

Oksekød og bæredygtighed



**BÆREDYGTIGHED PÅVIRKER DET
FREMTIDIGE FØDEVAREMARKED**

NEPCON MØDE DEN 8. NOVEMBER 2017



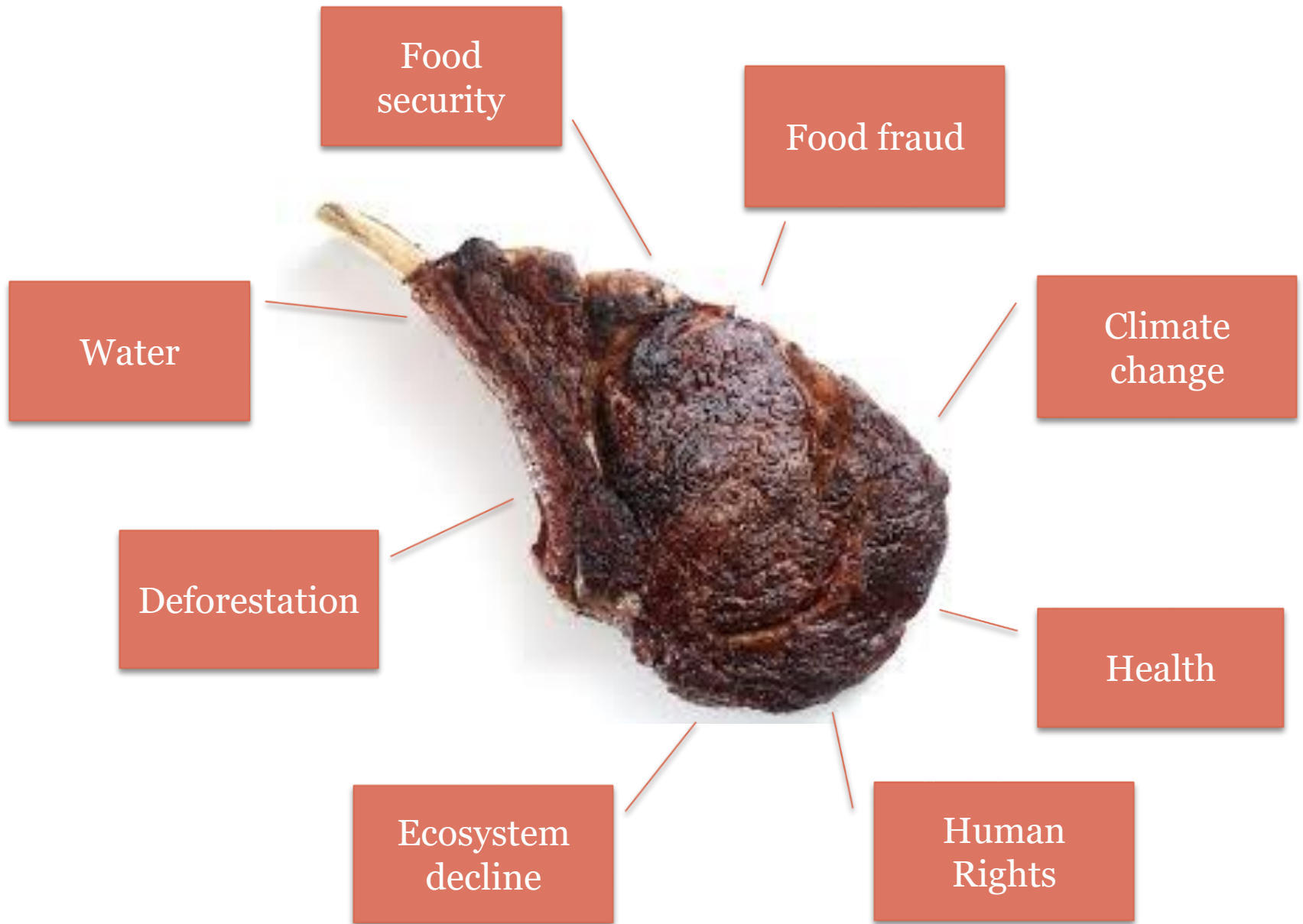


- 20 års erfaring

- General Electric (Finans)
- GES (Investeringer)
- Maersk (Transport)
- Dansk Supermarked (Retail)

- Rådgiver om:

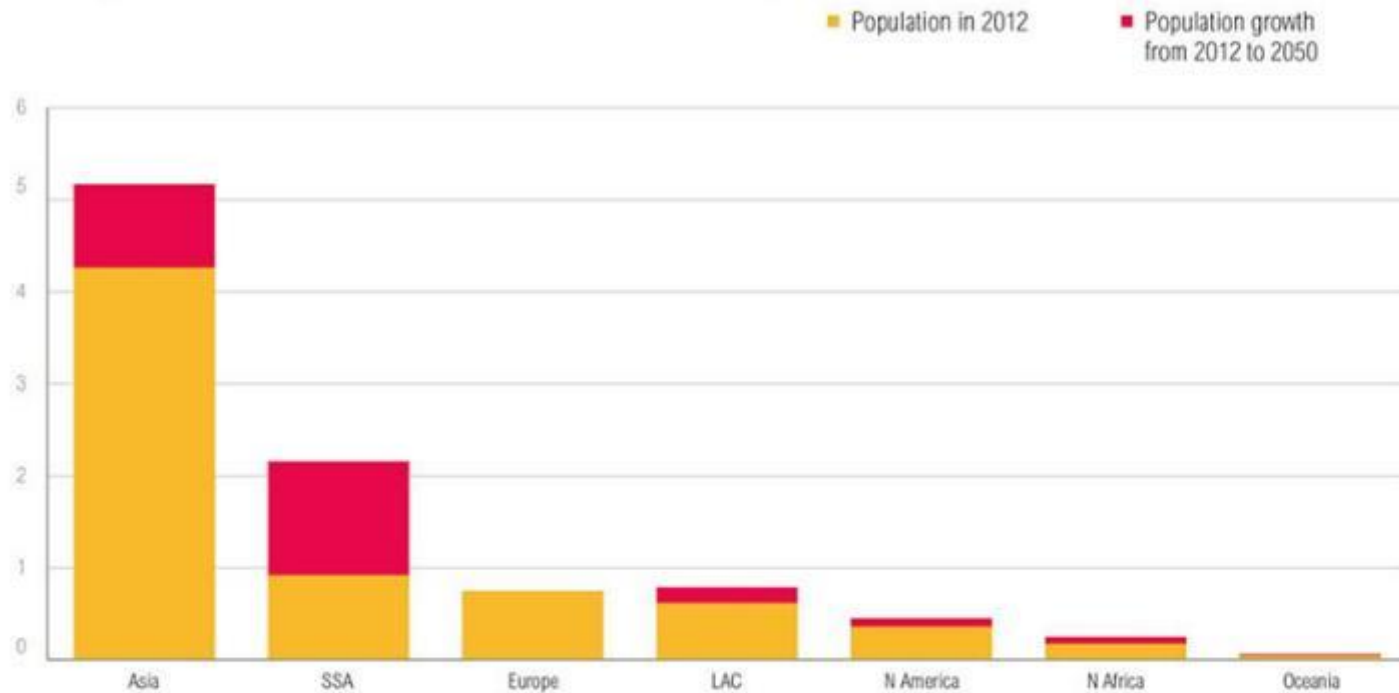
- CSR og bæredygtighed i praksis
- Bæredygtig forretningsudvikling
- Løsninger på komplekse udfordringer
- Partnerskaber
- Kommunikation



Population Growth



Projected Population Growth (in billions)



Note: "SSA" = Sub-Saharan Africa, including Sudan. "LAC" = Latin America and Caribbean. "N America" = North America. "N Africa" = Rest of Africa.



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Sources: <http://ow.ly/rpfMN>

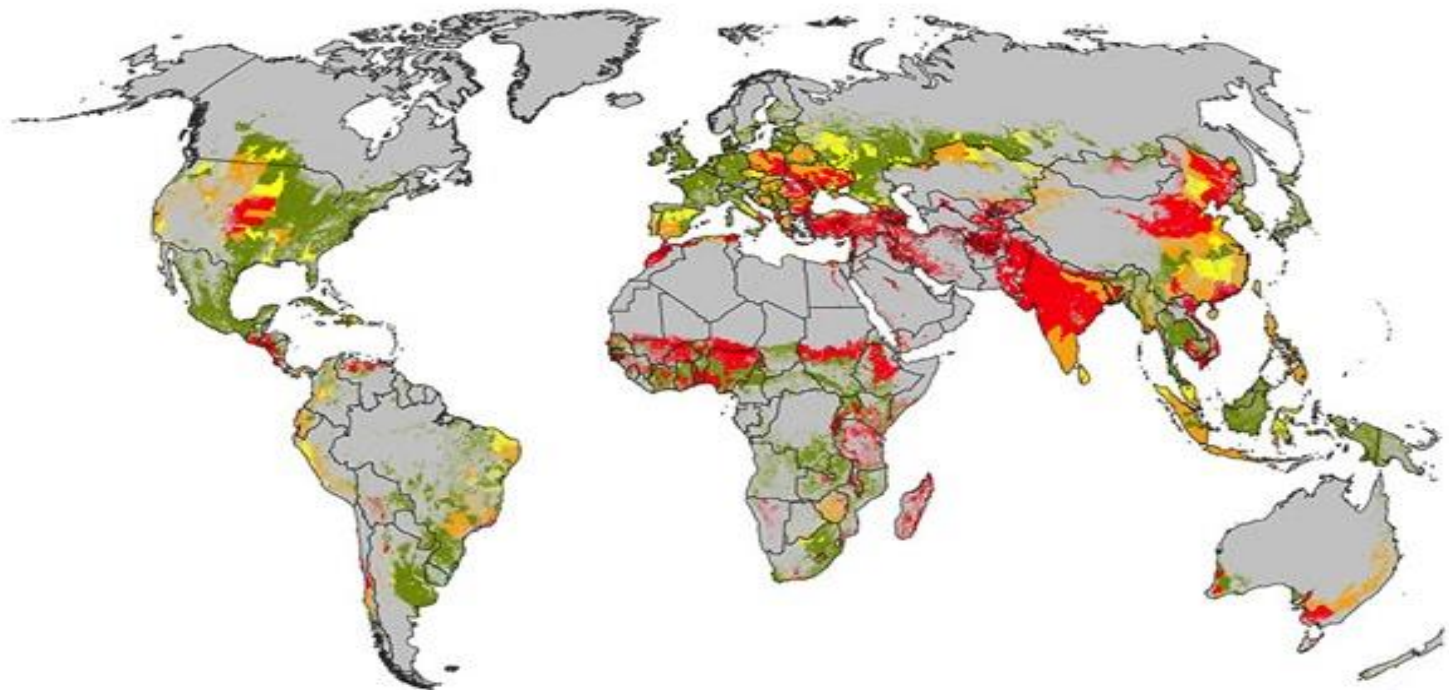
Emerging Middle Class



Water Stress



Water stress will increase in many agricultural areas by 2025 due to growing water use and higher temperatures (based on IPCC scenario A1B)



Water Stress Condition



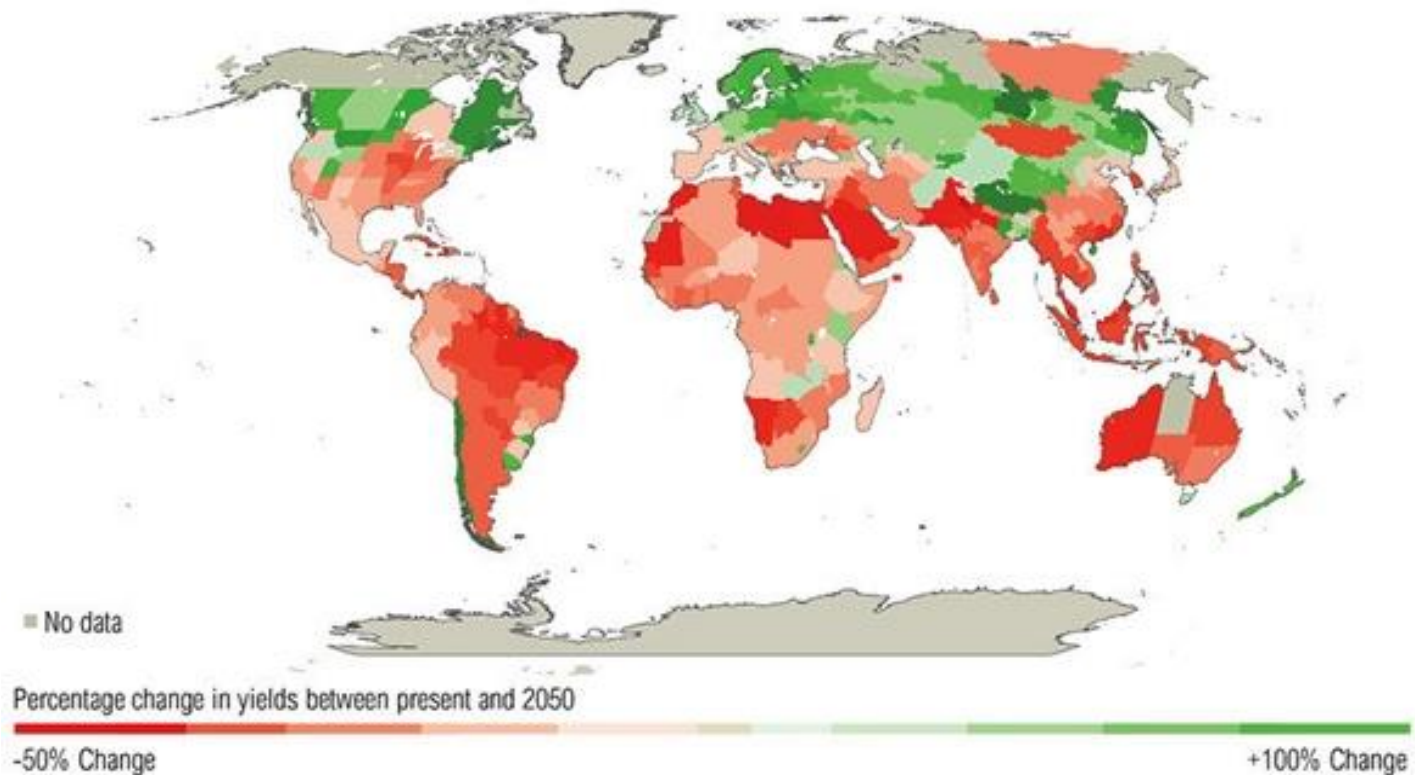
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Sources: <http://ow.ly/rp1fMN>

Crop Yields



Most studies now project adverse impacts on crop yields due to climate change (3°C warmer world)



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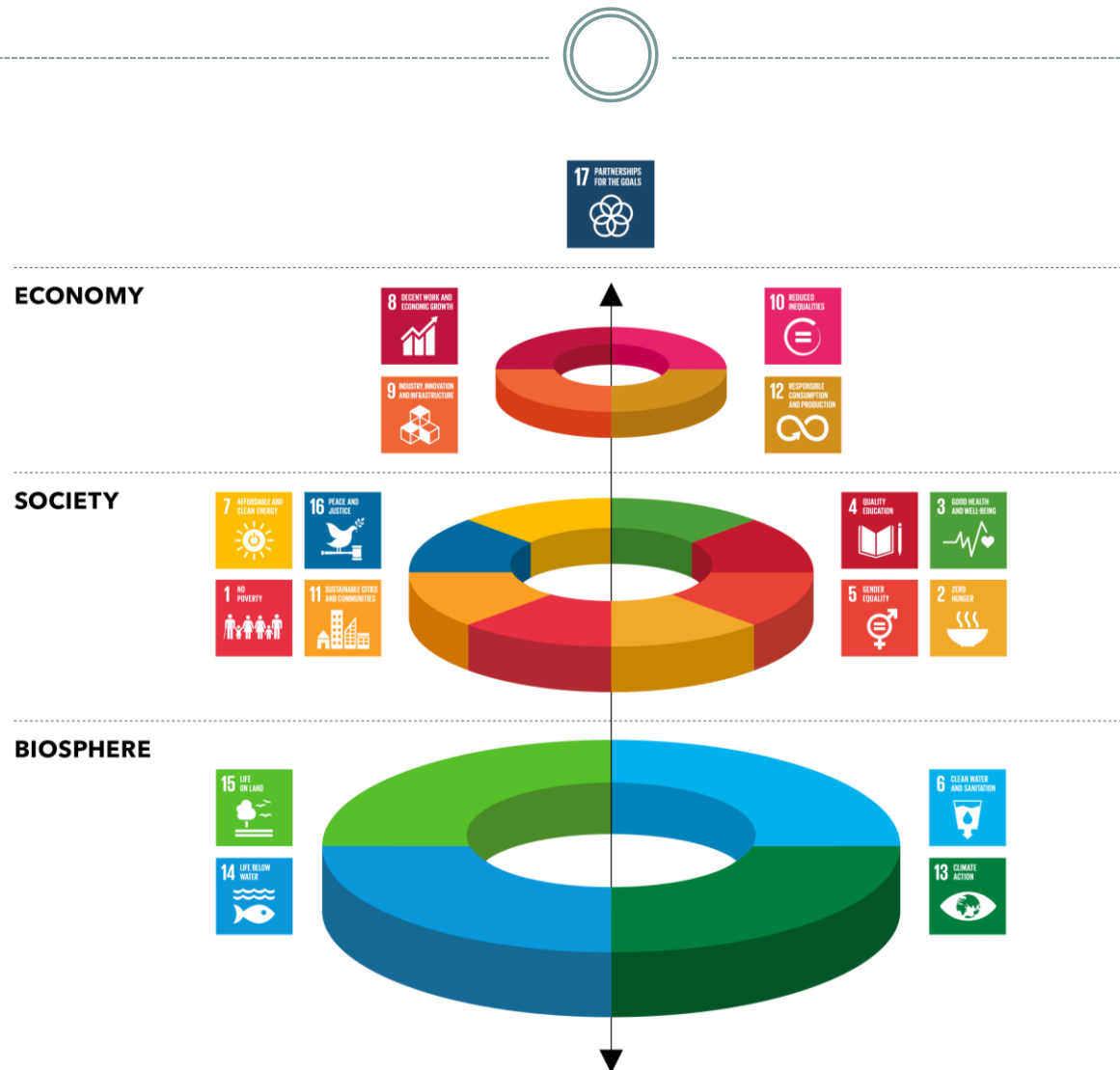
Sources: <http://ow.ly/rpFMH>

Noteworthy trends in the market



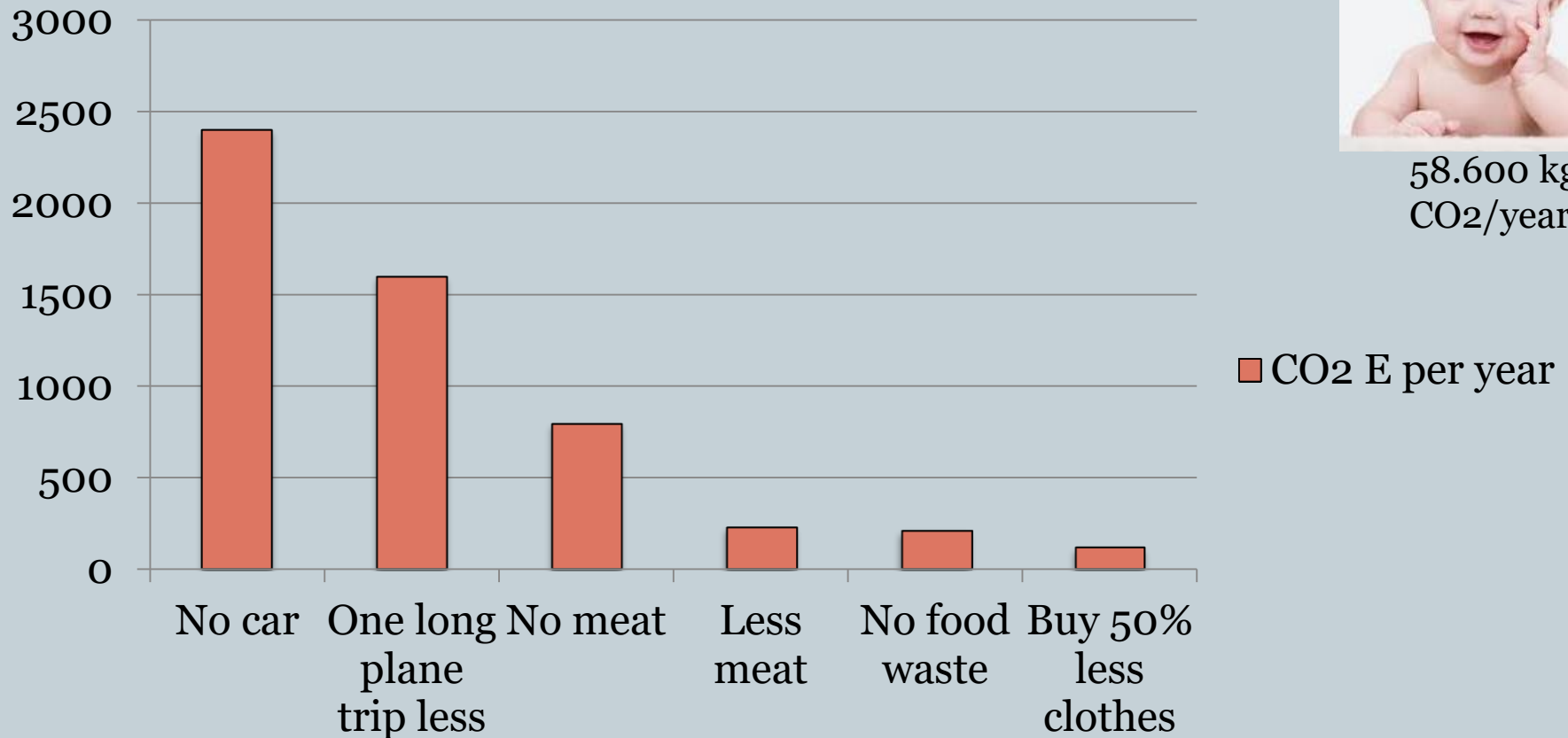
- Demand for increased transparency:
 - Traceability (Palm oil, Soy, Fair trade, Organic, Food safety)
 - Animal welfare
 - Open supplier lists
- Planetary and personal health:
 - Less calories, no preservatives, natural, Organic etc.
 - Food safety
 - Anti biotics
 - No meat, less meat, alternative protein sources
- Consumotionals:
 - Emotions trump facts
 - Social media is the only source of news
- Market reactions:
 - Choice editing for convenience and Public Relations
 - Competition for consumer attention/footfall

Sustainable Development Goals



Consumer choice and climate change

KG CO₂ E per year



58.600 kg
CO₂/year

Sources:

Ivanova et al: Environmental impact assessment of household consumption

Davide & Tonini, DTU: Foodwaste prevention in Denmark

Norden: A nordic strategy for collection, sorting, reuse and recycling of textiles