Informing and influencing sustainable livestock investments

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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?

Why You’ll Feel Better When You Eat Less or, Give Up Meat
Antibiotic use in animal farms is leading to global resistance in environments.

Which Is Worse for the Planet: Beef or Cars?

Go vegan, save the world.

What Would Actually Happen If The World Stopped Eating Meat?

Sir Richard Branson on meat.

Less Beef
Koalas being killed amid habitat destruction.

How Planting Crops Used to Save the World's Habitat Destruction

Mega-farm beyond the city.

Future of our dish?

The meat industry

The true Viewpoint: Meat is bloody expensive.

Beef environment cost 10 times that of other livestock.

Methane emissions from cattle higher than estimated.

Roughly 16% of the world's emissions are from livestock agriculture.
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?
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 β 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]
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 ...
First 1,000 days:

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 counties. 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.
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?
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 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.
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
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

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