

11th International Beef Forum

Warsaw, Poland. January 31st, 2025

Sustainable beef- Global challenges and opportunities

Dr Phil Hadley, International Meat Secretariat (IMS)



International Meat Secretariat (IMS)- Est 1974



- Brings together the global meat and livestock sectors
- Represents the industry at key policy forums: FAO, WOAH, CODEX, LEAP, GASL, etc
- Champions meat/production with science-based facts
- Facilitates international exchange
- Provides industry data and information
- Hosts the World Meat Congress

Sustainable beef- transforming the sector



- Global Challenges & opportunities
- No shortage of challenge- environment, dietary health, animal welfare, Governmental policy, CSR demands, EUDR
- BUT:
- Beef is an aspirational product that people love
- Opportunity to be part of the solution

Livestock's contribution to the FAO Sustainable Development Goals



- Aims to improve the position for individuals/communities globally
- Includes no poverty, food security, rural development, etc
- Sector contributes to these goals- a recent report states US ag contributes to ALL 17

Sustainable beef- transforming the sector



- Uses mainly land not suited for crops and for which there is no other productive use.
- 70% of “productive” land can only be farmed for livestock
- Grazing livestock on permanent grassland with diverse species benefits biodiversity, soil fertility (organic matter/carbon sequestration) and stability
- 86% livestock feed not edible - grass, biomass, crop residues and by-products

[source](#)

Sustainable beef- transforming the sector



- Meat plays an important role in healthy, balanced diets
- Key source of protein, iron, zinc, B2/3/12 and other essential nutrients
- Deficiency can lead to malnutrition and health complications- restricted diets often require supplementation
- Balanced diets contain nutrients from a wide range of sources inc meat

Sustainable beef- transforming the sector



- Livestock have become the focus of the historic climate change debate
- The sector is responding responsibly
- Canada has reduced GHG/kg 15% (14v21), while reducing water use by 17% over a twenty-year period
- Beef production land stores 1.9Bn/T of soil organic carbon and continue to contribute through grazing practice
- Many have set clear targets 2030
- COP29/30

Sustainable beef- transforming the sector



- Livestock sector has a significant contribution to make to society
- Rising to the challenge as part of a wider journey
- The whole supply chain is engaged
- ***IMS MEMBERS & THE SECTOR IS STRONGLY COMMITTED TO SUSTAINABILITY, FOOD AND NUTRITION SECURITY, LIVELIHOODS AND DEVELOPMENT, CLIMATE GOALS, ETC***

IMS World Meat Congress: Cuiabá, Brazil 27-30th October 2025



- Bringing together senior representatives/policy makers from the global meat and livestock sectors
- Three days of meetings and conferencing on key issues
- Excellent speakers/discussion
- Industry visits

