Bad sin tax will ruin farmers

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Professor Frederic Leroy says. science and biotechnology expert people don't get that, food with, not against nature and LIVESTOCK farmers are working

story, he told the Red Meat Sector meat producers need to tell their and as a matter of urgency red truth era are not going away The challenges of the post-

And the message should not be

public health crisis and there is a hreat to our planet and life on it. "Yes, we are facing a substantia

acceptable but we need to work with the best evidence. "The status quo is not

source foods and integrate them respectfully as part of the solution farmers, livestock and animal "We need to stop blaming

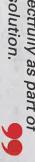
divert focus and start dealing scapegoating for redemption to priorities," Leroy said. more seriously with the actual "We must refrain from

the future of food is non-food. According to a vocal minority

Meat and, surprisingly, global Impossible Foods and Beyond leading companies such as That is being promoted by



stop blaming farmers the solution. and integrate them respectfully as part of We need to



Professor Frederic Leroy

intent on eliminating animalhealth organisations also appear based products from the food

requires social engineering. Leroy said systemic change

been designed by policy people. red meat to save the planet have The reports advocating a tax on

real value. These are high level "So don't underestimate their

products are being used as a Livestock and their derived

nutrition is changing the picture of true and reliable facts. to be done on a fair basis and "Dietary comparisons need "We are facing a global

challenge to feed a population with nutrient dense food.

animal welfare. It's not fair to lump needed for water, biodiversity and them into the calculations." "A similar contextualisation is



unjustified sin tax. Frederic Leroy says umbered with an armers are being food scientist Professor IT'S NOT ON: Belgian

credibility by being backed by with the facts they use to justify eminent scientists being selective their position. ivestock product campaigns gain Unfortunately, the anti-

with the need to reduce carbon huelled diet recommendations climate change. emissions to reduce the rate of The EAT-Lancet report has

essential to our ancestors." meat we would have died. It's been for 2.6 million years. Without red "We have been eating red meat

showing the universal adoption Leroy produced figures

> while livestock are responsible carbon footprint by only up to 6% of veganism would reduce the transport and energy production for 4% of greenhouse gases and

the room here. "Fossil fuels is the elephant in "So is a sin tax justified?

food? Is it what we need to "So is animal protein unhealthy

decreasing globally and in New Red meat consumption is

> stakeholders to tell their story with passion and pride.

path, stick to it," he advised.

He urged farmers and industry

"Show meat is more than a

but it has to be brought to the "The pride and passion is there

with nature, not against it. "Livestock farmers are working

have to change that, communicate that, get the people backing. that, get the science that shows "People don't get that and you

commodity," Leroy said. "Don't just treat meat as a

you are going down the right

"Don't try and cut corners,