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Securing a prosperous future for the Scottish livestock sector

15th July 2022

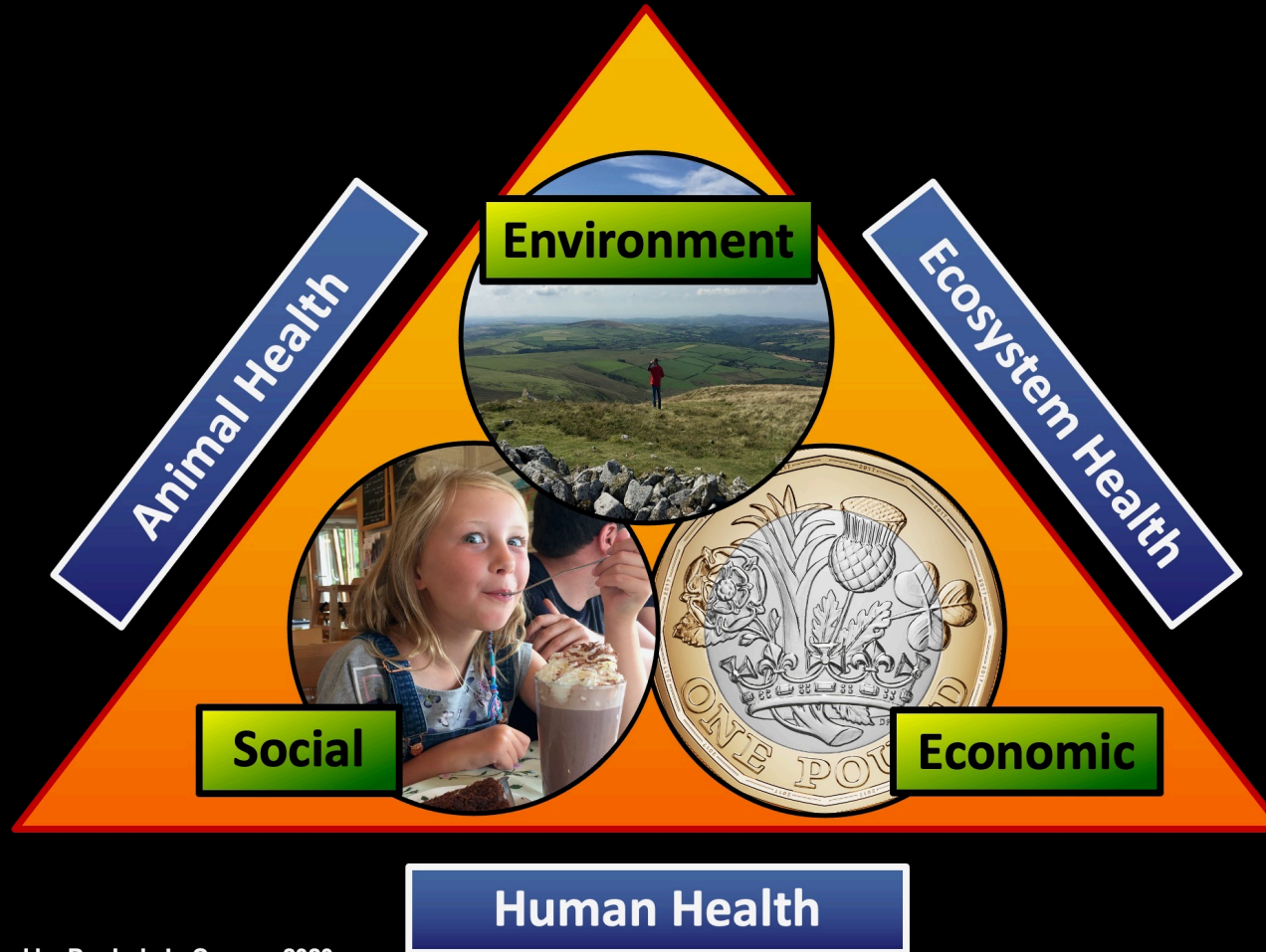
Source: Dr. Jude L. Capper, 2022

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s

Sustainability comprises three pillars, all under the umbrella of One Health



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Source: Created by Dr. Jude L. Capper, 2020.

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Guilt is a primary motivator for people considering going vegetarian or vegan

"I sometimes feel guilty when consuming meat and dairy products"

66% of meat-eaters and flexitarians thinking of giving up meat said "yes" compared to 25% of national population

No guilt
34%

Feel guilty
66%



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Source: Created by Dr. Jude L. Capper, 2020. Information from: YouGov (2019) Is the future of food flexitarian?
<https://yougov.co.uk/topics/resources/articles-reports/2019/03/18/future-food-flexitarian>

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Animal welfare and human health are major concerns for people giving up animal products

Animal welfare

Healthiness

Environment

Labelling

Economic cost



Source: Created by Dr. Jude L. Capper, 2020. Information from: YouGov (2019) Is the future of food flexitarian?
<https://yougov.co.uk/topics/resources/articles-reports/2019/03/18/future-food-flexitarian>

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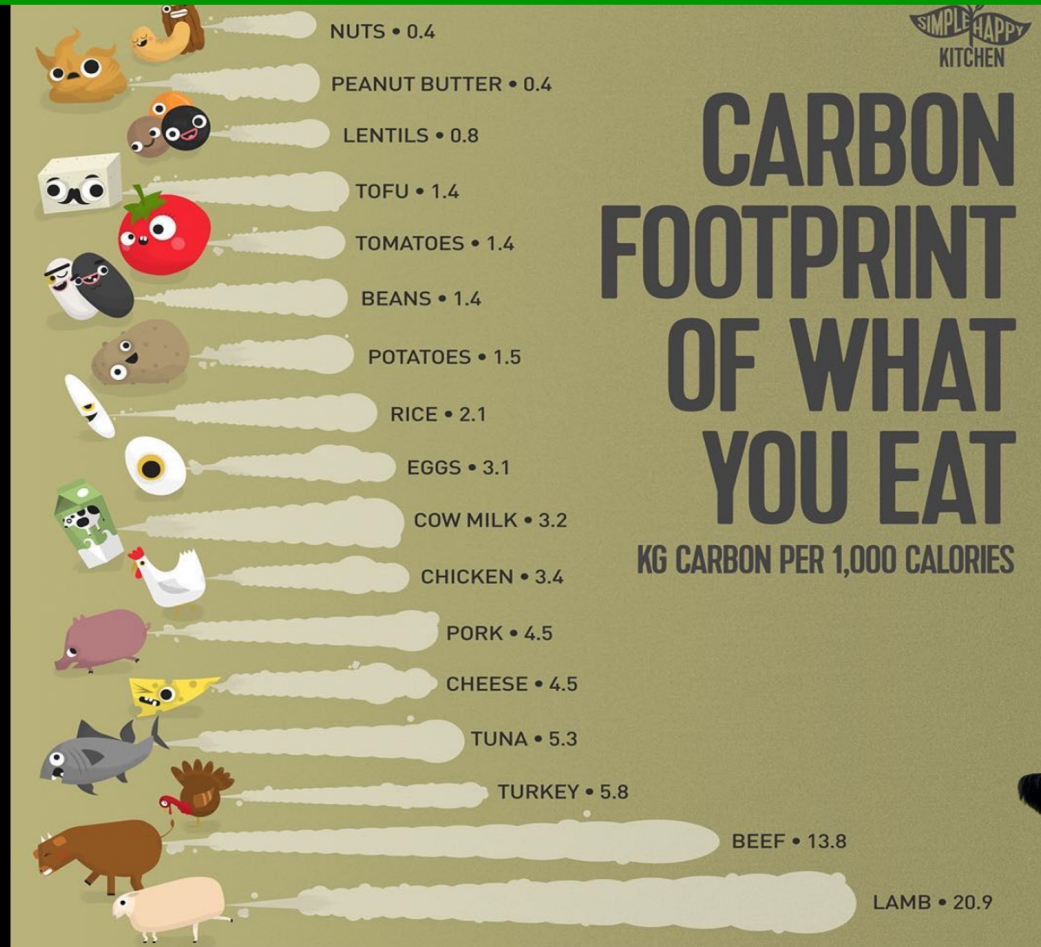
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Global averages are meaningless

The carbon footprints of the foods we eat vary considerably – global average figures are inappropriate when food production is regional



Source: Created by Dr. Jude L. Capper, 2020, infographic from: https://www.instagram.com/simple_happy_kitchen/

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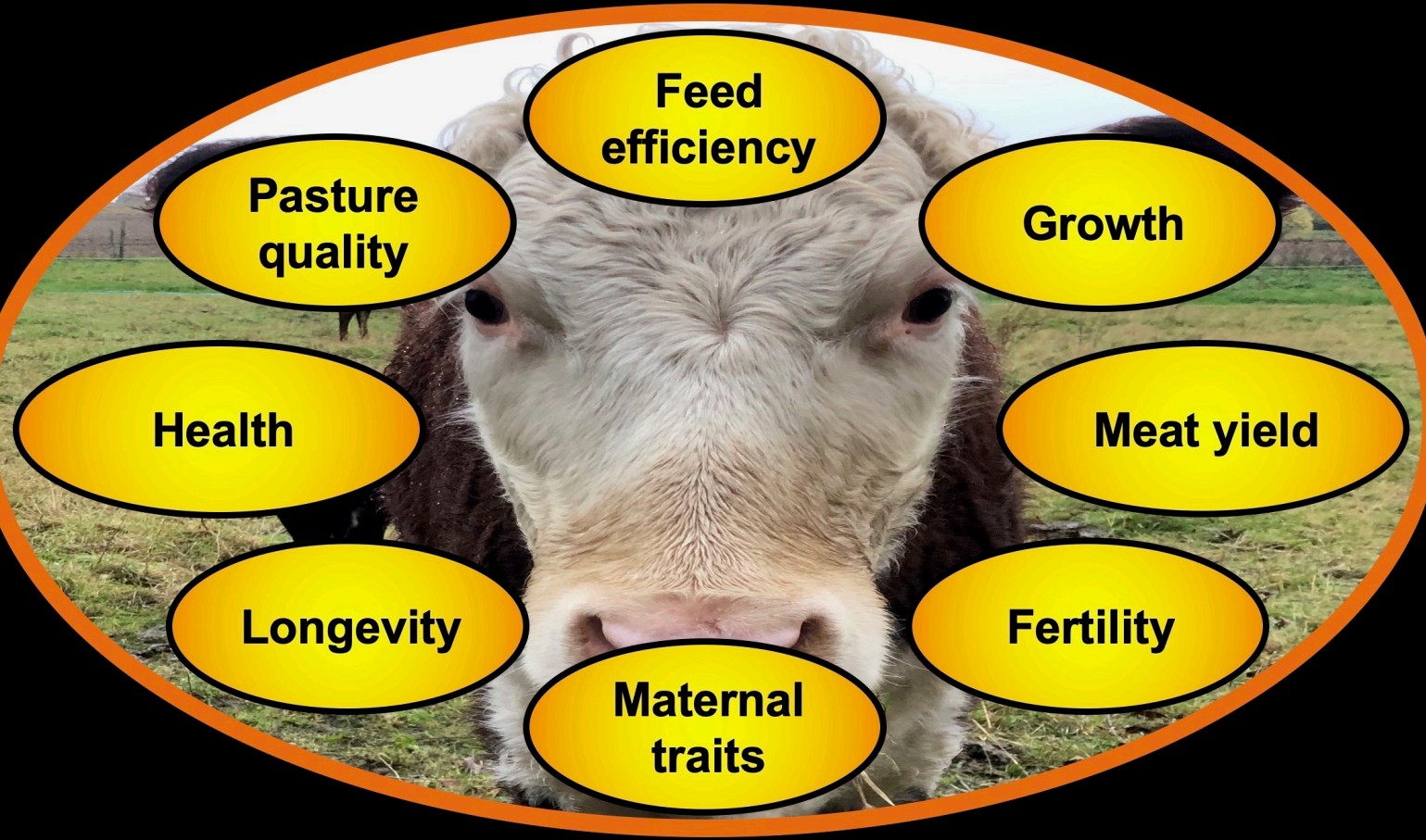


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Improving key performance indicators reduces environmental impacts



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Source: Created by Dr. Jude L. Capper, 2020

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GHG benefits of dairy-beef now recognized – sucklers will need to demonstrate benefits

Annual requirements of one suckler cow:

- 3,954 kg feed DM
- 20,047 litres water
- 2,459 kg CO₂

Need to justify these impacts vs. beef from dairy.

Source: Created by Dr. Jude L. Capper, 2021. Calculation based on feed and water requirements of one Angus cow weighing 544 kg producing 7.8 kg of milk per day, with calf weaned at 207 days of age.



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Can we grow human food crops everywhere?



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Source: Created by Dr. Jude L. Capper, 2021

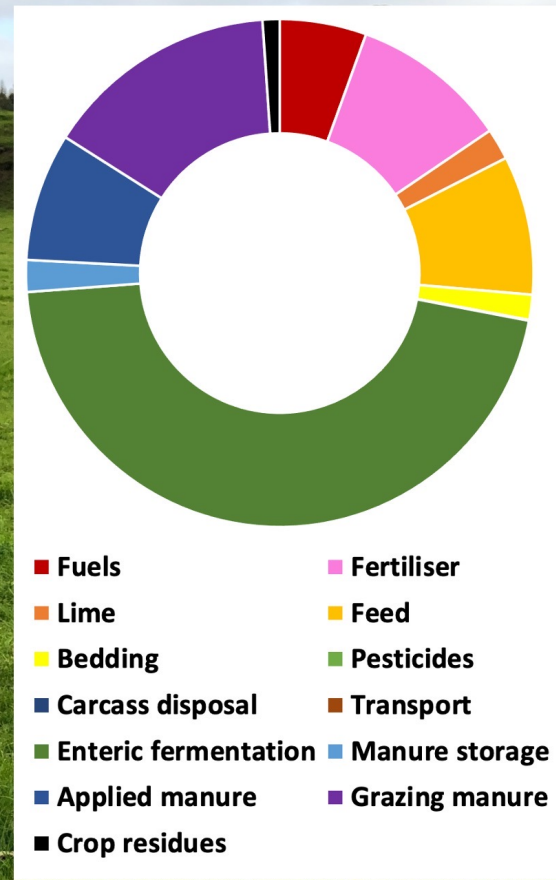
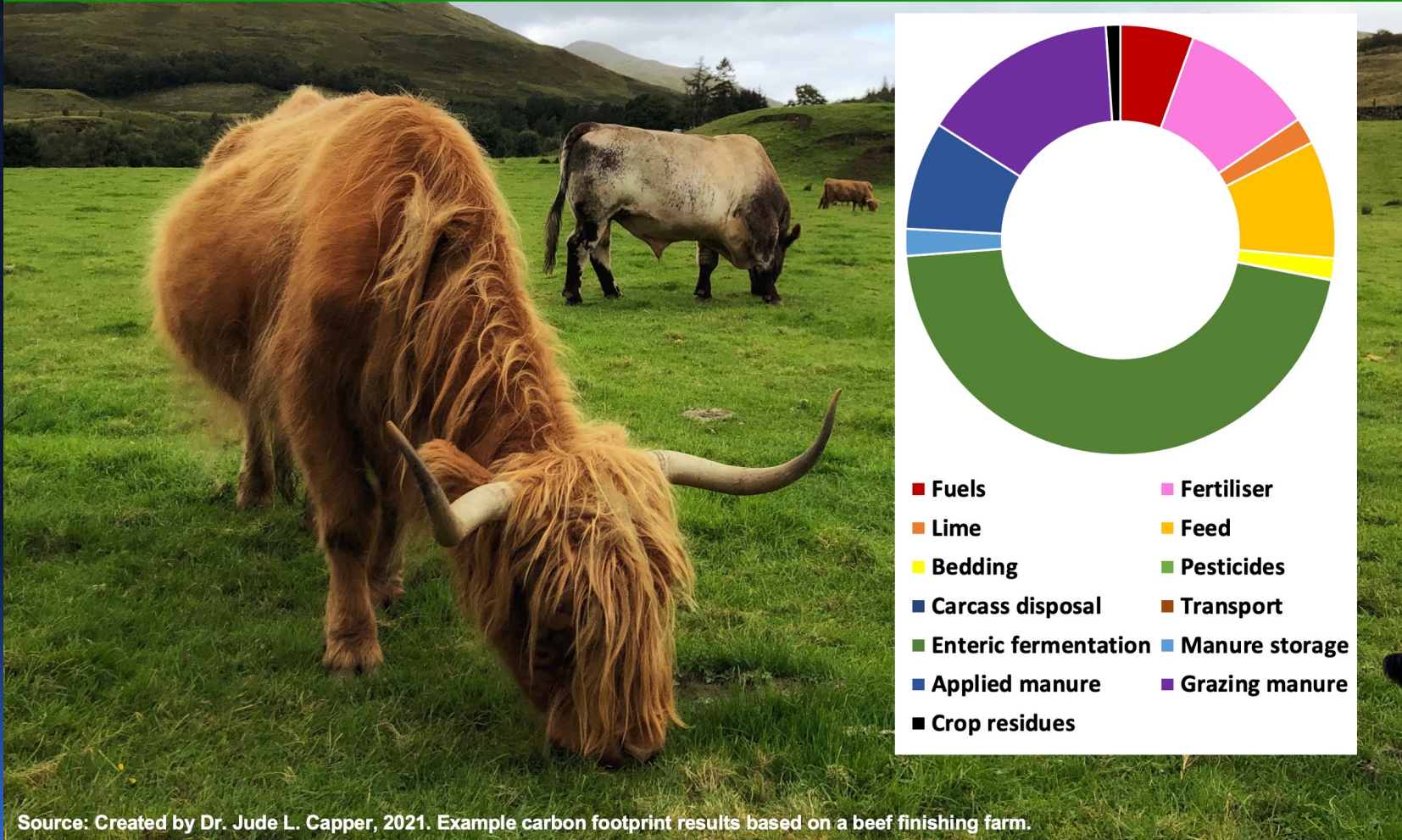
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Standard footprinting tool urgently needed across the industry

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Source: Created by Dr. Jude L. Capper, 2021. Example carbon footprint results based on a beef finishing farm.

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Sustainability indices will be increasingly present on meat labels in future

Beef (animal-based) patty

Nutritional value*

Serving size: 227 g (8 oz) steak

78%

Pure beef protein
– contains no
lab-based
ingredients!

Sustainability index



Carbon footprint (under GWP*)



Water footprint



Antibiotic footprint



Community support rating



Farm webcam and sustainability assessment data



*compared to ideal protein



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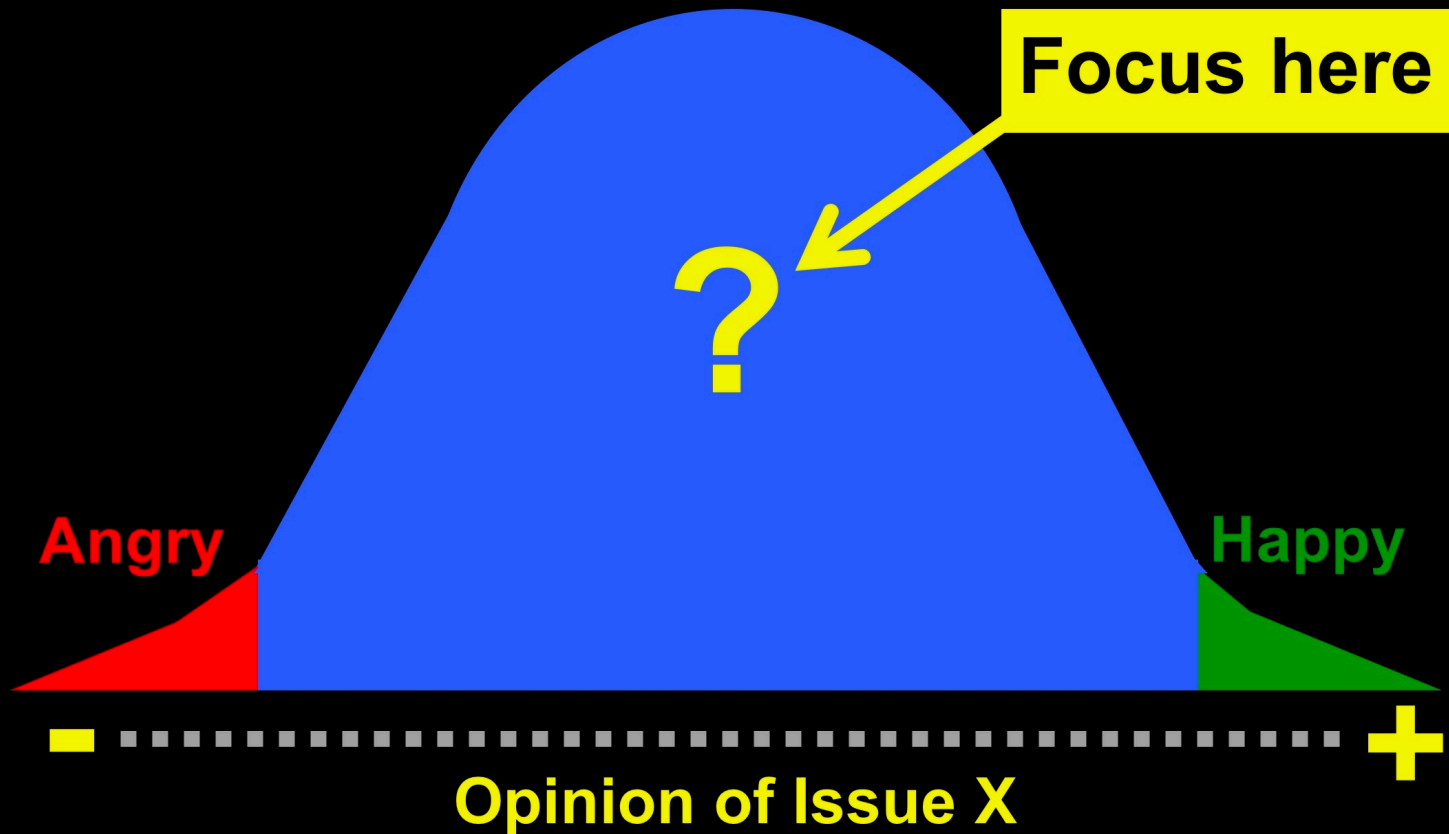


Source: Created by Dr. Jude L. Capper, 2020.

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We need to communicate with consumers who don't yet have fixed opinions of agriculture



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Source: Created by Dr. Jude L. Capper, 2017

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Thank you!

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<http://bovidiva.com/presentationlinks>

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Questions?

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Source: Created by Dr. Jude L. Capper, 2020. Cartoon from: <http://snipurl.com/methanecartoon>