



GLOBAL AGENDA FOR  
SUSTAINABLE LIVESTOCK



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# Informing and influencing sustainable livestock investments

*Shirley Tarawali, Michael Hoewel and Peter Ballantyne*



**ILRI**  
INTERNATIONAL  
LIVESTOCK RESEARCH  
INSTITUTE



# Agenda 2030's Sustainable Development Goals

- Livestock contribute indirectly to all 17 of the SDGs and directly to at least 8 of the goals.
- Negative press about, and low investments in, livestock development jeopardize Agenda 2030.



# Livestock under attack?

Go vegan, save

What Would Actually  
In The World Stop

HOW A PLANT-BASED

Less Beef

Koalas being t  
amid habitat

Woodruff: Anim  
environment

Mega-farm  
beyond th

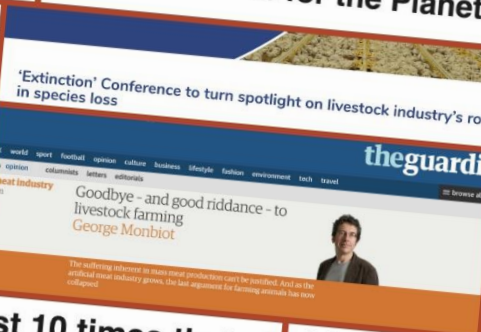
Roughly

Future of  
dish?

## Why You'll Feel Better When You Eat Less or, Give Up Meat

Antibiotic use in animal farming  
resistance in envi

Sir Ri  
stop



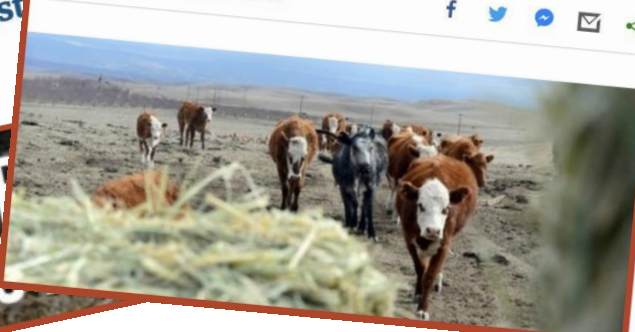
## The true Viewpoint: N saving brea

### Beef environment cost 10 times that of other livestock

By Matt McGrath  
Environment correspondent, BBC News

### Methane emissions from cattle higher than estimated

Bigger livestock in larger numbers in more regions has led to methane climbing faster than predicted due to 'out-of-date data'



The evidence and data supporting investment in sustainable livestock is scattered and not always equally robust.

# How rigorous is the evidence behind the messages we communicate?

## A key component to ending poverty and hunger in developing countries? Livestock

### Environmental sustainability

Veganism is not the key to sustainable development - natural resources are vital

Lives and livelihoods the world over hinge on livestock, and efforts to reduce our dietary impact can still include some meat, milk and eggs

## Let's 'meat' in the middle on climate change

Ethiopia livestock plan offers route to middle-income

Government targets private investment to help speed up change, driving rural and urban growth

“beyondbrics

## Capitalising on the potential of women in livestock development

by [Isabelle Baltenweck](#) | International Livestock Research Institute (ILRI)  
Thursday, 6 July 2017 14:14 GMT

POLICY FORUM | GLOBAL HEALTH

## Reducing antimicrobial use in food animals

Thomas P. Van Boeckel<sup>1</sup>, Emma E. Glennon<sup>2,3</sup>, Dora Chen<sup>2,4</sup>, Marius Gilbert<sup>5,6</sup>, Timothy P. Robinson<sup>7,8</sup>,  
+ See all authors and affiliations

Science 29 Sep 2017:  
Vol. 357, Issue 6358, pp. 1350-1352  
DOI: 10.1126/science.aao1495

## Animals must play a part in meeting Paris climate goals

by [Polly Ericksen](#) | International Livestock Research Institute (ILRI)  
Friday, 4 November 2016 12:20 GMT

# Global Livestock Advocacy for Development

## GLAD project

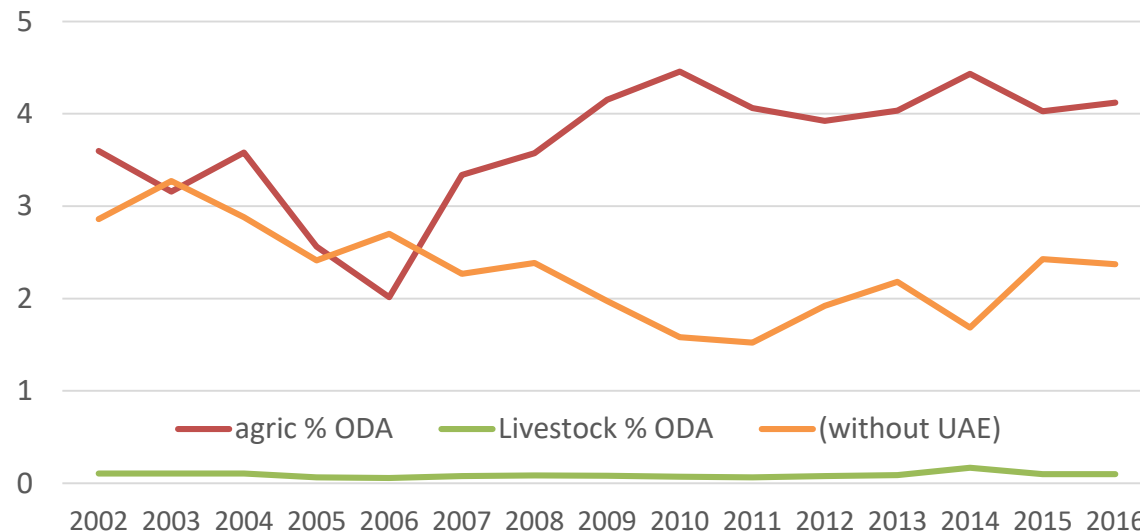
Financed by the Bill and Melinda Gates  
Foundation

Implemented by ILRI with Emerging Ag and  
Marchmont Communications engaging with  
many partners

# GLAD Project Starting Points

Underfunding of the livestock sector in developing countries is partly due to a global **lack of awareness and understanding** of livestock as well as **negative views** of livestock by some people.

Lack of awareness is compounded by **inaccessible and inconsistent evidence** and data



# GLAD work

- Evidence and creative content
  - Audit and message testing
  - Evidence collation
  - Issue synthesis/products
  - Communications product = microsite  $\beta$  version launched today
- Convening and engagement
  - Global advocacy and policy engagement
  - Targeted advocacy
  - Media outreach ('bursts')
- Capacity development
  - Event(s)
  - Blended learning
  - Facilitate a community of practice [and champions]



# Distilling the evidence

Collated evidence on sustainable livestock and:

- Growth and livelihoods
- Gender
- Animal and human health
- Nutrition
- Environment and climate change

For each: Series of messages with associated evidence and references – that we can all use

Validating and fact-checking with LD4D community and others

# Key messages ...

## WHY LIVESTOCK MATTER

Nutrition Health Economic Opportunity Gender **Climate & Environment**



### Land access and management:

Livestock can help restore degraded land. In rangelands, livestock keeping can contribute to the biodiversity of plants and animals. Without livestock grazing, rangeland vegetation and soils would be less diverse and healthy.



## WHY LIVESTOCK MATTER

Nutrition Health **Economic Opportunity** Gender Climate & Environment



### Contributions to the economy:

Livestock play an important and fast-growing economic role in the global agricultural economy, contributing 40% of agricultural GDP globally and 5% of total GDP. In spite of this, only 2.5% of total agricultural official development assistance goes to livestock.



## WHY LIVESTOCK MATTER

Nutrition Health Economic Opportunity **Gender** Climate & Environment



### Women's empowerment:

Women who access and control livestock assets improve the health, education and food security of their households. 90% of income under the control of women is channeled back into their households or local communities, compared with only 30-40% for men.



## WHY LIVESTOCK MATTER

**Nutrition** Health Economic Opportunity Gender Climate & Environment



### First 1,000 days:

Pregnant and lactating women, and babies in their first 1,000 days, have particularly high protein and nutritional requirements. Eggs, meat and dairy products are 3 of the 7 food groups deemed by the World Health Organization to be essential to assessing the dietary diversity of infants.



# ... derived from evidence ...

## WHY LIVESTOCK MATTER

Nutrition

Health

Economic Opportunity

Gender

Climate & Environment

### First 1,000 days:

- Clemens, R.A., Hernell, O. and Michaelsen, K.F. 2011. Milk and milk products in human nutrition. Basel, Switzerland: S. Karger AG; Vevey, Switzerland, Nestlé Nutrition Institute. <https://www.nestlenutrition-institute.org/docs/default-source/global-dcoument-library/publications/secured/a01bda0eba159a4f93ecfce6f4db90fb.pdf>
- Grace, D., Dominguez-Salas, P., Alonso, S., Lannerstad, M., Muunda, E., Ngwili, N., Omar, A., Khan, M. and Otobo E. 2018. The influence of livestock-derived foods on nutrition during the first 1,000 days of life. ILRI Research Report 44. Nairobi: ILRI. <http://hdl.handle.net/10568/92907>
- Ianotti, L., Barron, M. and Roy, D. 2008. Animal Source Foods and Nutrition of Young Children: An ex ante analysis of impact of HPAI on nutrition in Indonesia. HPAI Research Brief 2. Washington DC: IFPRI. <http://ebrary.ifpri.org/cdm/ref/collection/p15738coll2/id/124997>
- Ianotti, L. and Lesorogol, C. 2014. Animal Milk Sustains Micronutrient Nutrition and Child Anthropometry Among Pastoralists in Samburu, Kenya. *American Journal of Physical Anthropology* 155(1): 66-76. <https://doi.org/10.1002/ajpa.22547>
- Mosites E. et al. 2017. Child height gain is associated with consumption of animal-source foods in livestock-owning households in Western Kenya. *Public Health Nutrition* 20(2): 336-345. <https://doi.org/10.1017/S136898001600210X>
- Neumann, C.G., Murphy, S.P., Gewa, C., Grillenberger, M. and Bwibo, N.O. 2007. Meat supplementation improves growth, cognitive, and behavioral outcomes in Kenyan children. *Journal of Nutrition* 137(4):1119-23. <http://dx.doi.org/10.1017/S0007114512003121>
- WHO. 2008. Indicators assessing infant and young child feeding practices. Part I. Definitions. Geneva: WHO. [http://whqlibdoc.who.int/publications/2008/9789241596664\\_eng.pdf](http://whqlibdoc.who.int/publications/2008/9789241596664_eng.pdf)

# ... with investment options ...

## WHY LIVESTOCK MATTER

Nutrition

**Health**

Economic Opportunity

Gender

Climate & Environment

### Zoonotic diseases:

Controlling zoonotic diseases has good returns on investments and important zoonotic diseases have been controlled in rich countries. An information base should be developed to guide resource allocation to control zoonoses in poor countries. This would provide policymakers with accurate information on the cost of zoonotic diseases (for both animals and humans), the levels of investment required for their control and the resulting economic and health benefits.

### Emerging diseases:

Controlling and mitigating the risk of new emerging zoonotic diseases requires higher investment in surveillance and in research on transmission mechanisms and their mitigation.

### Foodborne diseases:

Although the large health burden of foodborne diseases is known, in low- and middle-income countries, investments in food safety are a fraction of the investments in comparable health problems and much of this goes to export control, where the burden is least.

Policymakers need better information on the human and economic costs of foodborne diseases in poor countries and on investment options for their control. More resources available at the global level should be channeled to developing countries that bear the largest foodborne disease burden.



(Credit: ILRI/Lynch)

... fact checked

Do livestock support the livelihoods of around one billion poor people globally?

Of emerged human disease epidemics, have 75% been of animal origin? Overall, are 60% of human pathogens zoonotic?



Livestock & Livelihoods



Livestock & Zoonoses



**LD4D**  
LIVESTOCK  
DATA FOR  
DECISIONS



THE UNIVERSITY of EDINBURGH  
Royal (Dick) School of  
Veterinary Studies

Supporting  
Evidence-based  
Interventions

# whylivestockmatter.org

Why Livestock Matter - V x

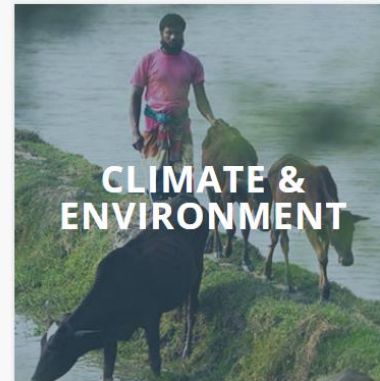
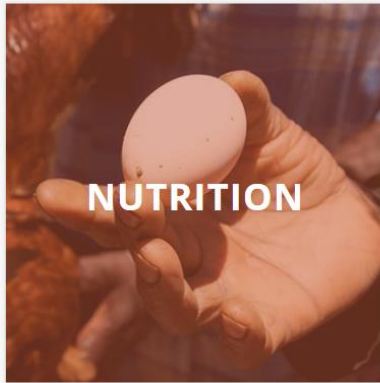
Peter

whylivestockmatter.org



## WHY LIVESTOCK MATTER

Nutrition Health Economic Opportunity Gender Climate & Environment



# Connections

The [Global Agenda for Sustainable Livestock](#) is a partnership of livestock sector organizations working towards agreed paths to sustainability and collective practice change.

The [Livestock Global Alliance](#) is a coalition of international organizations with a global mandate in the livestock sector.

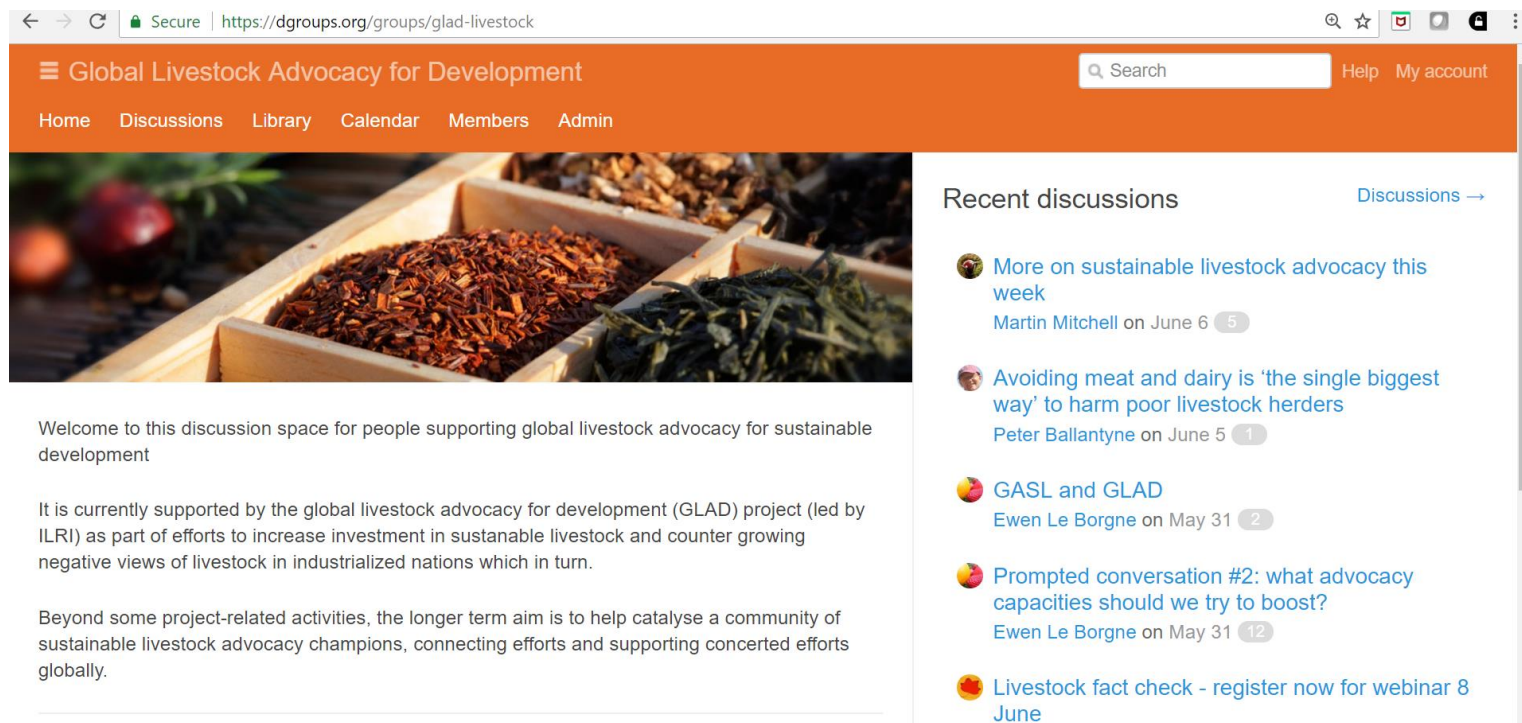
The [Animal Production and Health Division](#) of FAO strengthens the contribution of the livestock sector towards achieving the Sustainable Development Goals.

The [Livestock Data for Decisions](#) community of practice brings together 'data suppliers' and 'data users' to make livestock data more discoverable and digestible for decision makers.

The [International Livestock Research Institute](#) works to improve food security and reduce poverty in developing countries through research for better and more sustainable use of livestock.

# Join the community

The [Global Livestock Advocacy for Development](https://dgroups.org/groups/glad-livestock) community of practice is a forum for individual livestock advocacy and communication 'champions' and practitioners to share information and coordinate efforts to promote sustainable livestock development.




Secure | <https://dgroups.org/groups/glad-livestock>

## Global Livestock Advocacy for Development

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Welcome to this discussion space for people supporting global livestock advocacy for sustainable development

It is currently supported by the global livestock advocacy for development (GLAD) project (led by ILRI) as part of efforts to increase investment in sustainable livestock and counter growing negative views of livestock in industrialized nations which in turn.

Beyond some project-related activities, the longer term aim is to help catalyse a community of sustainable livestock advocacy champions, connecting efforts and supporting concerted efforts globally.

### Recent discussions → Discussions →

-  [More on sustainable livestock advocacy this week](#)  
Martin Mitchell on June 6 5
-  [Avoiding meat and dairy is 'the single biggest way' to harm poor livestock herders](#)  
Peter Ballantyne on June 5 1
-  [GASL and GLAD](#)  
Ewen Le Borgne on May 31 2
-  [Prompted conversation #2: what advocacy capacities should we try to boost?](#)  
Ewen Le Borgne on May 31 12
-  [Livestock fact check - register now for webinar 8 June](#)



# A global agenda for livestock development communications and advocacy?

How do we best work together to take this agenda forward?

What opportunities do you see to bring livestock's key messages to key audiences?

# The rationale behind the “Why Livestock Matter” microsite

**Media coverage** is weighted too heavily on:

- “Developed world” issues around livestock
- “Consumer” issues rather than “production” issues
- “Single” issues rather than “systems thinking”
- Livestock “problems” rather than “benefits/solutions”

# Many stakeholders find it difficult to advocate for livestock investments...

Direct quotes from a stakeholder audit we conducted...

*"I'm part of an environmental organisation and they often like to hide my work [in livestock]."*

*"Convincing traditional environmental donors to invest in livestock is 'like pulling teeth'."*

*"Most of the organisations have a very **unclear idea** of what is a real contribution of livestock to development."*

*"**Livestock is not on the agenda.** Most of the time it's negative. Even in developing countries, there's an idea that livestock is the cause for anything bad."*

# The goals of the “Why Livestock Matter” microsite...

The “Why Livestock Matter” microsite aims to:

- Provide a “one stop shop” online for livestock advocacy – neutral yet accountable
- Be easy to understand, navigate and share
- Offer “common language” and robust evidence for use in any comms/advocacy opportunity
- Be tiered to allow for “top-line” or more “in-depth” engagement
- Be flexible enough to be scaled up further if additional funding can be secured

# WhyLivestockMatter.org

WHY LIVESTOCK MATTER



We welcome your feedback on the site.

To do so:

- Talk to me this week at GASL

OR

- Join the D-group and post feedback there for consolidating.



**Livestock are critical for global development yet often overlooked.** The world's cows, sheep, goats, pigs, poultry and other farm animals are the mainstay of livelihoods the world over. And the energy and nutrient-dense milk, meat and eggs these animals produce provide hundreds of millions of families in the world's poorer countries with essential food and nutrition.

*better lives through livestock*

ilri.org

ILRI thanks all donors and organizations who globally supported its work through their contributions to the **CGIAR system**

*Patron: Professor Peter C Doherty AC, FAA, FRS*

*Animal scientist, Nobel Prize Laureate for Physiology or Medicine—1996*

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