



Setting the  
record  
straight...

Meat, the  
real story.

*19<sup>th</sup> September 2023*

Source: Jude L. Capper, 2023

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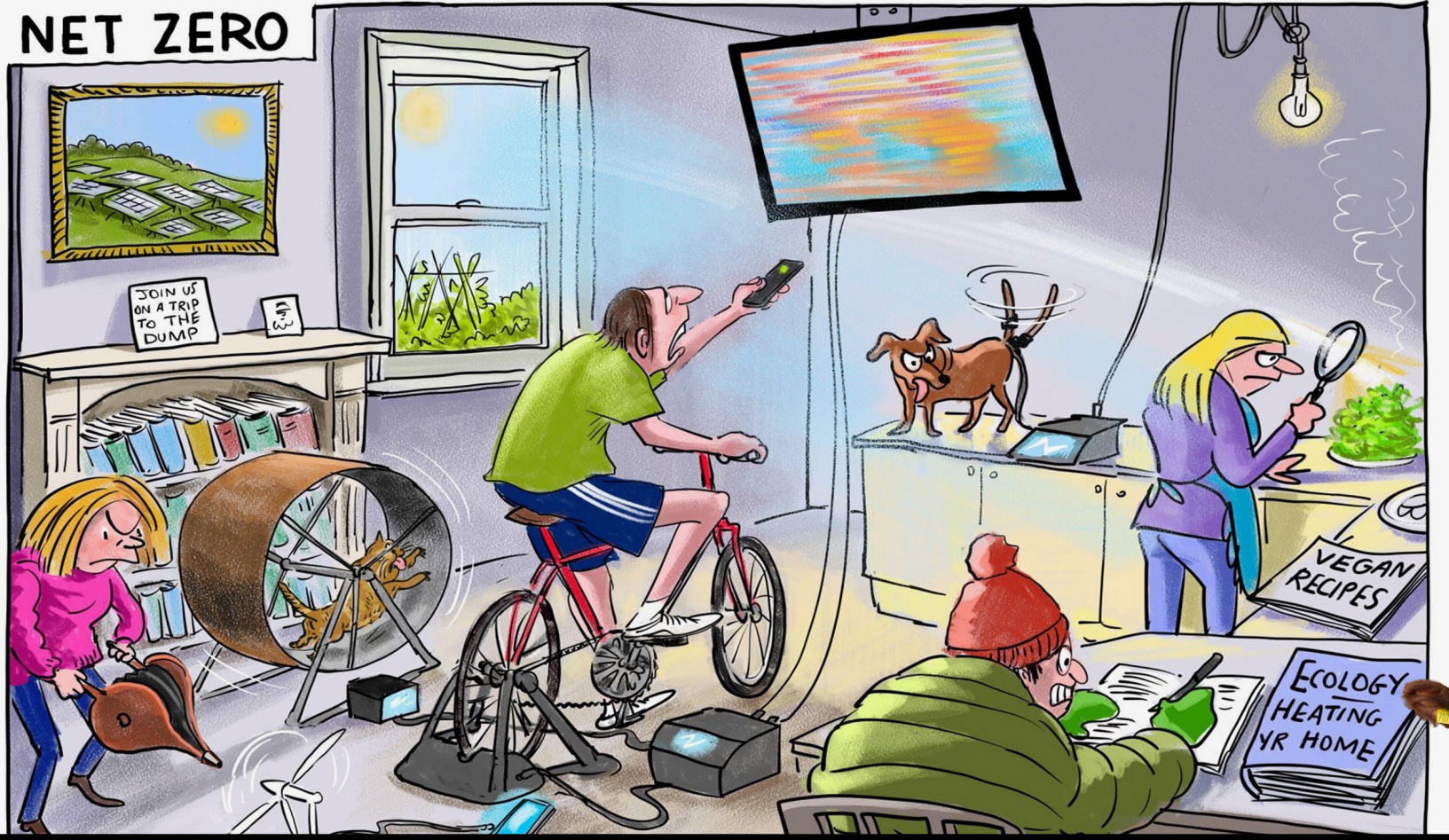




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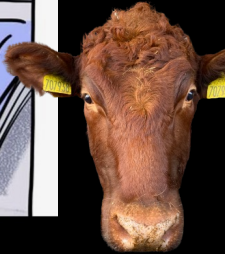
# Net Zero is a clear priority

## NET ZERO



Source: Created by Jude L. Capper, 2023. Cartoon from: <https://twitter.com/Cartoon4sale/status/1384537729460056067?s=20>

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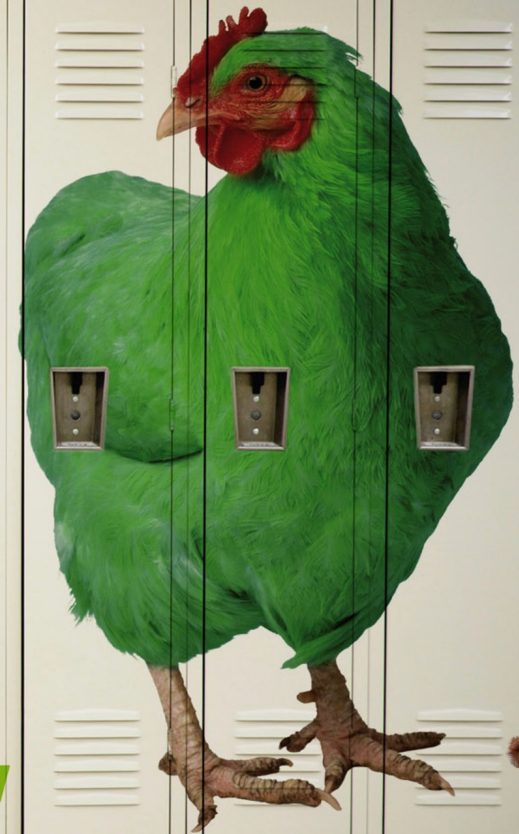


COM

Activist groups use simple effective messaging

**MEAT'S**  
**NOT**  
**GREEN**

Save the planet. Go vegan! **peta2**  
FREE FOR ALL



Source: Slide created by Jude L. Capper, 2023. Photo from: istockphoto.com

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Do 706,965 Veganuary participants in 2023 amount to more than a hill of beans?

**JOIN THE  
NEW YEAR'S  
REVOLUTION**



- Total is equal to 1.95x the population of Coventry
- If all participants were based in the UK they would comprise 1.05% of the population
- Average of 3,663 per participating country
- 60% of participants already vegan, vegetarian or pescatarian



Source: Created by Jude L. Capper, 2023. Information from: <https://veganuary.com/blog/>

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B

# 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 Jude L. Capper, 2023. Infographic from [https://www.instagram.com/simple\\_happy\\_kitchen/](https://www.instagram.com/simple_happy_kitchen/)

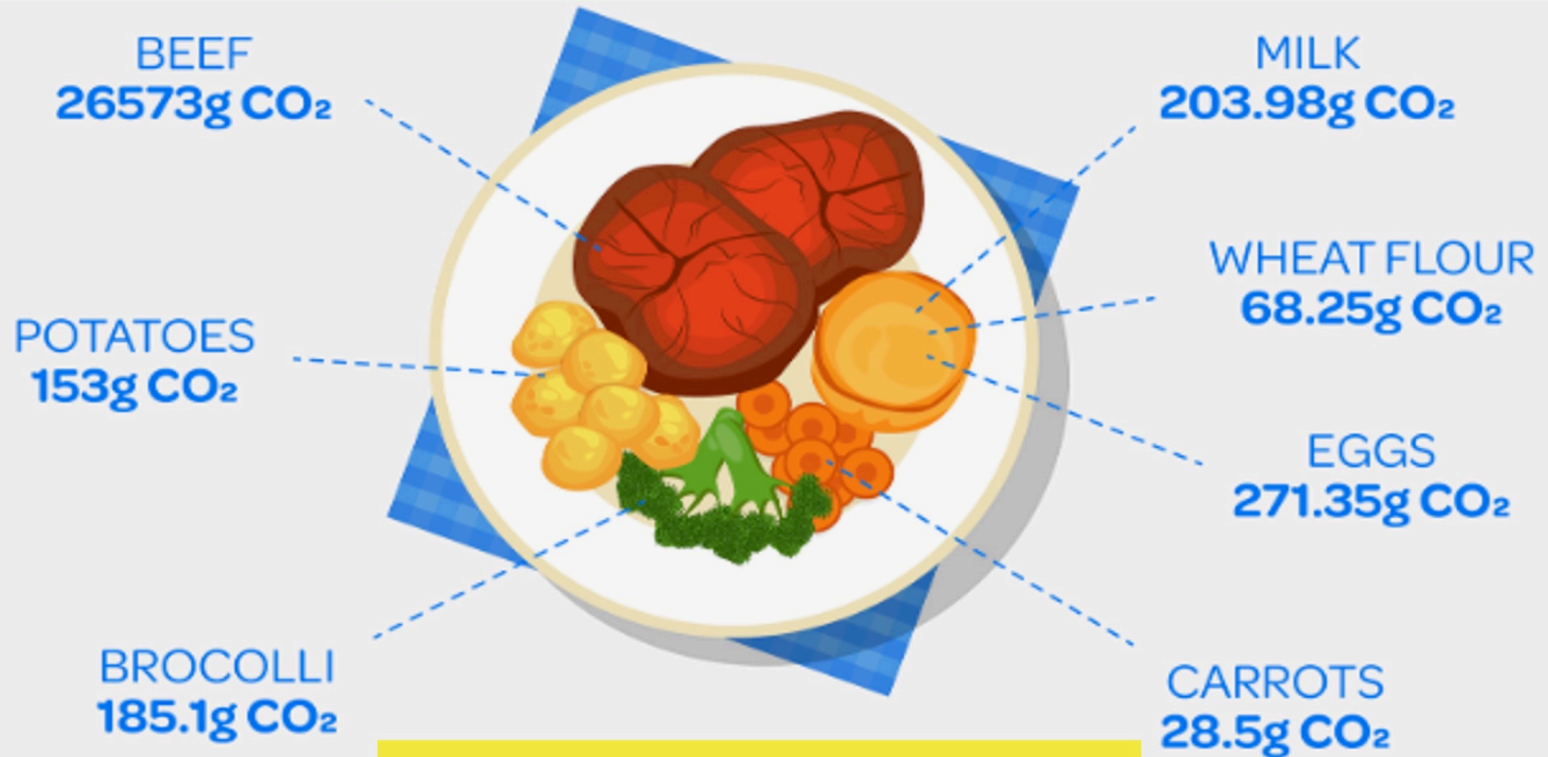
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B

We must be evidence-based when we talk about meat – but does data always = facts?



“(The meal) was the equivalent of driving 140km” (87 miles)





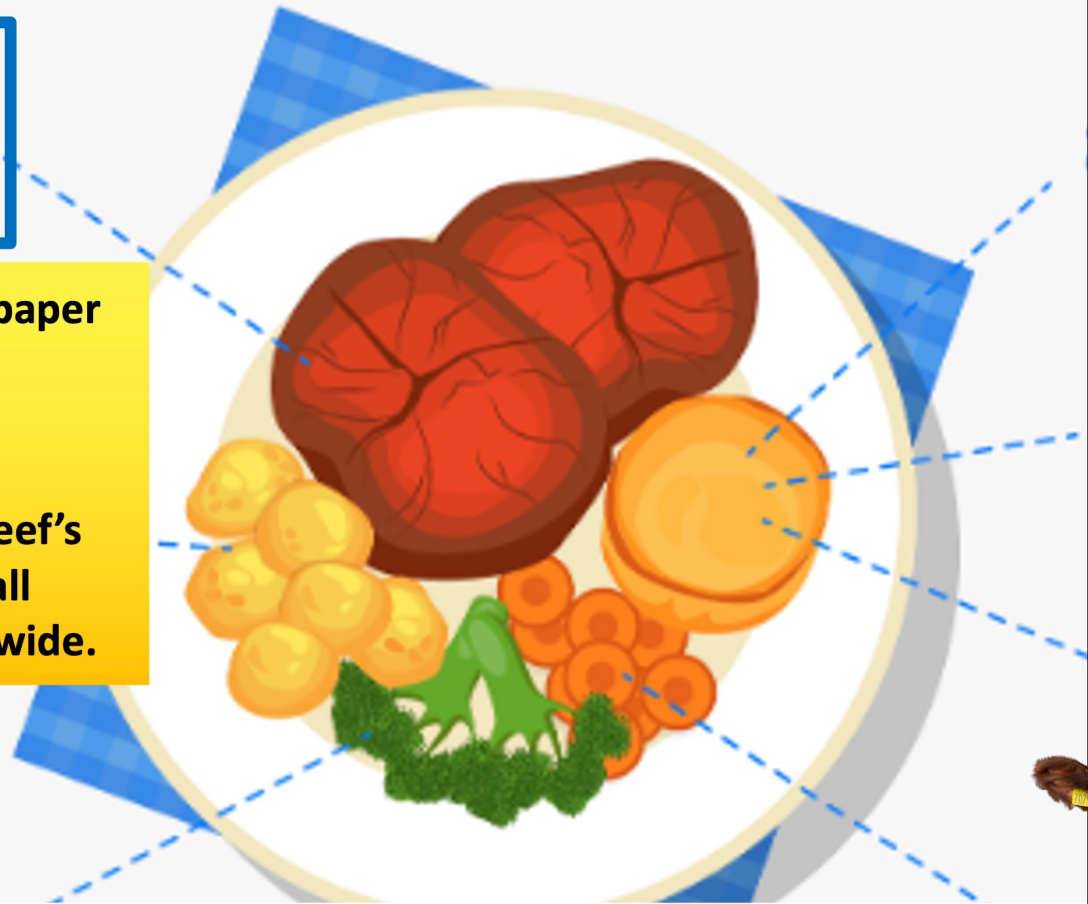
B

We must be evidence-based when we talk about meat – but does data always = facts?

BEEF  
26573g CO<sub>2</sub>

Data from peer-reviewed paper by civil engineers at the University of Birmingham.

Average of 79 values for beef's carbon footprint – across all production systems worldwide.



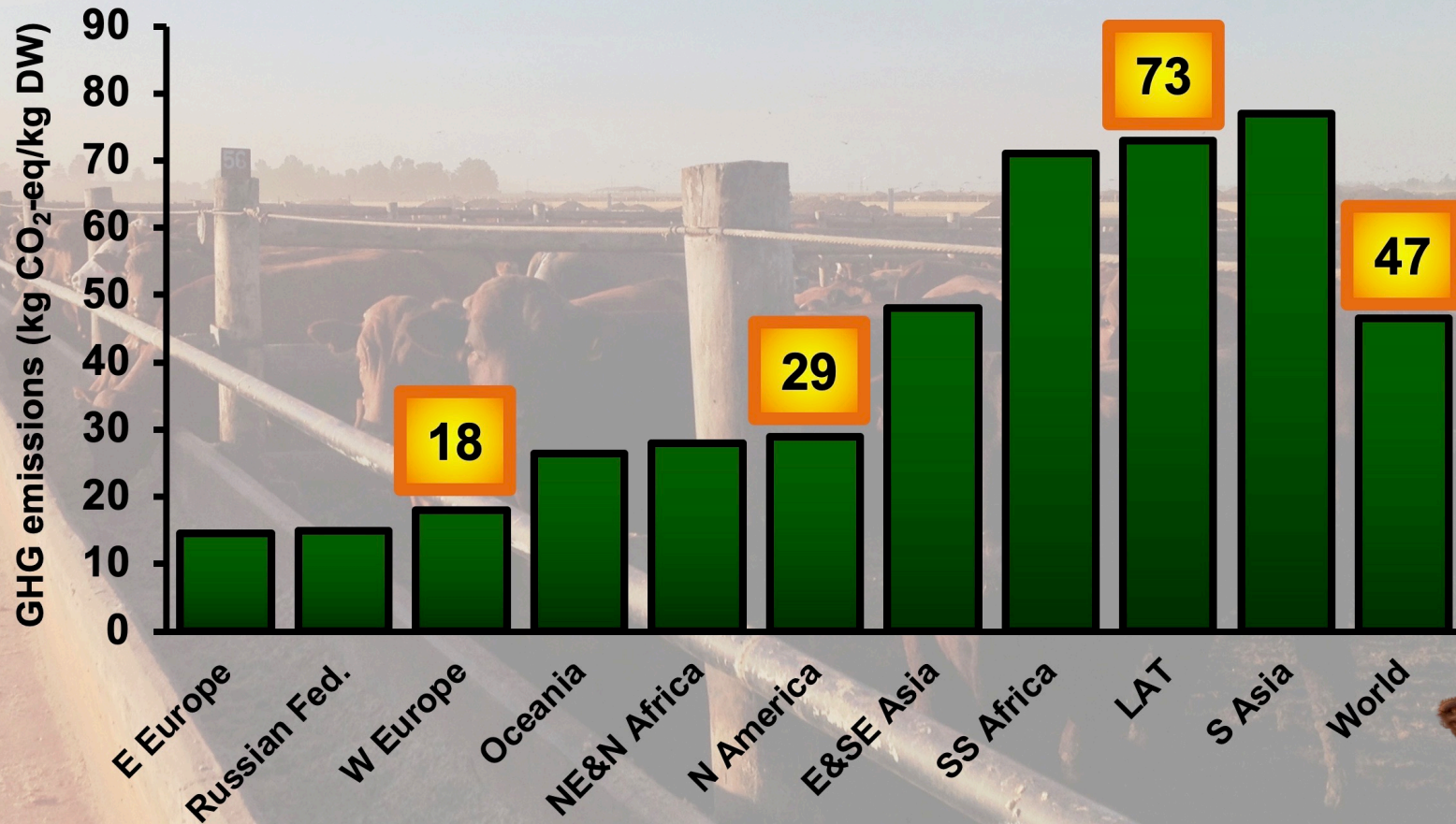
Source: Created by Jude L. Capper, 2023. \*Sainsburys small beef joint = 1.0-1.25 kg. Infographic from: <https://ecogreenlove.com/2020/08/08/co2-ukdishes/> Underlying data from De Lauretniis et al. <https://link.springer.com/article/10.1007/s11367-018-1460-x#Sec15>.





B

# The carbon footprint of beef production varies across the globe



Source: Created by Dr. Jude L. Capper, 2020; data from Gerber et al. (2013) Tackling climate change through livestock – A global assessment of emissions and mitigation opportunities. FAO, Rome, Italy.





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## EATS: a life cycle-based decision support tool for local authorities and school caterers

[Valeria De Laurentiis](#) , [Dexter V. L. Hunt](#), [Susan E. Lee](#) & [Christopher D. F. Rogers](#)

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### Abstract

#### Purpose

This paper describes the research that underpins the development of EATS (the Environmental Assessment Tool for School meals), a life cycle-based decision support tool for



Source: Created by Jude L. Capper, 2023. \*Sainsburys small beef joint = 1.0-1.25 kg. Infographic from: <https://ecogreenlove.com/2020/08/08/co2-ukdishes/> Underlying data from De Laurentiis et al. <https://link.springer.com/article/10.1007/s11367-018-1460-x#Sec15>.





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**Infographic implies 1 kg of beef eaten per person!**

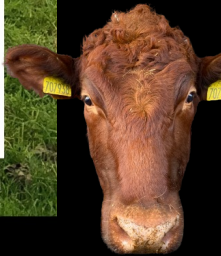
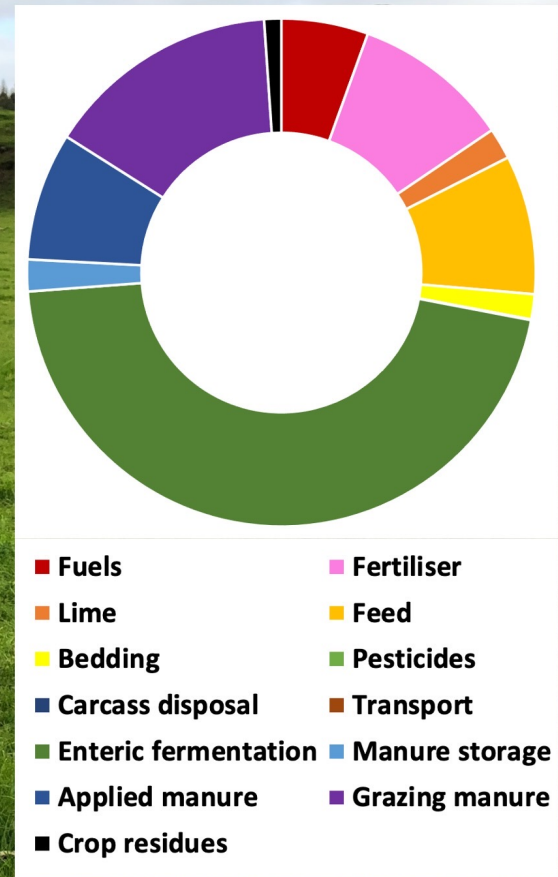
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# Standard footprinting tool urgently needed across the industry



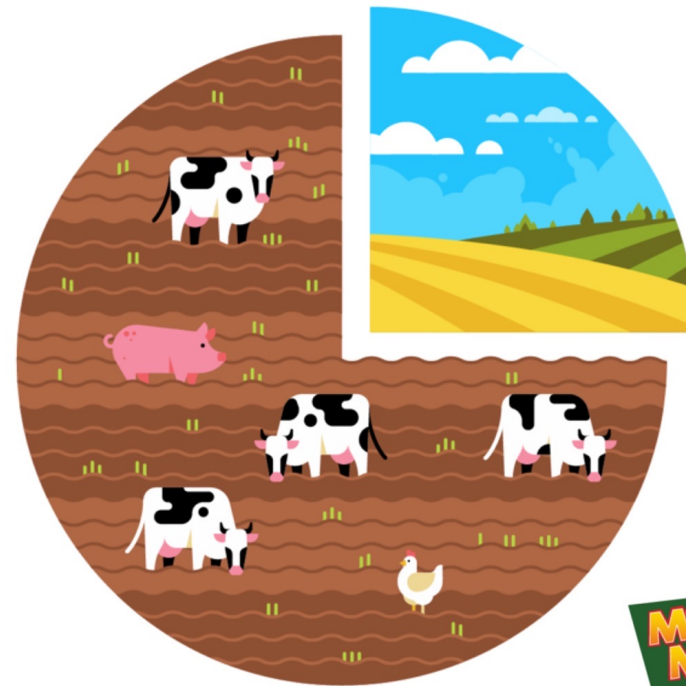


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Bad news bias – need five positive stories to cancel out each negative

We are programmed to believe bad news stories. Tidal wave of factual information needed to overcome them.

LIVESTOCK PRODUCTION USES 75% OF THE EARTH'S AGRICULTURAL LAND.



MEATLESS MONDAY



Source: Created by Dr. Jude L. Capper, 2020. Infographic from: <https://www.pinterest.co.uk/pin/254383078939543245/>

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# Can we grow human food crops everywhere?



Source: Created by Jude L. Capper, 2023

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Source: Created by Jude L. Capper, 2023

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>60% of UK land is not suitable for growing arable crops



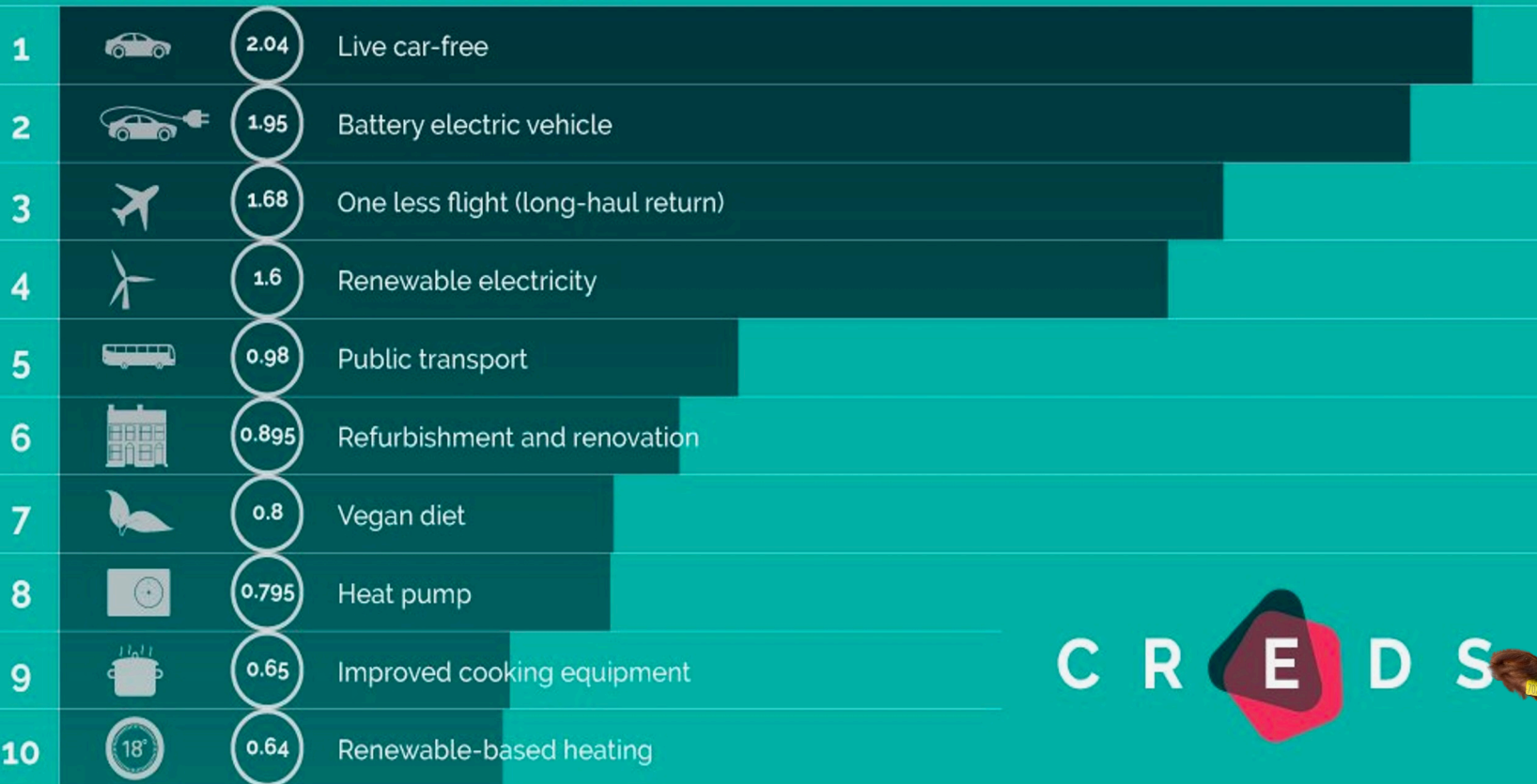
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CV

# New CREDS report puts transport, energy and food choices into context

## Top 10 options for reducing your carbon footprint



Source: Created by Jude L. Capper, 2023. Infographic adapted from Centre for Research into Energy Demand Solutions (2020). Available at: [https://twitter.com/CREDS\\_UK/status/1262984570175176704?s=20](https://twitter.com/CREDS_UK/status/1262984570175176704?s=20)

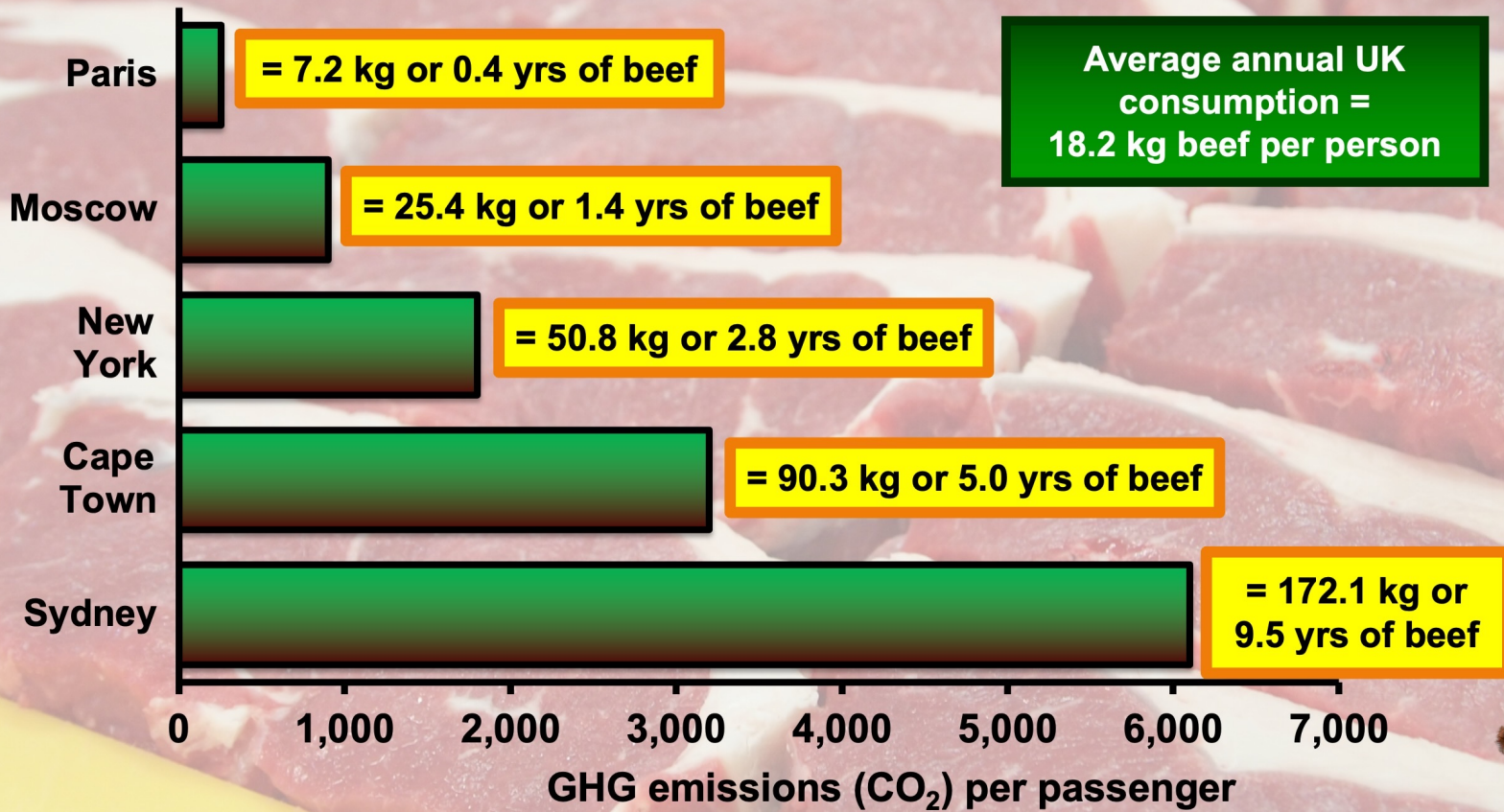
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cv

# International flights emit considerable quantities of carbon compared to beef production



Source: Created by Jude L. Capper, 2023. Calculations based on GHG emissions flight data from: [https://co2.myclimate.org/en/flight\\_calculators/new](https://co2.myclimate.org/en/flight_calculators/new) and on a carbon footprint per kg of boneless beef of 35.5 kg CO<sub>2</sub>-eq (under GWP100) from AHDB: [http://beefandlamb.ahdb.org.uk/wp-content/uploads/2013/05/p\\_cp\\_down\\_to\\_earth300112.pdf](http://beefandlamb.ahdb.org.uk/wp-content/uploads/2013/05/p_cp_down_to_earth300112.pdf)



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# Thank you!



@Bovidiva

<http://bovidiva.com/presentationlinks>

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## Questions?



Source: Created by and photo from Jude L. Capper, 2023. Cartoon from: <http://RubesCartoons.com>