

# HAVING POSITIVE CONVERSATIONS ABOUT RED MEAT

JANUARY  
TOOLKIT 2022



Quality Meat Scotland (QMS), Agriculture and Horticulture Development Board (AHDB) and Hybu Cig Cymru – Meat Promotion Wales (HCC) have collated this pack of materials to help positively manage the reputation of red meat during January and beyond. It includes several assets and materials that can be used throughout the year, forming a common narrative for the British red meat industry.

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## JOINING THE CONVERSATION

We want to be bold and proud of what we do, ensuring the voices of everyone involved in sustainable red meat production are heard loud and clear. Our campaign will focus on three key areas of health and wellbeing, sustainability, and the importance of Buying Local. We will bust a few myths and provide easily digested facts on the role our industry plays in healthy diets and healthy landscape. We hope the information and tools that we provide help you to join in the conversation in a positive way. *Thank you*

## PUTTING IT INTO PERSPECTIVE

# 125K

At the beginning of January 2021, an estimated 125,000 people in the UK signed up to the Veganuary challenge.

\*Source: <https://www.theguardian.com/environment/2021/jan/05/veganuary-record-number-people-pledge-eat-vegan-food-january>

## PARTICIPATION IN VEGANUARY 2021

125k is less than 1% of the population.

Participation was driven primarily by health reasons, though not far behind were environmental, ethical, personal and financial drivers.

Once Veganuary was over, participants were more inclined to reduce or swap foods as opposed to adopting a strictly vegan or vegetarian diet

## MORE FEEDBACK FROM VEGANUARY 2021

# 71%

Over 71% of respondents were aware of Veganuary this year, but only 10% actually participated in the event itself. That's a conversion of just 14%.

Based on a February 2021 Worldpanel Plus LinkQ survey of 61,977 responses.

# 72%

72% of people gave up within two weeks and only 17% successfully completed the whole month.

Based on a February 2021 Worldpanel Plus LinkQ survey of 61,977 responses.

# 1 in 3

Only 1 in 3 would consider taking part in Veganuary in the future.

Based on a February 2021 Worldpanel Plus LinkQ survey of 18,012 responses.

## TRENDS

**Despite the rise in plant-based meals this January, they lost share of our main meal occasions (4.3% vs 4.8% in January 2020).**

Source: Kantar | Usage Panel | In home & carried out | % of savoury meals excluding meat or dairy | 4 w/e 24 Jan 2021 vs 4 w/e 26 Jan 2020.

**Only 5.4% of the UK population claim to be vegetarian/vegan.**

Source: Kantar Usage Panel, 52 w/e 5 Sep 2021.

# MARKET CONTEXT

## PURCHASES OF MEAT ARE UP

A report which was much-covered in the media said that there had been a long-term decline in the consumption of red meat in the UK.

This study depended on survey evidence, and used data which ended in 2019.

However, since then, meat purchases in GB retailers have increased significantly, as reflected in the industry standard retail sales figures.

# 4.4%

Spending on beef at GB retailers is 4.4% higher in autumn 2021 than it was two years ago.

Source: Kantar Worldpanel, 12-week period ending 31 October 2021 compared with equivalent period in 2019.

# 9.5%

Spending on lamb is 9.5% ahead of 2019.

Source: Kantar Worldpanel, 12-week period ending 3 October 2021 compared with equivalent period in 2021.



MYTH BUSTING – HEALTH

# MYTH:

Red meat is unhealthy as it's high in fat.

# FACT:

Red meat is naturally rich in protein, low in salt and provides a range of vitamins and minerals that contribute to good health, including iron, zinc and vitamin B12. Protein supports bone maintenance and helps muscle grow.

Overall, it is important to think about the balance of foods that make up a varied and healthy diet (plenty of wholegrains, fruit and vegetables, and limited amounts of foods high in saturated fat, salt and sugar), rather than focussing on one particular food alone. Red meat can form part of a healthier dietary pattern, and is included in the Government's healthy eating model – the Eatwell Guide.



MYTH BUSTING – HEALTH

# MYTH:

Why would anyone eat red meat when sustainable plant-based protein alternatives are widely – and cheaply – available?

# FACT:

Red meat is a rich source of high quality protein and contains vitamins and minerals such as iron, zinc and vitamin B12. The latest UK National Diet and Nutrition Survey shows that, on average, red meat contributes to 10% of protein, 14% of zinc, 7% of iron, and 6% of selenium intakes in adults in the UK. Suggesting people stop eating red meat fails to recognise the nutritional quality of such foods. In moderation, meat has a role to play in diets that are nutritious, healthy and more sustainable.





MYTH BUSTING – HEALTH

# MYTH:

Eating too much red meat is bad for you.

# FACT:

The Government recommends that people who eat more than 90g (cooked weight) of red and processed meat a day cut down to 70g or less to reduce the risk of bowel cancer. The latest UK National Diet and Nutrition Survey reports that the average intake of red and processed meat in UK adults is 56g per day, with women (aged 19–64) averaging 44g/day and men (aged 19–64) averaging 69g/day.



MYTH BUSTING – SUSTAINABILITY

# MYTH:

Livestock are to blame for climate change.

# FACT:

UK livestock emissions make up around 6% of the UK's total GHG emissions, making it one of the smallest contributors. Transport and energy dominate at almost 50%. Globally, figures largely mirror the UK, with the FAO putting direct livestock emissions at around 6%. The vast majority of carbon emissions from livestock is methane, produced by cattle and sheep. While methane is 28 times more warming than carbon dioxide (CO<sub>2</sub>), it has a much shorter lifespan of around a decade (CO<sub>2</sub> is around 1000 years). After 10 years, methane is broken down into CO<sub>2</sub> and water, with the CO<sub>2</sub> returning to the plants or grass cows eat, through the process of photosynthesis.

A photograph of a woman and a young girl feeding a sheep in a field. The woman is crouching on the right, holding a blue bucket, and the girl is crouching on the left, holding a small amount of food in her hand. The sheep is on the left, looking towards the girl. The background shows a stone wall and trees.

## RED MEAT IS IMPORTANT FOR WOMEN AND CHILDREN

According to the National Diet and Nutrition survey, 49% of UK teenage girls have a low intake of Iron.

Lean beef is a source of iron.


Did you know our bodies absorb iron from meat more easily than from plants.

Iron can help reduce tiredness and fatigue.

More information here:

**We Eat Balanced** <https://weeatbalanced.com/health-and-nutrition/iron/>

Source: <https://www.gov.uk/government/statistics/ndns-results-from-years-9-to-11-2016-to-2017-and-2018-to-2019/ndns-results-from-years-9-to-11-combined-statistical-summary>.



## WHAT WOULD HAPPEN IF THE WORLD CONVERTED TO VEGANISM?

Well-balanced vegan diets can provide the nutrients the body needs to be healthy. However, animal-derived foods contribute to intakes of vitamin B12, iron and zinc in our UK diet. So, if they are avoided it's important to ensure that these nutrients are provided by other dietary sources. We need more research on the potential long-term effects of a vegan diet on health in larger population groups.

Environmentally speaking, while studies such as Poore and Nemecek 2018 support that an increasingly vegan world would have significant environmental benefits, several factors have not been considered.

# WHAT WOULD HAPPEN IF THE WORLD CONVERTED TO VEGANISM?

- 1 Livestock produce much more than just food. From medicines and cosmetics to glue and waterproofing agents, they are in a huge number of products. Consideration hasn't been taken on the impact of these production processes and the impact of animal-free replacements.
- 2 Land and water are different across the world, so while livestock require large amounts in comparison with plant-based foods, they are often being used for their ideal purpose. For example, over 60% (1) of UK farmland can't viably sustain crops and we get a large amount of rainfall. Optimal food production from these available resources involves livestock. Whereas alternatives, particularly those produced abroad, could be relying on processed/tap water and bio-sensitive land.

- 3 The carbon footprint of food is limiting, it often fails to include waste, land-use change, travel and packaging. It is also calculated by weight, not reflecting portion size or most importantly, nutrient value.
- 4 Livestock also utilise much of our food production and processing waste – food we've taken the time and resources to produce but have no human value; things like cereal crops waste, oils processing waste, spent grain from brewing and vegetable peelings and pods. Food waste would inevitably increase without livestock farming.
- 5 Finally, agriculture has always been a fine dance between livestock and crop production – they are intrinsically linked. Little knowledge or research is in place to understand the impact 100% crop farming would have on the environment.

\*SOURCE

1 <https://www.gov.uk/government/statistical-data-sets/structure-of-the-agricultural-industry-in-england-and-the-uk-at-june>

INSIGHTS AND RESEARCH

# A SUSTAINABILITY Q&A WITH DOCTOR JONATHAN FOOT



## ABOUT DOCTOR FOOT

Dr Jonathan Foot is Head of Environment & Resource Management at AHDB.

He is a specialist in air quality, climate change, ecosystems and management systems. Dr Foot's expertise is in environmental regulation, developing policy, Statutory Conservation agencies and the energy industry. He is an IEMA Fellow and the Chair for its Climate Change and Energy Network.



## How sustainable is British meat production?

“

British produced foods can offer a more sustainable option, with the carbon footprint of British beef 50% lower than the global average, and milk 30% lower. British cattle diets are predominantly grass, containing very little soya and their grazing lands absorb and store thousands of tonnes of carbon, maintaining our iconic British landscapes that support a wealth of biodiversity.

”

# Can locally sourced food help reduce our carbon footprint?

“

Yes, in many ways. Overseas food production can come with higher carbon footprints and negative overall environmental impact, such as changes in land use in highly bio-sensitive areas, or high use of chemicals and medicines, or even practices that are banned or strictly controlled here in the UK.

”





# Are farmers doing enough to address the risks of climate change?

“

UK farmers and growers are not complacent about the risks of climate change. Farmers are actively taking action to show how sustainable their products are versus the global average and wish to continue to provide British consumers with genuine choices so they can continue to enjoy a sustainable, healthy and balanced diet of nutritious food.

”

# VIDEO RESOURCES



Why do I need iron in my diet? (English and Welsh)



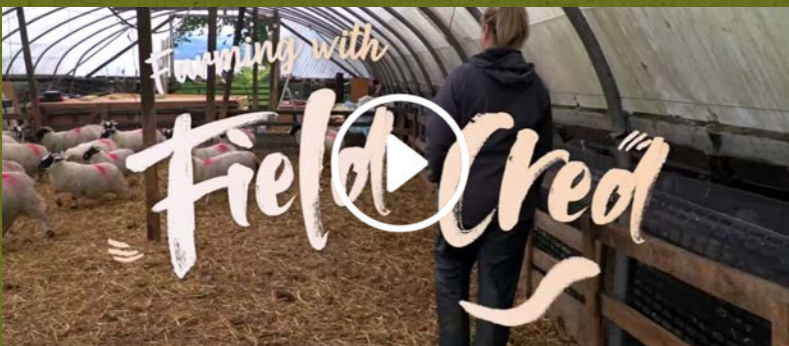
Farming with Field Cred - Douglas, part 1



Can red meat be a part of a healthy diet? (English and Welsh)



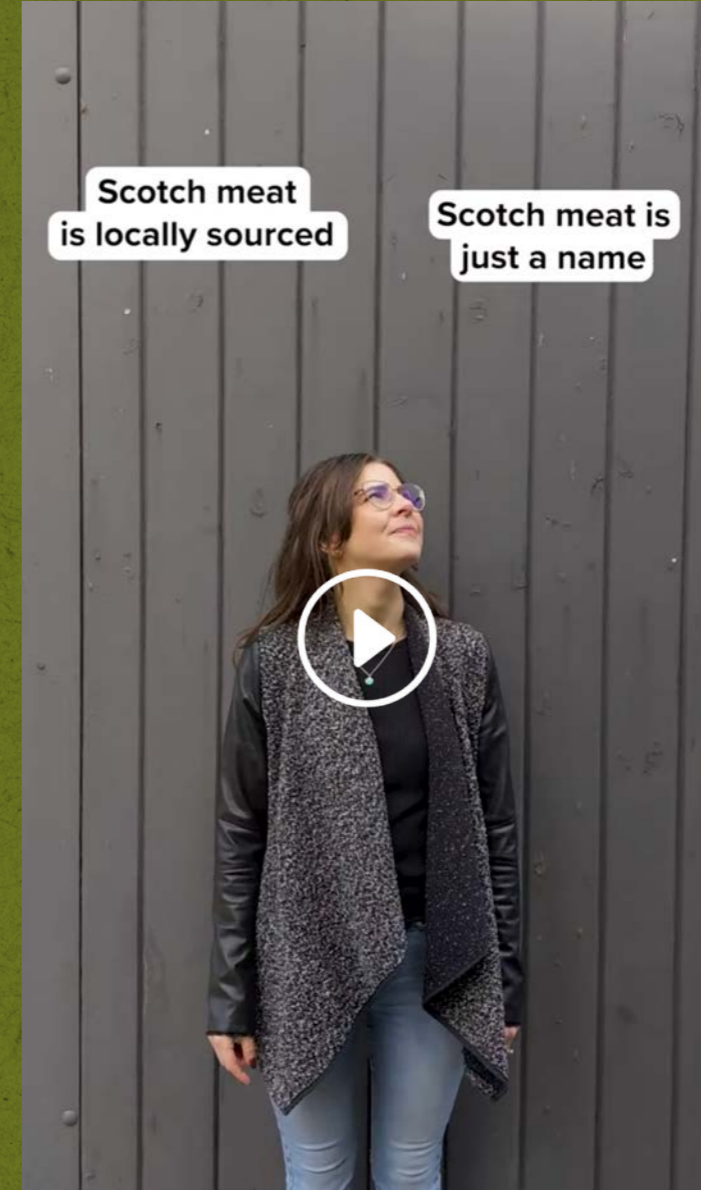
Farming with Field Cred - Douglas, part 2



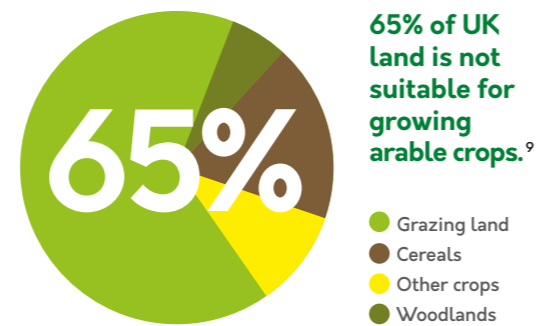
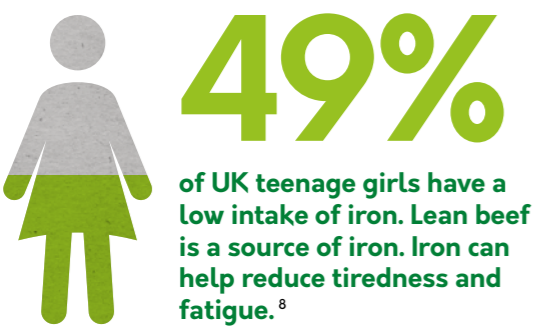
Farming with Field Cred - Kay, part 1



Farming with Field Cred - Kay, part 2



Consumer myths around red meat



Fact 1: <https://weeatbalanced.com/sustainability/>  
 Fact 2: UKGov: DEFRA 2016  
 Fact 3: UKGov: DEFRA 2021  
 Fact 4: BNF <https://www.nutrition.org.uk/healthy-sustainable-diets/vitamins-and-minerals/?Level=Consumer>  
 Fact 5: UKGov: DBEIS 2019  
 Fact 6: UKGov: DEFRA 2021  
 Fact 7: <https://weeatbalanced.com/sustainability/>  
 Fact 8: National Diet and Nutrition survey  
 Fact 9: UKGov: DEFRA 2021  
 Fact 10: NFU

**CLICK TO DOWNLOAD AND SHARE**

# WHAT IS THE FARMING INDUSTRY DOING TO HELP?



Taking action to control soil erosion



Protecting peatland and moorland from damage by avoiding ploughing, drainage and over grazing



Cultivating activities to protect farm soils and reduce carbon losses



Managing and preserving existing farm woodlands



Reducing on farm carbon footprint by conducting regular carbon audits



Creating wildlife corridors along water margins, field margins and headlands



Protecting and where necessary restoring wetlands including floodplan management



Planting more trees and wild flowers



Ensuring farms are run efficiently – generally, a more efficient farm is a more sustainable farm

# QMS ACTIVITY DURING VEGANUARY

This year, with more people than ever thinking deeply about where their food comes from, our activity is designed to build upon our hugely successful 'Make It' campaign to further deepen understanding around what buying Scotch really means.

And we've got our eyes set on a new target consumer: the flexitarian. Research shows that flexitarianism is booming – with currently, almost 8 million 18-39 year olds in the UK identifying as flexitarian and this is estimated to rise to almost half the UK's population by 2025.

To these consumers, sustainability, animal welfare, traceability and local produce are key to their buying behaviour. They may be looking to buy less meat, but they are also looking to buy better. Which is the core message in our 'Make it with Scotch' campaign.

# 74%

Campaign set to reach 74% of all adults in Scotland.

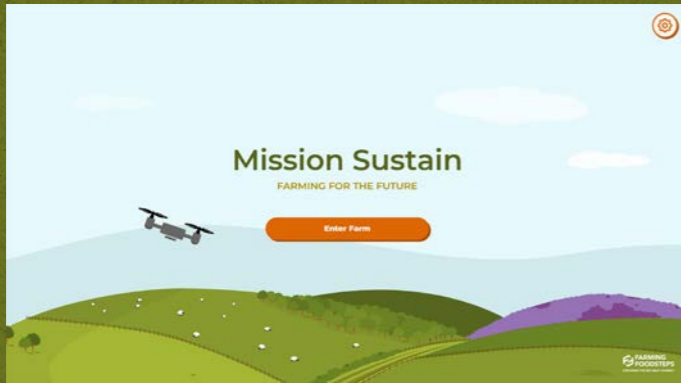


40 second TV advert shown across STV and STV Player.



A range of paid social and high impact digital adverts. Targeted to 18-39 year olds who are interested in healthy food.

# QMS HEALTH AND EDUCATION ACTIVITY



## MISSION SUSTAIN

The game puts the user in the shoes of a livestock farmer and faced with decisions and challenges that will impact their farm's environmental, social and economic sustainability. The game forms part of 'learning for sustainability', which is embedded in the national curriculum.



## CIRCLE OF LIFE

'The Farming Circle of Life' video has been designed to illustrate how our quality assured livestock farms, not only produce nutrient-rich red meat for us to eat, but also involve a range of interconnected natural cycles and ecosystems which benefit us all.



EXPLORE  
MORE



## FAMING FOODSTEPS

The digital initiative covers the journey from farm-to-fork and everything in between, including technology in farming, food production and health. Designed by the Quality Meat Scotland (QMS), the platform also covers important messages around sustainability, the environment, food safety and careers.

# AHDB ACTIVITY DURING VEGANUARY

## CONSUMER FACING



We Eat Balanced marketing campaign – national marketing campaign, will be going live on 4 January 2022 and running through to the end of February. The multi-media campaign will feature a new TV advert, in addition to a revamped consumer website, retailer activity, social media advertising and Video on Demand. The campaign seeks to reassure consumers that meat and dairy from Britain can feature in a healthy diet, is produced to world-class standards, and is amongst the most sustainable in the world.



Midweek Meals Pork marketing campaign – national marketing campaign, going live from 17 January to 27 February and includes a TV advert, retailer activity, social media advertising and Video on Demand. The campaign will focus on leaner cuts of pork and demonstrates to busy families how pork can feature in delicious, quick, healthy meals during the week.

## INDUSTRY FACING



Evidence-based social media assets – these will be pushed out on our AHDB social channels.

Social media 'Always On' – regular posting on our consumer-facing We Eat Balanced Facebook and Instagram channels, with positive messages of food and farming, including farmer story videos.

# HCC ACTIVITY DURING VEGANUARY



Promotion of a new 'slow cook' lamb and beef website <https://eatwelshlambandwelshbeef.com/slow-cooked-lamb-and-beef-dishes/>

← Healthy eating messages and recipes promoted over social media and in the press, including a new recipe by Michelin-starred chef Francesco Mazzei (pictured).

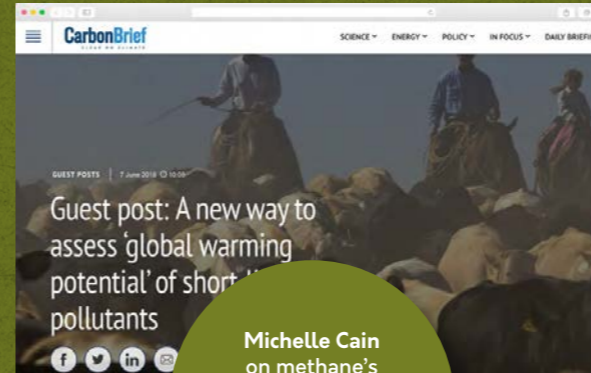
New health videos with a professional dietitian discussing how red meat as part of a balanced nutritious diet, and accompanying website and information.



Pork from Wales Week.

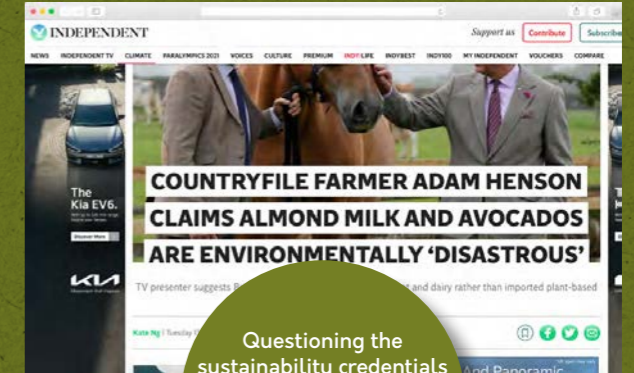


# INTERESTING ARTICLES



Michelle Cain  
on methane's  
natural cycle

READ MORE



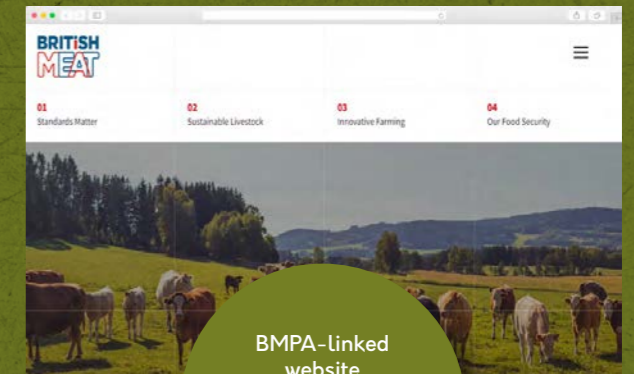
Questioning the  
sustainability credentials  
of vegan options such as  
almond milk

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How does carbon  
sequestration work?

READ MORE



BMPA-linked  
website

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# INTERESTING ARTICLES



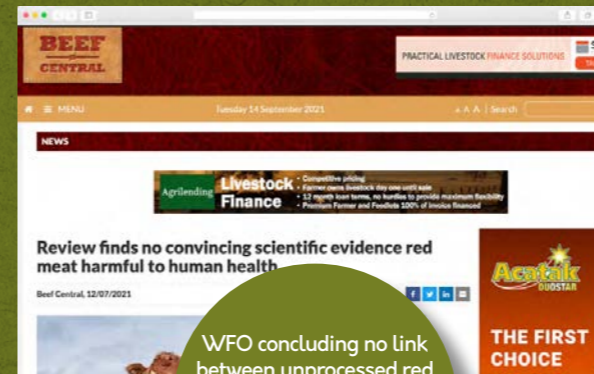
Pro-livestock material on the Sustainable Food Trust website

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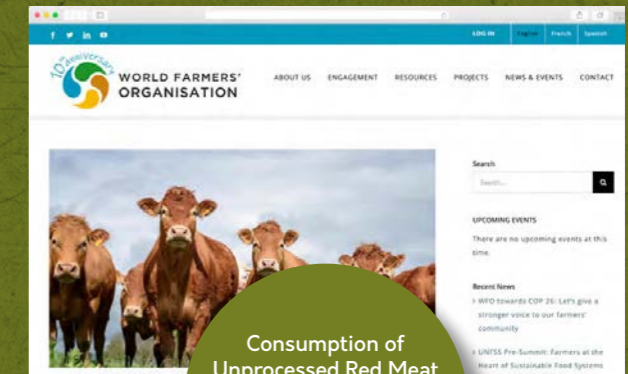
The UN Summit on Food Systems (UNFSS): The Critique by Marion Nestle

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WFO concluding no link between unprocessed red meat and harmful effects on human health

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Consumption of Unprocessed Red Meat Is Not a Health Risk


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# SOCIAL CHANNELS

 QualityMeatScotland

 @qmscotland

 TheADHB

 @TheAHDB

 HybuCigCymru

 @hccmpw