

**PRESS RELEASE**  
**Embargoed: 30 Jan 2018**

## **New report from food industry coalition calls for transformation in how livestock is fed**

**London, 30 Jan 2018** – Amidst burgeoning consumer demand for flexitarian products and rising debate on the future of meat, a new report calls on retailers and food service companies to scrutinise what is fed to the livestock – such as pork, chicken as well as farmed fish – used in products they sell.

Titled *The Feed Behind Our Food*, the report, published by a coalition of leading international businesses and NGOs convened by sustainability non-profit Forum for the Future, highlights the important role animal feed plays in the food industry, and its significant impacts on environmental health and food security.

This call for increased scrutiny comes at a time when animal feed production is projected to grow exponentially to meet future demand. Already, nearly half of global agricultural land is used for livestock feed production and more than a fifth of wild caught fish is fed to animals. Feed contributes to 45% of greenhouse gas emissions from livestock production, and much of it comprises high-value foods rich in nutrition, such as soy and maize.

Sandra Vijn, a director of WWF US's food program, said: "It will be very challenging to meet the future demands for livestock and farmed fish products in sustainable ways without transforming the way we produce animal feed. Food and feed companies alike need to recognise the risks and opportunities this presents to their businesses and work together to achieve this transformation. This report serves as a guide for how they can begin to do that."

Progressive businesses are beginning to lead the way in global initiatives<sup>1</sup> to reduce environmental impacts of feed cultivation. Some businesses are going even further, such as UK-based Waitrose, which is working towards using 100% sustainable soy<sup>2</sup> and sourcing more feed raw materials from the UK and Europe.

Duncan Sinclair, Agriculture Manager at Waitrose, said, "Looking at new approaches to feeding livestock helps us meet our sustainability targets and is also good for business. Customers increasingly demand more transparency, not just on what goes into a product but also on how it is produced. Addressing the sustainability of animal feed by bringing it closer to home through our sustainable forage protein project has not only benefited the environment but has helped our farmers improve efficiency."

Exciting new innovations are also emerging, which have the potential to transform the way we feed animals and take pressure off land and ocean resources. For example, companies such as Calysta, Protix, Ynsect and Evonik are investing hundreds of millions in scaling up production of innovative, traceable feed ingredients. This includes insect-based protein (which forms a natural part of poultry and fish diets), oil from natural marine algae, feed additives like amino acids, and protein derived from methane-eating bacteria.

---

<sup>1</sup> Consumer Goods Forum (25 Oct 2017). "Twenty-three global companies pledge to help tackle soy-driven deforestation in Brazil's Cerrado." [https://www.theconsumergoodsforum.com/press\\_releases/twenty-three-global-companies-pledge-to-helping-tackle-soy-driven-deforestation-in-brazils-cerrado/](https://www.theconsumergoodsforum.com/press_releases/twenty-three-global-companies-pledge-to-helping-tackle-soy-driven-deforestation-in-brazils-cerrado/)

<sup>2</sup> Waitrose's target is for 100% of the soy used in feed for the production of its own-brand meat, milk, poultry, egg and farmed fish products to be procured through certified sustainable sources by January 2021.

Simon Billing, the Protein Challenge 2040 lead at Forum for the Future, said, “Collaboration across the supply chain is critical to address the environmental impacts of feed. This report is the first step in helping retail and foodservice professionals start to build knowledge of their feed security, and join forces with their suppliers, including producers and feed companies, to formulate strategies together to speed up progress on sustainable animal feed.”

The *Feed Behind Our Food* report forms part of Feed Compass, a project by The Protein Challenge 2040 coalition to scale up solutions for more sustainable animal feed. Led by an ambitious and diverse group of international retailers, food manufacturers, feed ingredient companies, innovators and NGOs, it is now developing an easy-to-use tool that will help the food industry compare different types of feed and guide purchasing decisions.

Read the *Feed Behind our Food* report [here](https://www.forumforthefuture.org/protein-challenge-2040-feed-compass): <https://www.forumforthefuture.org/protein-challenge-2040-feed-compass>. To find out more about The Protein Challenge 2040, contact Simon Billing at [s.billing@forumforthefuture.org](mailto:s.billing@forumforthefuture.org).

**-ENDS-**

For more information, interviews or comment please contact Joanie Koh at [j.koh@forumforthefuture.org](mailto:j.koh@forumforthefuture.org).

## **Notes to Editors**

### **About The Protein Challenge 2040**

The Protein Challenge 2040 is the world’s first collaboration across the protein system that aims to tackle the question: *How can we feed nine billion people enough protein in a way that is healthy, affordable and good for the environment?*

Facilitated by sustainability non-profit [Forum for the Future](https://www.forumforthefuture.org), the coalition is led by businesses and organisations across the animal, plant and alternative protein industries, working together for the first time to accelerate progress towards sustainable production and consumption of protein. The collaboration is leading projects that range from increasing the proportion of plant-based protein in diets, to addressing protein waste and losses.

Member organisations include leading retailers such as Ahold Delhaize, Target and Waitrose, feed ingredient companies Evonik and Volac, food manufacturers Firmenich, The Hershey Company, Nestle and Quorn, and WWF.

### **About Forum for the Future**

Forum for the Future is an independent non-profit that works globally with business, government and others to solve complex sustainability challenges. We believe it is critical to reinvent the key systems we rely on to shape a brighter future and innovate for long-term success.

We have a 20-year track record of working in partnership with pioneering partners such as Unilever, PepsiCo, Skanska, AkzoNobel and Telefonica O2. We advise and challenge these organisations, both in one to one partnerships, and also as part of multi-stakeholder collaborations to address system-wide challenges.

Forum was voted one of the world’s leading sustainable development NGOs in the 2016 Globescan/SustainAbility Sustainability Leaders Survey. Find out more at [www.forumforthefuture.org](https://www.forumforthefuture.org) and follow us on [Facebook](#) and [Twitter](#).