The Technical Landscape for the Production and Consumption of Meat

Charlie Sheppy
Claire Richaud
MSD Animal Health



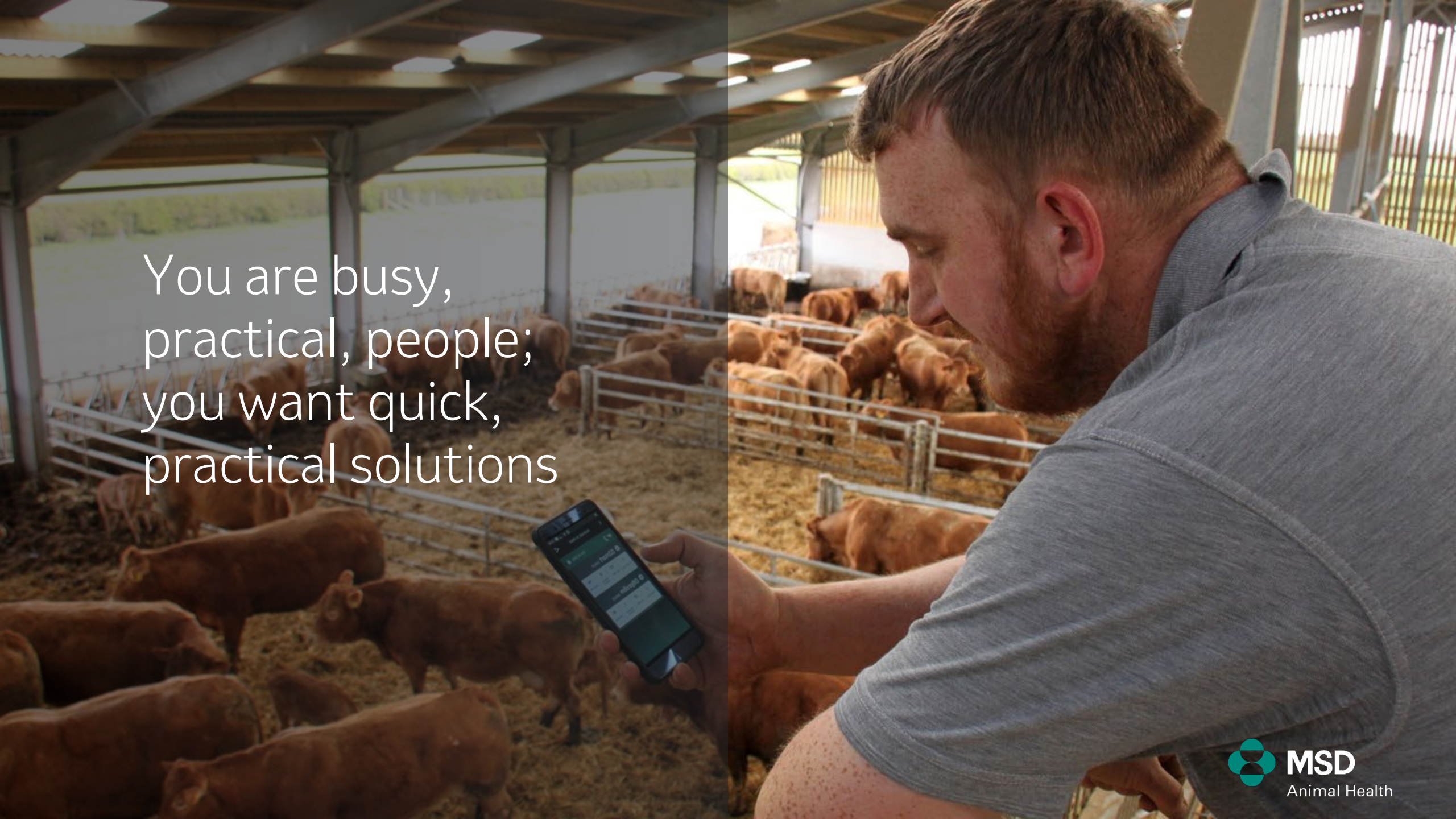
WMC Maastricht 2023
Meeting society and consumer

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Source: FAO - Food and Agriculture Organization of the United Nations 2020 & Innova Consumer Survey 2020

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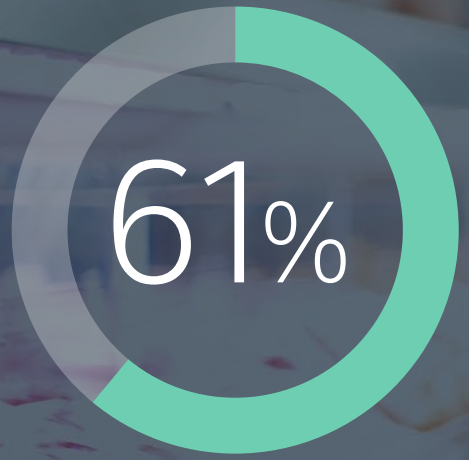

You are busy,
practical, people;
you want quick,
practical solutions
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Our planet and its resources are facing new challenges



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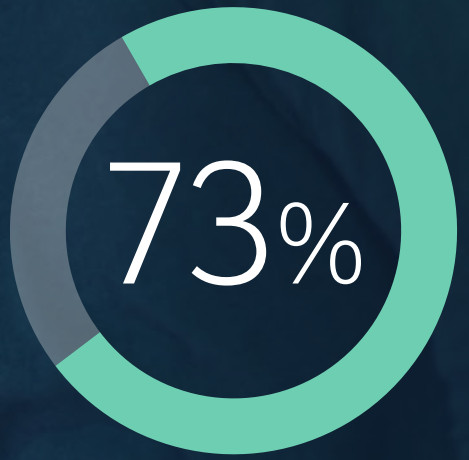
In a changing world, customers make new choices



WILL PAY MORE
for products with
in-depth information.



BUY MORE
Eco friendly products



FEEL MORE
positive about companies who are transparent about where and how food products are made, raised or grown.

Sustainability
Animal origin
Quality assurance

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Sources

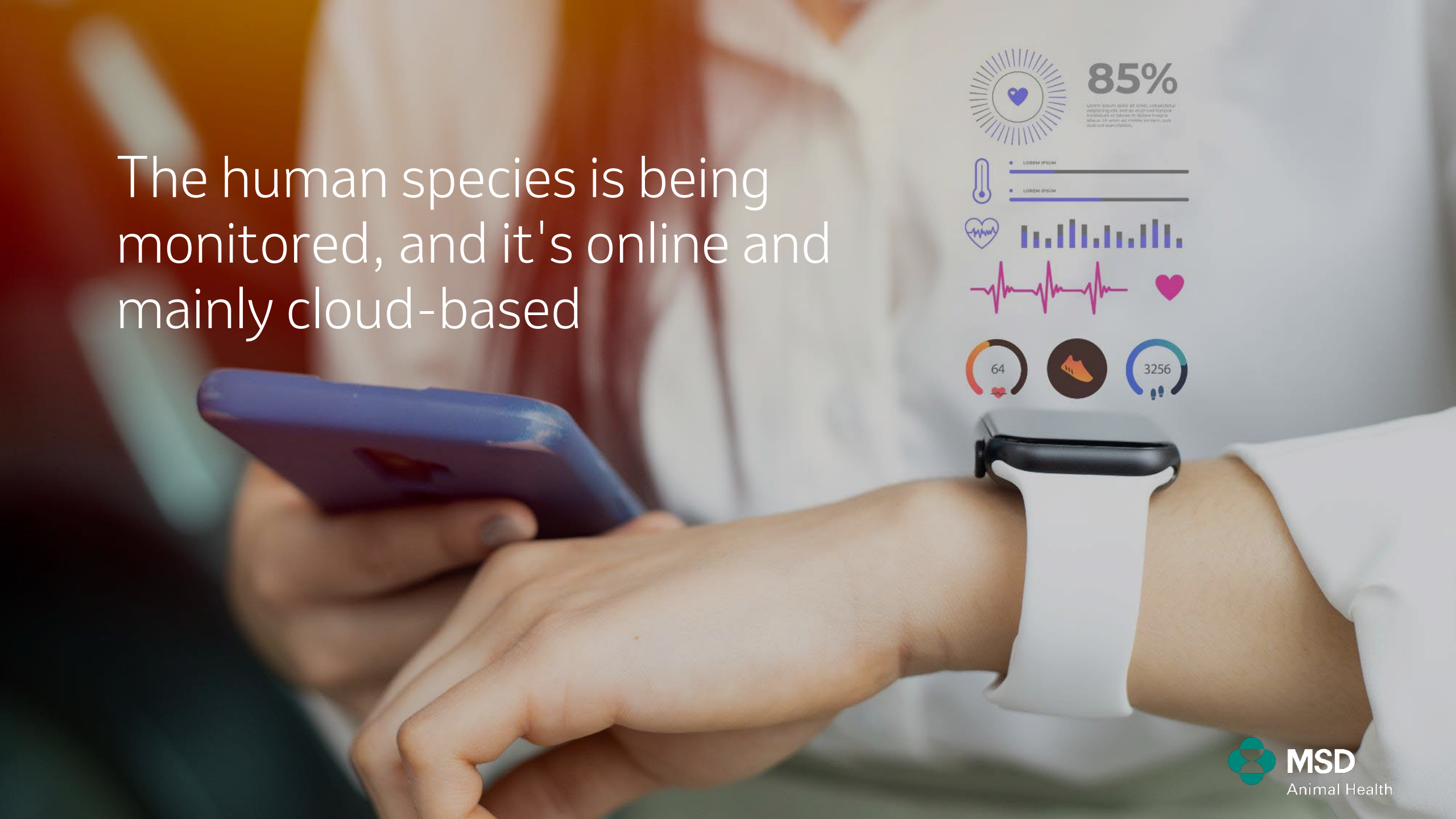
FMI Report Jan 2020
Label Insight Platform

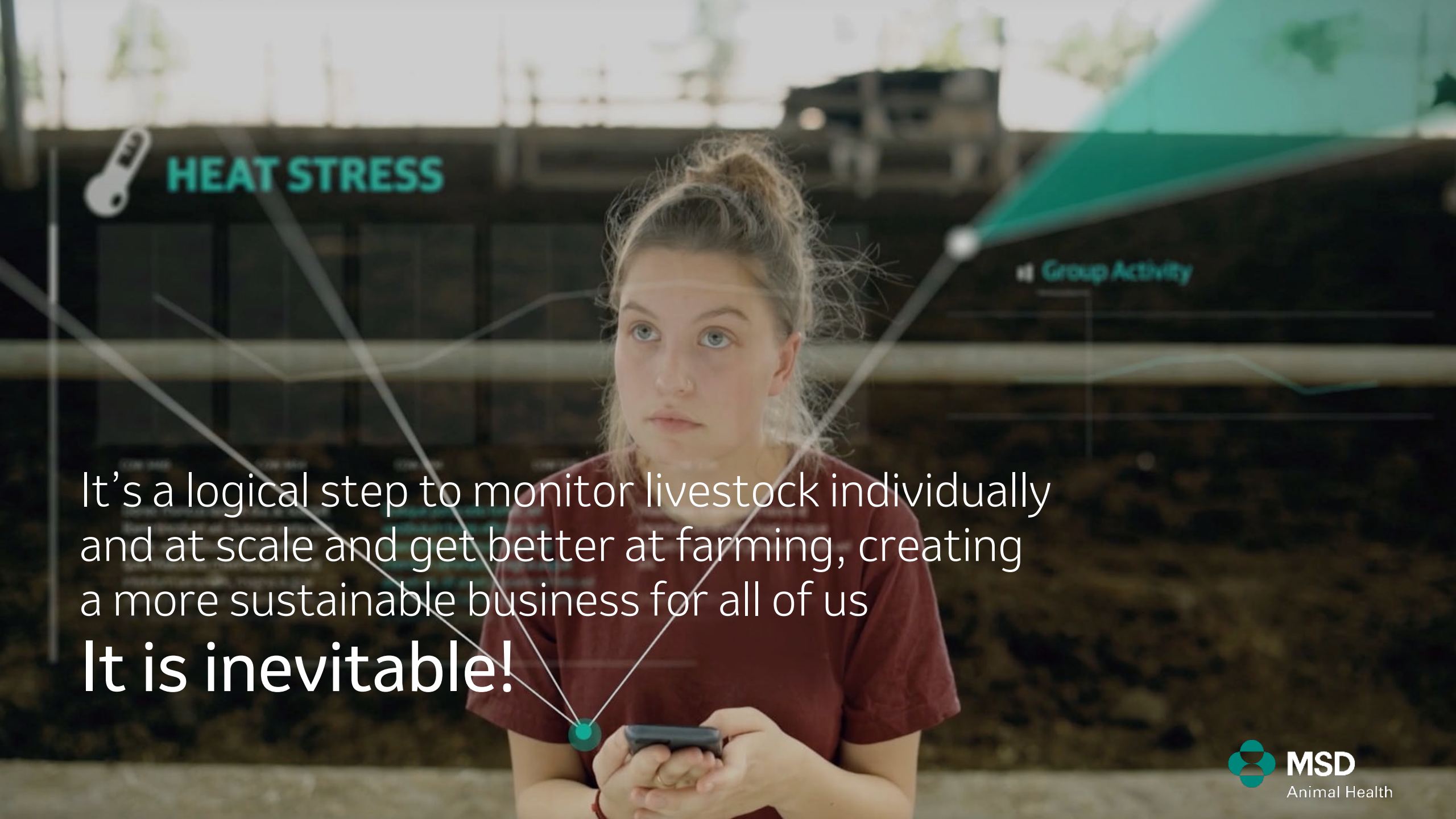
Technology is Evolving

We live in a fast-paced era…



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The human species is being monitored, and it's online and mainly cloud-based
85%
64
3256
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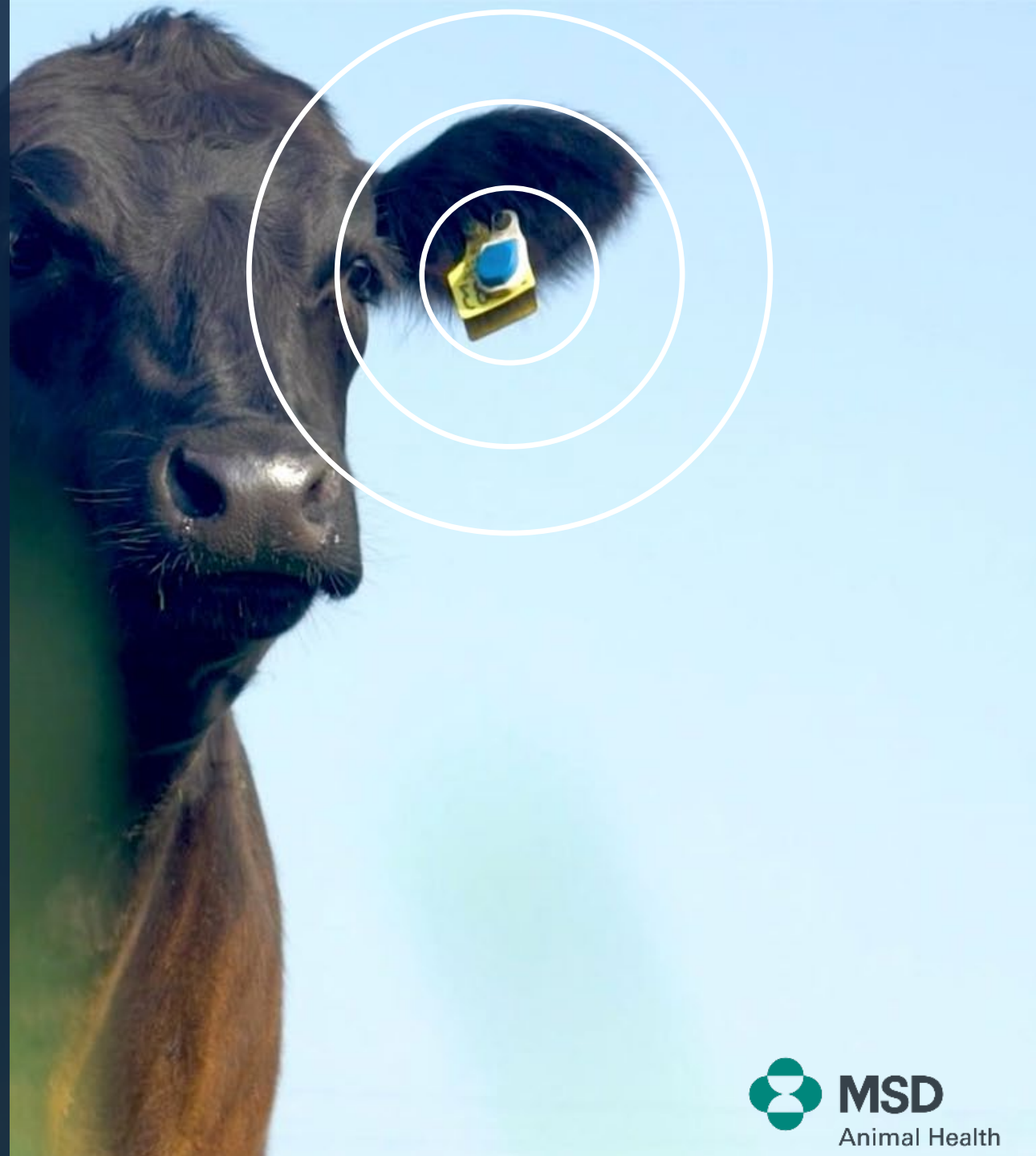


It’s a logical step to monitor livestock individually and at scale and get better at farming, creating a more sustainable business for all of us

It is inevitable!

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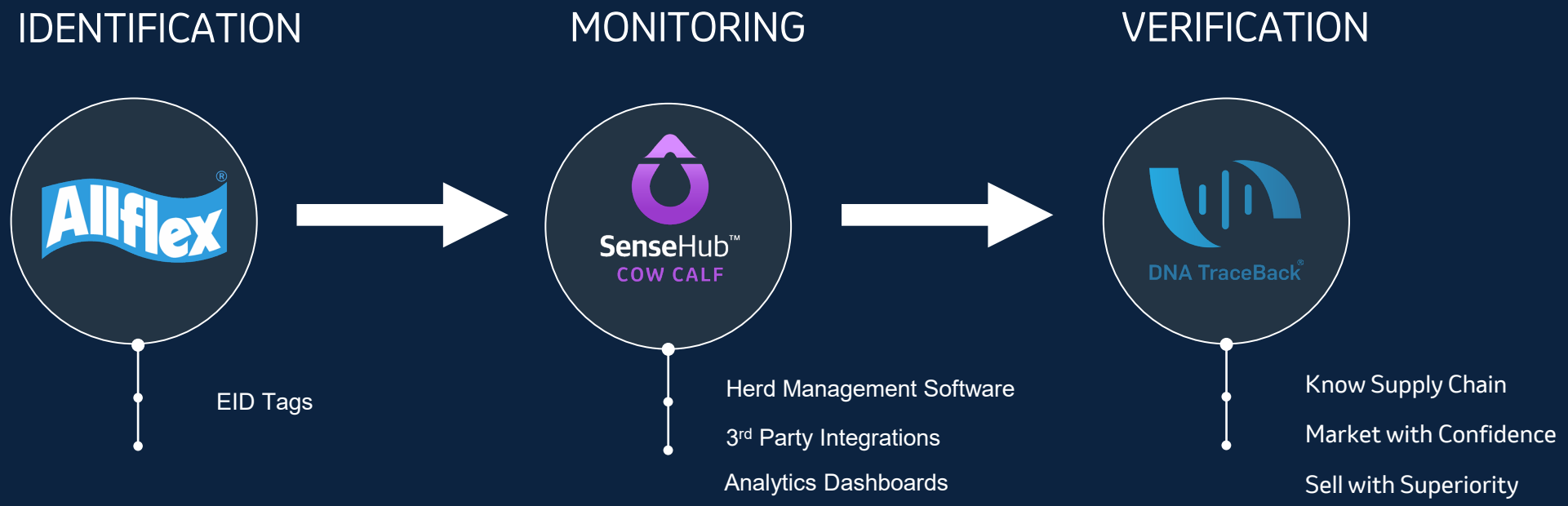
WE ARE DATA GENERATORS



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Offering a connected portfolio of solutions

e.g. Beef Supply Chain



DataLive™

Knowledge Platform

Benchmarking and Data-Driven Analytics Empowering Decisions Above Farm Level

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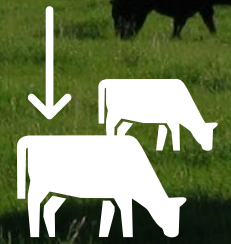
We Know that Healthy Animals are More Sustainable



Healthier animals are **more productive** and generate **lower emissions** per weight of product



Improving animal health reduces emissions intensity and enhances resource use efficiency by **reducing mortality** and **improving productivity and fertility**



Fewer animals are then **needed** to meat demands

We have the data

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Source: FAO - Food and Agriculture Organization of the United Nations 2020 - http://www.fao.org/animal-health

Through connecting animals, we can harness data that will not only improve the lives of our customers but shape our industry



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What does this innovation mean for the Meat industry?



DIFFERENTIATE

with verified high-quality products which consumers will pay for



GROW MARKET SHARE

by providing increased transparency



DEMONSTRATE

Sustainability
Animal Welfare
Origins

Your customers are already making new choices
It is possible NOW to answer their needs through data

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To join up the food chain

Join us Today



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Animal Health
The Science of Healthier Animals®