

Sustainability:

If it looks like meat and tastes like meat then it probably is... **alternative meat**

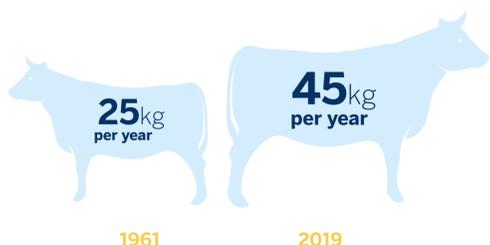


71.3 mill.
metric tons
1961

341.6 mill.
metric tons
2018

Global meat consumption

(excluding fish and shellfish)



25kg
per year

45kg
per year

1961

2019

Today, the average person consumes around **45 kg of meat per year**, around **20 kg more than sixty years ago**.

This can be considered as "good" news, as it goes hand in hand with economic progress. However, it also has adverse effects on the environment.

The problem with unsustainable meat production

Population forecast for **2050:**

9.7 billion
people

Need:

to double the current meat production to keep consumption per capita constant.

However, livestock production is a major contributor to **deforestation, desertification, erosion, water and air pollution, greenhouse gas emissions, and loss of biodiversity.**

Livestock production is responsible for:



80% of total **deforestation rates** in the Amazon rain



98% of livestock water footprint lies in the **production of feedstuff**



15% of **CO2 emissions**, through deforestation and manure

Neither vegan nor vegetarian, but flexitarian

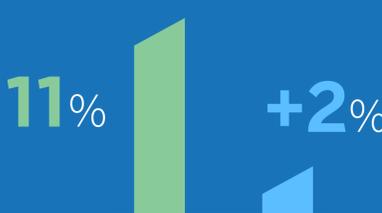
Can we avoid the environmental consequences of eating meat without having to give it up?

YES. SOME ALTERNATIVES:

Plant-based meats

Companies like Beyond Meat and Impossible Foods have recreated the molecular composition of meat using plant-based components. Their products are widely accepted by consumers in the United States.

In 2018, retail sales of plant-based foods increased by 11% compared to 2% for the rest of the food.



(Plant Based Food Association y The Good Food Institute)

Meat produced from animal cells

This is not as widely accepted by consumers and has not yet been marketed due to the intensive

R+D process and high development costs.

As a result of this, a new class of consumer has emerged:

the flexitarian.

Currently, this group is mainly comprised of young and wealthy individuals.

Approximately

15%
generation Z

10%
millennials



Would alternative meat make a difference?



HEALTH

Plant-based meats could be healthier than animal meat.



Furthermore, plant-based meat consumption could help reduce cases of **cardiovascular diseases and cancer** associated with red meat consumption.



It could also help reduce resistance to **antibiotics** in humans resulting from the use of antibiotics in livestock production.



ECONOMY

A new value chain is expected to emerge in the coming years.



Big companies like **Tyson Foods, Unilever and Kellogg's** have already increased their budgets for plant-based food production.



Burger King has launched its Impossible Whopper, and is planning to add more plant-based options to its menu.

However, there are still several **challenges** ahead of us:



Cost:

the retail price of a Beyond Meat burger patty is still higher than a ground beef burger.



Cultural:

to attract consumers who would never give up meat.



Legal:

to create a regulatory framework that facilitates investments in the industry.



More information



United States Economic Outlook

Fourth quarter 2019.