

The background of the entire image is a scenic rural landscape at sunset. The sky is a mix of orange, yellow, and blue, with soft clouds. The land is rolling green hills with some trees and a stone wall. In the foreground, several sheep are grazing in a field. The overall mood is peaceful and natural.

Eat Balanced

HAVING POSITIVE CONVERSATIONS
ABOUT **MEAT & DAIRY** **2021**

Overview and Contents

There are many health and environmental misconceptions around meat and dairy production. As an evidence-based organisation, AHDB seeks to present facts, to protect the reputation of the industry and the levy payers it represents.

AHDB has put this pack together to provide information and materials to help positively manage the reputation of meat and dairy during January and beyond.

The pack includes:

- [Market data](#)
- [What we are doing January 2021](#)
- [Free assets available for your use](#)
- [How can you get involved?](#)
 - How to create a video for social media
 - Responding to negativity on social media
- [Key facts about red meat, dairy, nutrition and the environment](#)
- [Q&A Nutrition](#)
- [Q&A Environment](#)
- [Contact AHDB](#)

Market data meat and dairy eaters

98%

of GB households continue to buy meat, fish or poultry on a monthly basis
(source: Kantar 4 w/e average in 2020)

0.8%

of the GB population are strictly vegan, eating no animal products in the last year
(source: Kantar usage 52 w/e 9 August 2020)

UK Consumers

claiming to be eating less meat dropped 10 percentage points between February and August 2020
(source: AHDB/YouGov)

99.8%

of GB households buy dairy, which hasn't changed from last year
(source: Kantar 52 w/e 12 July 2020)

80%

of GB households do not contain a conscious meat reducer
(source: Kantar 52 w/e 23 Feb 2020)

UK Consumers

claiming to be eating more meat doubled since February to 14% in April 2020
(source: AHDB/YouGov)

What we are doing to safeguard the reputation of pork, beef, lamb and dairy in January 2021

We're launching a £1.5m 'Eat Balanced' consumer marketing campaign to provide clear facts to help those reducing meat and dairy consumption to re-consider their choices and to promote a healthy, sustainable diet.

New Eat Balanced TV advert live 4–17 January 2021 across terrestrial and digital channels.



New Eat Balanced consumer website to act as the 'hub' for the campaign.



Proactive and paid for social media activity live throughout January, designed to tackle misconceptions around meat and dairy.



Stakeholder information and digital assets created, including; Positive Conversations Pack and additional support for the industry.



Pork Campaign Health-focused pork TV advertising, in-store and digital activity. For more information, [click here](#).



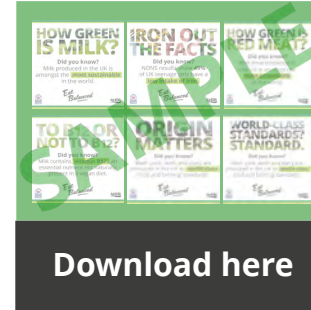
Defending the industry and continuously challenging misinformation around red meat and dairy, particularly those used in campaigns and advertising.



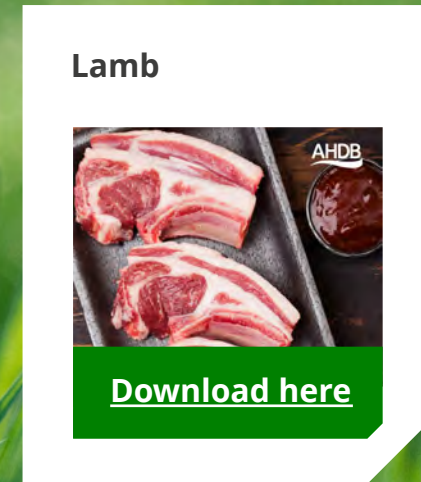
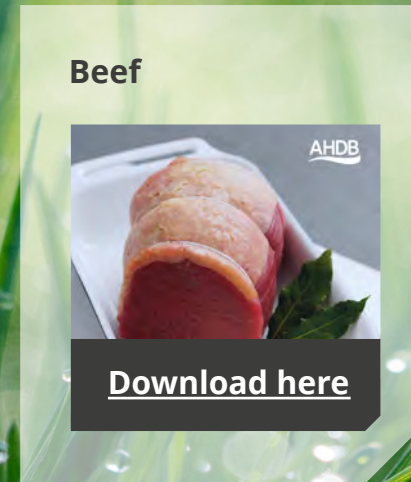
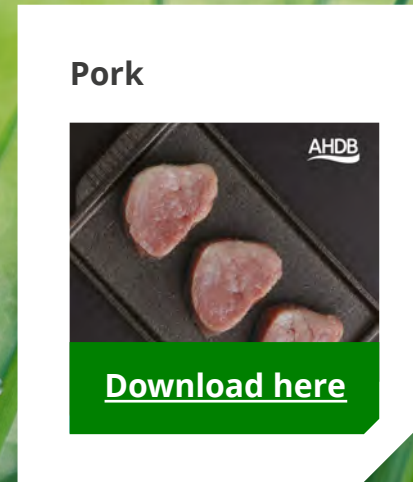
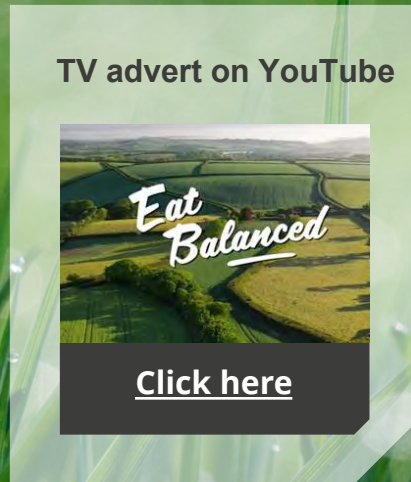
Free assets available for your use

We have created a suite of digital assets that are free to download and anyone can use **AFTER THE 4 JANUARY.**

Available now:



Guides to Health Claims*



*These health claims guides provide guidance on the EU nutrition and health claims regulations (i.e. the legal framework used to highlight the particular beneficial effects of their products, in relation to health and nutrition) for beef, lamb and pork. These can help you understand what can be said about meat and health, and to support positive conversations. Health claims can be complex, so please digest the guide and contact AHDB for further guidance.

How can you get involved?

Part of the 'Eat Balanced' campaign is showing consumers how British farming has some of the highest standards in the world, and that it's one of the most sustainable.

We'd love for you to help us spread this message across social media.



FACT: Follow

Ensure you're following our social channels, plus we've recommended some influencers to follow too. This way, you can easily share and repost any content and key messages across your own social channels. You can also search for #WeEatBalanced.

Follow these social media influencers and share their content.



Joe Stanley,
UK beef farmer
[@JoeWStanley](https://www.instagram.com/joewstanley)



Frédéric Leroy,
Professor of Food Science
[@fleroy1974](https://www.instagram.com/fleroy1974)



Frank Mitloehner,
Animal science
[@GHGGuru](https://www.instagram.com/GHGGuru)



Graeme Tomlinson,
fitness and nutrition
[@thefitnesschef](https://www.instagram.com/thefitnesschef)



Abi Reader,
UK Dairy farmer
[@AbiReader](https://www.instagram.com/AbiReader)



Diana Rodgers,
Sustainability author
[@sustainabilitydish](https://www.instagram.com/sustainabilitydish)

Follow AHDB and share our content throughout January (and beyond)



Instagram

[@love_pork](https://www.instagram.com/love_pork)
[@simplybeefandlamb](https://www.instagram.com/simplybeefandlamb)
[@deptofdairyscrumptiousaffairs](https://www.instagram.com/deptofdairyscrumptiousaffairs)
[@WeEatBalanced](https://www.instagram.com/WeEatBalanced)



Twitter

[@TheAHDB](https://twitter.com/TheAHDB)
[@AHDB_BeefLamb](https://twitter.com/AHDB_BeefLamb)
[@AHDB_Pork](https://twitter.com/AHDB_Pork)
[@AHDB_Dairy](https://twitter.com/AHDB_Dairy)



Consumer facing Facebook

facebook.com/lovepork.UK
facebook.com/simplybeefandlamb
facebook.com/TDDRA
facebook.com/WeEatBalanced



Industry facing Facebook

facebook.com/TheAHDB
facebook.com/AHDBBeefandLamb
facebook.com/AHDBPork
facebook.com/AHDBDairy



FACT: Amplify

Six ways to get involved and spread the message:

1.

Download the free assets (**page 4**) we've created and share from your social channels

2.

Post on Facebook and Twitter and remember to use **#WeEatBalanced**

3.

Search **#WeEatBalanced** and retweet posts to spread the word

4.

Pin a Tweet to the top of your profile. Click on the down arrow in the top right of the post and select 'pin to your profile'

5.

Use the We Eat Balanced Twibbon to add to your profile picture on Twitter. [Click here](#)

6.

You can also **change** your Facebook profile picture [here](#)

FACT: Create

It's always great to see and hear authentic and genuine messages about food and farming from those who do it day in, day out. If you can, we'd love to see your own posts.

A post can contain text, emojis, photos, links, GIFs or videos. You can use websites such as [Canva](#) to create graphics for free, or film and upload your own videos on smartphones.

For more tips and advice, visit the [AHDB assets web page](#).

DO

- Use #WeEatBalanced from 4 January
- Be positive and use your own words in your posts, which will come across more genuine
- Keep it short and concise
- Use visuals to catch people's attention
- Use online grammar checkers before posting
- If linking to other sources, use shorten links if possible.

DON'T

- Be aggressive or negative towards other people's food choices
- Post about subjects you know little about
- Forget about your audience and what they would find of interest
- Try to avoid using close-up pictures of individual animals in your posts
- Say anything on social media you wouldn't want on the front page of a newspaper



How to create a video for social media

We'd like you to show the world what British farmers and food producers do, to demonstrate how we have some of the highest standards and are among the most sustainable.

How to create a video:

1. Shoot all video in landscape and avoid holding the phone yourself to avoid a wobbly video



2. Don't use the built-in camera zoom, it won't look good on the finished video



3. Think lighting and film with your back to the light, so your subject is lit up



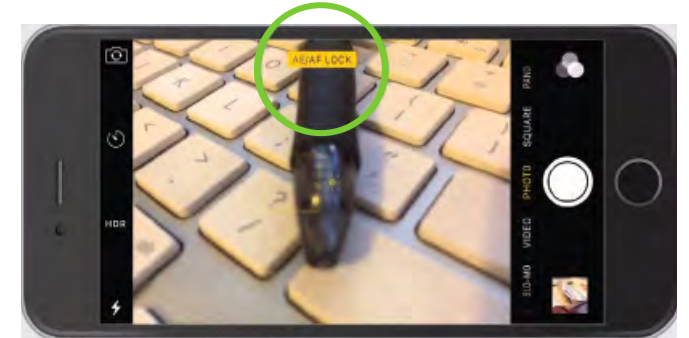
4. To avoid jittery footage from auto focusing, we recommend using the 'exposure focus lock'*



5. For best sound results when out and about, record out of the wind and avoid a noisy background if talking on camera



6. Keep it snappy, and under 2 mins and 20 seconds



*To activate the AE/AF lock, simply open the iOS camera app and tap on the screen as if you were going to focus on an area. Instead of tapping and releasing, you need to tap and hold until the focus square flickers. When you release, you should see an 'AE/AF Lock' indicator on the screen.



FACT: Tell your audience

AHDB will be actively posting on social media from 4 Jan - 31 Mar and encourage you to do the same.

We've pulled together some copy for you to use in membership emails, bulletins, updates, etc. to help keep your members informed about what AHDB is doing to help protect the reputation of pork, beef, lamb & dairy. **[Click here.](#)**

- The shelf life of a post on different social channels varies and depending on which social media channel you are using will depend how visible your posts will appear to your audience.
- Keep reminding them about the world-class standards we have in British farming and food production, and use **#WeEatBalanced** to group the topic together, so others can follow the conversation.
- Use pictures to make your posts stand out. Content with relevant images attracts **94%** more views and is 40 times more likely to be shared*.
- Don't be afraid to use the same message but present it differently.
- Asking questions is a great way to interact with your audience and get others involved in the conversation:

'Did you know...' 'Ever wondered why...' 'Have you seen/ heard...'

*5 Proven Reasons to Use Visual Content in Social Media (smartbirdsocial.net)



Responding to negativity on social media

January, for many reasons, is the most prolific month for anti-meat and anti-dairy messaging on social media. AHDB's advice is to remain objective and to stick to the facts.

All the claims that have been made in our advertising, on the [WeEatBalanced](https://www.ahdb.co.uk/weeatbalanced) website and via the WeEatBalanced social channels are evidence-based and can be substantiated.

Tips for dealing with negative social media activity:

Investigate – check out their profile and see what you can learn from their activity. Do they look like they'd be open to hearing your side of the story? If not, don't bother to engage.

Be polite – don't tarnish yourself or the farming industry by getting into a heated debate. Don't be dragged into a negative vortex, it's unlikely to achieve anything good.

Don't overreact – it's easy to be emotional and use inflammatory or defensive language when attacked, especially if things get personal.

Know when to walk away – you don't have to respond to every argument you are invited to. Step away, take a breather and ask yourself, do they sincerely want to learn and hear your story?

Generate positive content where possible – if there are negative topics about a specific area or topics, do we have any evidence supporting our position or explaining our view positively? – join in with sharing positive conversations i.e. assets.

Support the industry – lift each other through support on social media and enable the public to make informed choices.

The background of the top half of the image is a scenic rural landscape. In the foreground, a grassy field is visible. In the middle ground, a man and a woman are standing, looking towards the horizon. A dog is also visible near them. The background features rolling hills and a large mountain range under a clear sky. The sun is low on the horizon, creating a warm, golden glow.

Eat Balanced

Key Facts about

red meat, dairy, nutrition and the environment

Key facts about red meat

To achieve a healthy diet, the key message is balance. A variety of foods from the main food groups, eaten in the right proportions, make up a healthy, balanced diet.

Meat can be part of a healthy balanced diet. Beef, pork and lamb are important sources of several nutrients that contribute to good health, including protein, iron, vitamin B12, zinc and potassium.



'Red Meat as part of a healthy, balanced diet is a good source of iron and zinc and provides significant amounts of these in the UK diet. It also contributes high-quality protein and a range of other nutrients including B vitamins, potassium and phosphorus'
The British Nutrition Foundation

Key facts that can be shared:

[Visit assets page](#)

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, potassium, zinc, vitamin B12** and **niacin**.

Meat and dairy contain **vitamin B12**, an essential nutrient not naturally present in a vegan diet.

Protein helps the maintenance of normal bones and growth in muscle mass.

Potassium contributes to normal muscle and nerve function and helps support normal blood pressure.

B vitamins can help with normal energy production in the body. They also help with the normal function of the immune system, psychological function and the reduction of tiredness.

Zinc supports normal fertility and reproduction.

Red meat is **naturally low in salt** (sodium). Reducing consumption of sodium supports the maintenance of normal blood pressure.

Our bodies absorb iron in meat more readily than from plant sources.

Key facts about dairy

A variety of foods from the main food groups, eaten in the right proportions, make up a healthy, balanced diet.

The key message with dairy is that it can be part of a healthy, balanced diet. Milk and dairy foods are important sources of several nutrients that contribute to good health, including calcium, iodine and protein.



Key facts that can be shared:

[Visit assets page](#)

A glass of 200ml semi-skimmed milk provides **35%** of our daily recommended **calcium** and over **100%** of our recommended intake of **vitamin B12**.

A 30g serving of hard cheese (for example Cheddar and Double Gloucester) on average gives us 15% of our daily recommended protein for adults.

A 150g pot of low-fat fruit yogurt provides over half **51%** of our recommended adult **daily intake of iodine**.

Calcium is needed for maintenance of normal bones, and helps nerve and muscle function.

Vitamin B12 helps to reduce tiredness & fatigue, and supports the normal function of the immune system.

Protein helps the maintenance of normal bones and growth in muscle mass.

Iodine contributes to the production of thyroid hormones and function.

Red meat and dairy from Britain has **world-class food and farming standards**.

Red meat and dairy from Britain is among the **most sustainable in the world**.

Key facts about red meat, dairy and the environment

Cattle, sheep and the environment

The UK remains one of the most sustainable places in the world to produce beef and lamb. Due to our weather and landscapes, grass and rain-water are in abundance so very few additional inputs are required to produce nutrient dense, high-quality food.

[Visit assets page](#)

Key facts that can be shared:

Latest Defra figures show UK agriculture is responsible for 5% of total UK emissions, with livestock production making up just over half of that.

By 2050, ahead of the UK Government Net Zero by 2050 pledge, the NFU aims to be carbon neutral with their Net Zero pledge.

Assessing the overall environmental impact of livestock production proves challenging as global production systems are so diverse and activities that offset carbon are typically not considered.

Food's carbon footprint is typically calculated by weight and doesn't factor in nutrient availability, packaging, waste, transport or the wider implications on the environment such as water use or habitat loss. The majority of UK cattle & sheep live on grasslands that cover 60% of farmland. This land is less/unsuitable to sustain crop production, therefore grazing livestock enables sustainable food production from this land.

These grasslands capture and store carbon from the atmosphere through carbon sequestration and provide habitats for wildlife and plants, aiding biodiversity. These grasslands are also a key aspect of our landscape that makes the UK a green and pleasant land.

UK beef and lamb production does not contribute to amazon deforestation as most of their feed is grass or crop co-products, with very little or no soya.

The vast majority (well over 90%) of the water required to produce beef and lamb is met by natural rain water. In the UK, only 67 litres of tap water is required to produce per kg of beef, and 49 litres per kg of lamb.

UK beef carbon emissions are over 50% lower than the current global average, UK Climate Change Committee 2020.

Q&A Nutrition

Q: What are your views on veganism as a diet?

Choosing to exclude all animal products is a personal choice – it is not vital for good health. The majority of people in the UK include animal products like red meat and dairy, and these can be part of a healthy, balanced diet. We get a significant proportion of nutrients like iron and zinc from meat and meat products, and we need more research on the long-term effects of a vegan diet on health in larger population groups. It's important that those considering a vegan diet make sure it's varied and balanced to

ensure it provides all the nutrients needed, and to consider supplements and/or fortified foods to provide vitamin B12, which is generally only found naturally in animal foods. When looking at vegan or plant-based products, it shouldn't be assumed that they are automatically a healthy choice – it's still important to check the label and avoid having those that are high in saturates, salt or added sugars too often.

Q: Is switching towards a more plant-based diet healthier for you?

Well-balanced plant-based diets can provide the nutrients the body needs to be healthy. There is some evidence that dietary patterns that include plenty of plant-based foods (but don't necessarily exclude meat/animal foods) have health benefits. A plant-based diet is typically high in fruit and vegetables, wholegrains and dietary fibre, while being low in saturated fat and added sugars. The evidence specifically for vegan diets and health is limited, although some evidence suggests a reduced risk of certain diseases, such as Type 2 diabetes. However, these studies are mainly observational so can't prove direct cause and effect. It may be

that people who follow more plant-based diets have healthier lifestyles overall, for instance, they may be more physically active, have healthier weights, consume less alcohol, and are less likely to smoke. In addition, not all plant-based diets are equal! Well-planned vegetarian and vegan diets can be nutritious and healthy, but it is also possible to follow a vegan diet badly. Some processed foods that are suitable for vegans can also be high in saturated fat, salt and added sugars, such as deep fried foods, biscuits, crisps and confectionery.

Q: Is red meat unhealthy for you as it is high in fat?

Red meat is a source of protein, iron, vitamin B12, and zinc making it a nutritious food. Nowadays, the fat and saturated fat content of some lean cuts of red meat is lower than we may think. UK composition data shows

that the average fat content of lean lamb is 8% while lean beef is 5% and lean pork can be less than 3%. Try to select leaner cuts, reduced fat mince when shopping and remove visible fat when cooking.

Q&A Nutrition

Q: Is red meat only important to help with your iron intake?

Red meat is a good source of iron and it is in a form that our bodies can easily absorb. Iron supports the formation of red blood cells, normal immune function and contributes to normal cognitive function. Currently, a quarter of females aged 19-64 years in the UK have average iron intakes below recommended amounts.

Red meat also contains many other important nutrients needed for good health, including protein, zinc, and selenium B vitamins including vitamin B12. Red meat also contributes to vitamin D intakes.

Q: Would switching to a Flexitarian diet be better for the environment?

More research is needed to understand nutrition, diet and health in relation to sustainability and the environment. A flexitarian or semi-vegetarian diet (SVD) is one that is primarily vegetarian with the occasional inclusion of meat or fish. Agriculture in the UK emits 10% of emissions, livestock emits just over half of that, and this is the same globally, with livestock emitting 5% of GHG emissions (FAO).

Should livestock production be dramatically reduced due to more people becoming semi-vegetarian, emissions are unlikely to reduce very much. This is due to the emissions of any replacement foods and products. This is supported by a Swedish study which shows the carbon footprint of lifelong vegans is only 4% lower than meat eaters.

Q: 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. As yet it is unclear, and it's important to remember that not all plant-based diets are equal! Well-planned vegan diets can be nutritious and healthy, but it is also possible to follow a vegan diet badly. Environmentally speaking, whilst studies such as Poore and Nemecek 2018 support that an increasingly vegan world would have significant environmental benefits, several factors have not been considered.

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 whilst livestock require large amounts in comparison with plant-based foods, they are often being used for

their ideal purpose. For example, over 60% 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 fails to include waste, 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.

Q&A Environment

Q: What about the environmental impact of livestock farming?

Ruminants such as cattle and sheep play a vital role in sustainable food production. They are one of the only food species able to convert grass – which humans can't eat, into something we can eat – meat. Removing them from the grasslands that cover 60% of farmland would remove much of this land from food production entirely. At a time when the population is growing so rapidly, this is likely to have repercussions for food security and affordability.

Livestock production also impacts on crop production as they are intrinsically linked. The manure that livestock produce makes excellent manure fertiliser, vital for the health of our soils. Manure contains the

fermented or broken down grass and crops the animals have digested. Returning this to the soil from which it came is a core pillar within sustainable food production. The removal of this natural fertiliser would lead to increased reliance on chemical fertilisers, which do not improve the soil in the same way and have their own substantial carbon footprint.

Responsible and strategic livestock farming is a highly productive industry that produces a large amount of nutritious food for the population. When carried out efficiently, carbon emissions can be minimised, with meat production playing an important role in global food security.

Q: Isn't livestock farming one of the most significant contributors to carbon emissions?

In the UK, livestock production emits around 6% of total emissions, making it one of the smallest contributors. Transport dominates emissions at 28%, followed by energy supply at 23%, business at 18%, residential sector at 15% and all agriculture at 10%.

Globally, figures largely mirror the UK, with the FAO putting direct livestock emissions at around 5%. It is commonly cited that livestock emit more emissions than transport, but this is untrue. The FAO estimates direct emissions from transport are around 14%.

The vast majority of carbon emissions from livestock is methane (CH₄), produced from cattle and sheep. While methane (CH₄) is 28 times more warming than carbon dioxide (CO₂), it has a much shorter lifespan of around a decade (CO₂ is around 1000 years). After 10 years, methane (CH₄) is broken down into CO₂ and water, with the CO₂ returning to the plants or grass the cow ate, through the process of photosynthesis.

Q&A Environment

Q: Will reducing the UK's red meat consumption improve our environmental impact?

With food production so intrinsically linked, removing or reducing livestock is likely to lead to a less sustainable food system, with unintended consequences for the wider environment (for example, water quality, biodiversity, etc). With sustainability imperative to food security and affordability, removing or dramatically reducing livestock could have huge implications on the availability of affordable food.

Studies suggest removing animal products from western diets could reduce personal carbon footprints by around 2%. Care must be taken to avoid replacing sustainably and locally produced foods such as red meat and dairy with imported goods, with potentially wider environmental implications. Shifting emissions abroad makes little sense.

Q: If livestock farming is sustainable in places such as the UK, why do so many scientists call for reduced consumption?

A number of studies and reports like EAT-Lancet have strongly suggested global red meat consumption should be reduced. While there is support from the scientific community for this recommendation, there is also a great deal of criticism. Questions have been raised over the environmental sustainability of a largely plant-based farming system, public acceptance and longevity of a largely plant-based diet, economic consequences (particularly those in rural or poorer communities), cultural heritage and most importantly dietary adequacy. Some nutritionists have raised concerns about the nutritional deficiencies of largely plant-based diets, particularly for young people, women and the elderly.

Scientists also highlight the fact that, in comparison to fossil fuel industries, livestock production has a significantly smaller impact on global warming, and delivers a life necessity, food. One of the main points made by the EAT-Lancet report was the goal of 'reducing food loss and waste by

50% to reduce pressure on food demand'. However, according to the FAO, food waste from meat and dairy is one of the lowest at 20% , with up to 45% of fruit and vegetables wasted, 30% of cereals and 30% of fish. Removing livestock would likely increase the waste of valuable co-products that are currently used as supplementary animal feed. By taking a more holistic approach to measuring the carbon footprint of livestock farming, the emissions from cattle and sheep are likely to be largely offset through carbon sequestration, or carbon absorption. This was recently presented in a study in New Zealand, showing how sustainable red meat production can be in temperate climates such as the UK. AHDB is an evidence-based organisation and committed to only reporting factually accurate information. Many of the sources promoting a reduction in meat consumption are not restricted by such guidelines, so have the freedom to make exaggerated claims that appear more extreme than the facts.

Q&A Environment

Q: Can you explain in more detail how livestock farming can have a positive impact on the environment?

Carbon sequestration

Most of the carbon dioxide (CO₂) on Earth is stored in the ocean, the soils and in living or dead plants and animals. Through the process of sequestration, carbon dioxide (CO₂) is absorbed from the atmosphere and locked up in the soils or the oceans. As cattle and sheep farming in the UK utilises and maintains the countryside we cannot grow crops on, the land they graze provided carbon sequestration.

In short, the grass cows eat is made from CO₂, so when the methane (CH₄) they burp converts to CO₂ and water after 10 years, the CO₂ goes into the soil to make the grass they eat. It's a cycle. By managing grasslands effectively, there is potential to increase carbon sequestration and increase carbon stocks in arable lands where it has depleted.

While carbon sequestration would occur without cattle and sheep grazing, their existence allows us to produce food from this land while in harmony with nature.

Preventing topsoil depletion

In the UK, topsoil depletion is so severe that in 2014 the trade magazine Farmers Weekly announced we may have only 100 harvests left. According to the FAO, returning livestock to arable land that has poor soil is the only way to halt erosion and rebuild soil. The livestock manure also returns nutrients to the soil.

Sustainable food source

Only ruminants such as cattle and sheep are able to transform grass and forage land into food for humans such as dairy and meat. In the UK, 60% of farmland is grassland and unsuitable to grow crops on, ruminants offer a sustainable way

to produce food from this land. They also enable this land to remain an important habitat for animals and plants, with wildlife and food production coexisting. Ruminants are also able to utilise the waste from our harvests, such as barley or wheat. They are also able to minimise our food waste through consuming wonky vegetables, bread crusts and brewers grain. They are able to convert all the foodstuffs we can't eat and convert into something nutritious and tasty.

Flood protection

When managed effectively, upland peatland habitats can be grazed appropriately by livestock and act an effective sink for water, providing flood protection for lower lying areas.

Biodiversity

Livestock grazing is crucial for encouraging and maintaining biodiversity. Without maintaining a low level of grazing across grasslands, species-rich grasslands are replaced by taller, wild grasslands with lower species diversity, often as a result of the presence of invasive species. This was demonstrated when agricultural subsidies transitioned to area payments, leaving much grassland unmanaged, and resulting in a sharp decrease in biodiversity. The UK governments recently announced ELMS payments will help to improve previously lost biodiversity, as farmers will be provided financial incentives, aiding viability.

Social and economic benefit to rural communities

Livestock farming provides vital social and economic benefits to rural communities, such as food supply, source of income, source of employment, etc.

Contact AHDB

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The AHDB Press & PR team will be monitoring press stories and media enquiries 7 days a week.