



# Just Livestock Transition and Meat Reduction

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**World Animal Protection**



# Our



# Vision

A World where Animals Live  
free from Cruelty and Suffering

# OUR

# Mission

We save the World to  
Protect Animals

# World Animal Protection



## Our offices

1 Australia

2 Brazil

3 Canada

4 Costa Rica

5 China

6 Denmark

7 India

8 Kenya

9 Netherlands

10 New Zealand

11 Sweden

12 Thailand

13 UK

14 USA

# Global Strategy 2021-2030



**Report:** <https://www.worldanimalprotection.or.ke/news/new-world-animals>



# OUR STRATEGIC VISION



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## GOAL 1

**ENSURE FARMED ANIMALS  
LIVE GOOD LIVES BY  
TRANSFORMING THE GLOBAL  
FOOD SYSTEM**



© Tree Tops

## GOAL 2

**STOP WILD ANIMALS BEING  
CRUELLY EXPLOITED AS  
COMMODITIES BY CHANGING  
THE SYSTEMS THAT ALLOW IT**

**Intensive Livestock Production**





# Key Trends

- ❑ Growth in African Population from 1.2 billion (2015) to 2.4 billion (2050) (*2015 Global human population*)
- ❑ Growing population, urbanization and increasing economic prosperity driving greater demand for animal products
- ❑ Per Capita annual consumption of meat and milk to double by 2050 (Milk from 30 to 64 liters, Meat from 14 to 26 Kgs)
- ❑ Intensification of Africa's livestock system is happening at unprecedented pace & scale





# Meat Production & Consumption



## Current Production (2018)

80 billion animals consumed globally

- ✓ 69 billion chicken
- ✓ 1.5 billion pigs
- ✓ 574 million sheep
- ✓ 479 million goats
- ✓ 302 million cattle

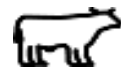
## Projected meat consumption growth by:

**2030**

- 30% Africa
- 18% Asia and Pacific
- 12% Latin America
- 9% North America
- 0.4% Europe

## Projected meat production growth by:

**2030**



5.9%



13.1%



17.8%



15.7%

# Impact of Intensive Livestock System



**Effects on  
public health**



**Biodiversity loss  
and pollution**



**Causes suffering to  
billions of animals**



**Drives climate  
change**

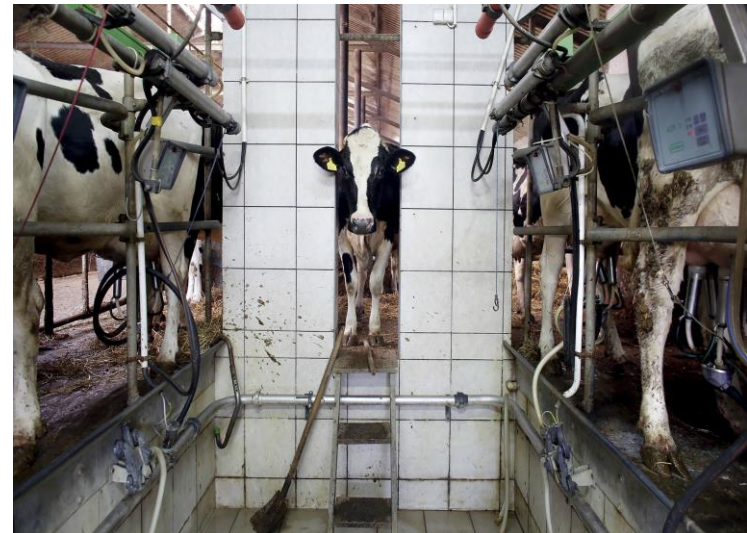


**Undermines  
food security**

# Animal Welfare Impacts



- ❑ Intensive Livestock Production Systems involves high throughput animal husbandry system with many animals of the same genetics confined in a unit under very controlled conditions.
- ❑ Animal welfare and Sentience not recognized.
- ❑ Poor Animal Welfare Standards<sup>1</sup>
- ❑ **Goal** – Minimize costs and maximize profit, to quickly produce large supplies of products
- ❑ **Not sustainable**
  - Deforestation<sup>2</sup>
  - Antibiotic Resistance<sup>3, 4</sup>
  - Zoonotic diseases<sup>5</sup>
  - Environmental Contamination<sup>6</sup>  
(Waste management)



# Impact of Intensive Livestock System



❑ High animal-based food consumption, detrimental to human health & increases public health costs<sup>1,2</sup>

❑ Excessive meat consumption is **One of Four** leading risk factors to Chronic illness<sup>3</sup>

❑ **677.6 million** obese

❑ Zoonotic conditions responsible for **2.5 billion** cases of human illness and **2.7 million deaths** annually<sup>5</sup>

❑ **1.27 million** people die annually due to drug-resistant diseases<sup>6</sup>

❑ **73%** of all antibiotics used in livestock sector<sup>7</sup>

# Impact of Intensive Livestock System



- ❑ Largest climate change & Environmental impact due to **Animal Feeds** production
- ❑ Livestock production contributes at least **14.5%** of all greenhouse gas emissions<sup>1</sup>
- ❑ Significant methane and ammonia emissions<sup>2</sup>

- ❑ Soil degradation, aquatic habitat destruction, air pollution, water contamination and biodiversity loss<sup>3</sup>
- ❑ Waste Management
- ❑ Tropical deforestation<sup>4</sup>



World Health  
Organization

***Food lies at the heart of human, ecosystem, and animal health and well-being.***

*Our health and well-being are affected by our food systems – the way we grow, harvest, process, transport, market, consume and dispose of food – through multiple, interrelated pathways. Today, our food systems are making us ill, driving climate change and undermining the health of ecosystems and the essential services on which our health and well-being depend. –*

**Just Livestock Transition**





# Introduction

- ❑ Using land to grow crops to feed animals that will become our food = Highly **inefficient** and destructive
  - For every **100 calories** of crops fed to farm animals = **only 17-30 calories** reach humans
  - Meat and Dairy provide only **18%** of overall calories and **37%** of proteins for humans but use **83% of farmland**

## ❑ Solutions

- ✓ **Resize** the livestock industry
- ✓ Shift towards **Humane, Sustainable, Regenerative** and **Agroecological** farming systems
- ✓ Adoption of **higher** farm animal **welfare standards**
- ✓ Ensuring Just Transition principles are applied to enable this transformation



# Just Livestock Transition Benefits



- ❑ Growing food exclusively for direct human consumption
  - *increases available food calories by **70%**, feeding an additional **four billion** people<sup>1</sup>*
- ❑ Transition towards plant-rich diets
  - *free up **75%** of agricultural land<sup>2</sup>, which could be used for food production, conservation, reforestation, ecosystem restoration and other essential purposes to mitigate and adapt to climate change<sup>3</sup>*
- ❑ Moving towards diets – WHO ‘healthy diets’<sup>4</sup> or EAT – Lancet Commission ‘planetary health diets’<sup>5</sup>
  - *avoid 5.1 million deaths per year by 2050<sup>6,7</sup>*

# What Can You Do



- Consumers** (People) – Choose to “*Eat Less and Better Meat*”
- Join our call on **Governments** to stop approving Factory farms by imposing a moratorium on intensive farming within National Climate actions (Nationally Determined Contributions) in recognition of intensive farming’s climate impact

# What is “Better Meat”



- ❑ Meat produced in Higher Welfare Production System where animal sentience and animal welfare freedoms, standards and policies are adhered to
- ❑ Food companies should endeavor to meet the **Farm Animal Responsible Minimum Standards (FARMS)** on animal welfare requirements for production or procurement as a minimum



# What Can You Do



- ❑ Support our campaign for **Industry** to
  - ✓ Implement **Farm Animal Responsible Minimum Standards** (FARMS) as a minimum,
  - ✓ End deforestation in animal feed sourcing,
  - ✓ Halve production of animal protein by 2040, and
  - ✓ Phase out sourcing of monocrops like soya as feed for farmed animals (from 2030).



