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CLIMATE CHANGE	The beef industry has a plan to be Carbon Neutral by 2030 while boosting productivity.	This is the most ambitious target of all industries in Australia. CSIRO analysis shows it's possible to achieve this while increasing productivity and maintaining a herd of 25 million cattle.* *CN30: Carbon Neutral by 2030 I Meat & Livestock Australia (mla.com.au) *https://www.mla.com.au/contentassets/e501cd2919064183b57372897a0e1954/2689-mla-cn30-roadmap_d7.pdf
CLIMATE CHANGE	Beef producers are investing millions in cutting carbon emissions.	Beef producers invest millions of dollars of their own money through levies into improved genetics, methane reductions, feed supplements, soil carbon, and vegetation management.* *https://www.mla.com.au/research-and-development/Environment-sustainability/carbon-neutral-2030-rd/cn30/
LAND USE	Less than 8% of Australia's agricultural land is suitable for cropping. The rest can productively and sustainably raise livestock.	Around 50% of all Australian farms carry beef cattle, making this the most common and widely dispersed agricultural activity in Australia. Farms running beef cattle manage more than 77% of the total area of agricultural land in Australia.* *Thompson, T & Litchfield, F, 2020, Australian beef: financial performance of beef farms, 2017-18 to 2019-20, ABARES, Canberra, September.
GREENHOUSE GAS EMISSIONS	Australia's beef consumption accounts for around 2% of Australia's total greenhouse gas emissions.	Even if every person in Australia stopped eating beef, we would only reduce our carbon footprint by 2%, Energy production accounts for 61% of emissions and Transport accounts for 18%.* *Quarterly update of Australia's National Greenhouse Gas Inventory: September 2020 *https://www.industry.gov.au/sites/default/files/2021-02/nggi-quarterly-update-september-2020.pdf
GREENHOUSE GAS EMISSIONS	The Australian red meat industry has already reduced emissions by more than 50%.	Greenhouse gas emissions from red meat production have fallen by 51% since 2005.* *https://www.mla.com.au/research-and-development/Environment-sustainability/carbon-neutral-2030-rd/cn30/

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GREENHOUSE GAS EMISSIONS	Cattle producers can help solve Australia's broader climate challenge.	It is possible for beef producers to capture more carbon in the soil than their cattle produce.* *Eelco Rohling, 'We need to get rid of carbon in the atmosphere, not just reduce emissions" the Conversation, April 19, 2017
BIODIVERSITY	Cattle producers support native biodiversity through their farm management practices.	Beef producers run extensive pest and weed contol programs on their properties. The latest ASBF survey found 47% of cattle producers managed their properties for environmental outcomes.* *cattlecouncil.com.au/biodiverstiy
METHANE & REDUCING EMISSIONS	Methane from cattle is part of a natural cycle that pulls carbon from the atmosphere through pasture and fodder production.	Methane is also a short-lived gas so if the herd size is stable, we only replace methane as it depletes and does not cause further warming.* *Why methane from cattle warms the climate differently than CO2 from fossil fuels I CLEAR Center (ucdavis.edu)
WATER USE	The red meat industry has reduced water consumpion per kilo of beef production by 65%.	The amount of water required for red meat production has significantly decreased in the past 30 years.* *Caring for the environment (goodmeat.com.au)
WATER USE	Most of the water used in beef production is rainwater, that would have fallen anyway.	92% of water attributed to cattle production is rainwater that would have fallen on the pasture, whether or not the animals were there.* *Mesfin, M. Mekonnen and Arjen, Y Hoekstra 'The Green Blue and Grey Water Footprint of Farm Animals and Animal Products" Value of Water Research Report Series 48, UNESCO-IHE-2010