

7.2 A consumer driven value chain framework for responsible meat *The Responsible Meat (ReMI) Initiative*

What problem is your proposition addressing?

Though we support the transition to alternative (more sustainable) forms of protein, this will not happen instantaneously. [FAO projects](#) a 52% increase in the global demand for meat by 2050 relative to 2012. In this context it is urgent and critical to accelerate a parallel shift, whereby the meat that will be consumed now and in the future is responsibly produced, accessible and consumed as part of a sustainable food system.

How does your proposition address the problem?

The proposed game changer aims to develop a collaborative, transferrable model (initially using the pork value chain as the vehicle) that enables meat value chains from producers to consumers to recognize and optimize sustainability value – across key sustainability criteria including environmental performance, working conditions, and animal welfare.

Empowered citizen consumers offer a huge lever for change in the meat value chain. Market signals from consumers demanding more sustainable products could trigger a significant shift in industry practice along the value chain. The ReMI initiative will develop business guidance on consumer demand for responsibly sourced products.

As a pre-requisite for such initiative to succeed, the meat sector urgently needs a definition of sustainability that is visible and traceable all the way along the value chain to consumers. A joint definition of sustainability performance will thus be established from farmers to processors and the consuming component of the value chain (food service, retail, consumers). In addition, partnerships along the value chain and beyond will be essential in taking collective responsibility for sustainability and health impacts and in adopting collaborative action. The ReMI initiative will establish a number of cross-value chain workshops to improving communication and cooperation between consumers, farmers, businesses, civil society organizations and Governments.

Is this a new solution or an existing solution that needs scaling?

We need to capitalize on the successful development of production standards such as organically produced foods, and Fairtrade; scaling the ReMI initiative into a holistic framework (covering environment, social impact, and animal rights) for meat value chains.

Which organisation/s, institution/s or groups of individuals are associated with the solution?

NGOs: The World Business Council for Sustainable Development (WBCSD), World Animal Protection, WWF, Forum for the Future, The Center for Food Integrity, Frej

Corporates: Danish Crown, Evonik, Ikea, ADM, Bayer, Buhler, Compass Group, C.P. Group, DSM, Maple Leaf, Protix, Rabobank, Tesco

What is the scientific evidence that supports your proposition?

Due to the size and influence of the global meat sector, even small changes have the potential for considerable aggregate positive impact- [WBCSDs protein pathways report](#) (2020) for example reveals potential GHG savings of 1.3-1.4gt from changes in ruminant productivity and animal feeding practices.

Is this idea applicable to a particular geography, demography, landscape or other type of setting?

Primarily applicable to more economically developed countries all over the world, with an aim to scale up to other countries gradually.

Who are the main actors that would put this action into place?

- Meat value chain businesses; including producers, slaughterhouses, processors, and retailers.
- Consumers
- Regulators and policymakers

Source and process

- Emeline Fellus, **WBCSD and AT2 Leadership Group Member**

