



Consumer Guide for Sustainably Produced Meat - CONSUME

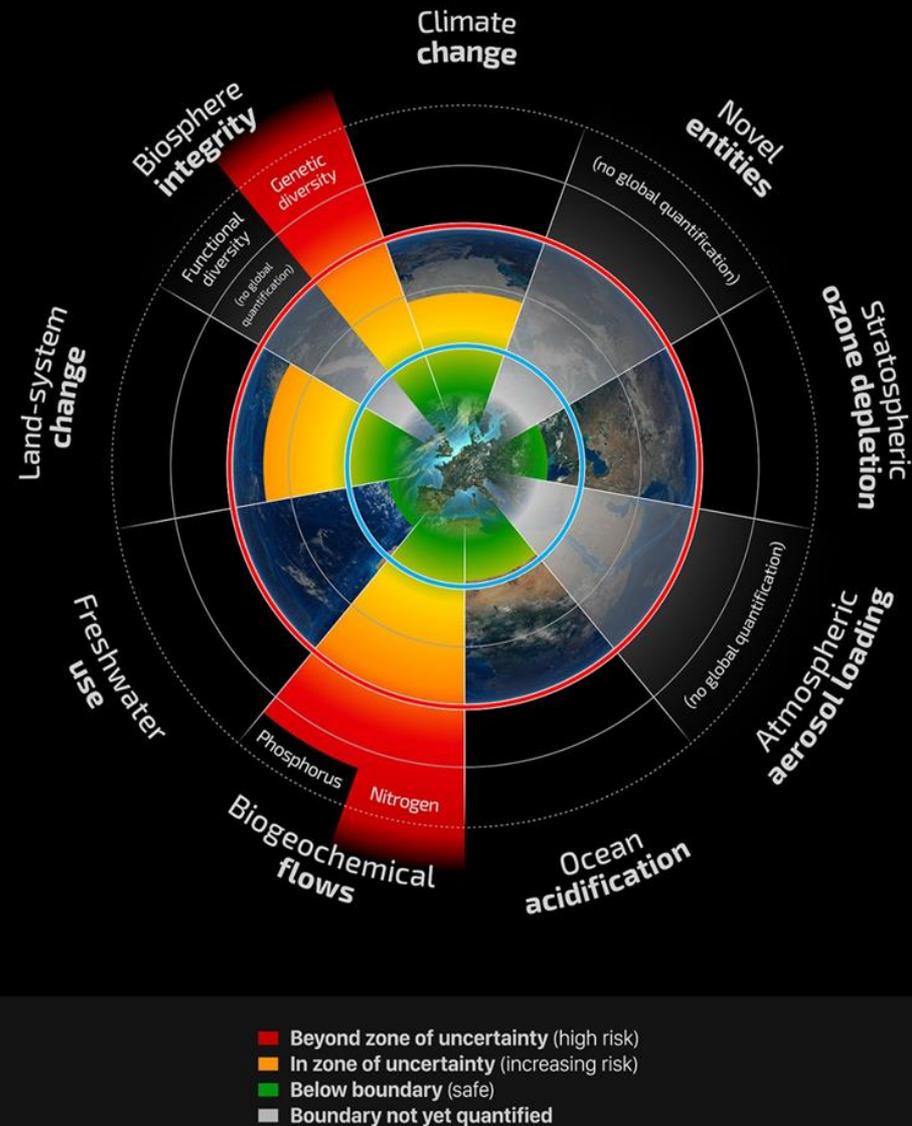
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Eating for the Baltic

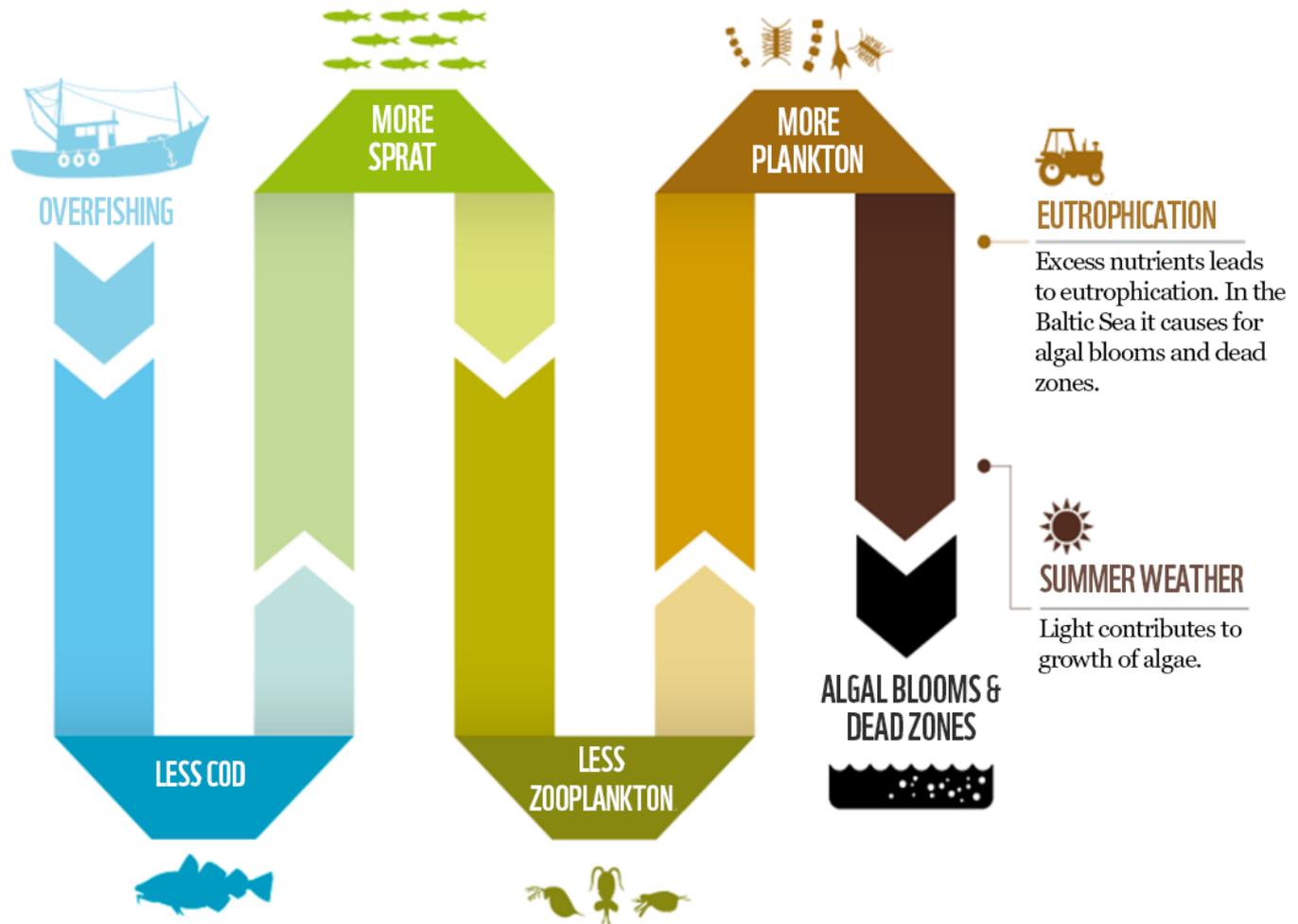
- Background & aim
- Planned activities
- Expected results
- Financing plans
- Conclusion

Planetary Boundaries

A safe operating space for humanity

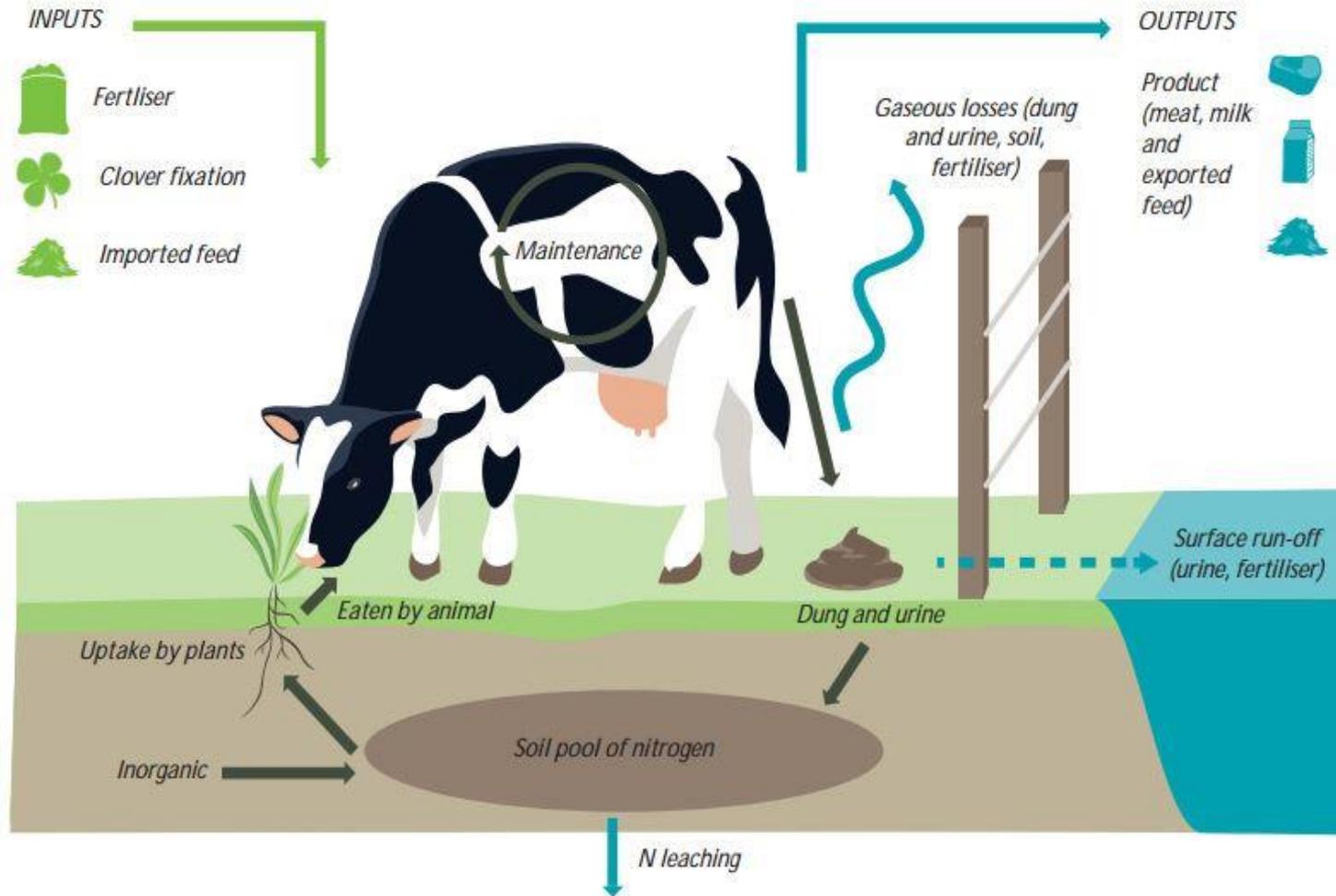


A complex set of often interactive issues contributes to the current state



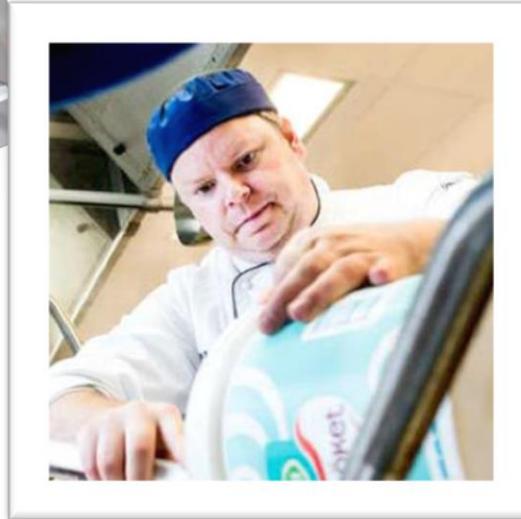
Sustainable farming.....

Simplified nitrogen cycle



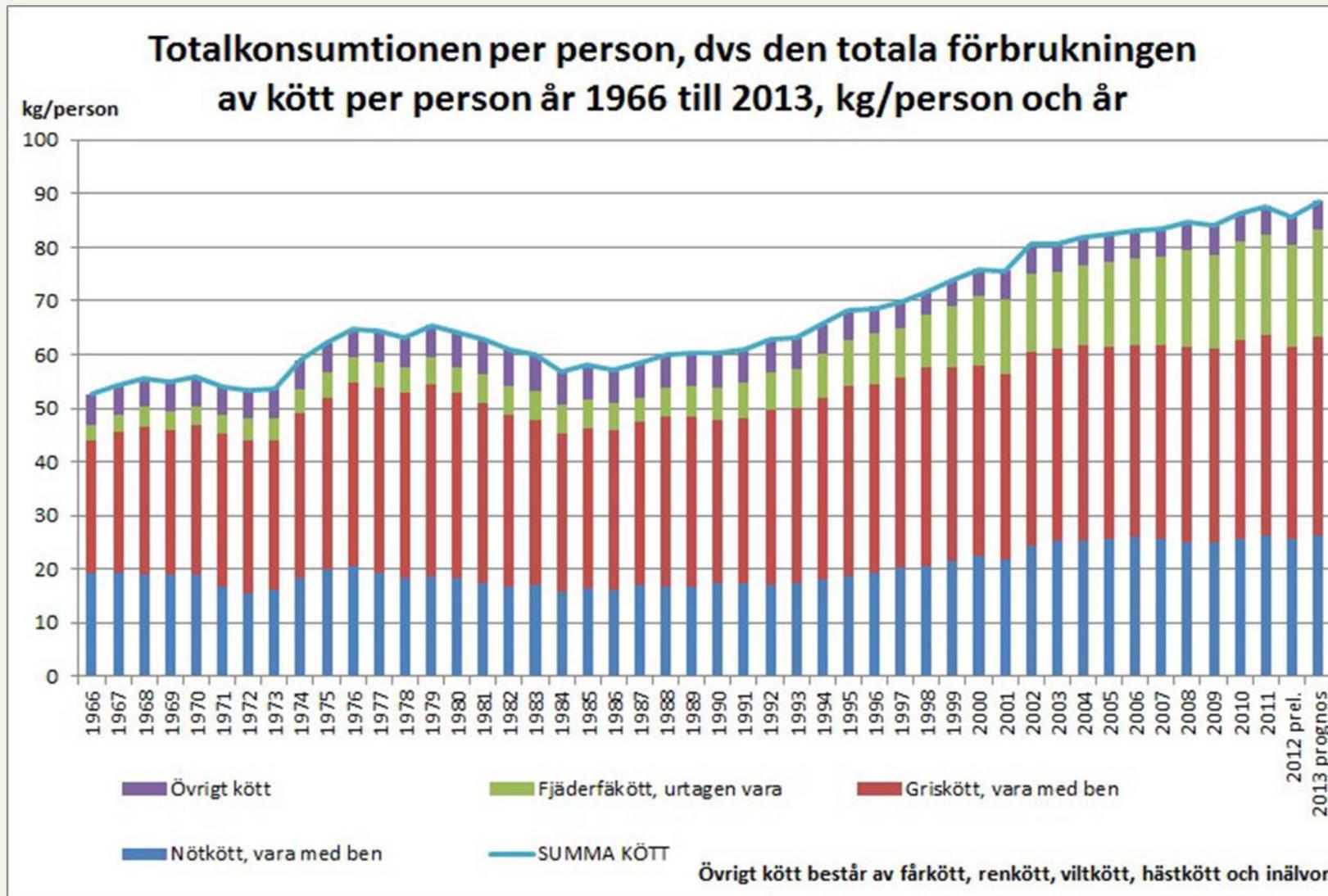
part of the solution for a blue Baltic Sea.

Sustainable eating.....



... is also part of the solution!

Meat consumption in Sweden



How much meat do we consume?

- WHO recommends a diet of
 - 25 kg/pers/yr
- Baltic countries meat consumption is between
 - 60 to 95 kg/pers/yr





What does this actually cost in the WWTP?

- WWTP with **100,000** connected persons
- Increase from 12 to 14 g N person⁻¹ day⁻¹ →
73,000 kg N extra per year to remove
- Low cost 3.2 Euro kg⁻¹ N
- Cost for nutrient removal: approx. **240,000 Euro per year**
- Cost for nutrient removal if investments needed: approx.
830,000 Euro per year

Meat production

- Meat production uses lots of resources and land
- Impact on the planet is high
- Impact of production differs
- Importing feed means importing nitrogen
- More than climate change





A way forward: communicating less but better meat



Rött = Undvik

Påverkan på planeten är
alldeles för hög



Gult = Var försiktig

Utmaningar finns inom
miljö och/eller djurens
välfärd



Grönt = Ät måttligt

Om du äter kött, välj
ur denna kategori



**Ladda ner WWFs mobilapp
Köttguiden!**



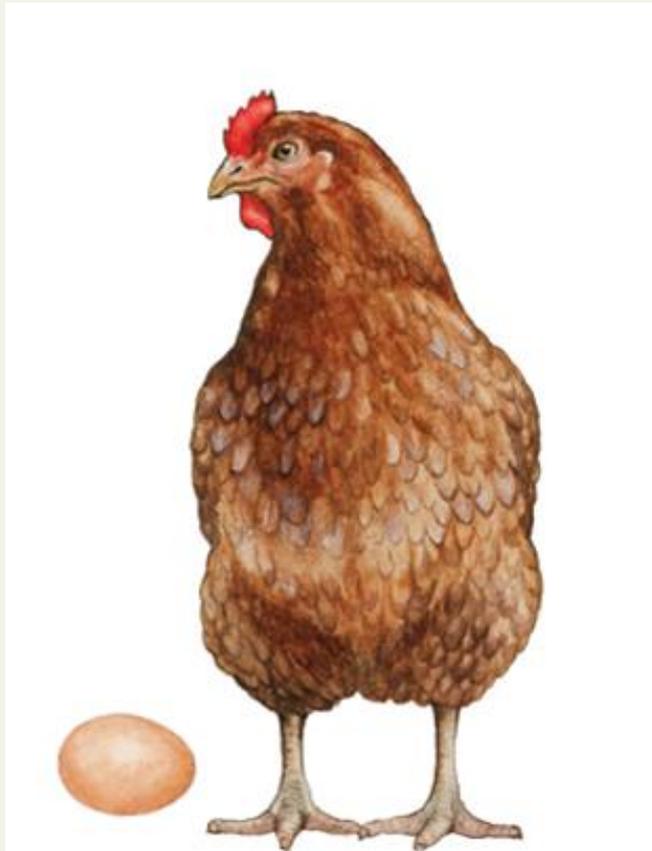
wwf.se/kottguidenapp



Current aim of existing meat guides

- Aimed at **food professionals**
- And the **interested consumer**
- Act as a **communication tool**
- Potential to transform consumption as well as production
- Guide across many different protein sources – focus on meat with meat substitutes
- Based on existing labelling, certification schemes and available data
- Based on what is scientifically confirmed

Expected results with CONSUME



- Desktop mapping study on meat production market in region
- Develop eutrophication criteria & best practice guide for more sustainable production methods
- Meat guides developed and launched in Baltic countries
- Raise awareness of environmental impact of meat consumption, incl. nutrient runoff

Measurable impacts



- Eutrophication criteria for meat production developed
- Number of downloads and number of distribution of guides
- Market survey on public and retail procurement trends & policies
- Correlation between waste water treatment and consumption statistics
 - Long-term goal: Peak meat
 - Long-term goal: measurable effects on amounts of nutrients to WWTP

Financing plan

Seed funding application to SI for the development of the project during 18 months– 55 000 EURO

Main project TOTAL 1.7 Million Euro

- Meat guide development and communication 1 200 000
- Communication tool development 100 000
- Baltic regional panel 50 000
- Project management 300 000
- Meetings and travels 50 000



Concluding remark

- A meat guide can help transform consumption and production
- A meat guide is a tool for consumers, retailers, public procurement and producers
- What meat we choose matters: Eat less but better meat!
- Improved production and consumption of meat is important for the state of the Baltic Sea







Questions?