



Slow Food®

**Animal production,  
the key in a European sustainable  
circular bioeconomy**

**The Slow Food perspective**

ATF-EAAP Special session  
Bruxelles, 16 November 2016



Slow Food is a global movement involving millions of people in over 160 countries, working to ensure everyone has access to good, clean and fair food



# Feeding the world?

- “The European Union also needs to revisit its place in the global economy: with demographic growth mainly outside of Europe, does the EU need to feed the world? Is global price competitiveness for basic crops compatible with sustainable farm revenues in the EU?”
- “...data published in June 2016 announce a “record value for the EU agri-food trade balance in April 2016 of €1.5 billion” While this is good news in terms of trade balance, it should be seen in the broader context of pig-meat production in the EU: high concentration of livestock in big specialised farms, producing pressure on climate, soil and water because of gas emissions, high quantities of effluents/manure, and minimal employment effects.”

European Political Strategy Centre (2016) *Sustainability Now! A European Vision for Sustainability.*



# From uniformity to diversity



“We know, at least, that this decision (ending factory farming) would help prevent deforestation, curb global warming, reduce pollution, save oil reserves, lessen the burden on rural America, decrease human rights abuses, improve public health, and help eliminate the most systematic animal abuse in history.”

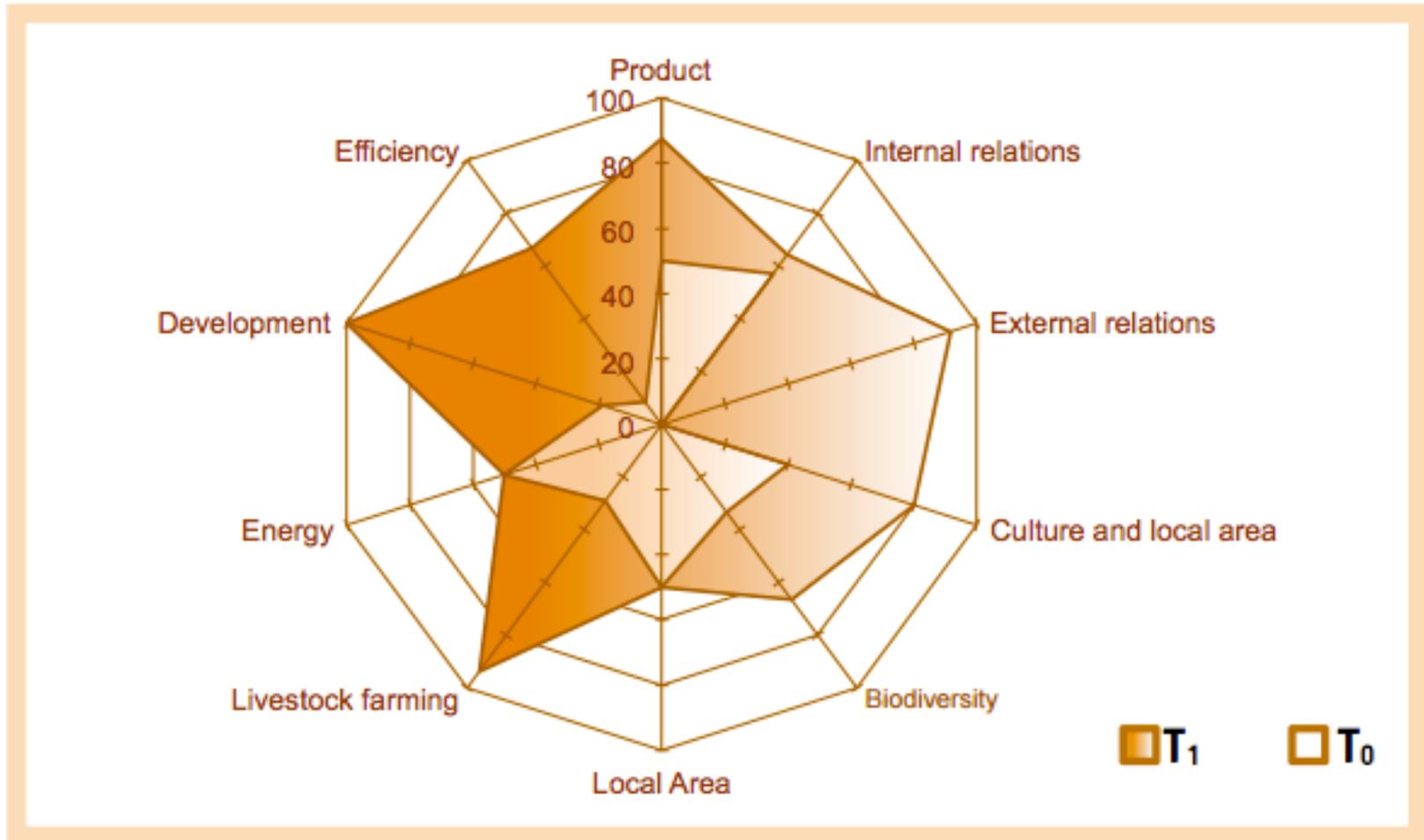
Jonathan Safran Foer,  
Eating Animals



# Slow Food projects

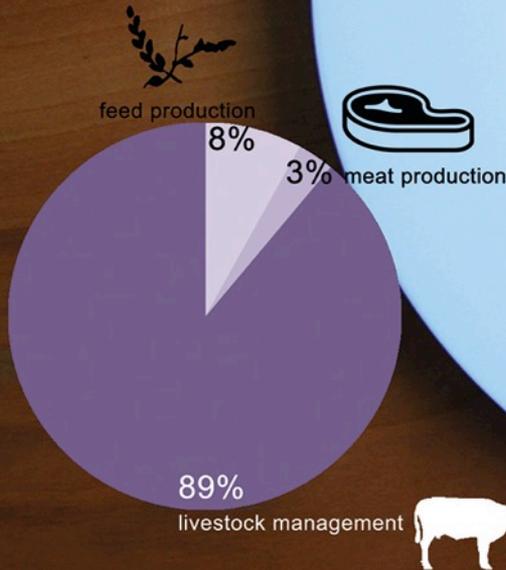


# Slow Food Presidia in Europe: A Model of Sustainability



# Piemontese cow meat

How much CO<sub>2</sub>eq has been emitted due to lifecycle processes of a 200g hamburger?



**-26%**  
1.2 kg CO<sub>2</sub>eq  
equivalent to  
the emission by  
3.3km car path

*avoided emission compared to conventional productions\**

**4.64 kgCO<sub>2</sub>eq**  
(avg from scientific literature\*)



# Slow Meat: less meat, of better quality



## TOO MUCH AT STEAK

How to choose your  
meat; less, and good,  
clean and fair

## What You Can Do

### Tips for a more conscious consumption

**Every time you shop, remember that your individual choices can influence the positive change of the global food production system. When it comes to meat, you can really leave your mark.**

1. **Consume less meat but of better quality.** If you avoid meat from intensive farms and choose meat produced according to high welfare standards, you will already have done a lot. Increase your consumption of pulses and vegetables too.
2. **Choose different species and breeds.** Europeans consume mainly pig and poultry; the US chooses beef and the East poultry... If consumer demand concentrates on the same species, only intensive methods of production will do. Making varied choices helps take the pressure off certain types of animals.
3. **Choose different cuts** and learn to make less conventional purchases. A cow is not only made up of steaks and chickens aren't all breasts! The concentration of demand on the same cuts leads to high levels of food waste, and all this wasted meat means... a staggering increase in the demand for new animals to be raised. Rediscovering traditional recipes will help you understand that every cut has its own specific recipe capable of using them at their best.
4. **Distrust significantly low prices,** because they are often an indication of low-quality feed, exploitation, hidden costs that impact the environment or terrible work conditions in farms





“What if we don’t change at all ...  
and something magical just happens?”



Thank you

[www.slowfood.com](http://www.slowfood.com)

[m.messa@slowfood.it](mailto:m.messa@slowfood.it)

