

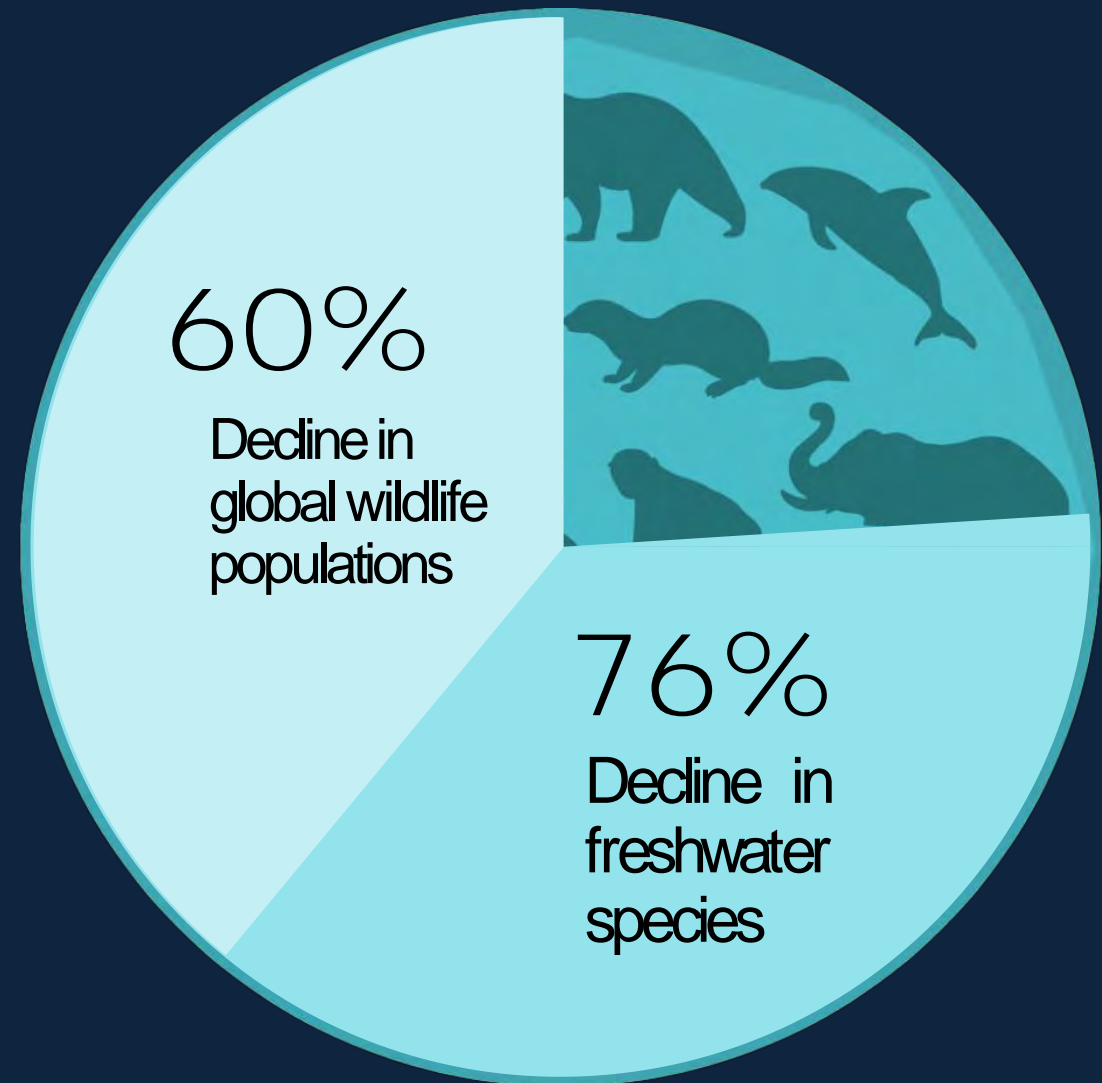
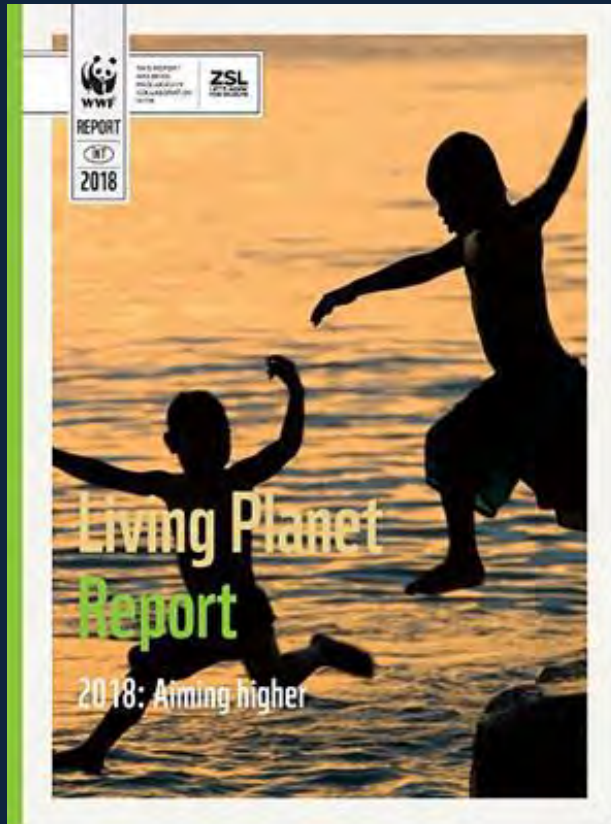


Sustainability: Business as Usual or Business Unusual

Ian McConnel
Global Lead- Livestock
17th March 2020

A planet under pressure

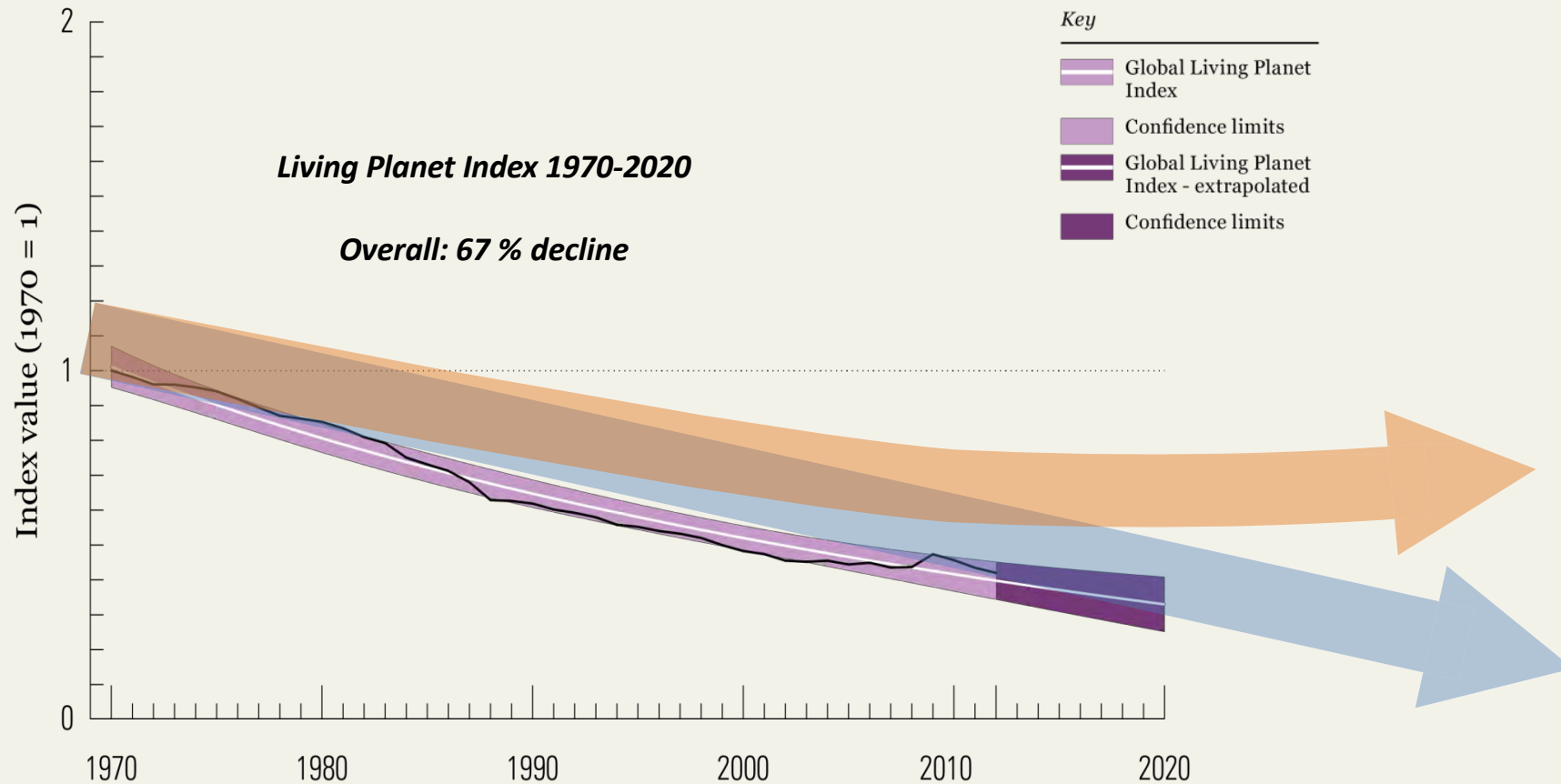
According to the Living Planet Index, the planet has seen a massive decline in biodiversity since 1970





State of the Natural Planet

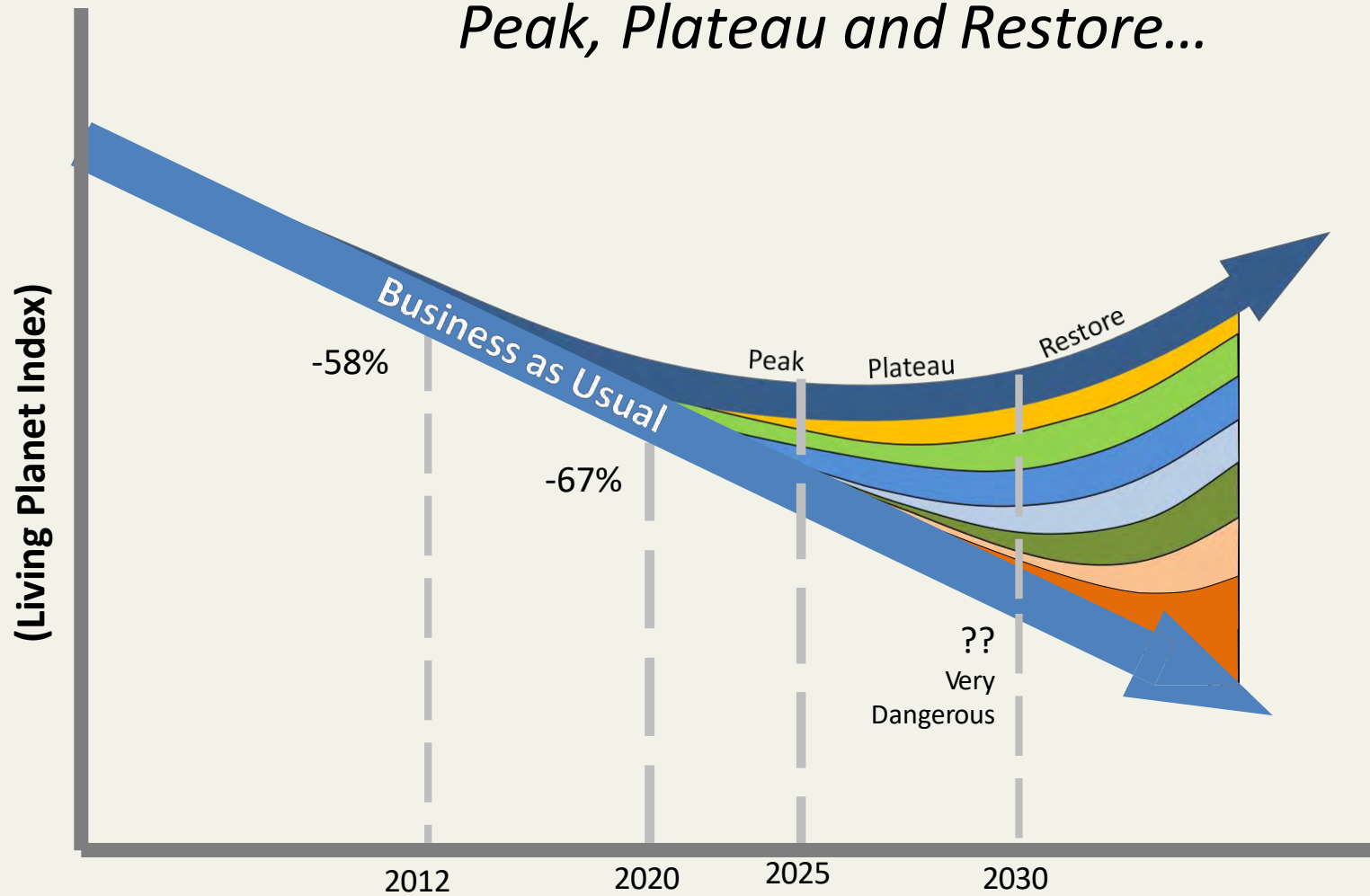
The Living Planet Index extrapolated to 2020 under business as usual scenario





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



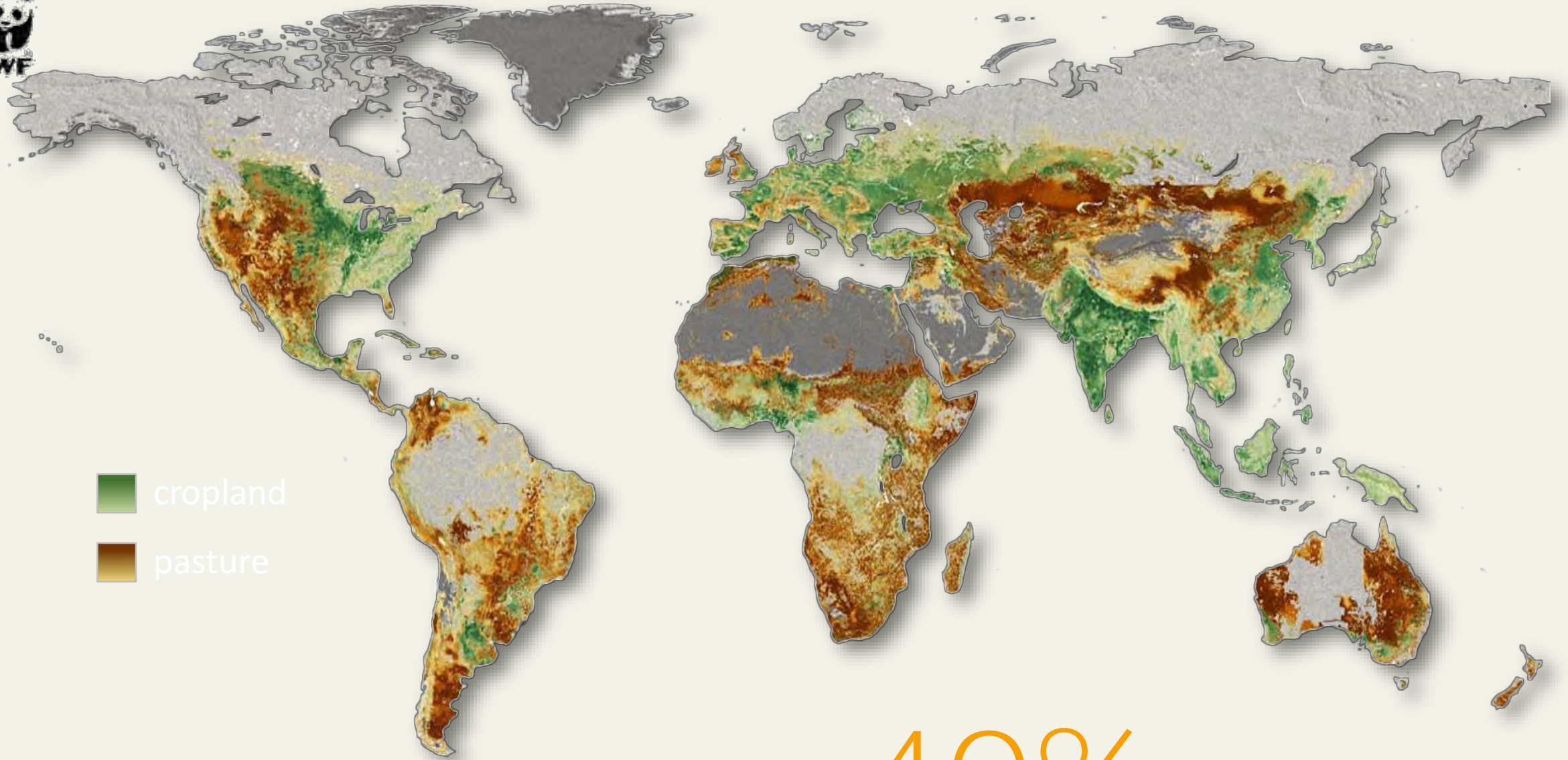
85% of marine
stocks fully exploited



Most chemical use



50% of topsoil loss



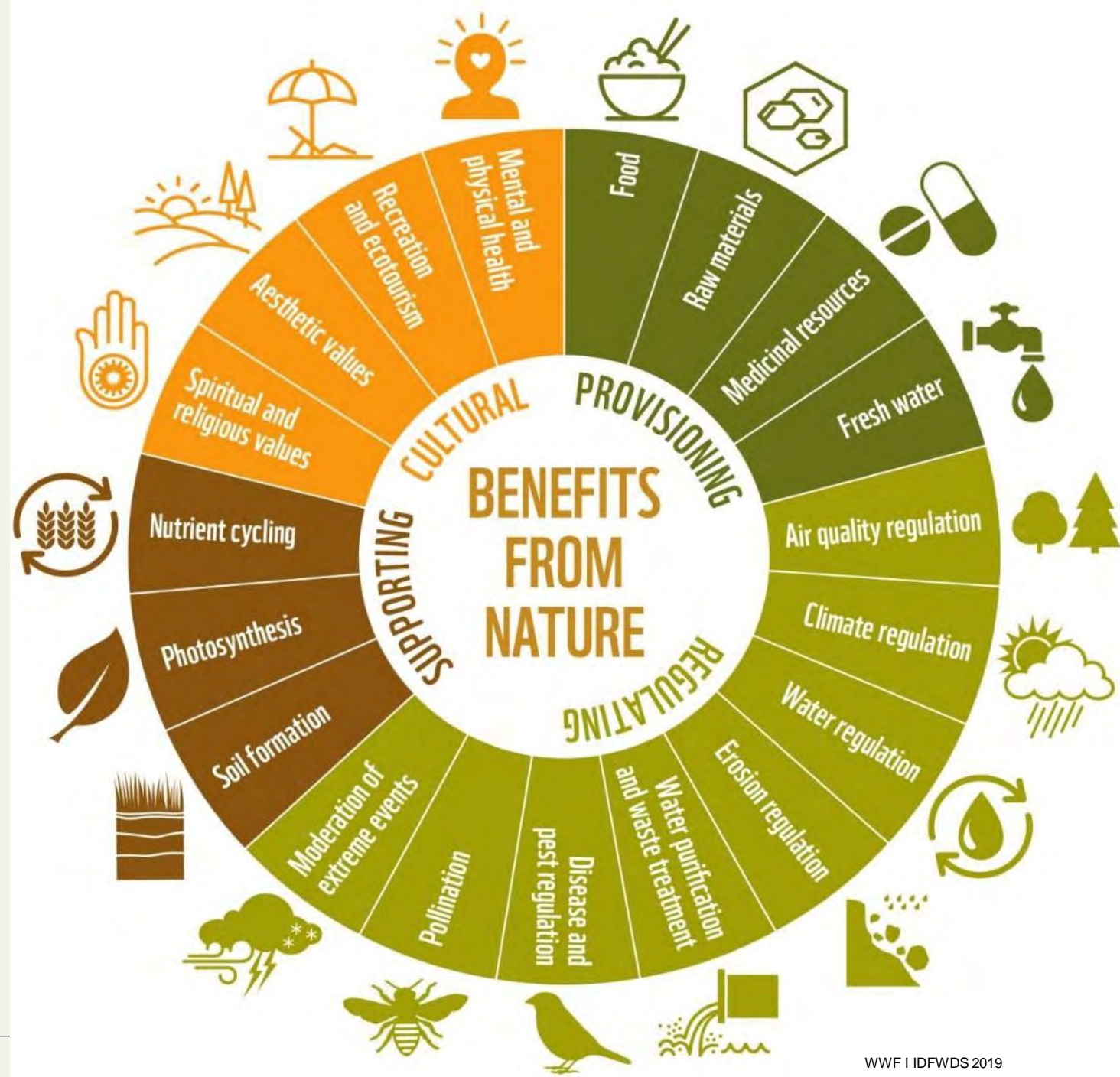
 cropland
 pasture

40% for agriculture

Source: UMN Global Landscapes Initiative



Nature provides a range of benefits valued globally at over \$125 trillion annually



A woman in a brown, wavy-patterned dress is watering plants in a field with a green watering can. The background shows a lush green field with trees under a blue sky with white clouds. The text "we must intensify production" is overlaid on the right side of the image.

we must
intensify
production

sustainably

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



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



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE AND JUSTICE STRONG INSTITUTIONS



THE GLOBAL GOALS
For Sustainable Development

17 PARTNERSHIPS FOR THE GOALS



17 PARTNERSHIPS FOR THE GOALS





2020- setting the goals for 2030

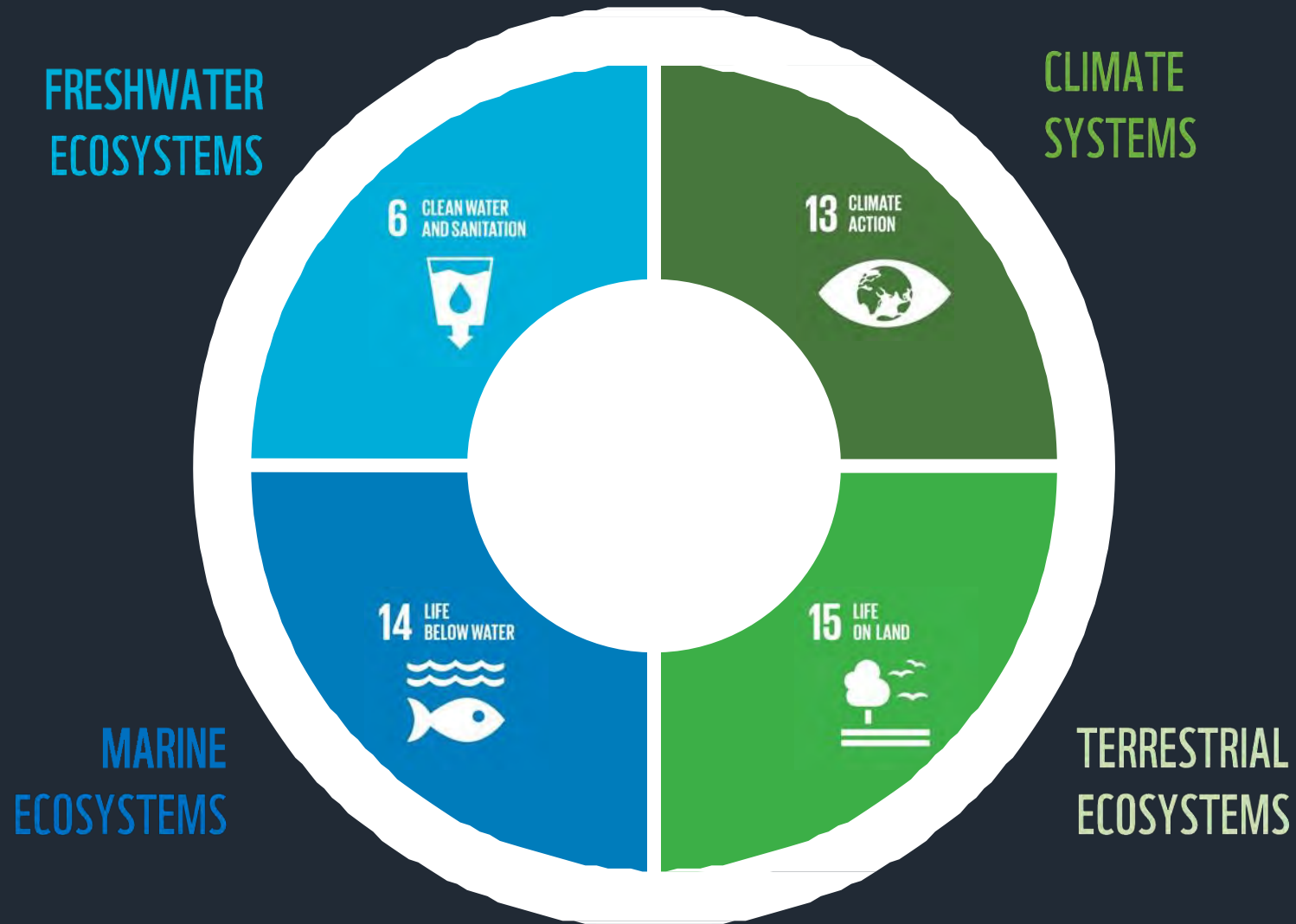




New Deal for Nature and People



Four goals define commitments and actions for planetary systems



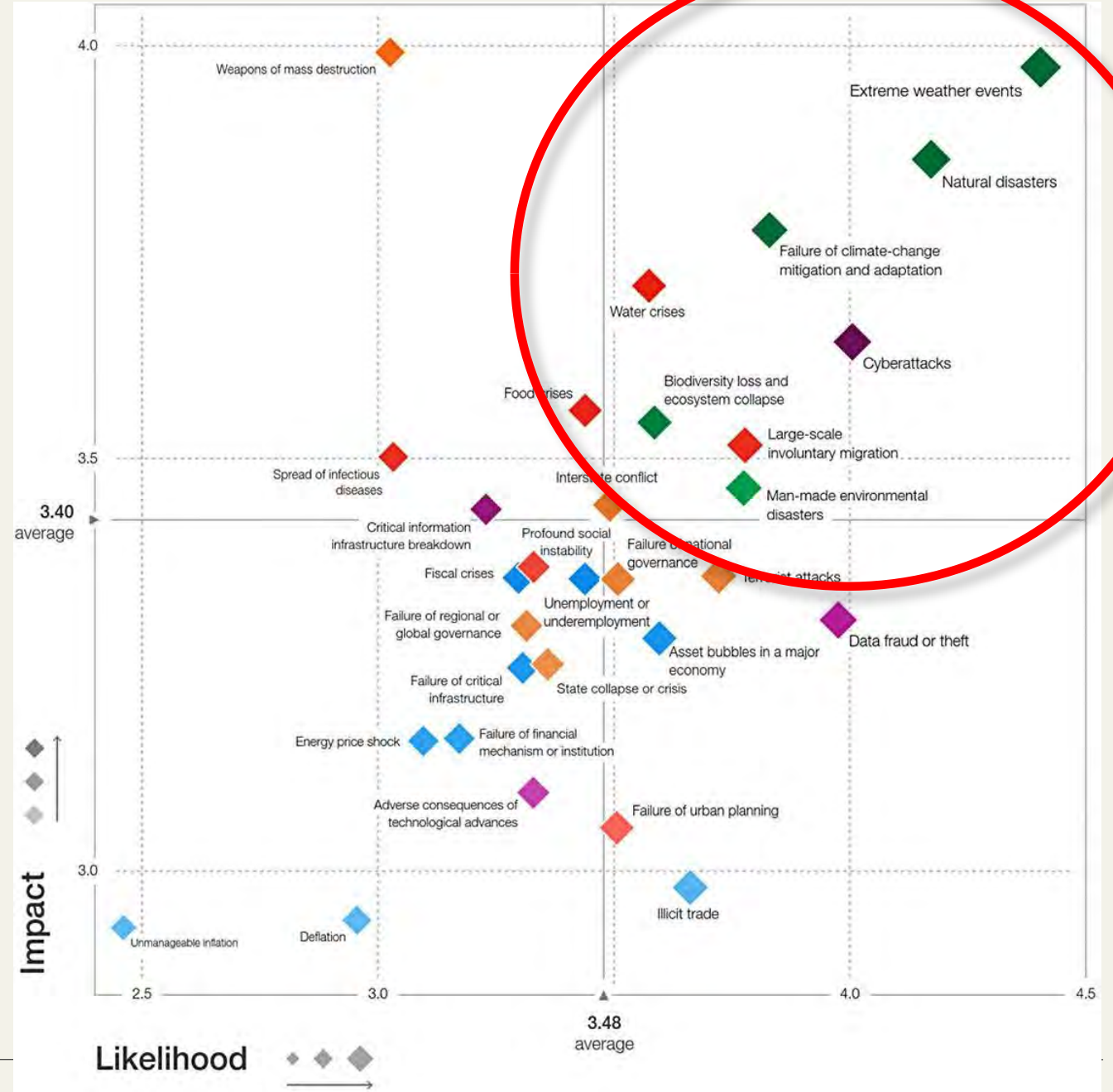


WORLD
ECONOMIC
FORUM

COMMITTED TO
IMPROVING THE STATE
OF THE WORLD

Insight Report

The Global Risks Report 2018 13th Edition





Red meat industry can be carbon-neutral by 2030, says MLA

Beef Central, November 22, 2017





Chinese Sustainable Meat Declaration

中国肉类可持续发展宣言
Chinese Sustainable Meat Declaration

2017.10.17·青岛·Qingdao

随着全球人口快速增长和消费升级，肉类消费需求持续增长，给全球生态环境带来了前所未有的巨大挑战。肉类生产领域的资源消耗和环境污染问题日益突出，已成为全球关注的焦点。中国作为全球最大的肉类生产国和消费国，肩负着全球肉类可持续发展的重任。WWF 和 中国肉类协会（CMA）联合发起《中国肉类可持续发展宣言》，旨在推动中国肉类行业实现绿色、低碳、循环发展，为全球肉类可持续发展做出积极贡献。

本宣言旨在明确中国肉类行业可持续发展的目标、原则和路径，倡导行业各方共同努力，推动中国肉类行业实现绿色、低碳、循环发展，为全球肉类可持续发展做出积极贡献。

我们承诺：我们将遵循以下原则，共同推动中国肉类行业实现绿色、低碳、循环发展，为全球肉类可持续发展做出积极贡献。

1. 在肉类生产和消费过程中，加强环境友好型生产，节约自然资源，减少温室气体排放，保护生物多样性。
2. 加强法治，完善生产标准体系，不断提高肉品质量安全水平。
3. 持续提高生产、加工、运输等环节的能效水平，降低生产过程中的能源消耗和温室气体排放。
4. 持续提高生产过程中的动物福利水平，保障动物福利。
5. 持续提高生产过程中的食品安全水平，保障食品安全。
6. 持续提高生产过程中的社会责任水平，保障员工权益。
7. 持续提高生产过程中的透明度水平，保障消费者知情权。
8. 持续提高生产过程中的品牌信誉水平，保障品牌信誉。

我们呼吁：行业各方共同努力，共同推动中国肉类行业实现绿色、低碳、循环发展，为全球肉类可持续发展做出积极贡献。

联合发起单位 / Co-initiators

- 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.