

# COMMUNICATION TOOLKIT

## INTENSIVE LIVESTOCK FARMING POLLUTES AND DOES NOT RESPECT ANIMAL WELFARE

1

- With Extensive rearing systems we would have to breed more animals to achieve the same production than with more productive animals, so for the same quantitative production the Extensive system pollutes more than the Intensive system.
- Both systems are necessary: They should co-exist synergistically.

## CATTLE FARMING IS THE MAIN CONTRIBUTOR TO GREENHOUSE GASES

2

- The gases produced by livestock, ruminants in particular, are gases of biogenic origin (produced by living beings) that natural systems recycle in a very short time.
- Global livestock contribution to GHG production 10% (FAO 2018).
- Livestock, especially ruminant, is not the cause of global warming; it can also contribute to reducing greenhouse gases in the atmosphere by helping to tackle the problem. Therefore, giving up meat is not the solution to reducing emissions and global warming.

## IT TAKES 15,500 KG OF WATER TO PRODUCE 1 KG OF MEAT

3

- The Water Footprint (WF) is a codified and standardised method that is applied according to an identical procedure for each production process and measures the real and virtual use of water.
  - The method therefore measures the water use and not the actual water consumption.
  - Takes into account the entire life cycle of the product (cradle to grave).
  - 15,500 litres refers to an average global situation.
- Like all biological processes, meat production takes place thanks to water, without which no life cycle would take place. High water use is therefore inherent to the natural production system, but let us not forget that there is nothing more sustainable than a natural production system, which is clearly more sustainable than an industrial one (e.g. synthetic meat).

## ENVIRONMENTAL IMPACT, MEAT CONSUMPTION SHOULD BE REPLACED BY LEGUMES OR VEGETABLES IN GENERAL

4

- With an exclusively vegetarian diet, humans process food less efficiently and, in turn, become more polluting.
- Humans also pollute: to pollute less, it is important to eat a balanced diet that provides all the elements (essential amino acids, essential fatty acids, energy, vitamins, minerals etc..) in the right amounts, that human beings need to cover their needs.

## LIVESTOCK COMPETE WITH HUMANS FOR THE USE OF FOOD RESOURCES

5

- Forages are usually obtained on areas where, due to soil and climatic conditions, nothing else can be grown.
- Only 15% of feed are directly in competition with humans.
- The removal of animals from certain areas has encouraged desertification and the loss of land for agricultural use (Savory, 2013).
- The livestock, especially ruminants, combined with the conservation and proper management of pastures is a key element in maintaining biodiversity, balancing ecosystems, increase the carbon content of the soils subtracting this by the atmosphere and counteracting desertification, which would result in the loss of more agricultural land.

## FARMS RESPONSIBLE FOR ANTIBIOTIC RESISTANCE

6

- Farm animals are not the main source of antibiotic-resistant infections in humans: the main source of resistant infections are hospital settings and human-to-human contact (Villa, University of Milan, 2019).
- In the food sector, 510,440 inspections were carried out in 1,335,753 different production activities (PNI, 2019).
  - The livestock sector is among the most monitored by the responsible authorities.
  - In the zootechnical field, a whole range of actions, both mandatory and voluntary, have already been put in place to address the problem of antibiotic resistance in a serious and responsible manner.
  - In the last year the therapeutic use of antibiotics for livestock (the only permitted) it is considerably reduced.

## MEAT IS UNHEALTHY AND CARCINOGENIC

7

- It is not true that meat is carcinogenic; the IARC (International Agency for Research on Cancer) places it in class 2A, i.e. among foods that have not been shown to be carcinogenic, only processed meats, such as cured meats. Can increase the risk of colorectal cancer.
- Studies show that balanced consumption of meat in a complete diet can reduce the risk threshold (Pulina, University of Sassari, 2021).
- Studies recently published in the prestigious journal The Lancet (volume 390, no. 10107, p. 2050), claim that consumption of fats, including saturated fats, is correlated with lower mortality.
- It is important to reiterate that foods of animal origin, such as meat, are irreplaceable and should be integrated with other foods in a balanced and synergistic way.