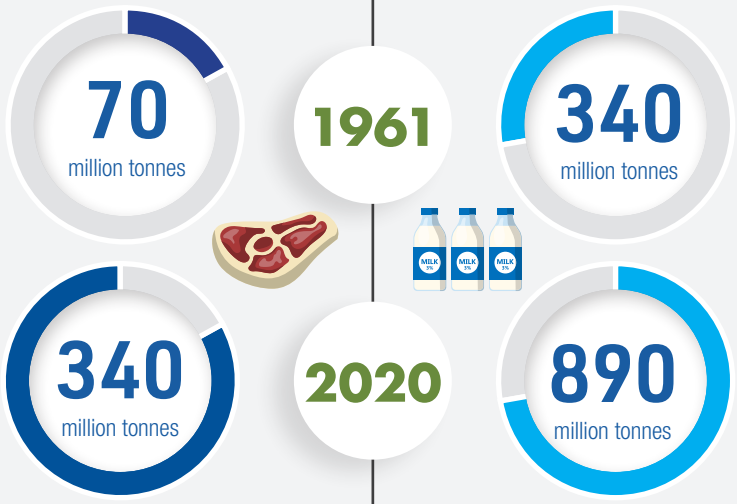
PROCURING FOOD SUSTAINABLY: MEAT AND DAIRY

Consumer demand for meat, which is relatively expensive to produce and therefore to buy, shows a steady increase worldwide, fueled by higher living standards. So does demand for dairy, however consumption of dairy products varies significantly across regions. In recent years, plant-based dairy substitutes have also come to play a bigger role.[1] While the global meat and dairy industries provide food and livelihoods for billions of people, both have significant negative impacts on the environment.[2] Food service businesses are well positioned to influence consumer choices by offering menus with less meat and attractive plant-based options – thus supporting a wider, crucial transition to more sustainable eating habits.

KEY FACTS ABOUT MEAT AND DAIRY PRODUCTS:[3]

Over the past 50 years, global meat production has more than quadrupled[4, 5]

Over the same period, milk production worldwide has more than doubled[6]



Pork is the world's most popular meat, but poultry production is growing the fastest

The average person in the world consumed about **43 kg of meat per year** in 2021.[7]

2021

This ranges from over:

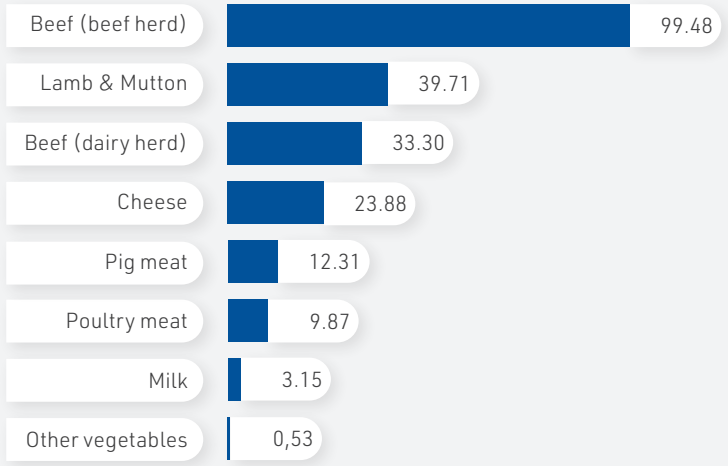
100 kg in the United States of America and Australia

to just **5 kg** per person per year in India.[8]

ENVIRONMENTAL IMPACTS OF MEAT AND DAIRY

Meat and dairy food products have the highest impact on the environment. Producing meat uses more land and water and emits significantly more greenhouse gases (GHG) than producing plant-based foods. In terms of emissions per kg of product, beef tops the list.

GHG EMISSIONS PER TYPE OF FOOD PRODUCED (KG OF GHG PER KG OF FOOD)[9]



PROCURING FOOD SUSTAINABLY: MEAT AND DAIRY

WHAT CAN FOOD SERVICE BUSINESSES DO?

Moving towards a more plant-based menu takes time – focus on gradual changes. Keep in mind that plant-based meat substitutes should be avoided if they are subject to heavy industrial processing, as this has a negative impact on our environment and health.

- **Update your culinary strategy.** Shift the menu to mostly plant-based foods and dishes that use less meat. Use the Planetary Health Diet[10] as a guide.
- **Make your plant-based dishes more attractive** than meat options: work with spices, herbs, citrus and other aromatics, play with colours and textures.
- **Make the plant-based option cheaper** than meat options.
- **Build awareness.** Train your staff and communicate with your guests. Tourists are very interested in learning about the origin, production and nutritional values of their menu options.[11] This information can influence food consumption behaviours.
- Develop nudging strategies to **stimulate guest choices,** such as making plant-based food more visible at a buffet.
- For your meat dishes, **practice nose-to-tail cooking.**

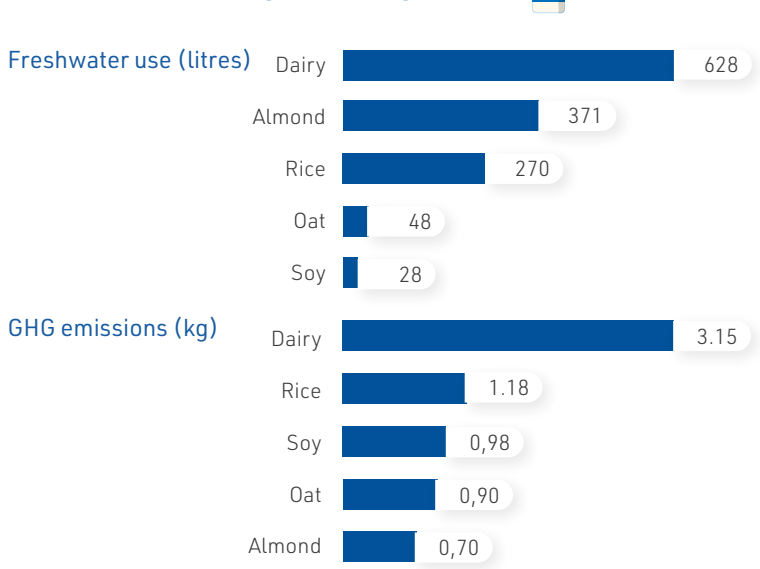
NOSE-TO-TAIL COOKING[14]

From nose-to-tail means that all edible parts of an animal are used and not just the high-value ones – for example using bones and cartilage to make broths and sauces. The method is cost efficient, minimizes waste, maintains traditional cooking skills and creativity with chefs, and has potential to be a competitive advantage as a way of cooking that is more environmentally conscious.

DID YOU KNOW ?

Plant-based milks have a smaller environmental footprint than dairy. Oat milk is the most balanced in terms of climate and water impact.[12]

FOR 1 LITRE OF MILK[13]



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4 FAO (2022), *Meat Market Review 2021,* FAO, Rome
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6 Ibid.
7 OECD and FAO (2022), *OECD-FAO Agricultural Outlook 2022–2031,* DOI: https://doi.org/10.1787/f1b0b29c-en.
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12 Poore, J. and Nemecek, T. (2018), Reducing food's environmental impacts through producers and consumers, *Science,* 360(6392), pp. 987–992, DOI: 10.1126/science.aaq0216.
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