

# Meat & Livestock in Europe and the Netherlands

*Recent developments in Sustainability, Trust & Proof*



Laurens Hoedemaker, DVM

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- President of COV, the meat producers association in the Netherlands
- President of UECBV, the association for Meat production, Meat & Livestock Trade in Europe
- Member of the Executive Council of the International Meat Secretariat (worldwide)

## Recent developments in Sustainability, Trust & Proof

- Overview of the World Meat Conference 2023
- Main learnings on Sustainability in the World Meat Conference 2023
- Sustainability, Trust & Proof in Meat Production in the Netherlands

# Overview of the World Meat Conference 2023

- Maastricht, the Netherlands
- Theme: “Meeting society and consumer”
- Key speakers from FAO, WWF, WOAH, Eurogroup for animals
- How to turn our major challenges into chances?

# Overview of the World Meat Conference 2023





## Learnings on Sustainability from the WMC2023

- professor Luc van Loon, nutrition & physiology
- Animal proteins (meat) are significantly better for muscle build up and maintenance than plant based proteins
- Meat is an essential part of the human diet, especially for the young, pregnant, elderly and those recovering after illness



# Learnings on Sustainability from the WMC2023

Plant-based proteins

## **The Skeletal Muscle Anabolic Response to Plant- versus Animal-Based Protein Consumption<sup>1</sup>**

Seephan van Vliet,<sup>2,3</sup> Nicholas A. Burd,<sup>2,3</sup> and Luc J.C. van Loon<sup>3\*</sup>

<sup>2</sup>Department of Kinesiology and Community Health, University of Illinois at Urbana-Champaign, Urbana, IL; and <sup>3</sup>Department of Human Movement Sciences, Faculty of Health, Medicine, and Life Sciences, School for Nutrition and Translational Research in Metabolism (NUTRIM), Maastricht University, Maastricht, Netherlands

van Vliet et al., *J Nutr*, 2015



# Learnings on Sustainability from the WMC2023

Vegan versus omnivorous meal



*Pinckaers et al., unpublished*





# Learnings on Sustainability from the WMC2023

## Conclusions II

Consumption of a whole-foods meal containing beef increases muscle protein synthesis rates to a greater extent when compared to the ingestion of an isonitrogenous and isocaloric whole-foods plant-based meal.

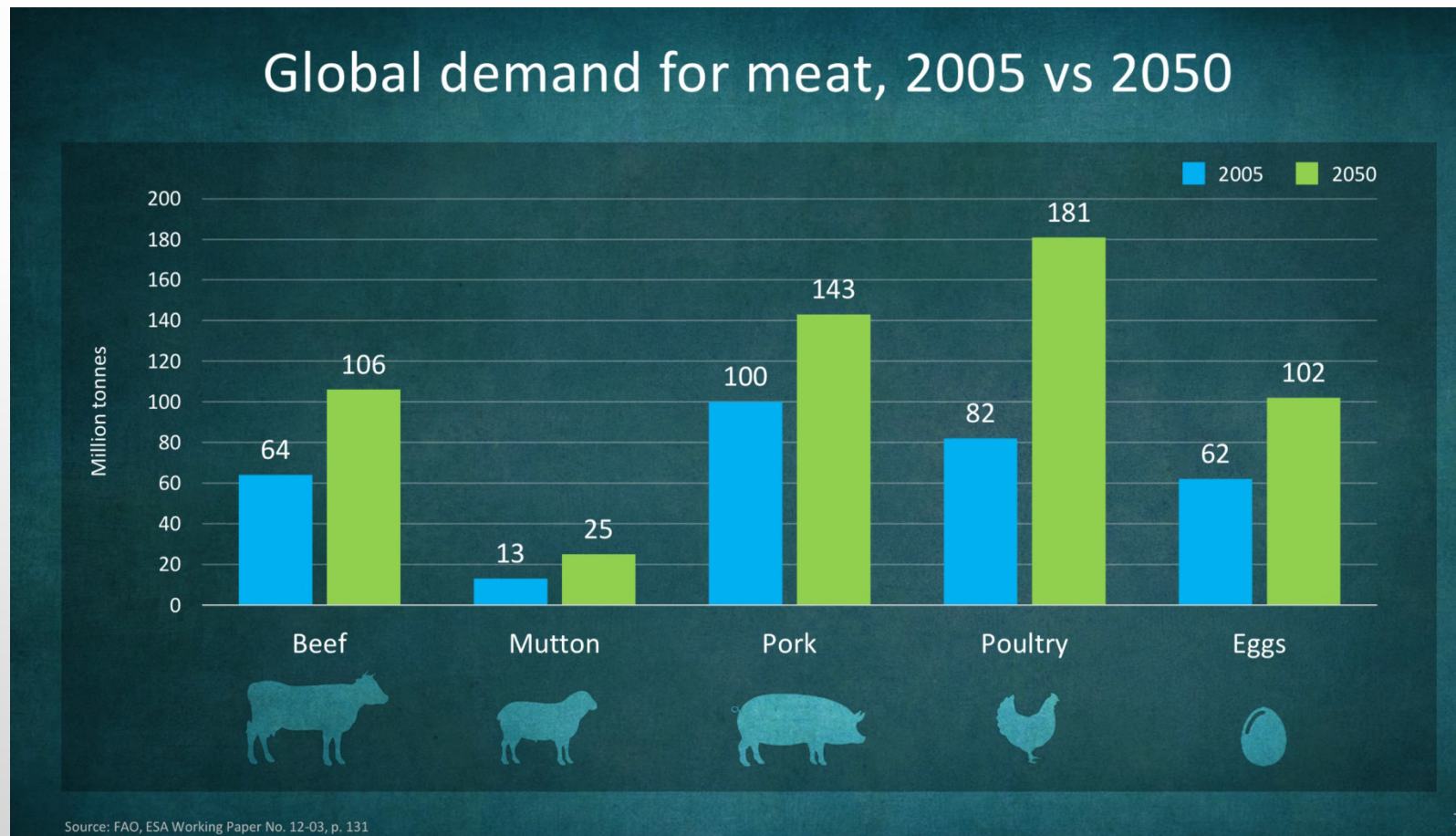


## Learnings on Sustainability from the WMC2023

- Thanawat Tiensin, director Animal production and Health division FAO
- The global demand for animal protein will increase
- Livestock will play an important role in feeding mankind
- Where can we best produce our food? Global strategy needed.



# Learnings on Sustainability from the WMC2023

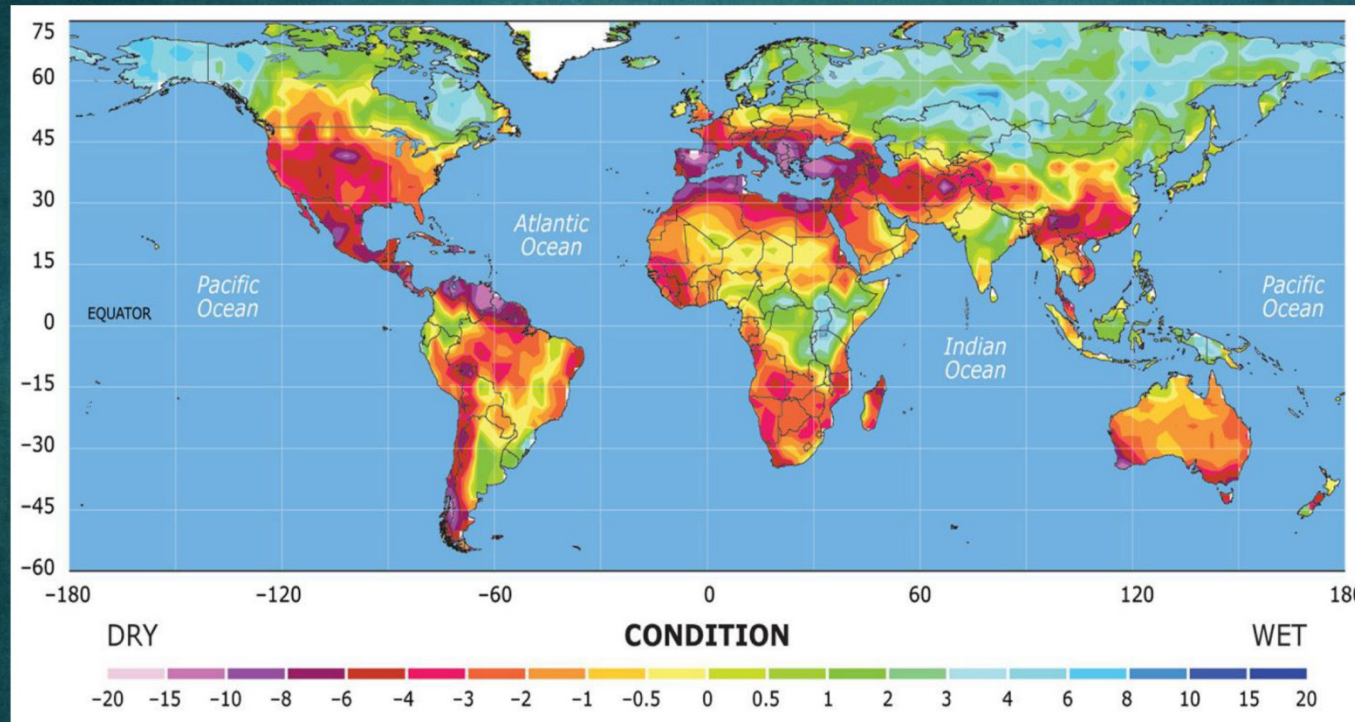


From the WMC2023 presentation by Jason Clay, WWF



# Learnings on Sustainability from the WMC2023

## Global drought forecast – 2030-2039

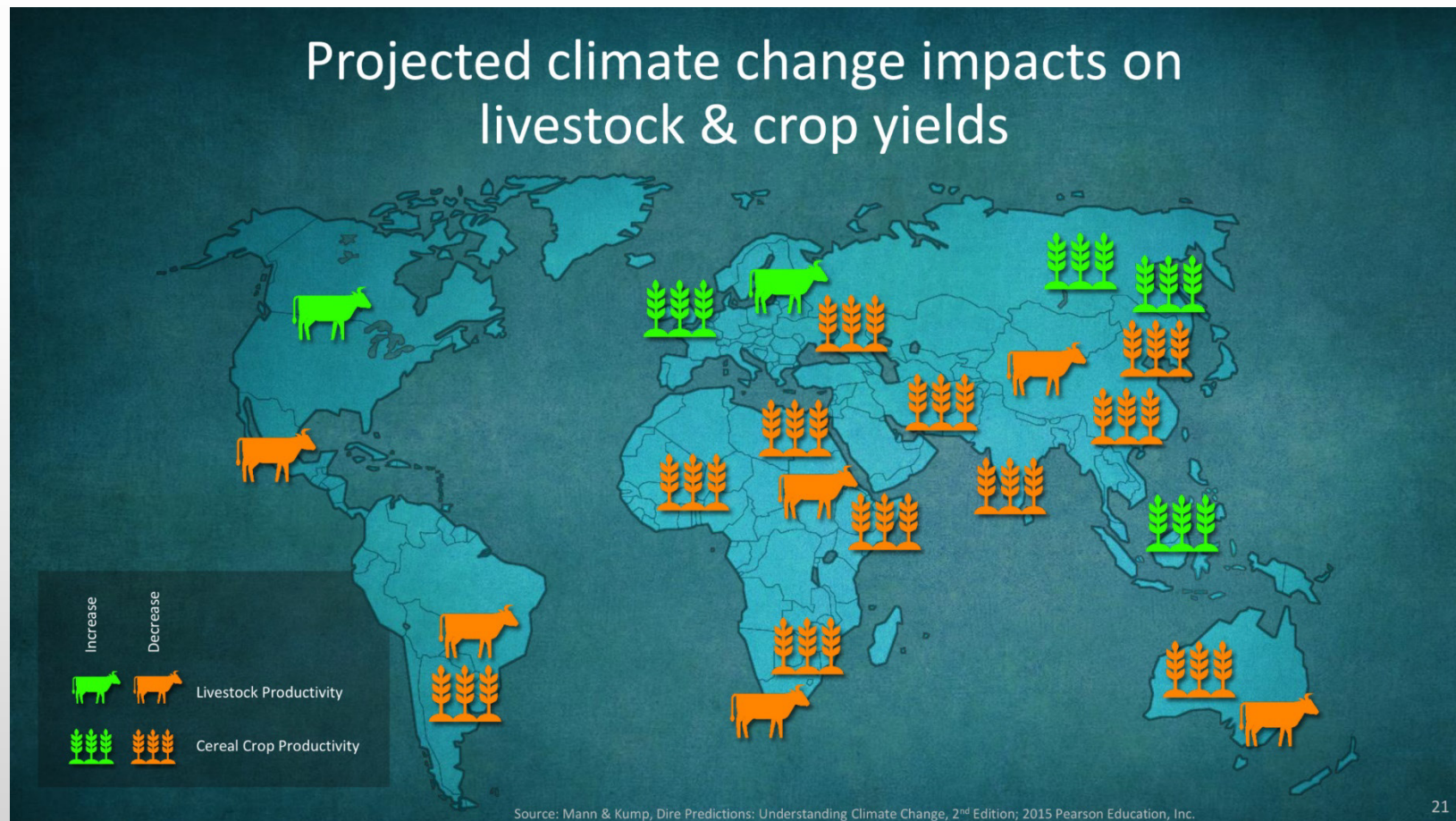


Source: UCAR

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# Learnings on Sustainability from the WMC2023



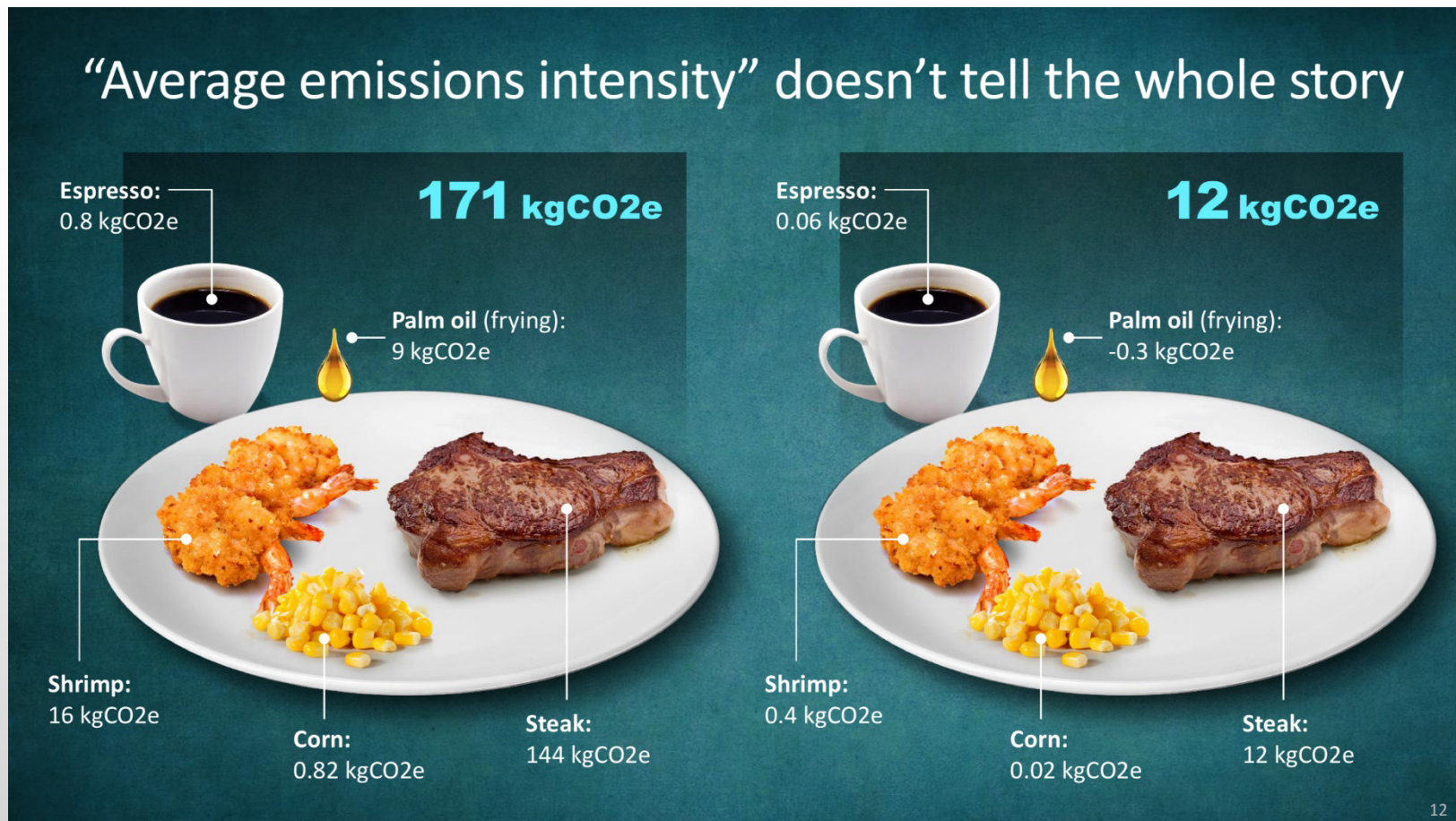


## Learnings on Sustainability from the WMC2023

- Jason Clay, vice president World Wildlife Fund
- Carbon footprint: averages do not tell the whole story
- Choose the Better Meat!
- We need common metrics, measurements, and **absolute reductions**



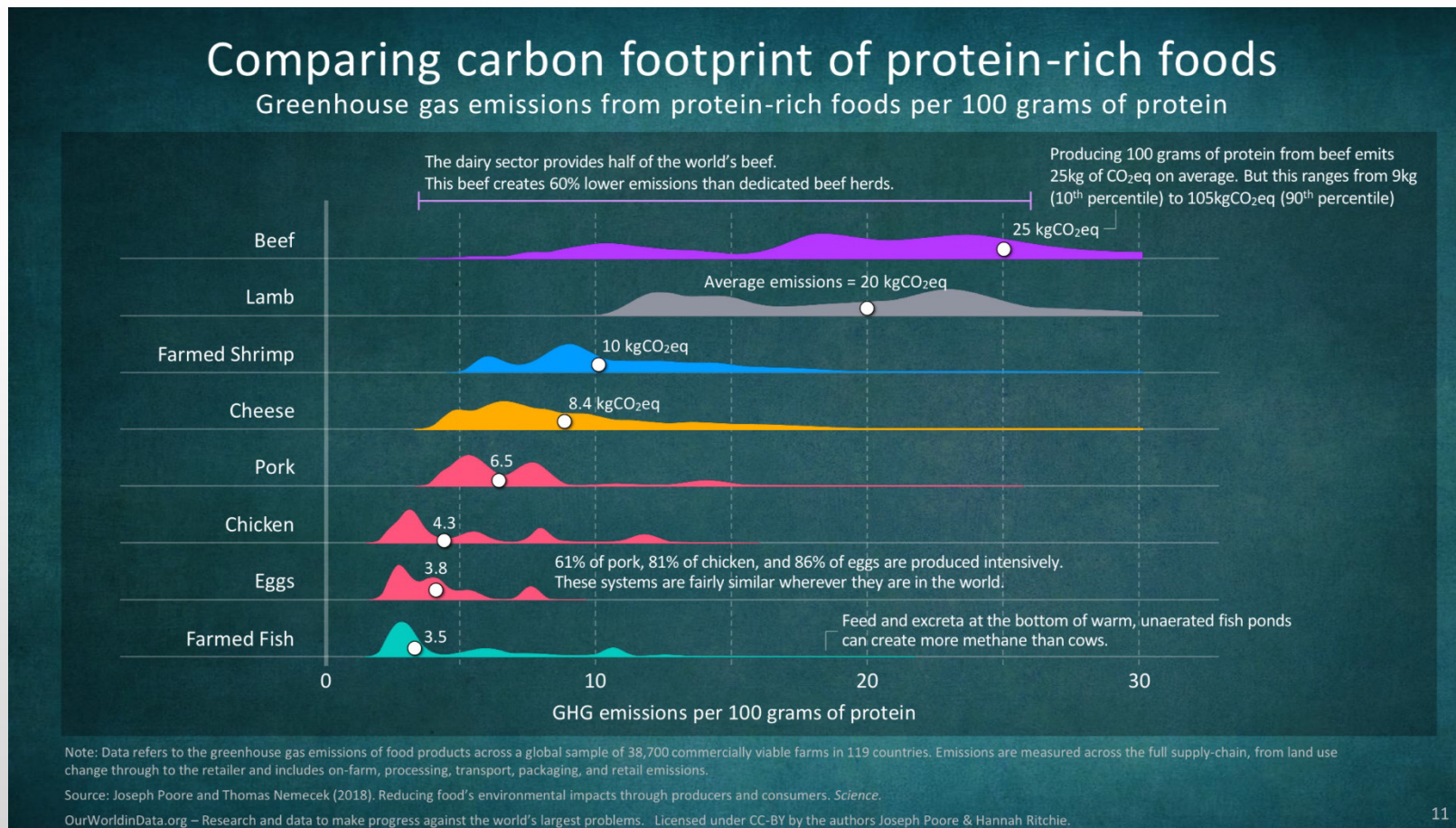
# Learnings on Sustainability from the WMC2023



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# Learnings on Sustainability from the WMC2023







# Learnings on Sustainability from the WMC2023



## Scope 3 GHG emission strategies

- Know your emissions
- Start with the biggest
- Focus on continuous improvement
- Work with others to move the bottom
- Report results as sectors

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# Learnings on Sustainability from the WMC2023



What is needed will change – review, revise & reflect

- Science will improve
- Tools (LCAs, methodologies) will be standardized
- Technology will improve
- Markets will shift as will requirements

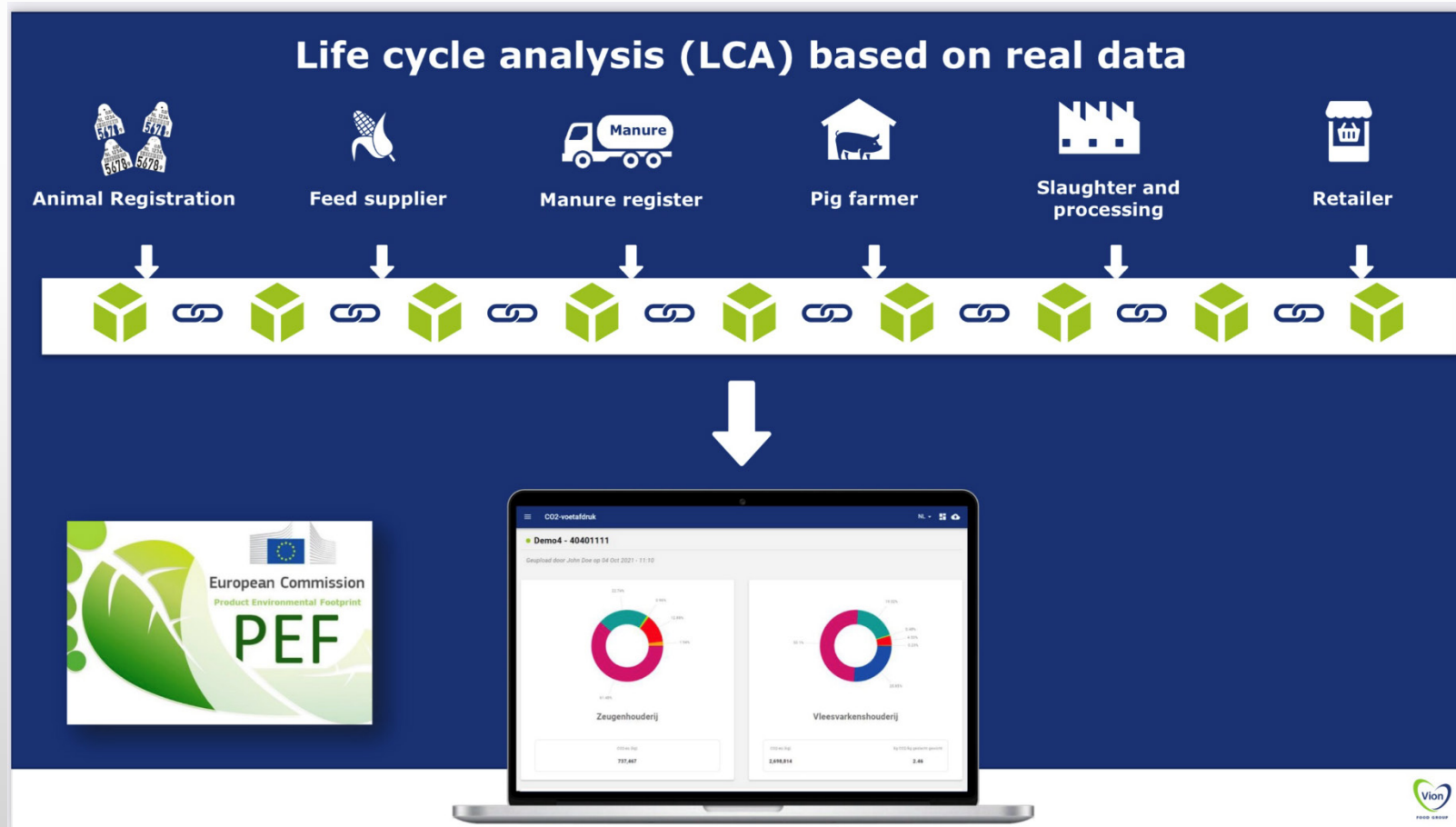


# Sustainability, Trust & Proof in meat production NL

- Martijn Bouwknecht MSc PhD , Vion food group research manager
- Trust & Proof in meat production in the Netherlands
- Achievements in Sustainability
- Examples of further improvements in sustainability



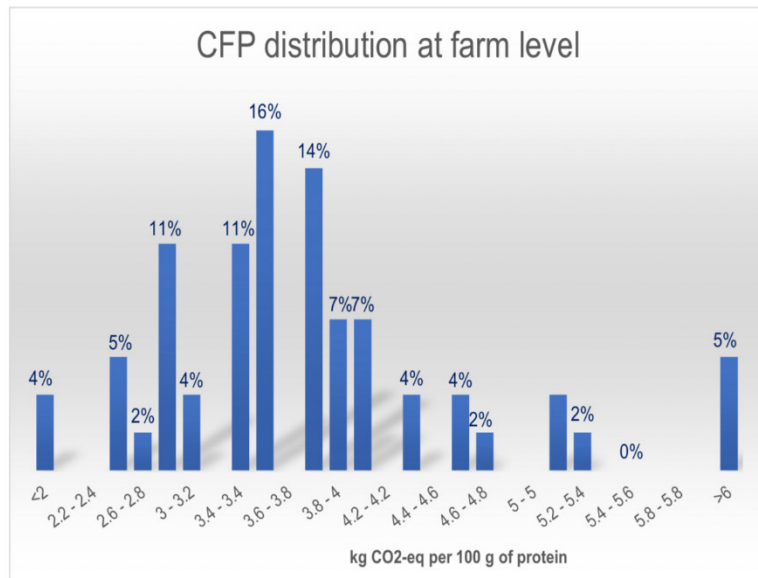
# Trust & Proof in Sustainable meat production in NL



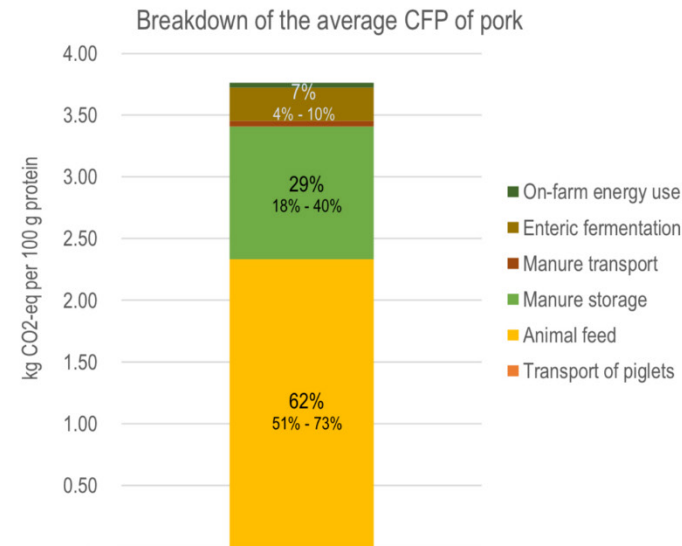


# Trust & Proof in Sustainable meat production in NL

## The CFP composition of pork based on real data



>50% difference among farms:  
even more room for further improvement

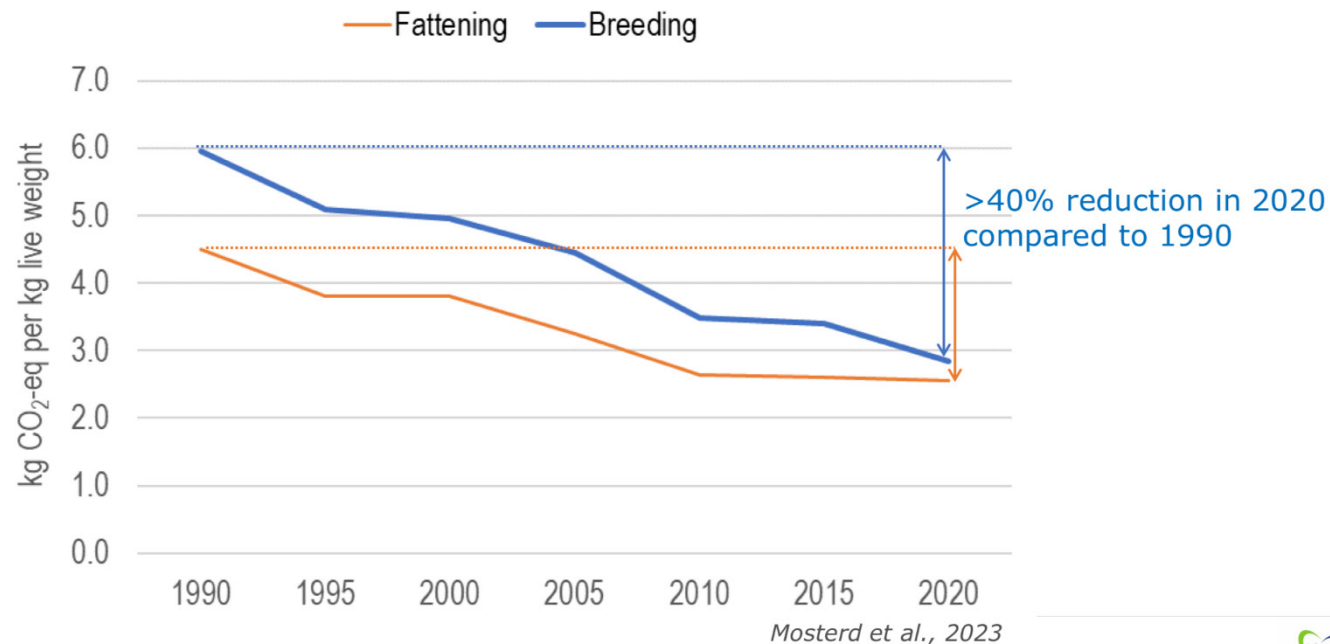




# Achievements in Sustainable meat production in NL

## Big steps are already taken since 1990 in the Netherlands

Wageningen Universiteit was asked to calculate the CFP reduction since 1990

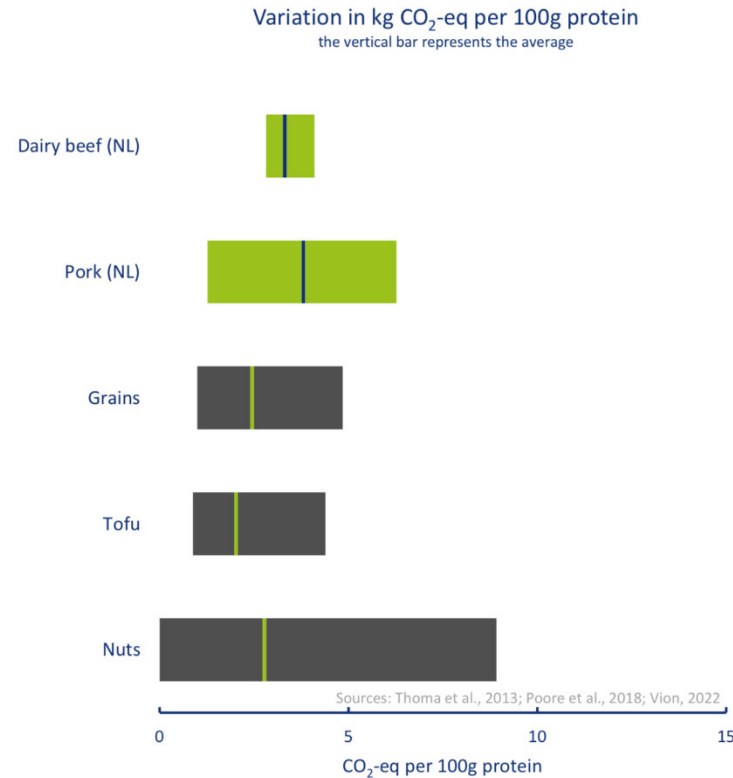




# Achievements in Sustainable meat production in NL

## CFP of meat products benchmarking with other products

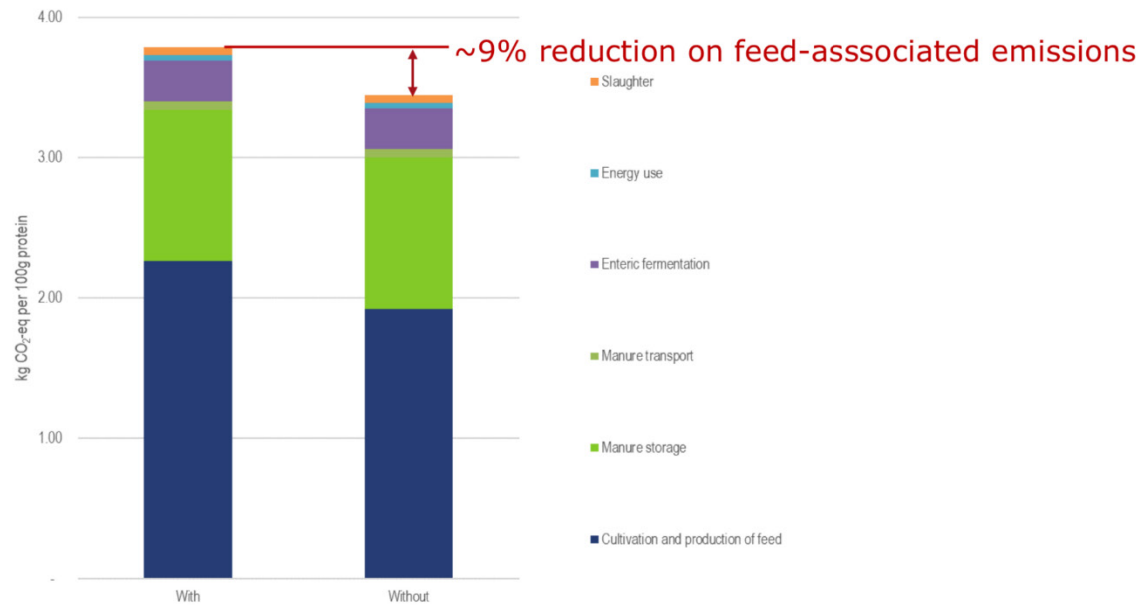
- EU pork and dairy beef are comparable to various plant-based protein sources, including tofu
- Why?
  - Efficient production systems (e.g. low feed-conversion ratio)
  - Use of by-products from the food industry
  - Manure storage and treatment





# Further improvements in meat production NL

**1-on-1 exchange of palmpit oil from ID with rapeseadoil from CZ**

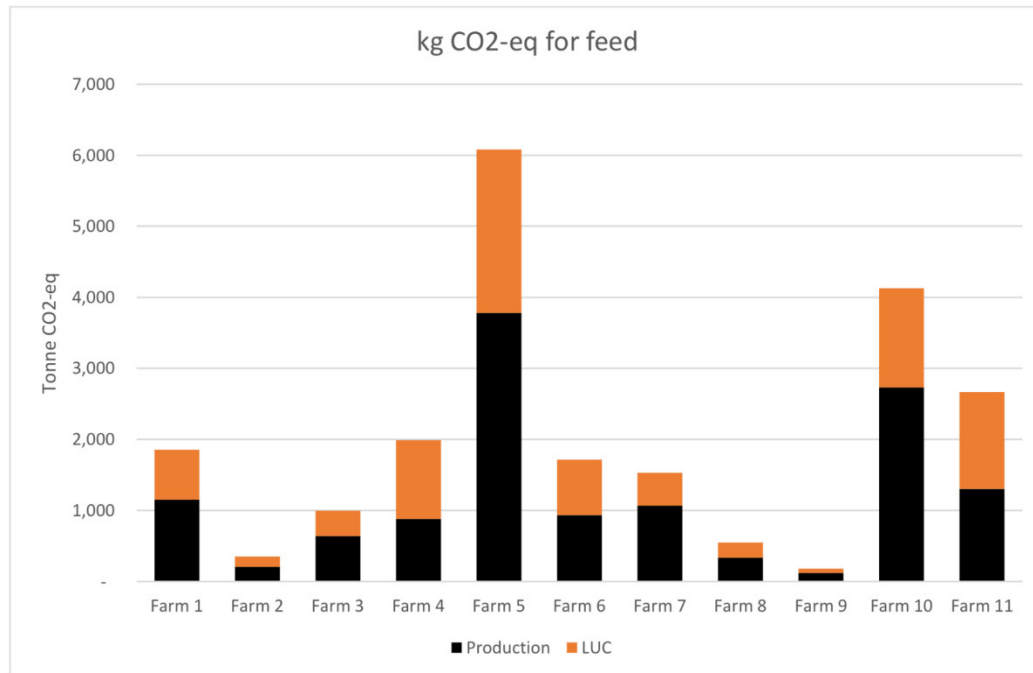






# Further improvements in meat production NL

**Example: fasing-out Land Use Change (LUC)**

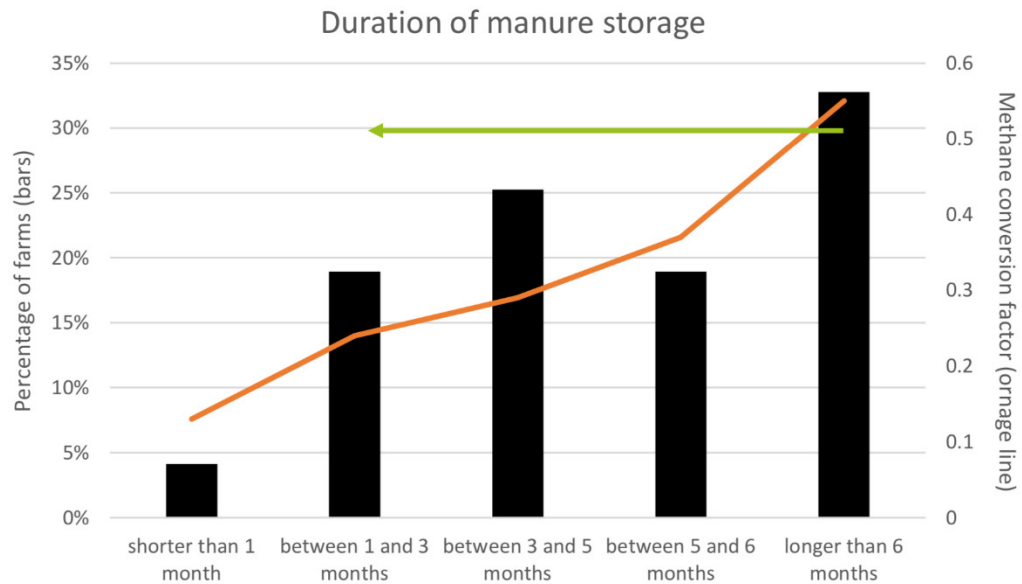


On average 20% of the CFP of these farms is due to LUC



# Further improvements in meat production NL

## Example: duration of manure storage



The best **Protein** for your **Meal**  
=  
**Meat from the Netherlands**

*Laurens Hoedemaker , DVM*

