

# OFFICIAL FEEDBACK FORM

DIALOGUE DATE	Wednesday, 14 April 2021 17:00 GMT +01:00
DIALOGUE TITLE	What do Future Beef Farms need to look like?
CONVENED BY	Liz Genever (independent consultant), Sarah Haire (Dawn Meats/Dunbia), Maggie Mitchell (British Society of Animal Science)
DIALOGUE EVENT PAGE	<a href="https://summitdialogues.org/dialogue/12538/">https://summitdialogues.org/dialogue/12538/</a>
DIALOGUE TYPE	Independent
GEOGRAPHICAL FOCUS	United Kingdom of Great Britain and Northern Ireland

The outcomes from a Food Systems Summit Dialogue will be of use in developing the pathway to sustainable food systems within the locality in which they take place. They will be a valuable contribution to the national pathways and also of interest to the different workstreams preparing for the Summit: the Action Tracks, Scientific Groups and Champions as well as for other Dialogues.

# 1. PARTICIPATION

## TOTAL NUMBER OF PARTICIPANTS

85

## PARTICIPATION BY AGE RANGE

0 0-18 10 19-30 35 31-50 35 51-65 5 66-80 80+

## PARTICIPATION BY GENDER

45 Male 40 Female Prefer not to say or Other

## NUMBER OF PARTICIPANTS IN EACH SECTOR

85	Agriculture/crops	Education	Health care
	Fish and aquaculture	Communication	Nutrition
	Livestock	Food processing	National or local government
	Agro-forestry	Food retail, markets	Utilities
	Environment and ecology	Food industry	Industrial
	Trade and commerce	Financial Services	Other

## NUMBER OF PARTICIPANTS FROM EACH STAKEHOLDER GROUP

	Small/medium enterprise/artisan	Workers and trade union
20	Large national business	Member of Parliament
	Multi-national corporation	Local authority
	Small-scale farmer	Government and national institution
10	Medium-scale farmer	Regional economic community
	Large-scale farmer	United Nations
5	Local Non-Governmental Organization	International financial institution
	International Non-Governmental Organization	Private Foundation / Partnership / Alliance
	Indigenous People	Consumer group
50	Science and academia	Other

## 2. PRINCIPLES OF ENGAGEMENT

### HOW DID YOU ORGANIZE THE DIALOGUE SO THAT THE PRINCIPLES WERE INCORPORATED, REINFORCED AND ENHANCED?

The Dialogue was organised through a collaboration between Dr Liz Genever (independent beef and sheep consultant) and the British Society of Animal Science to start the conversation about how research and knowledge exchange activities need to be tailored towards the opportunities and challenges for the beef sector. The debate was aiming to highlight any research and knowledge gaps; this could include failure to translate current knowledge into accessible formats or relevant information for farmers or processors to use. The session was free to attend and the links to the webinar was circulated through social media and various networks, with the aim of attracting a wide-ranging audience, including farmers, allied industry, academics, researchers and advisers. Members of the panel was asked to express their thoughts on where the UK beef industry needs to be in the next ten years. The panelists were able to highlight any relevant work they were involved in to ensure good awareness of current activity. Questions from the audience were gathered from the chat function within Zoom and directed towards the panelists by the chair.

### HOW DID YOUR DIALOGUE REFLECT SPECIFIC ASPECTS OF THE PRINCIPLES?

The session was organised to gather information and to share ideas about how the UK beef industry needs to prepare for the future challenges and opportunities. Within the next ten years, the supply chain will have to deal with changes to subsidies, increased focus on environmental land management, changing views on livestock production and consumption, and the need to demonstrate a reduction in greenhouse gas emissions. The Dialogue brought together a panel of experts from across the supply chain - Sarah Haire (Head of Agriculture for Dunbia/Dawn Meats and leads on the UK Sustainable Beef Platform), Seth Wareing (Business Manager for Stabiliser Cattle Company [genetics]), Dr Jude Capper (livestock sustainability consultant) and Bryn Hughes (National Sheep & Beef Specialist, Wynnstay [nutrition]). The range of knowledge and expertise reflected the complexity of the dialogue. The ambition is that the session would be followed up by articles by British Society of Animal Science and the panelists as the findings complement their activity.

### DO YOU HAVE ADVICE FOR OTHER DIALOGUE CONVENORS ABOUT APPRECIATING THE PRINCIPLES OF ENGAGEMENT?

The challenge is to get multi-stakeholder inclusivity as known networks are used. It can be challenging to attract attendees from very different background. Possibly due to the form of words that is being used in the adverts may mean it is not attractive to people from outside the sector, or the marketing approaches that are used, e.g. how to access wider networks. It is important to capture the range of dialogues that can be happening in an online meeting, as not all questions can be asked.

# 3. METHOD

The outcomes of a Dialogue are influenced by the method that is used.

DID YOU USE THE SAME METHOD AS RECOMMENDED BY THE CONVENORS REFERENCE MANUAL?

☐

Yes

☒

No

Due to the scale of the event, the attendees were asked to share their thoughts and questions via the chat function (of Zoom). Over an hour was allocated to the panel debating the questions. It was run as a webinar.

# 4. DIALOGUE FOCUS & OUTCOMES

## MAJOR FOCUS

It was aiming to highlight knowledge and research gaps for the UK beef industry. The ambition of this was to become aware of the right skills and knowledge the sector needed to deal with the opportunities and challenges.

One area that is developing in the UK is the role of the farmer in food production while enhancing the environment and health health. Ruminants have an important role in maintaining landscapes through grazed areas, utilising human non-edible products, including by-products from human food production, and production on nutrient dense products, including meat and milk.

Due to the multi-functional role of ruminants it became clear that it was complex problem. It was highlighted that focusing on a single interest was not helpful as it is likely it would have unintentional consequences.

### ACTION TRACKS

	Action Track 1: Ensure access to safe and nutritious food for all
	Action Track 2: Shift to sustainable consumption patterns
✓	Action Track 3: Boost nature-positive production
	Action Track 4: Advance equitable livelihoods
	Action Track 5: Build resilience to vulnerabilities, shocks and stress

### KEYWORDS

	Finance		Policy
	Innovation		Data & Evidence
	Human rights		Governance
	Women & Youth Empowerment	✓	Trade-offs
		✓	Environment and Climate

MAIN FINDINGS

Overall the UK beef industry needs to develop an industry and production systems that we are proud of. A clear narrative of why people can continue to eat beef, for example, efficient beef production that is socially, environmental and economic sustainable needs to be developed. There is a need to further highlight the benefits for human nutrition. The role of grass, forage and co-products (and lack of soya) within beef supply chains needs to be highlighted. All members of the supply chain have a responsibility to engage with consumers. This is alongside a focus on consistent products to consumers keep choosing beef.

There needs to be a focus on how tweaks to the beef production system – better health, better genetics, better grazing, better feeding – as they can improve productivity. We need to recognise that we are dealing with complex biological systems and need tools to help deal with unintended consequences of single topic decision.

Slaughter age reduction is a clear target for the industry from a profitability and greenhouse gas emission perspective. There needs to be continual focus on selecting animals on feed conversion efficiency in breeds where those traits are available, and encourage other breeds to start collecting the data.

The influence of dairy industry will increase as use of sexed semen means that more beef x animals will be available, with the advantage of these systems being more integrated. There could be opportunities to develop a range of blueprints to represent the most common systems, including mixed farming systems and dairy beef systems.

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OUTCOMES FOR EACH DISCUSSION TOPIC - 1/2

We need to think about how to engage with the “emotional” side of decision making on farm, and provision of technical knowledge is not good enough any more as it doesn’t drive behaviour change. Work is needed to develop the support network around beef farmers to help support their decisions.

We need a clear plan of what additional skills beef farmers need to face the new challenges, e.g. measuring biodiversity, business skills, marketing and communications.

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OUTCOMES FOR EACH DISCUSSION TOPIC - 2/2

The role of data and how it can drive business decisions needs to have a practical focus, as it is not just about collection, it is about translation and focussing efforts on the ones that make the biggest difference.

There has been a significant investment by the government to get "kit" onto farms, but without additional skills and support about the questions that are need asking, the investment is never going to be fully realised.

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KEYWORDS

- |                           |                         |
|---------------------------|-------------------------|
| Finance                   | Policy                  |
| Innovation                | ✓ Data & Evidence       |
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|                           | Environment and Climate |



AREAS OF DIVERGENCE

- 1) The need to reduce beef consumption vs. making better decisions
- 2) The level of details that need to be supplied to consumers on their production systems
- 3) How to encourage farmers to engage with data without the risk of data fatigue

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# ATTACHMENTS AND RELEVANT LINKS

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## RELEVANT LINKS

- **Skills programme**  
<https://ahdb.org.uk/skills>