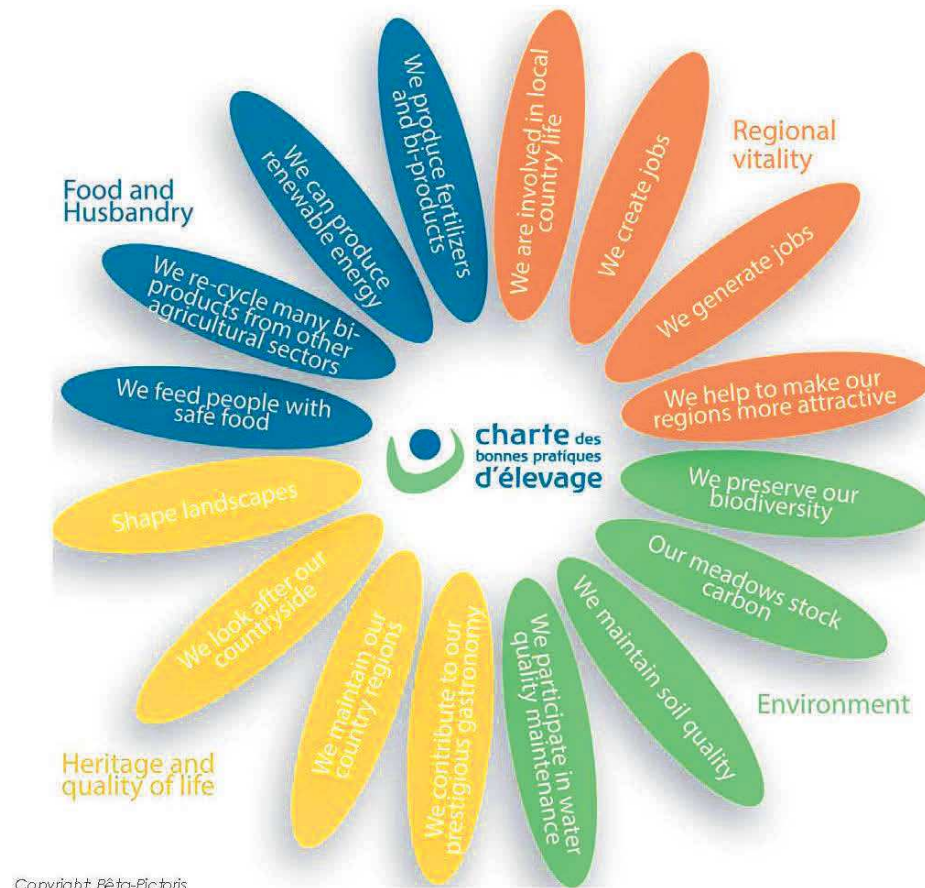
4 targets of actions and indicators:

- Improving environmental efficiency of the meat production while maintaining positive impacts and externalities on the rural territories
- Improving animal protection at every stages and bringing guarantees to the society.
- Defining the reasonable quantity of meat consumption within a balanced and sustainable diet.
- Linking every action to the improvement of the life quality and welfare of our workers.

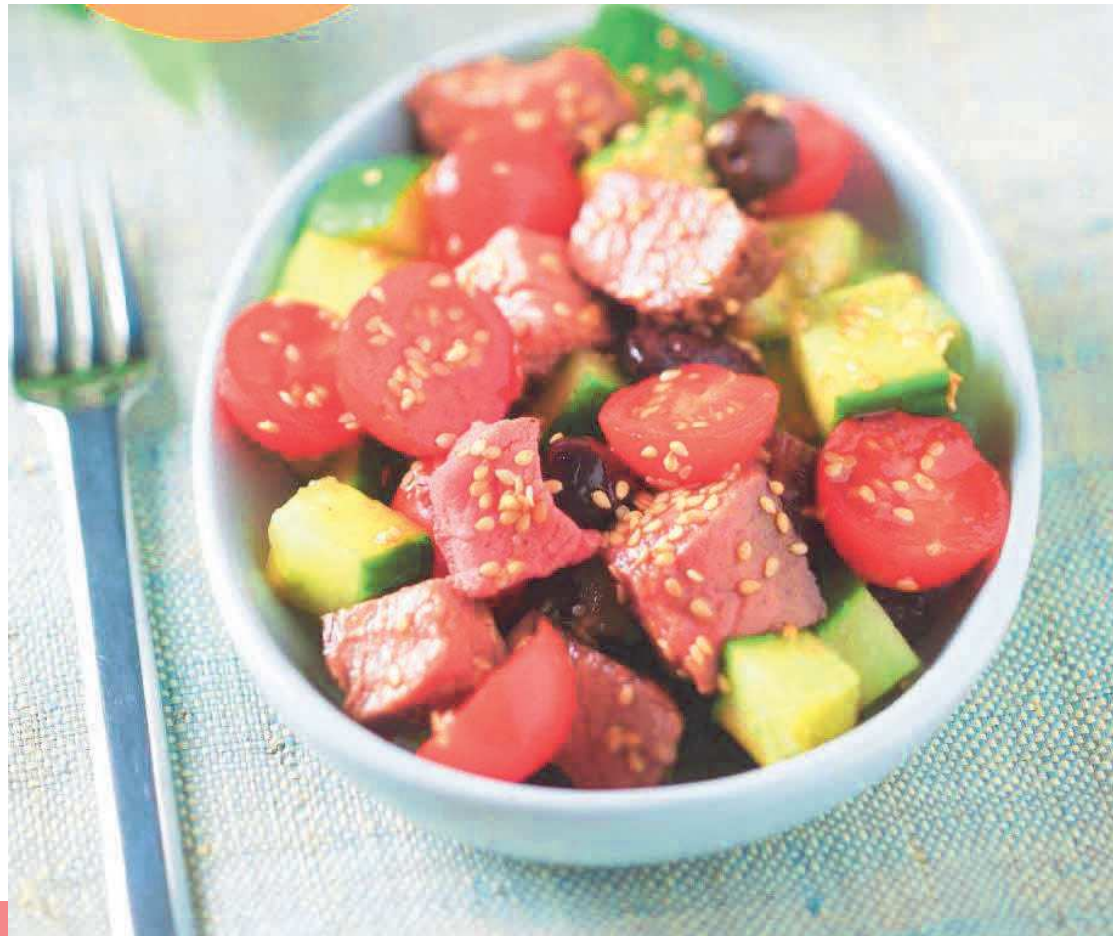
LIFE BEEF CARBON AS A KEY PILAR OF OUR SUSTAINABILITY FRAMEWORK

- **Multicriteria**
- **Bottom-up**
- **Concrete**
- **Linked to the economy**
- **Measurable**
- **Giving back to the farmers the power of acting.**

NEXT STEPS : LINKING MORE ENVIRONMENTAL IMPACT TO SERVICES OFFERED BY CATTLE FARMS



LINKING MORE ENVIRONMENTAL IMPACT AND SERVICES TO THE PRODUCT WITHIN A SUSTAINABLE AND BALANCED DIET



THANK YOU