

Cattle – part of the solution, not the problem

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ROYAL THREE COUNTIES SHOW 2024
FUTURE OF FARMING THEATRE

Everybody can (should) be sustainable

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14-16 JUNE 2024

In association with
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We face considerable challenges

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HOW DOES MEATLESS MONDAY HELP?

IF THE WORLD REDUCED MEAT CONSUMPTION BY



15%

{BY DOING MEATLESS MONDAY}

IT WOULD HAVE THE SAME IMPACT
ON GREENHOUSE GAS EMISSIONS AS



**TAKING 240 MILLION CARS
OFF THE ROAD EACH YEAR**

**MEATLESS
MONDAY**

#MeatlessMonday

Choosing meatless meals combats environmental destruction, saves animals from a miserable life and painful death, and is better for your health.

MAGGIE Q FOR **PETA**

**FIGHT
CLIMATE
CHANGE
WITH
DIET
CHANGE
GO VEG**

Clipping piglets' teeth and cutting off their tails without pain relief is common in the meat industry. Many male piglets are also castrated without anaesthetic.

#SaveErnie

**TRY
VEGAN
THIS
JANUARY**

Sign up today!
Veganuary.com

VEGANUARY

Fight Climate Change with Diet Change

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Honesty is the best policy

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Every farm has different opportunities

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We must learn from the best

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Finishing earlier pays dividends

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Data from 777 Angus X cattle finished at the ABP research farm.

Finishing at the ideal time (not heaviest weight) improved profit by 45% and cut carbon footprints by 32%.

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What if every suckler cow had a calf?

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Only 90% of suckler cows calve each year, increasing the carbon footprint of each finished beef animal by 1,123 kg CO₂.

That's equivalent to adding 0.6 cars to the road per cow.

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Improved health has wider benefits

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**Dung beetles improve soil quality
and cattle productivity; and
reduce parasites**

**Dung beetles may save UK cattle
farmers £367 million/year.**

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Better health = more sustainable

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**Healthy
livestock**

**Lower environmental
impacts**

More profitable

Happier consumers

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**Three
Counties**