



THE SUSTAINABILITY OF MEAT AND CURED MEATS IN ITALY



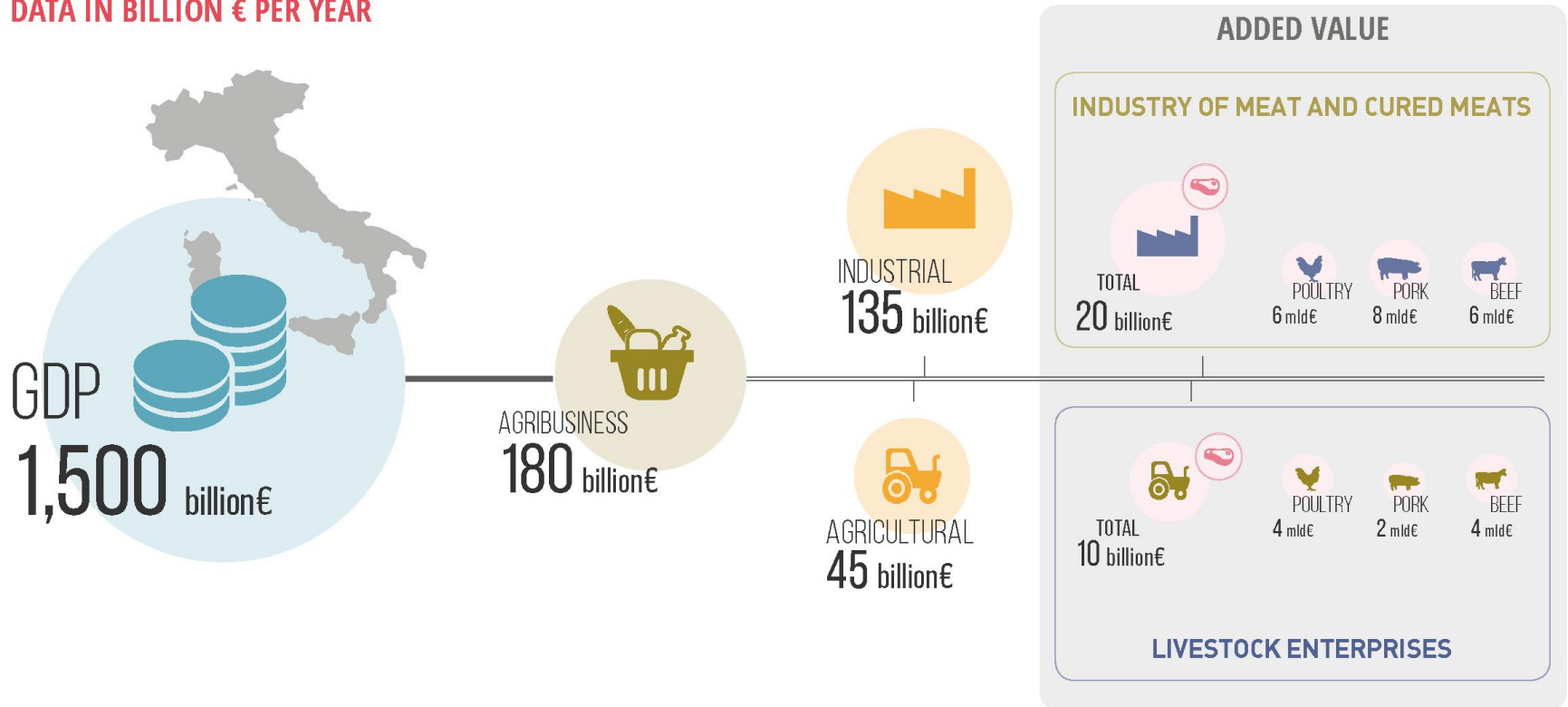
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THE 5 ASPECTS OF MEAT SUSTAINABILITY

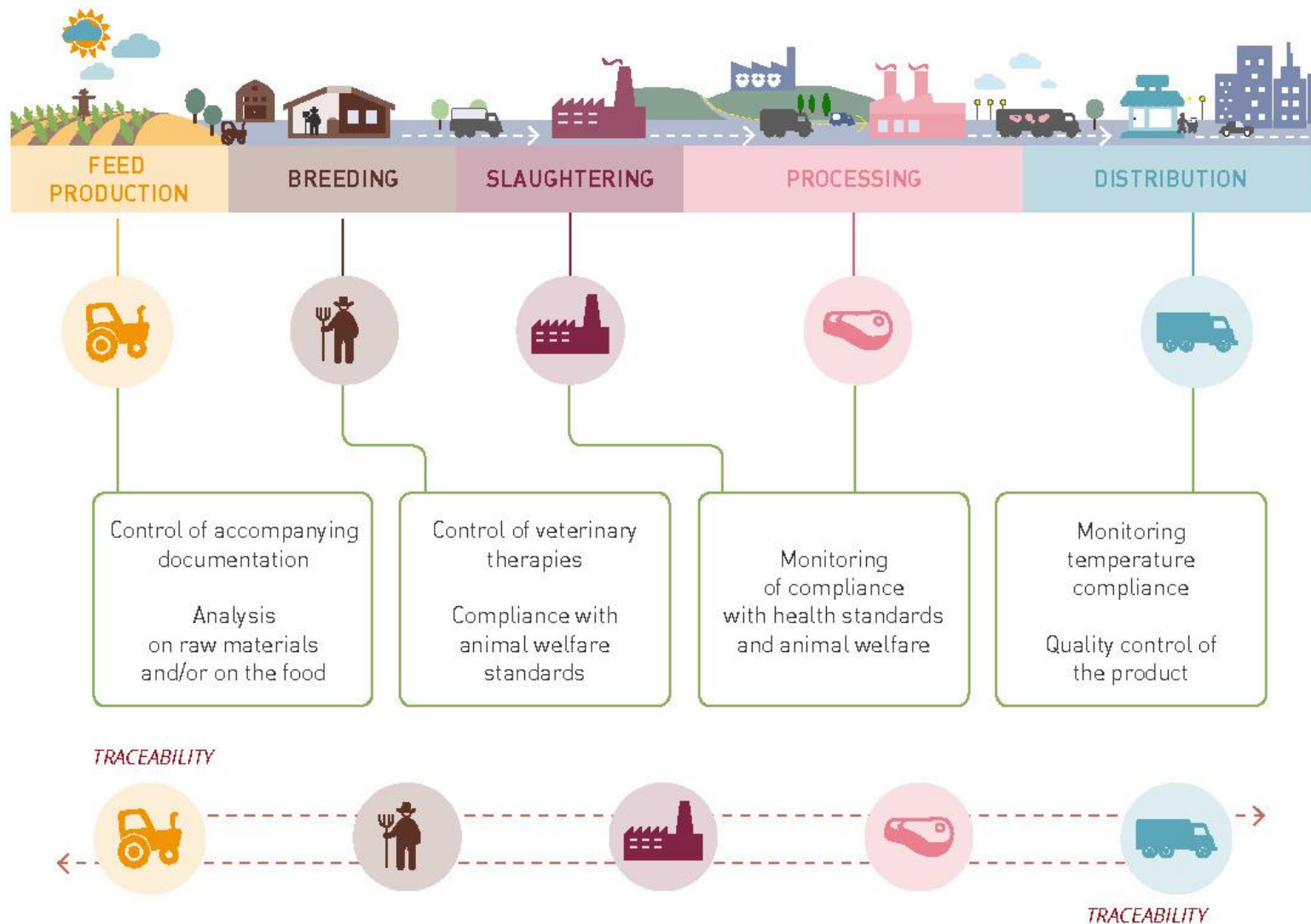


ECONOMIC VALUE OF THE MEAT SECTOR IN ITALY

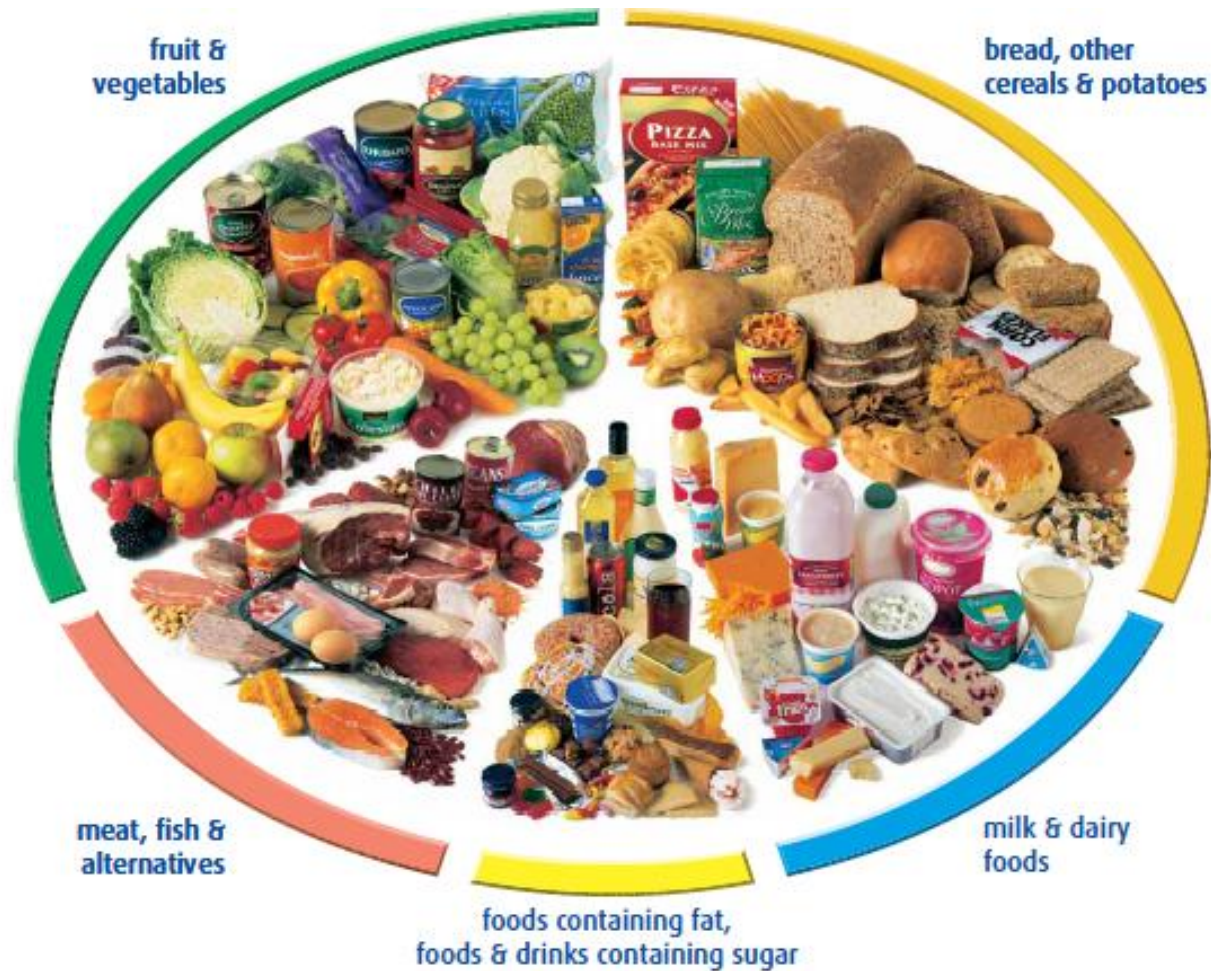
DATA IN BILLION € PER YEAR



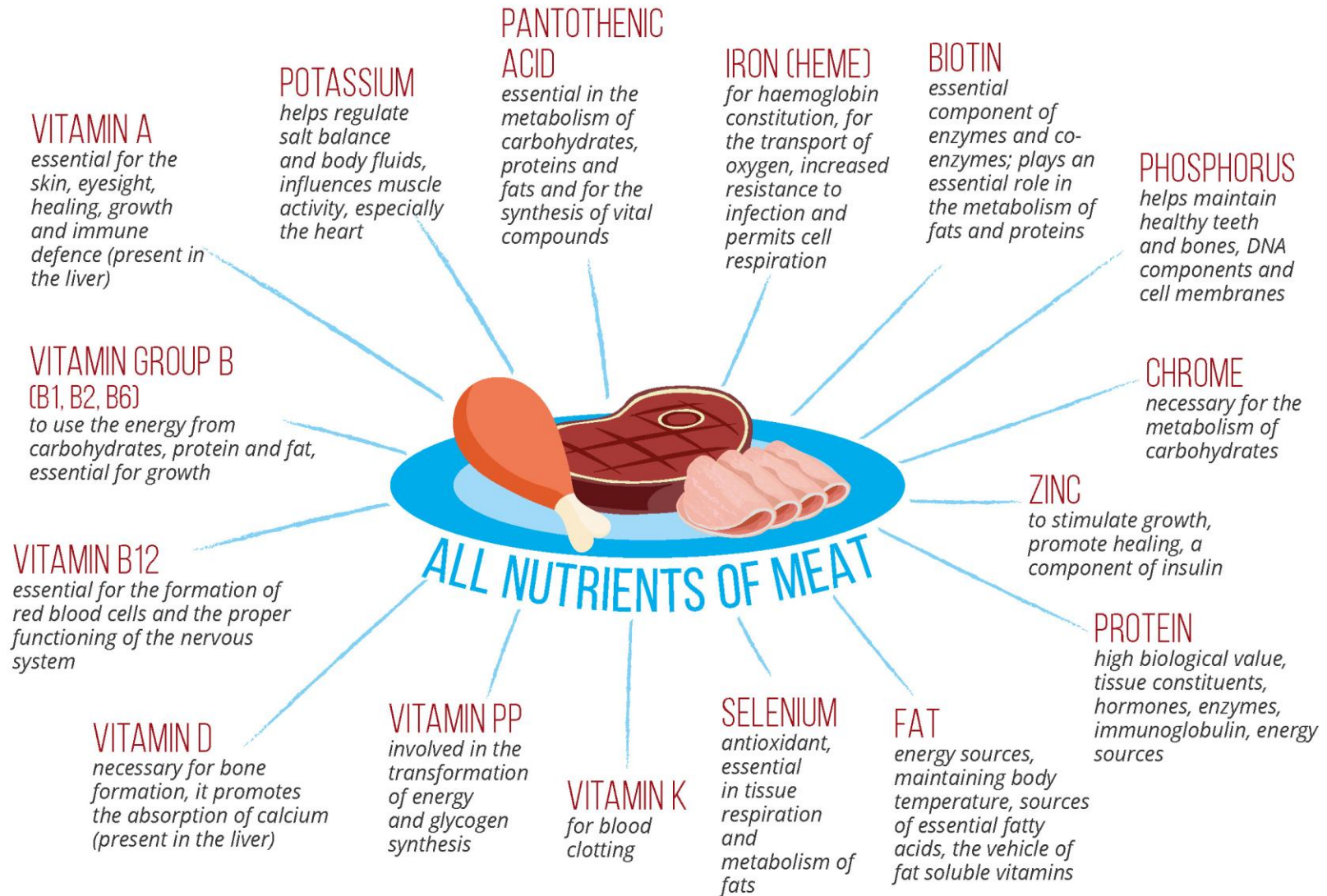
MEAT TRACEABILITY: MAIN CONTROLS CARRIED OUT




MEDITERRANEAN DIET: ALL THE FOODS, RIGHT QUANTITIES




NUTRIENTS OF MEAT

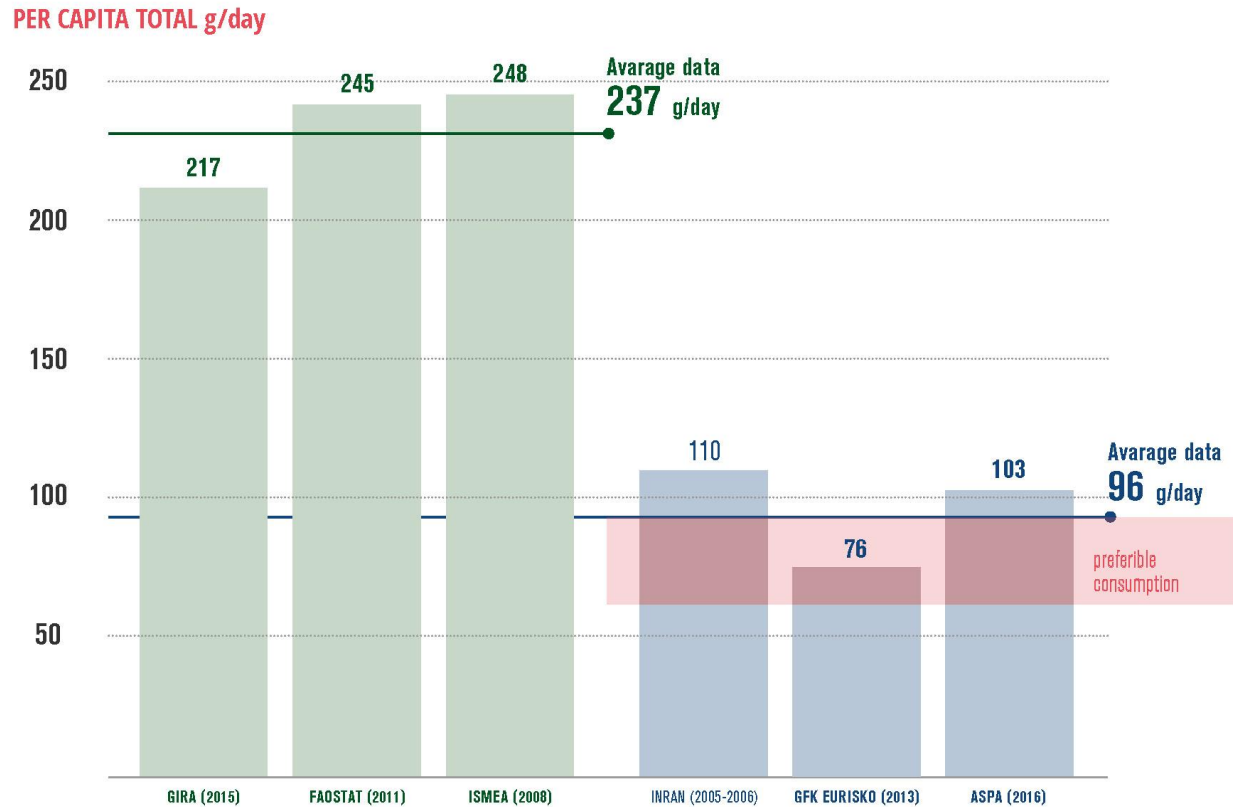


FATS AND CHOLESTEROLS: A PROBLEM SOLVED

BEEF 	FATS [%]		REDUCTION
	1996	2007	
EYE ROUND	2.8	1.1	-61%
TENDERLOIN	5.0	2.2	-56%
STRIPLOIN	5.2	2.9	-44%

PORK 	FATS [%]		REDUCTION
	1993	2011	
BAKED HAM	14.7	7.6	-49%
HAM (San Daniele IGP)	23.0	18.6	-19%
MORTADELLA	28.1	25.0	-11%

APPARENT CONSUMPTION VS REAL CONSUMPTION IN ITALY



APPARENT CONSUMPTION

Estimation based on production data for macro-economic assessments. It is not feasible for use in nutritional considerations



REAL CONSUMPTION

Based on surveys involving consumers with the aim of assessing nutritional habits

ANIMALS AND PLANTS: TWO SYSTEMS INTERLOCKED

AGRICULTURAL PRODUCTION AND BREEDING

- agricultural waste:
 - compost production
 - co-generation energy
- manure:
 - organic fertiliser production
 - biogas

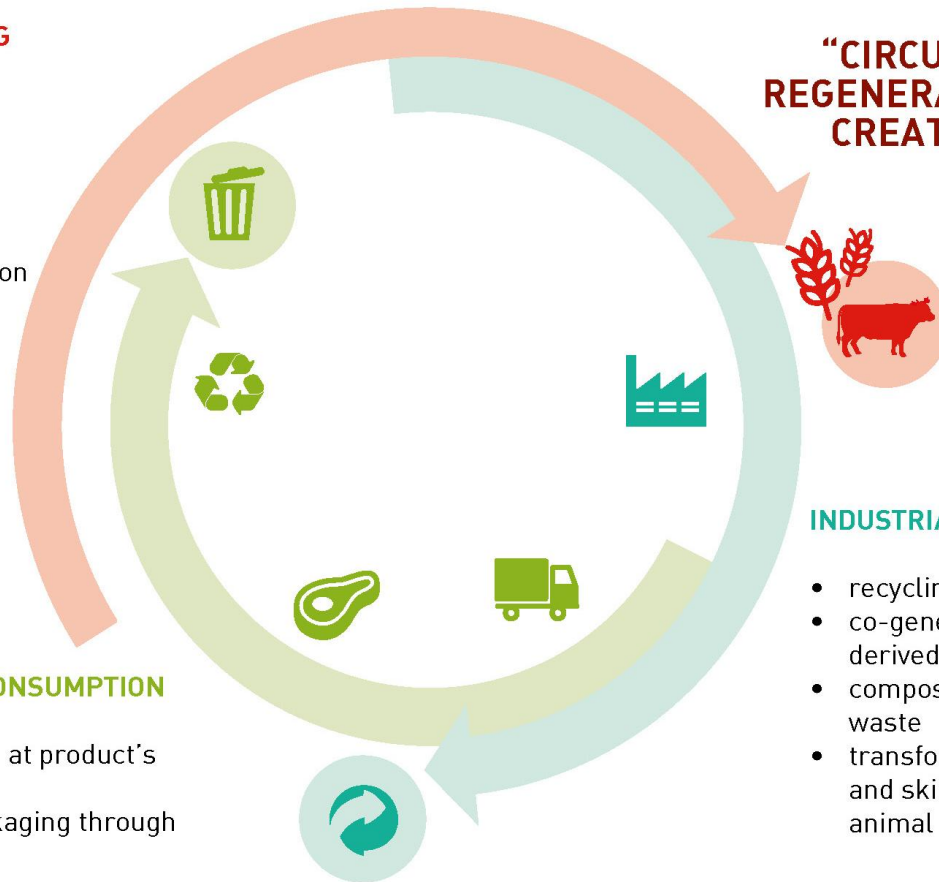
“CIRCULAR ECONOMY” REGENERATING RESOURCES, CREATE ZERO WASTE

INDUSTRIAL PRODUCTION

- recycling of industrial waste
- co-generation energy from biomass derived from waste products
- compost production from production waste
- transformation of by-products, bones and skins for food, pharmaceutical, animal feed and fertiliser industries

DISTRIBUTION AND CONSUMPTION

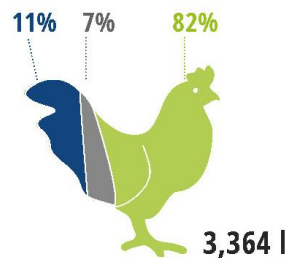
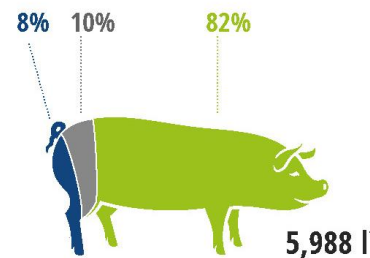
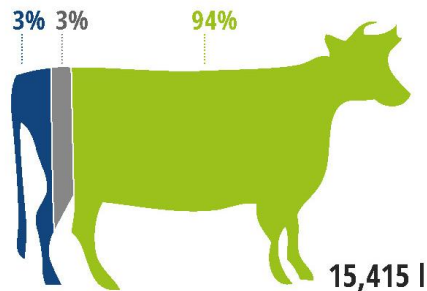
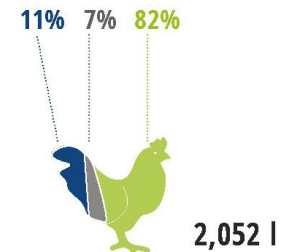
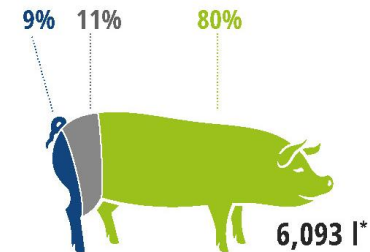
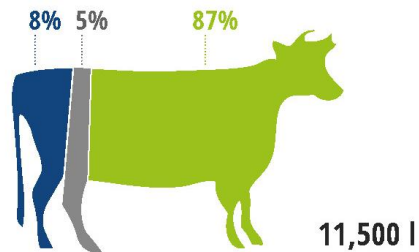
- reducing packaging at product's expiry date
- recyclability of packaging through recycling



THE WATER FOOTPRINT OF MEAT

DATA litre/kg

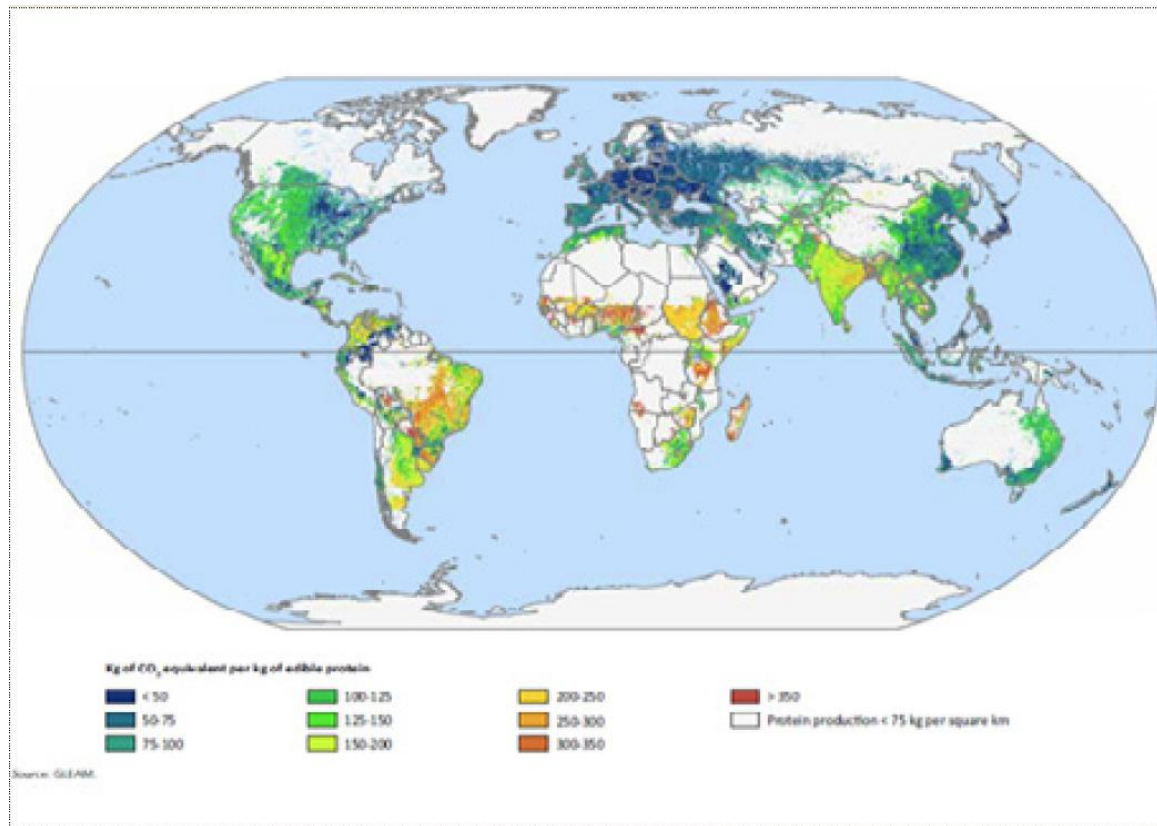
 GREEN WATER
  BLUE WATER
  GREY WATER



*The figure refers to heavy pigs (160 kg, 9.11 months of age) while the most common pigs abroad weigh 80/100 kg (7.5 months)

TO REDUCE IMPACTS SEARCHING FOR EFFICIENCY

THE EUROPEAN PRODUCTION SYSTEMS ARE AMONG THOSE CHARACTERISED BY A
LOWER ENVIRONMENTAL IMPACT PER KG OF PROTEIN*



THE COMMITMENT OF LIVESTOCK SECTOR

THE LIVESTOCK SECTOR HAS MANY WAYS TO REDUCE THE ENVIRONMENTAL IMPACTS, ESPECIALLY FOR THE AGRICULTURAL AND BREEDING PHASES THAT HAVE THE HIGHER RELEVANCE.



PRODUCTION OF BIOGAS



SOLAR POWER



MANAGING MANURE



PRECISION AGRICULTURE

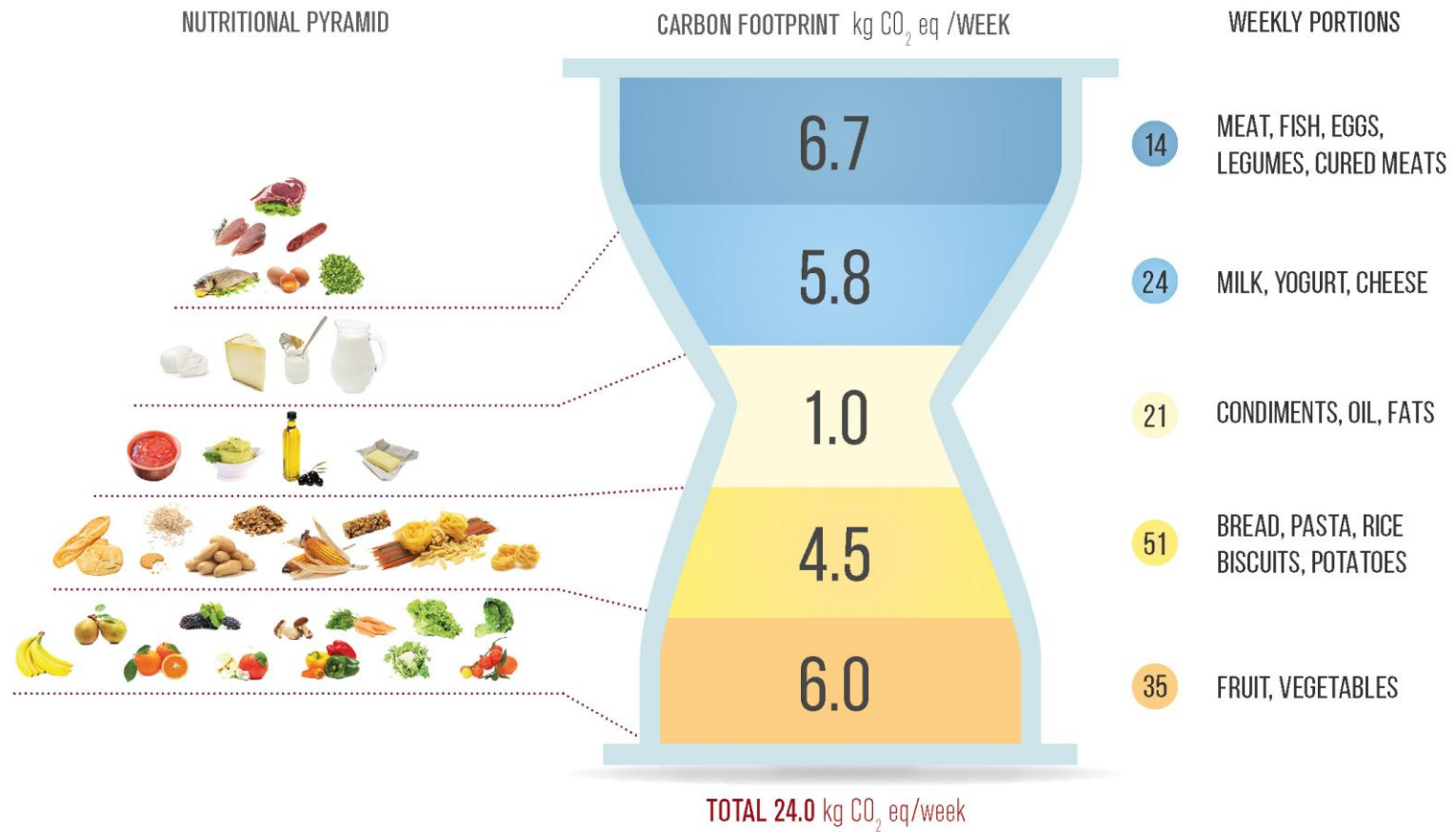


PROJECT CHANGE-R



THE ENVIRONMENTAL HOURGLASS

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Science of the Total Environment

journal homepage: www.elsevier.com/locate/scitotenv

Short Communication

Assessment of diet-related GHG emissions using the environmental hourglass approach for the Mediterranean and new Nordic diets

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HOW WAS IT BUILT

CARBON FOOTPRINT
AND WATER FOOTPRINT
OF 1 KG OF FOOD



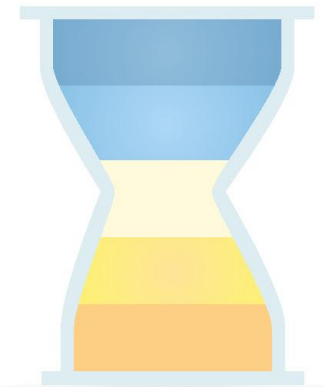
IMPACT
OF FOOD



SUGGESTIONS FROM
NUTRITIONISTS FOR A
BALANCED DIET



WEEKLY
QUANTITIES SUGGESTED



ENVIRONMENTAL
HOURGLASS

KEY MESSAGES

- The **Mediterranean Diet** includes the balanced consumption of every food type, without any exclusion
- Environmental claims and labels aim to support the consumers in identifying the most «virtuos» product within the same food/product group. **Different food groups should never be compared on the basis of their environmental impact** since they have different functionalities.
- **There is no «perfect food»**: every choice should be taken on the basis of one's ethical values and taking the context into consideration
- The meat sector should commit to improving those critical aspects that still exist: this can only be achieved by focusing on **mid-term goals**.

SCIENTIFIC AND EDUCATIONAL GOALS FOR THE FUTURE

- Developing realistic scenarios for risk assessment and management of the meat productions
- Developing archive, data storing for quantitative assessment (LCA)
- Setting benchmark and transformation factor for realistic LCA assessment
- Linking ecosystem services and protection goal of the above scenarios at different temporal and spatial scales.
- Developing reliable sustainable programs for meat production and farm organisation
- Set up certification label and corporate social responsibility
- Educational, training programs for helping cultural challenge in the meat chain sector

THE ACTIVITIES OF CARNI SOSTENIBILI

The Association sustainable meats activities are based on three main areas covering:

- The "institutional" communication
- The presence in the social world;
- The organization of technical support documents for scientific communication.
- Organization of scientific events, press conference, ect

*Media communication,
event, symposium,ect*



Social media presence

*The sustainability
meat and cured
meat in Italy
.Publishing of
scientific report.*



THE PUBLISHED MATERIALS

The meat sustainability in Italy

Technical repository of information on sustainability of the meat in Italy. First edition published in 2014, second in 2016.



Versione completa – 280 pagg.



Sintesi – 36 pagg.

Nutritional document

At each event they were published thematic and specific documents on the topics discussed from time to time



CARNI



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www.carnisostenibili.it



ASSOCARNI
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PER LO SVILUPPO ALIMENTARE
CARNI E UOVA