



# Sustainability: Now, More Than Ever

By Don Close



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Now, The Attention of the Outside World Is On Animal Agriculture

CDC

State and Local Health Departments

Animal Welfare and Animal Rights Groups

Consumers Demanding to Know Where Their Food Comes From

Suddenly the Requirement to Explain and Document Production Agriculture and Especially Animal Agriculture will be much greater.

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## Covid-19 Situation is Requiring a Rebuild of Trust

Consumers

Retailers

Processors/ Packers

Producers

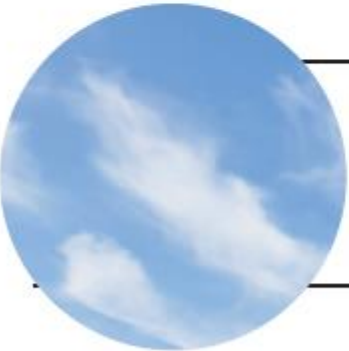
Socially  
Responsible



**Sustainable  
Beef**

Environmentally  
Sound

Economically  
Viable



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Global Roundtable for Sustainable Beef

U.S. Roundtable for Sustainable Beef

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To Serve as a Clearinghouse for Information

Provide All Stakeholders in the Beef Value Chain  
Equal Representation

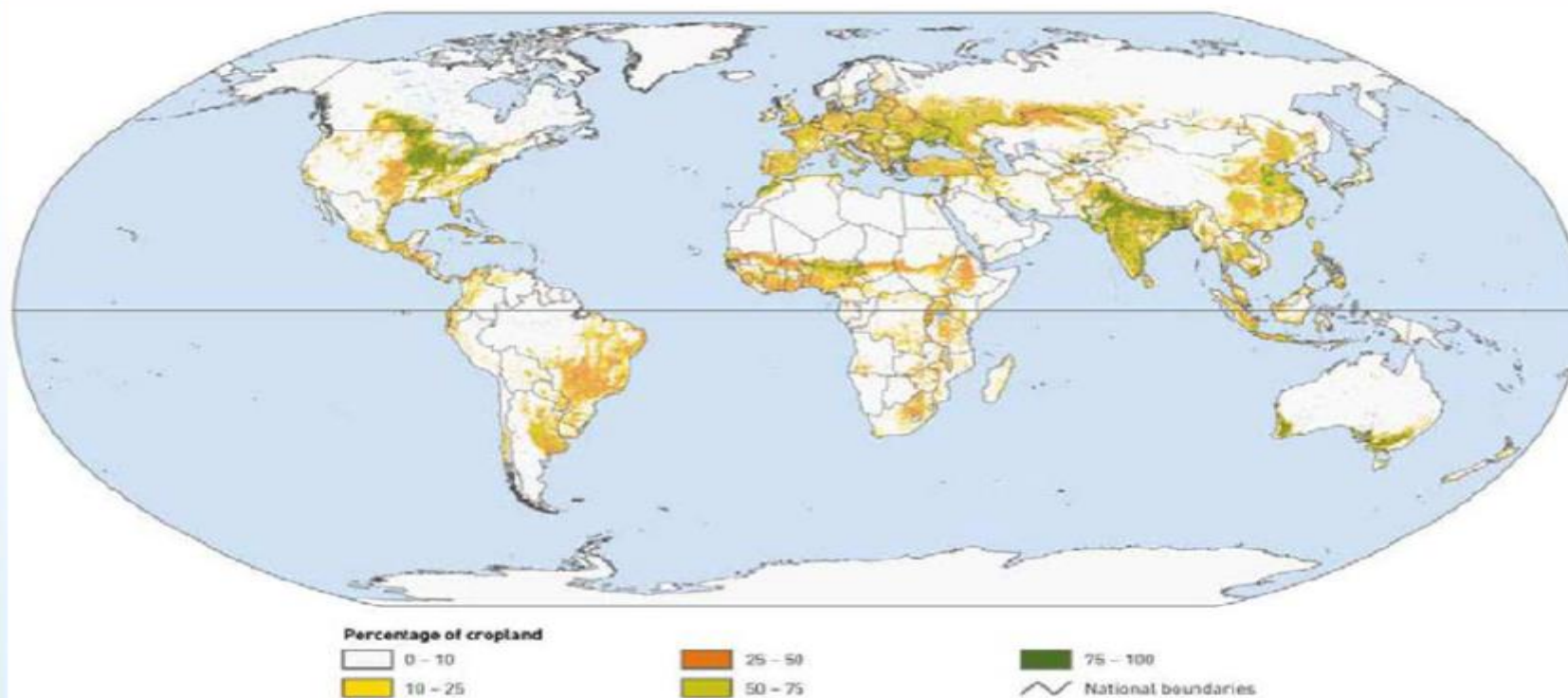
Benchmarking for Continuous Improvement.

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1. Natural Resources
2. People and the Community
3. Animal Health & Well-being
4. Food
5. Efficiency and Innovation



## Distribution of cropland

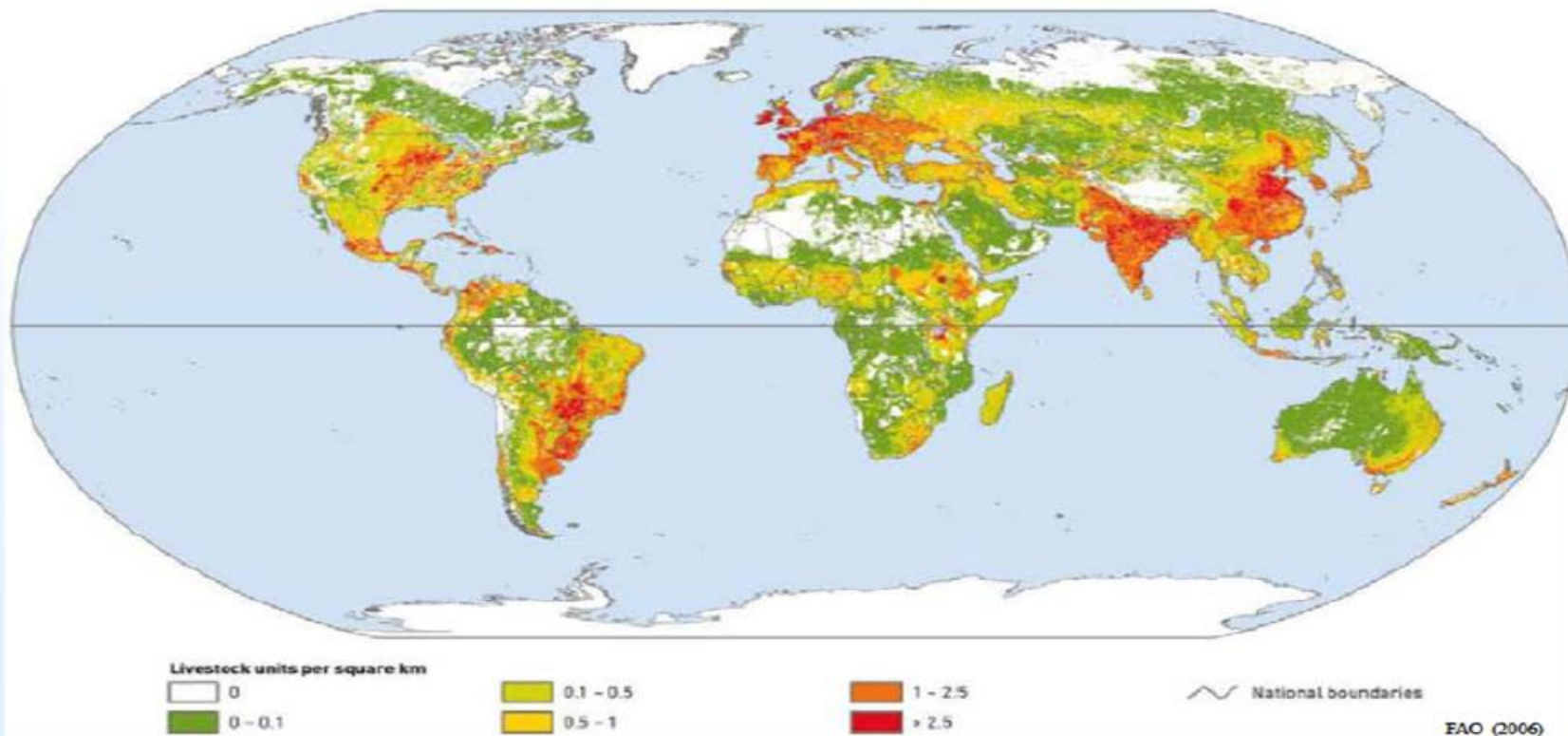


Source: FAO, 2006.

FAO (2006)



## Global livestock distribution



Elimination of Idle Cattle Globally, Roger Cady

Elimination of Idle Livestock Could Cut Methane By 47%

Mature, Not for Breeding, Non-Lactating, Not Used for Draft Labor

SE Asia, South America, East Africa

In These Cultures Cattle Often Represent Majority of Family Wealth



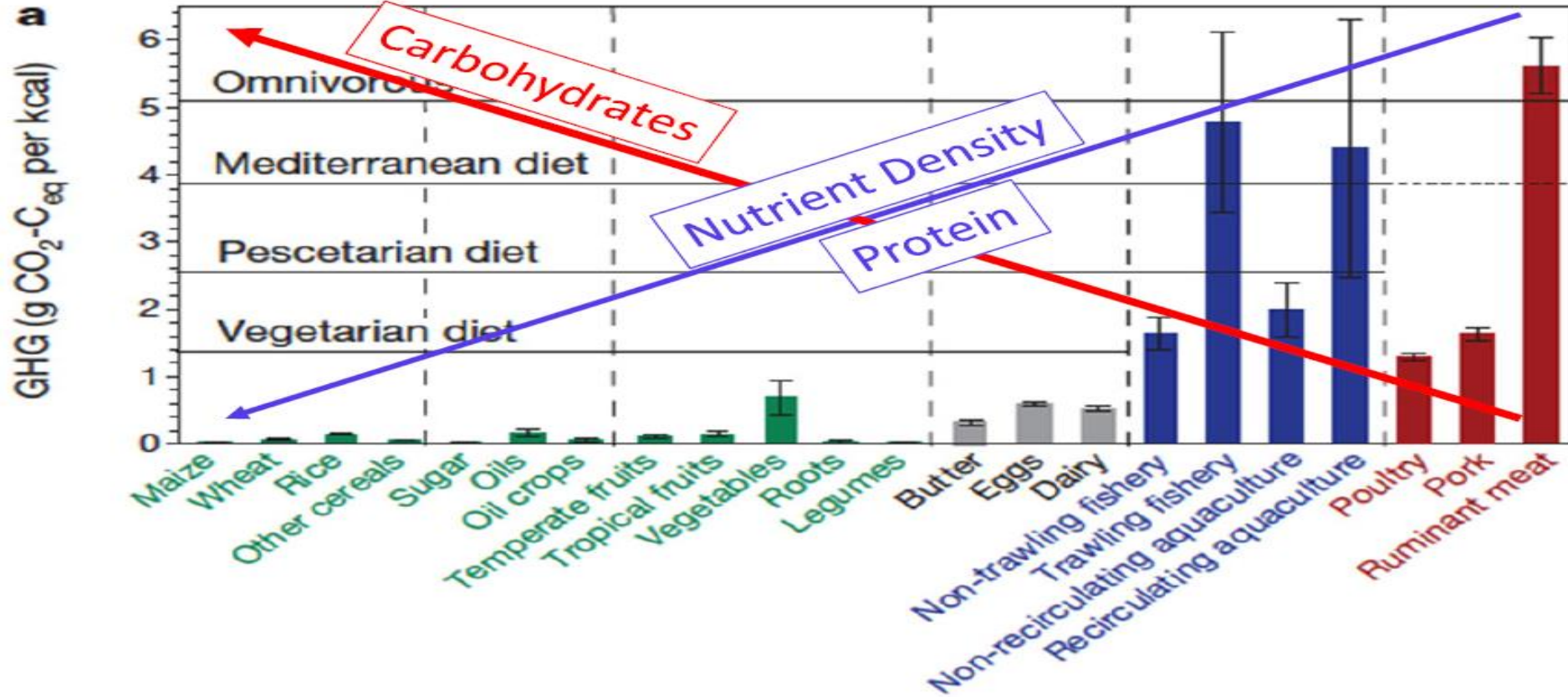
**Dr. Frank Mitloehner, UC Davis**

**Dr. Sara Place, Elanco**

**Dr. Don Layman, U of I Urbana**



## GHGE's of food groups



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Growing Climate Solutions Act:  
Braun, Graham, Whitehouse, Stabenow

Authorize USDA to Develop a Program to  
Generate Carbon Offset Credits for  
Sequestering Carbon and Methane Capture

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## US Cattle & Beef Market

- Results of Covid-19 Will be a Deeper Corrective Cycle Than Anticipated
- The US Will Benefit From Trade Deals Reached in 2019
  - China Phase 1, Japan, Taiwan, USMCA
- US / North America is the Source for High Quality Grain Fed Beef
- It is a Mature Market, the Only Way for Growth is Developing Exports

# Brazil

- Human Population 209.5 Million
  - Cattle Population 232 Million Head
  - Predominantly Grass Fed Production
  - Feeding Approx. 7% of Supply
  - Beef Exports 65% of Production
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- Economic and Government Vulnerabilities
  - Currently a Severe Covid-19 Problem
  - Sustainability Issues With Fires in 2019, Reclaimed Lands, Amazon



# Australia

- Human Population 25 Million
  - Cattle Population 25.5 Million
  - 2/3 Grass Fed, 1/3 Fed Between Short Fed & Long Fed (Wagyu)
  - Exports 70% of Production
  - Huge Variation in Cattle Quality Between North and South
- 
- Drought a Continuous Threat
  - Concerns With Climate Change
  - CN30
  - Most of the Proposals are Based on Producer Option Programs
  - Trade Commitments to China/ Security Tied to the US

## New Zealand

- Human Population 4.9 Million
  - Cattle Population 10 Million
  - Converted to Largely a Dairy Based Foundation
  - Exports 80% to 85% of Production
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- Trying to Build a Brand on Blue Skies, Pristine Water and Green Grass
  - Agriculture Accounts for 50% of GHG Emissions
  - Very Stringent Sustainability Laws Water, Nitrogen Run Off
  - Paris Agreement, Climate Change Concerns

## EU

- Human Population 445 Million
- Cattle Population 89 Million
- Largely a Multipurpose Breeds
- Import Beef From Australia, New Zealand, Brazil
- Never Regained pre BSE Consumption
  
- EU TAPP Proposal by 2030 to Tax Beef at EU\$ .47 per 100g, Pork EU\$ .36 per 100G, and Broilers EU\$ .17 Lower Consumption of Chick 30%, Pork 57%, Beef 68%.
- Any Accepted Proposals Will Go After Fossil Fuel Reduction over Methane
- Any Accepted Proposals Will Go After Fossil Fuel Reductions Over Methane
- Still a Very Traditional, Food Security Driven Policy

# China

- Human Population 1.4 Billion
  - Cattle Population 97 Million
  - Hog Population 677.6 Million, (Fully Populated)
  - Broiler Population 5.27 Billion
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- Goal is for Independence in Pork and Poultry, Dependent on Beef Imports
  - Post Covid-19 QSR's, Street Vendors, Travel, Business Climate Improving
  - ASF Continues, Will be a Problem
  - Hong Kong is Politically Explosive
  - Must Do Away with Wet Markets



# Thank You,

Don Close

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