



# RINGSIDE

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## Global release of the EAT-Lancet Report

A report that is anticipated to be released tomorrow — the EAT-Lancet Report — is expected to be critical of meat consumption, particularly beef. Based on the players and information available to us, we anticipate this report and its recommendations will be anti-animal agriculture, under the guise of health and environment.

The report comes from a commission on Food, Planet, Health that brings together 30+ world-leading, international scientists to reach a scientific consensus that defines a healthy and sustainable diet. Their mission is to advance the development of scientific targets for healthy diets from environmentally sustainable food production, and they state that food systems are a major source of greenhouse gas emissions.

In preparation for the release of this report, ACFA has been working with the Canadian beef industry's Stakeholder Engagement team to develop a communications plan to effectively respond to the assumed negative approach to livestock. The team has developed key messages, fact sheets, a media distribution list, and identified scientific and industry experts to speak on behalf of the industry. As well, ACFA has been releasing its own blogs and posting online about the environmental benefits of beef production, the health benefits of including beef in a balanced diet and sharing facts about cattle feeding and feedlots.

For your information, please find attached a series of key messages you can use as well as the following links on the report and our blog posts:

- The EAT-Lancet Commission on Food, Planet, Health <https://eatforum.org/eat-lancet-commission/>
- The EAT-Lancet Commission's controversial campaign (A global powerful action against meat?) <https://www.efanews.eu/item/6053-the-eat-lancet-commission-will-launch.html>
- Busted! 5 beef myths that don't stand up to the facts <https://www.cattlefeeders.ca/blog/4-reasons-you-should-include-beef-in-your-healthy-balanced-diet/>
- Will eating less meat benefit the environment? <https://www.cattlefeeders.ca/blog/will-eating-less-meat-benefit-the-environment/>
- 4 reasons you should include beef in your healthy, balanced diet <https://www.cattlefeeders.ca/blog/4-reasons-you-should-include-beef-in-your-healthy-balanced-diet/>

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Thank you,

Jan Tranberg  
President & CEO