



#SustainablePact
#SectorsPlan

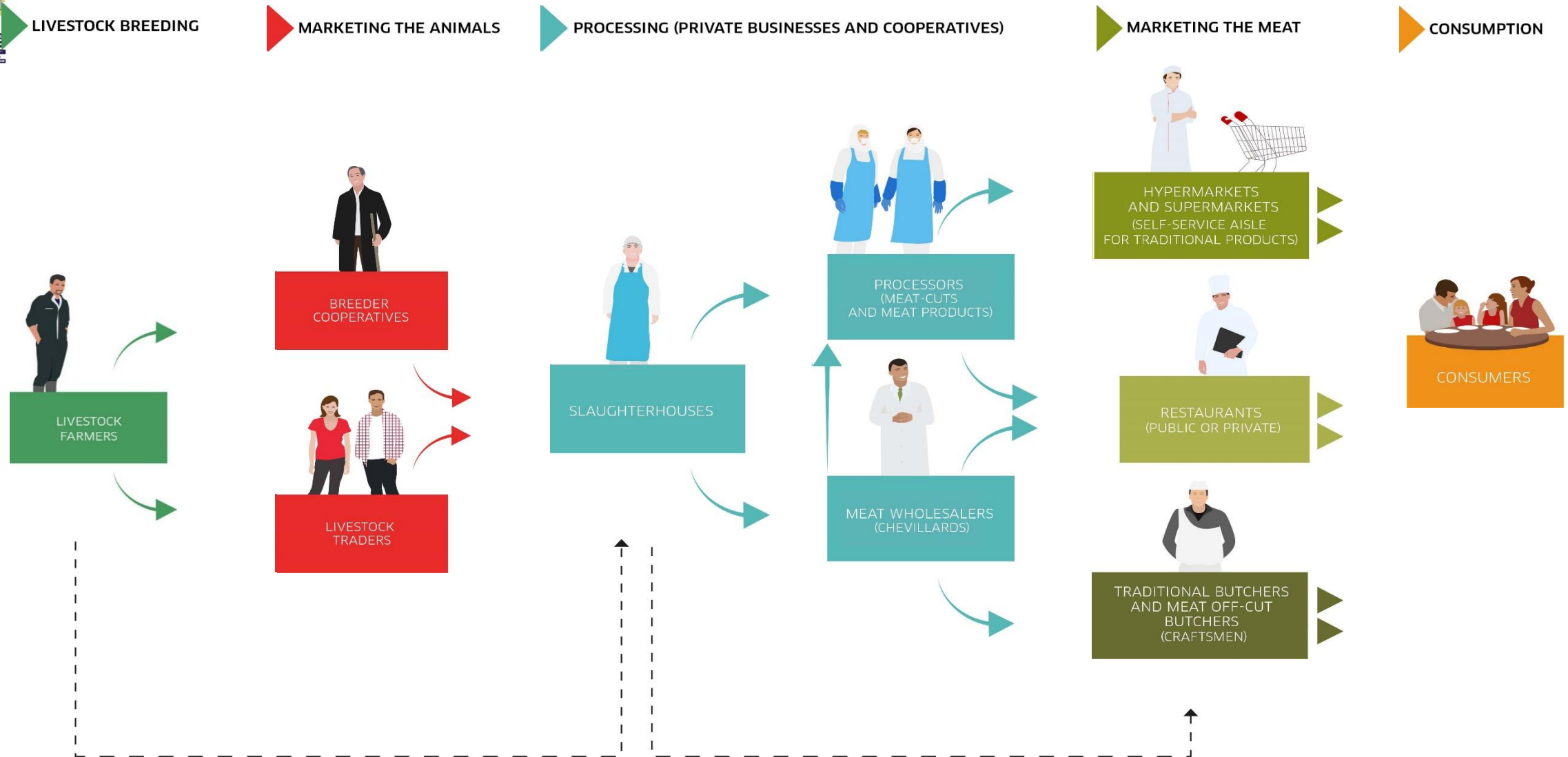
**LOVE MEAT,
EAT IT
BETTER.**

A sustainable, responsible
and committed sector.





INTERBEV : French association for Livestock and Meat





INTERBEV

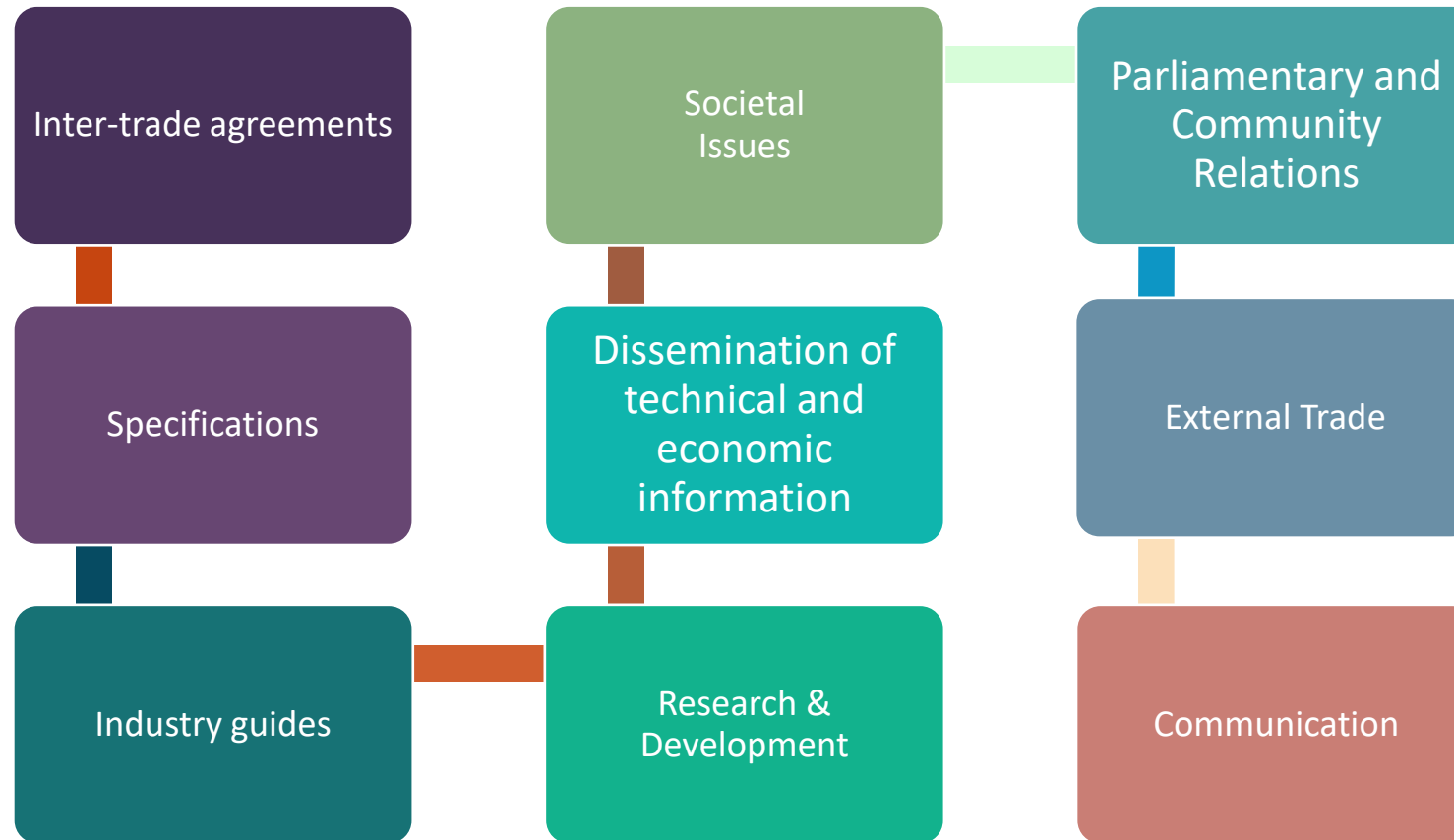
Representative of the sector in France





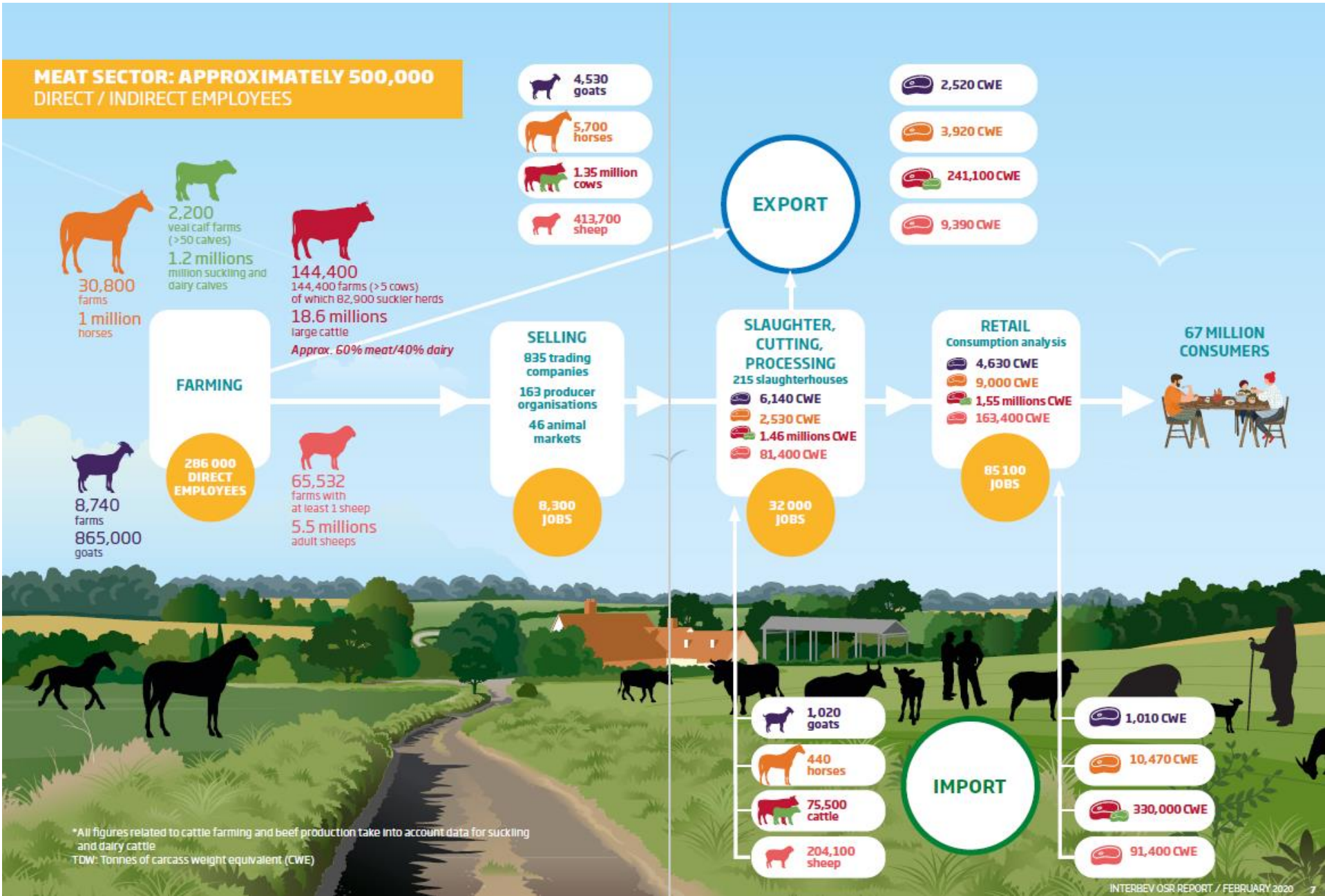
INTERBEV

Key national missions





MEAT SECTOR: APPROXIMATELY 500,000 DIRECT / INDIRECT EMPLOYEES





- FROM 2016 : A SUSTAINABILITY PLATFORM NAMED « PACTE POUR UN ENGAGEMENT SOCIÉTAL »



Bringing answer to legitimate question

Are animal well treated ?

Have farmers a decent
revenu

How is the livestock fed ?

What impact of livestock
on environment?

Is eating meat healthy

How are the animals
slaughtered ?

Do we eat too much meat ?

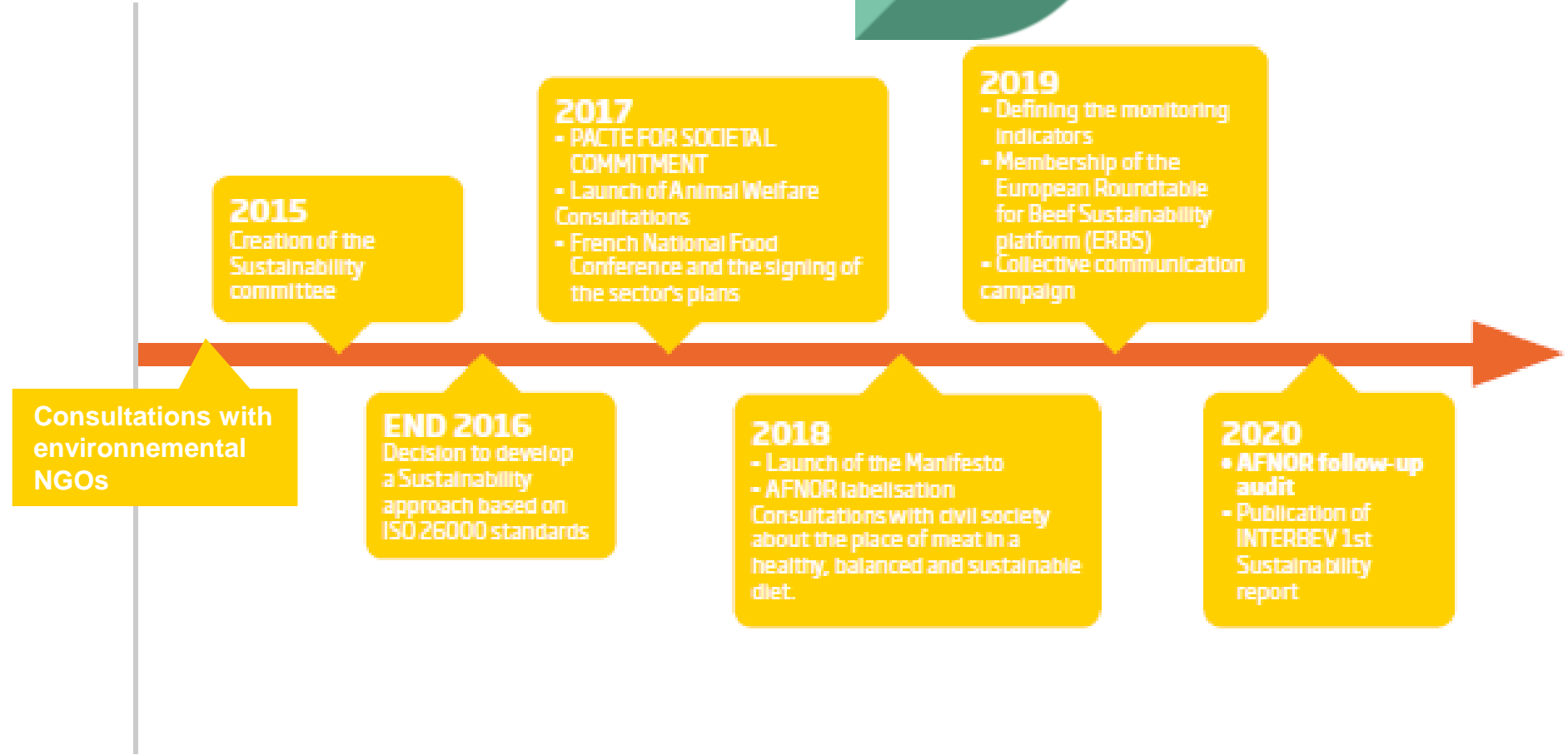
Where does my
meat come from ?



HISTORY



ERBS
European Roundtable
for Beef Sustainability



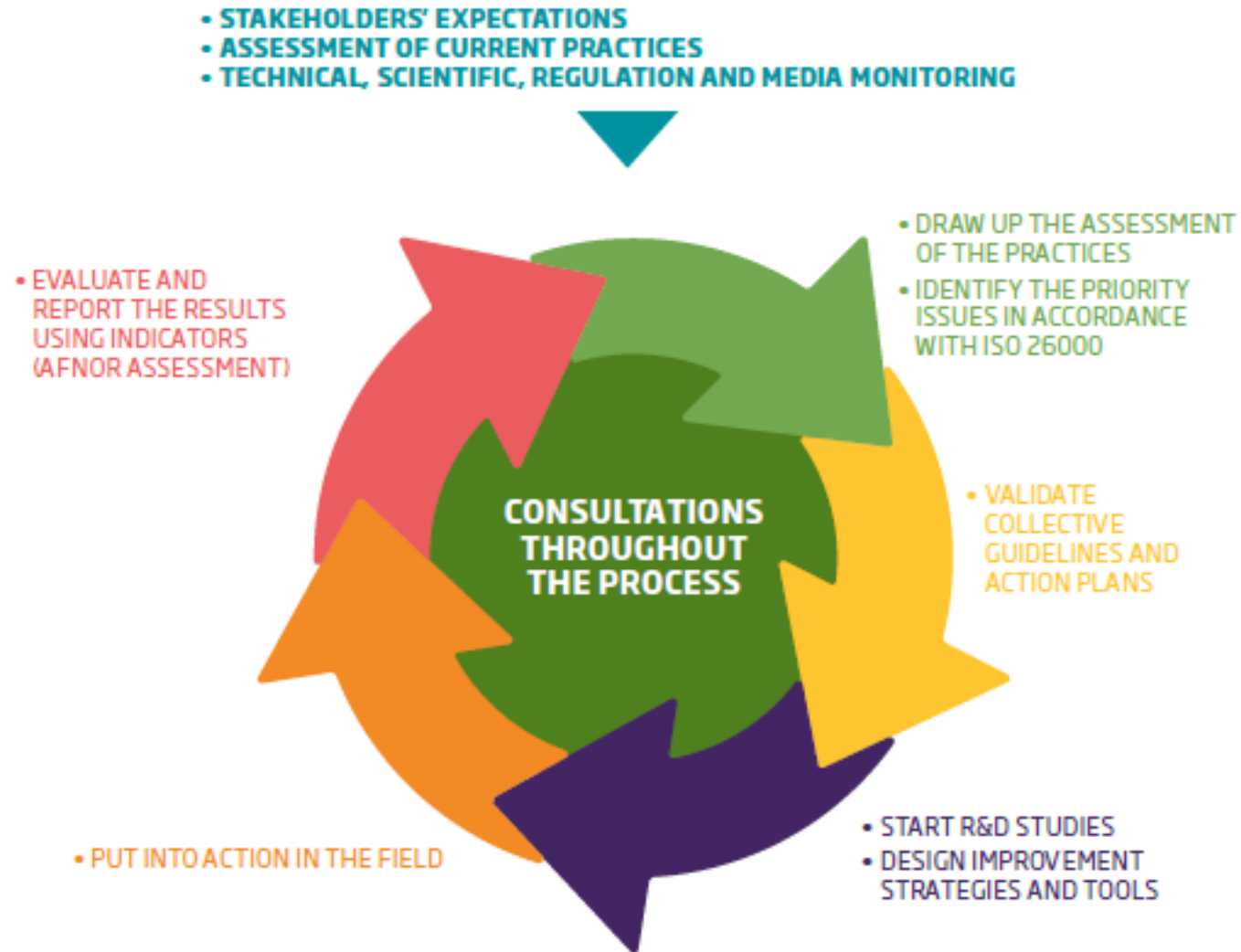


WHAT FOR ?

- A collective approach to give clear orientations and clear messages
 - Based upon stake-holders consultations
 - Based upon research and development to implement best practices
 - Proved by targets and indicators on 4 priority issues
 - *protection of the environment;*
 - *animal welfare, protection and health;*
 - *fair pay for all those involved in the sector and appeal of the trades within the sector;*
 - *quality, healthy, sustainable food.*
 - Framed against the ISO 26000 methods
- A basement for companies within the sectors to
 - take the right steps to produce meat that meets consumers' expectations better;
 - assess the impact and the consideration of the sustainability in their practices;
 - position themselves in relation to the objectives set out by the sector;
 - assist them with the implementation of their own Sustainability approach.

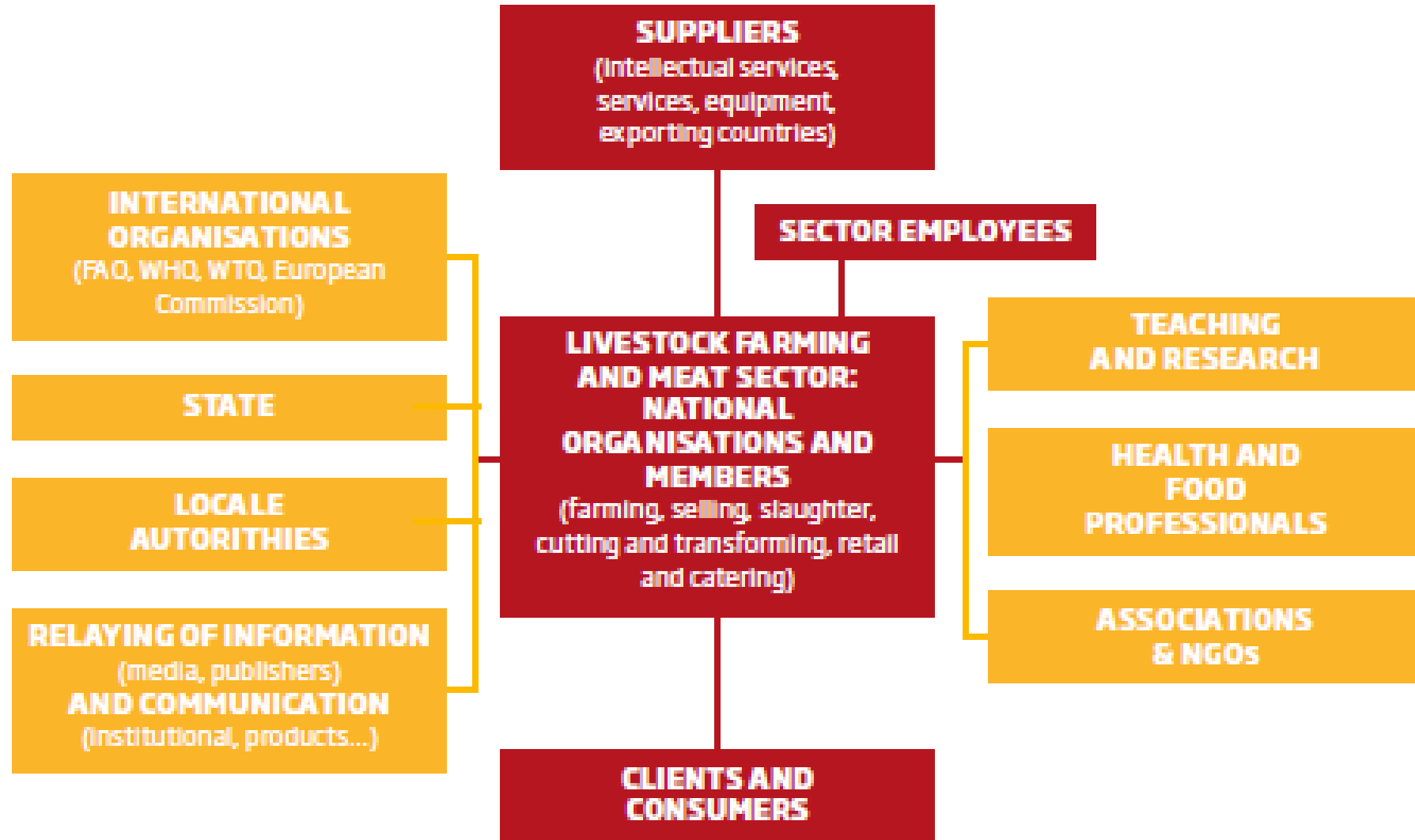


METHOD





DIALOGUE WITH STAKEHOLDERS





FOCUS ON NGOs CONSULTATIONS

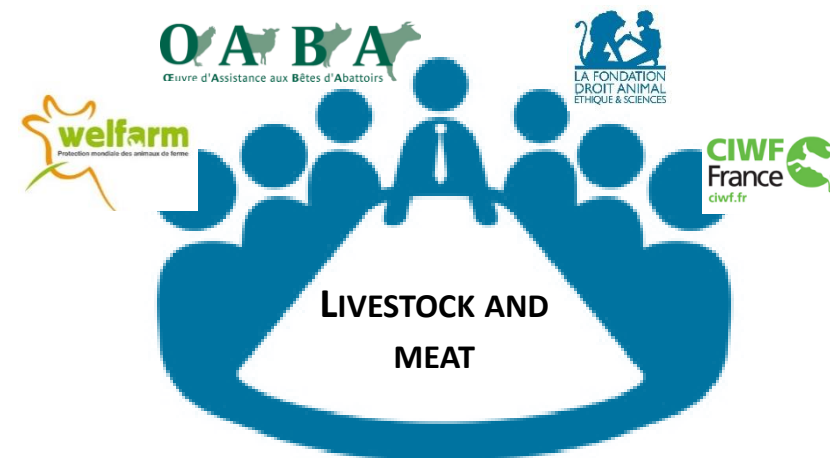
- Sharing a status report on french meat sector and livestock practices
- Stating our agreements and disagreements
- Joint demands and works



2014: Environmental NGO



2017: Animal welfare NGO



2018: Consumer Associations

Common publication on Climate



▮ THE MAIN TARGETS AND INDICATORS



MEASURES FOR PROTECTING THE ENVIRONMENT

	COMMITMENTS	INDICATORS	CURRENT VALUES	2025 OBJECTIVES
MEASURES FOR PROTECTING THE ENVIRONMENT	To promote grass and the ecosystem services of the grassland : carbon storage, biodiversity...	Number of hectares of permanent grassland areas Number of hectares of temporary grassland areas Agreste, agricultural statistics, 2016	9,3 Mha 3 Mha	=
		Carbon stock per hectare of permanent grassland Total carbon stock beneath permanent grassland in France 4°/00, INRA, 2019	84,6 t/ha 790 Mt	=
	To mitigate and adapt to climate change	Number of suckler beef breeders having carried out a CAP'2ER® assessment CAP'2ER® Tool 2018	4 330	↗
	To increase farm autonomy and fight imported deforestation	Average feed self-sufficiency of herbivore livestock farms Devun et al, 2012	90 %	↗



MEASURES FOR ANIMAL WELFARE, PROTECTION AND HEALTH



<p>To guarantee animal welfare on the farm</p>	<p>Proportion of suckler beef farms having carried out a BoviWell audit (improving, superior or excellent) BOVIWELL tool, 2019</p>	<p>1,1 %</p>	<p>100 %</p>
<p>To guarantee animal protection during transport and selling</p>	<p>Proportion of assembly centres having carried out an animal protection assessment Sales Federations (Agricultural Coopération, FFCB, FMBV), 2019</p>	<p>Currently being deployed</p>	<p>100 %</p>
<p>To guarantee animal protection at the slaughterhouse</p>	<p>Proportion of the slaughterhouse having carried out a third-party audit of animal protection Slaughter Federations (Culture Viande, FedeV, FNEAP), 2019</p>	<p>Currently being deployed</p>	<p>100 %</p>



**MEASURES FOR
FAIR PAY FOR ALL
THE SECTOR
WORKERS AND
JOB APPEAL**

To ensure fair
payment
for all those
involved in
the sector



Average pre-tax income per non-salaried annual work unit on a suckler beef farm
RICA, 2018

16 210 €

> 35 964 €

Proportion of suckler beef farms whose average pre-tax income/non-salarie annual work unit exceeds 35 964€*
RICA, 2018
*Pay defined in the production cost method, indexed to the minimum wage

10,5 %

100 %

Average pre-tax profit of slaughterhouses, by % of production
FranceAgriMer, quarterly management indicator, 2018

0,6 %

Monitoring



**MEASURES FOR
QUALITY, HEALTHY
AND SUSTAINABLE
FOOD**



<p>To promote the supply of responsible and quality meat</p>	<p>Proportion of Label Rouge beef supply Fil Rouge, study "Where the beef goes" 2018</p>	1,36 %	40 %	
	<p>Proportion of French origin beef in out-of home catering Study "Where the beef goes" 2018</p>	48 %	80 % in 2028	
	<p>Proportion of organic meat (all types) Fil Rouge, study "Where the beef goes" 2018, "Where the lamb goes" 2015</p>	2 %	4 %	
	<p>To encourage a balanced and sensible consumption of meat</p>	<p>Proportion of people interviewed who think that meat "is a natural part of a balanced diet" Barometer survey, December 2019</p>	84 %	↗
	<p>Proportion of adults in France with a consumption of meat* in accordance with public health recommendation (< 500 g of meat excluding poultry per week) Crédoc, CCAF 2016 * Meat excluding poultry, ingredients and processed meat</p>	80 %	Monitoring the evolution	
	<p>Average consumption of meat* by adults in France Crédoc, CCAF 2016 * Meat excluding poultry, ingredients and processed meat</p>	320 g/week	Monitoring the evolution	



RELEASE OF OUR FIRST SUSTAINABILITY REPORT





CONTRIBUTION TO ERBS PLATFORM



ERBS

European Roundtable
for Beef Sustainability



THANK YOU FOR YOUR ATTENTION !

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