

THE FACTS ABOUT BRITISH MEAT AND MILK



British farmers are proud to produce to **some of the highest standards** in the world with a clear focus on:

THE ENVIRONMENT

SAFE AND NUTRITIOUS FOOD

ANIMAL HEALTH & WELFARE

This presentation aims to counter some of the common myths and claims made about red meat and dairy production in the UK



MYTH 01

British livestock and dairy farming are a major source of greenhouse gas emissions



DID YOU KNOW?

British cattle & sheep only **account for**

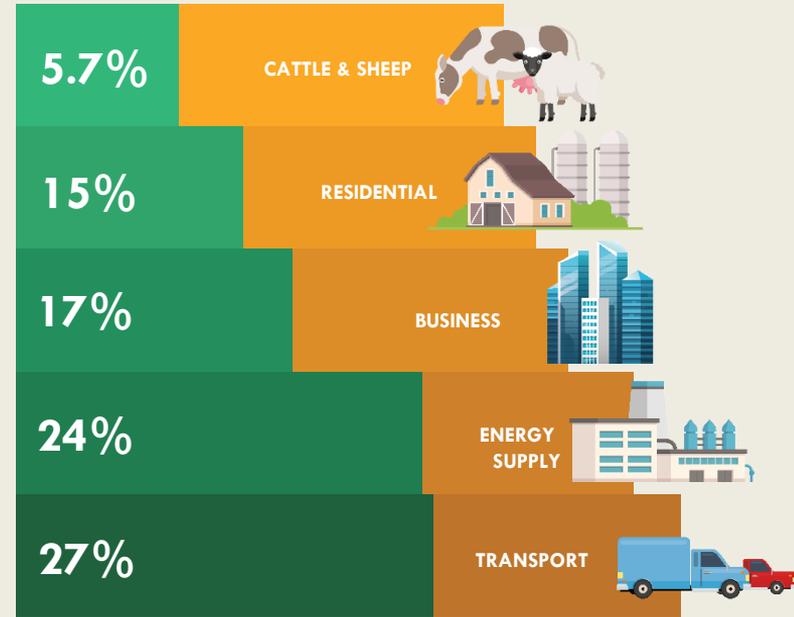
5.7%

of the UK greenhouse gas emissions and British red meat & dairy production is some of the most efficient in the world



GREENHOUSE GAS EMISSIONS IN THE UK

*other: 7%. Other includes, Waste Management, Public, Industrial Processes and the Land Use, Land Use Change and forestry (LULUCF) sectors (note that LULUCF acts as a net sink of emissions)

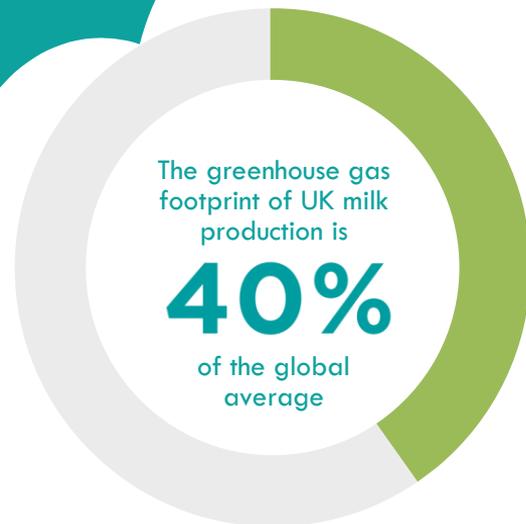


THERE ARE
278 MILLION
DAIRY COWS WORLDWIDE

IF THEY WERE ALL
AS EFFICIENT AS UK
DAIRY COWS



WE WOULD ONLY NEED AROUND
76 MILLION
OF THEM TO PRODUCE THE
SAME AMOUNT OF MILK



The greenhouse gas
footprint of UK milk
production is

40%

of the global
average

MYTH 02

British livestock are
bad for the environment



**DID YOU
KNOW?**



Livestock can and
do play a vital role in the
**maintenance of wildlife
habitats, soil quality
and efficient use of
water resources**



LIVESTOCK PROVIDE US WITH:

HEALTHY, FERTILE SOIL

BEAUTIFUL LANDSCAPES

EFFICIENT WATER USE

CARBON SEQUESTRATION

UNIQUE, BIODIVERSE

WILDLIFE HABITATS

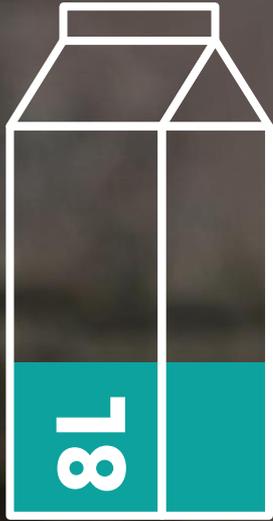


It is estimated that the contribution of beef
cattle and sheep to biodiversity value in
England alone is around



£121m





of 'tap' water to produce 1L milk



of 'tap' water to produce 1L almond drink



MYTH 03

The land British livestock graze could be used to grow crops instead

**DID YOU
KNOW?**

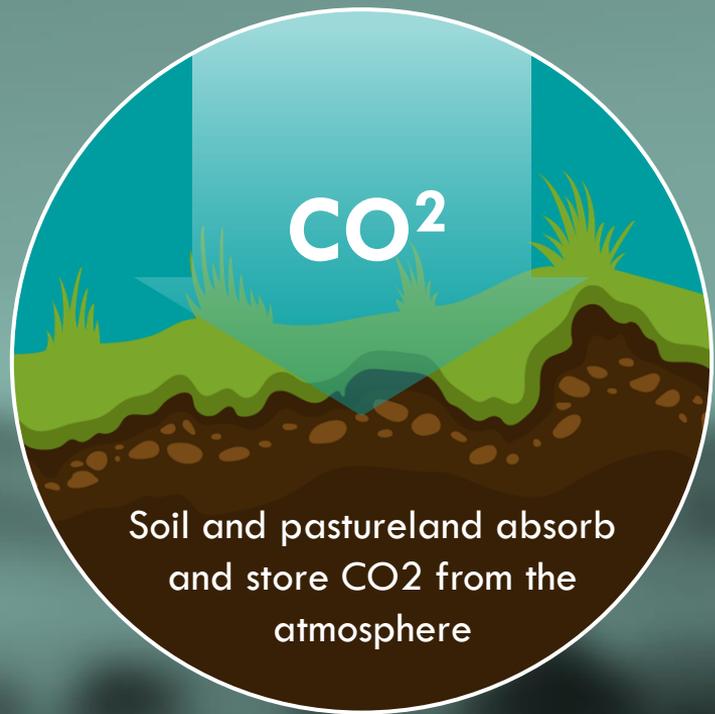
Around

65%

of farmland in the UK is best suited to growing grass rather than other crops

The UK climate is **ideal for growing grass which is utilised by livestock.**
It would not be suitable to grow other crops for food

Grazing livestock allows us to turn **grass into high quality, nutrient-rich beef, lamb and dairy**



MYTH 04

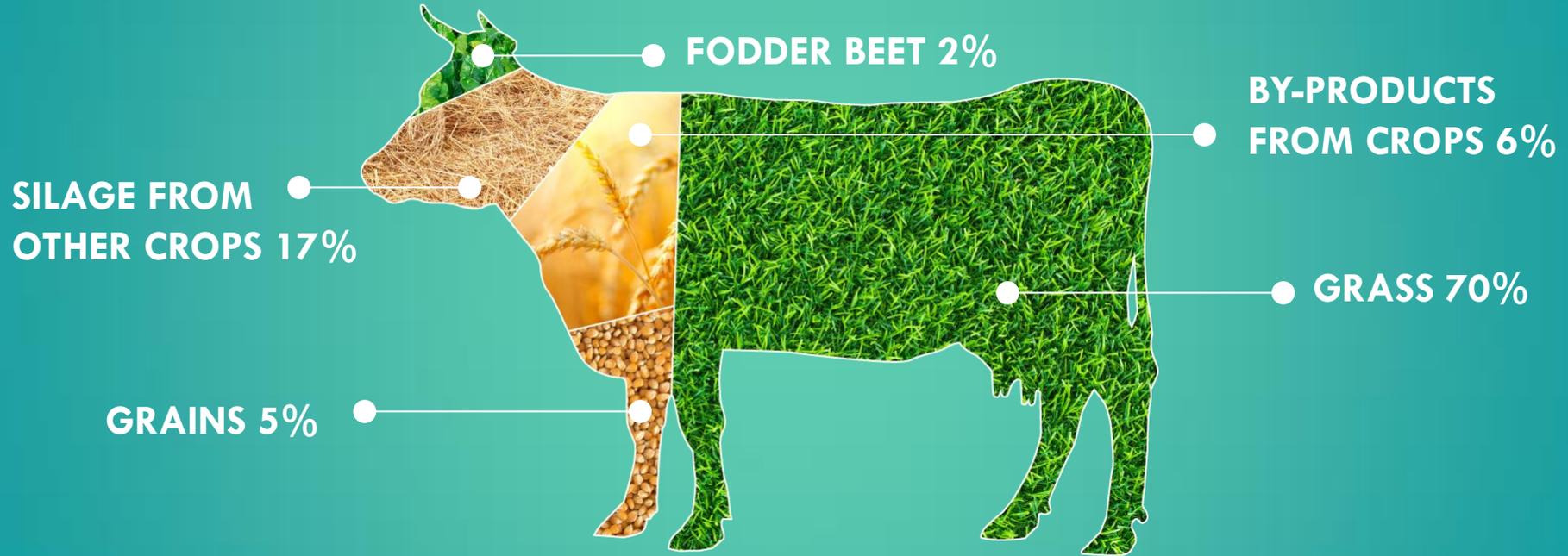
British livestock eat crops
that humans could eat

**DID YOU
KNOW?**

70%

of a British beef cow's diet is grass,
with the remainder made up from
silage and grains which are not
suitable for human consumption

DID YOU KNOW? THE DIET OF A TYPICAL BRITISH BEEF COW IS:



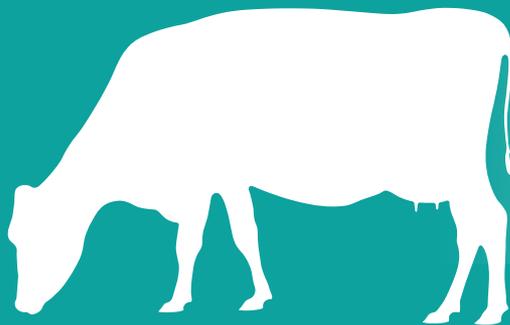
Livestock farmers also use by-products like **brewers' grains, bread and potatoes** to feed their animals



BY FEEDING COWS PLANT PROTEIN,
they can efficiently convert it and create more protein for human consumption



1 kilo
PLANT PROTEIN



1.41 kilo
EDIBLE PROTEIN

MYTH 05

Switching to plant-based alternatives will substantially lower my carbon footprint



DID YOU KNOW?



There are a number of activities which make more of an impact than reducing eating red meat and dairy. For example, taking one less flight, driving a more efficient car or switching to green energy

IT IS IMPORTANT TO TAKE INTO ACCOUNT WHERE YOUR FOOD COMES FROM

British red meat and dairy
have a lower GHG
footprint than the
global average

kgs CO2e per kilo/litre

1.25kg

British footprint



2.9kg

Global footprint

17.12kg

British footprint



46kg

Global footprint

14.6kg

British footprint



24kg

Global footprint

COMPARING FOOD ON A PER KILO/LITRE BASIS DOESN'T GIVE THE WHOLE PICTURE

There are different nutrients in different products. For example, a litre of milk may have **up to 3 times more protein** than a litre of oat drink



MYTH 06

Red meat and dairy products
are bad for your health



**DID YOU
KNOW?**



**Red meat and dairy
are some of the most
nutritious foods you can
have on your plate**



A 200ML GLASS
OF SEMI-SKIMMED
MILK CONTAINS:

41%

of your RDI of
iodine

31%

of your RDI of
calcium

14%

of your RDI of
protein

74%

of your RDI of
vitamin B1

35%

of your RDI of
vitamin B2
(riboflavin)

23%

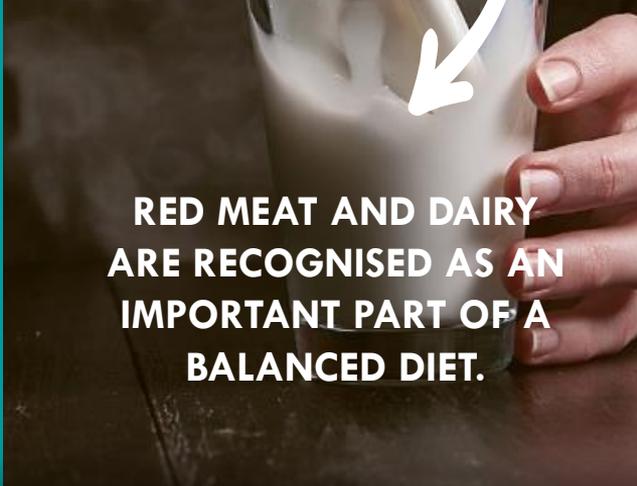
of your RDI of
vitamin B

28%

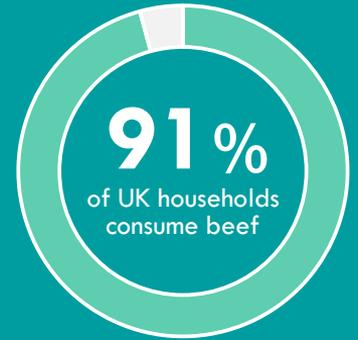
of your RDI of
phosphorous

3.6%

fat



**RED MEAT AND DAIRY
ARE RECOGNISED AS AN
IMPORTANT PART OF A
BALANCED DIET.**



MYTH 07

Red meat and dairy alternatives are better for you



**DID YOU
KNOW?**



Many alternatives have to be artificially fortified with extra vitamins and because they do not possess the same nutrients that can be found naturally in red meat and milk

A close-up photograph of three burgers stacked on a wooden surface. The burgers are made with golden-brown buns, dark brown patties, and fresh green leafy vegetables. A wooden skewer is inserted into the top burger. The background is blurred green foliage.

**SOME OF THE MEAT
ALTERNATIVES ON THE
MARKET ARE HIGHLY
PROCESSED AND MANY
CONTAIN ADDITIVES
AND FLAVOURINGS**

**MANY PLANT-BASED
ALTERNATIVES HAVE A HIGHER
SALT AND SATURATED FAT
CONTENT AND LOWER NUTRIENT
VALUES WHEN COMPARED TO
MEAT AND DAIRY**

MYTH 08

Red meat and dairy products are full of antibiotics and hormones



DID YOU KNOW?



Antibiotic withdrawal periods are strictly adhered to and hormones used as a growth promoter have been banned in the UK since 1981

**IN THE UK, THREE TIMES
MORE ANTIBIOTICS ARE
USED TO TREAT PEOPLE
THAN ANIMALS ON A
“KG FOR KG” BASIS**



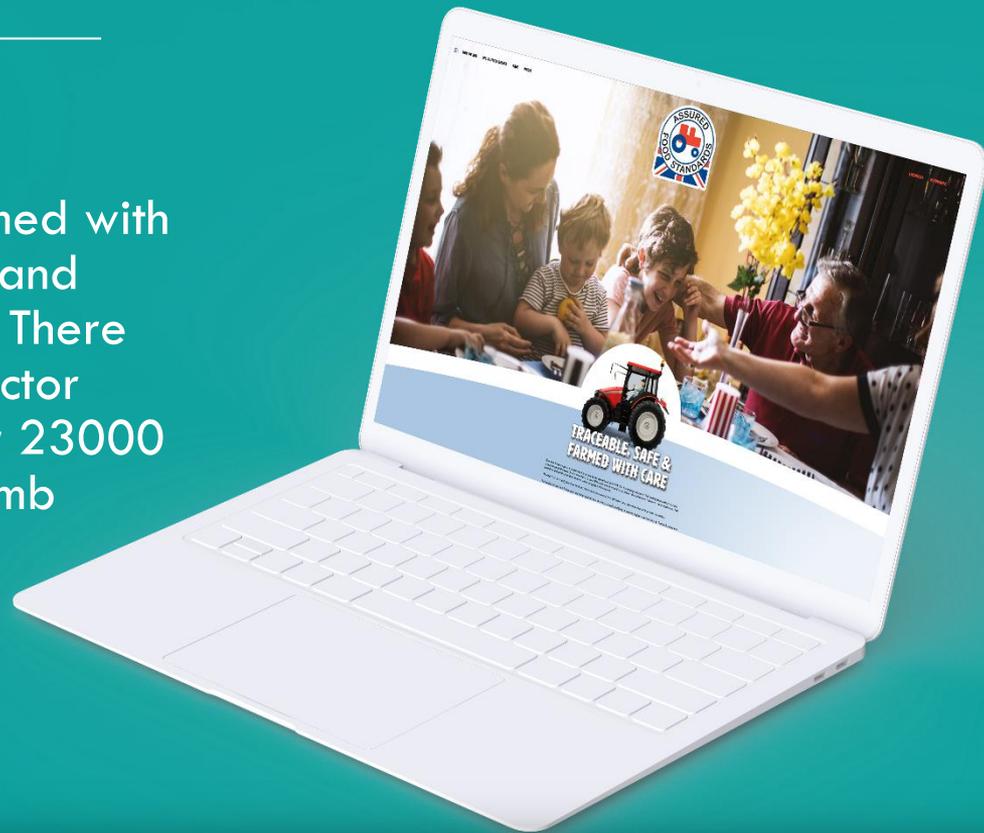
The amount of
antibiotics used on
UK farms has been
reduced by

53%

between 2014
and 2018



Red Tractor standards guarantee food that is traceable, safe and farmed with care, with animal health and welfare at the forefront. There are over 11000 Red Tractor dairy members and over 23000 Red Tractor beef and lamb members in the UK



MYTH 09

British livestock farmers
don't care about their
animals' health and welfare



**DID YOU
KNOW?**



The UK has always been
at the forefront of animal
welfare legislation and
offers some of the best
farm animal welfare
standards in the world

**FARMERS USE
COW BRUSHES,
DEEP BEDDING
AND MATTRESSES
TO DELIVER
COW COMFORT**



The British livestock and dairy sectors have a fabulous story to tell. We need to work harder than ever to get that story heard and promoted

How you can get involved and help support British farmers:

Visit a farm on Open Farm Sunday

Follow local farmers on social media



Buy British meat and dairy products

To find out more, visit the NFU Countryside website:
<https://www.countrysideonline.co.uk/>

