Sustainability: Business as Usual or Business Unusual

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A planet under pressure

According to the Living Planet Index, the planet has seen a massive decline in biodiversity since 1970.

- 60% Decline in global wildlife populations
- 76% Decline in freshwater species
State of the Natural Planet

The Living Planet Index extrapolated to 2020 under business as usual scenario

Living Planet Index 1970-2020

Overall: 67% decline

Source: WWF/ZSL, 2016
Bending the Curve on the Loss of Nature:

*Peak, Plateau and Restore...*
We need 1.6 Earths to support the way we are currently living.
70% of biodiversity loss

70% of freshwater use

25% of GHG emissions

85% of marine stocks fully exploited

Most chemical use

50% of topsoil loss
40% for agriculture

Source: UMN Global Landscapes Initiative
Nature provides a range of benefits valued globally at over $125 trillion annually.
we must **intensify** production sustainably
2020- setting the goals for 2030
New Deal for Nature and People

17 Partnerships for the Goals

Economy

Society

Biosphere

8 Decent Work and Economic Growth
9 Industry, Innovation and Infrastructure
10 Reduced Inequalities
11 Sustainable Cities and Communities
12 Responsible Consumption and Production
13 Climate Action
14 Life Below Water
15 Life on Land
16 Peace, Justice and Strong Institutions
17 Partnerships for the Goals
5 Gender Equality
6 Clean Water and Sanitation
7 Affordable and Clean Energy
8 Decent Work and Economic Growth
9 Industry, Innovation and Infrastructure
10 Reduced Inequalities
11 Sustainable Cities and Communities
12 Responsible Consumption and Production
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17 Partnerships for the Goals
Four goals define commitments and actions for planetary systems

- Freshwater Ecosystems
  - Clean Water and Sanitation
- Climate Systems
  - Climate Action
- Marine Ecosystems
  - Life Below Water
- Terrestrial Ecosystems
  - Life on Land
Red meat industry can be carbon-neutral by 2030, says MLA

Beef Central, November 22, 2017
Chinese Sustainable Meat Declaration

- Continuously move to conserve nature and resources by avoiding land degradation, deforestation and conversion of natural vegetation in the livestock production and feed value chains.
- Continuously avoid and eliminate illegality during animal husbandry, meat production and trade.
- Continuously increase resource efficiency including water, energy and land, increase product value and utilization, and reduce negative impacts such as GHG emissions and pollution.
- Continuously improve traceability and transparency in supply chain management.
- Continuously improve the assurance of rights and benefits for small & medium companies and smallholders in the supply chain of meat products.
- Continuously improve animal welfare throughout livestock production, transportation and slaughtering.
- Strengthen multi-stakeholder dialogue and build consensus, for continuous dissemination, sharing and extension of sustainability concepts, best practices and lessons learnt in meat production.
- Develop time-bound plans and establish the regular reporting, overall assessment and continuous improvement mechanism to progress the sustainable meat project in China.
What about beef as a Solution?
Together, we can make a world of difference.