



Having Positive Conversations

Wrap-Up (Mar 2020)

SUMMARY

- **Positive Conversations Pack:** 100+ health & environment digital assets available. Page received 2,006 UPVs and 153 downloads*
- **AHDB Social:** Positive assets and posts achieved approx. ½ million reach
- **LPC:** Blogs, podcasts, emails and e-News (combined distribution of over 35,000), informing of assets available and actions being taken
- **IARC [4 Feb]:** Prepared for a range of scenarios. Report then focused on cancer prevention and red meat was not a key focus
- **Pork Campaign:** Health-focused pork TV advertising, in-store and digital activity
- **B2C Comms:** Proactive consumer activity secured over 6.5million reach, including MailOnline article “7 reasons NOT to cut meat”
- **Defending industry:** Successfully challenged Quorn & the BBC re unsubstantiated environmental claims. Changes made to Quorn.co.uk.

BACKGROUND

January, a time of new beginnings and setting new habits. It's also increasingly known as *Veganuary*. In 2020 hundreds of new vegetarian & vegan products launched with big brands such as Burger King, Subway, Birdseye and Greggs heavily promoting their plant-based options.

However, although heavily publicised in media, vegans still only represent a small proportion of UK consumers;

- Only 3% of people describe themselves as vegan. 20% of non-vegans describe themselves as flexitarian.
- 45% of people think a vegan diet is less healthy. 20% think it's healthier, this has gone up over time.

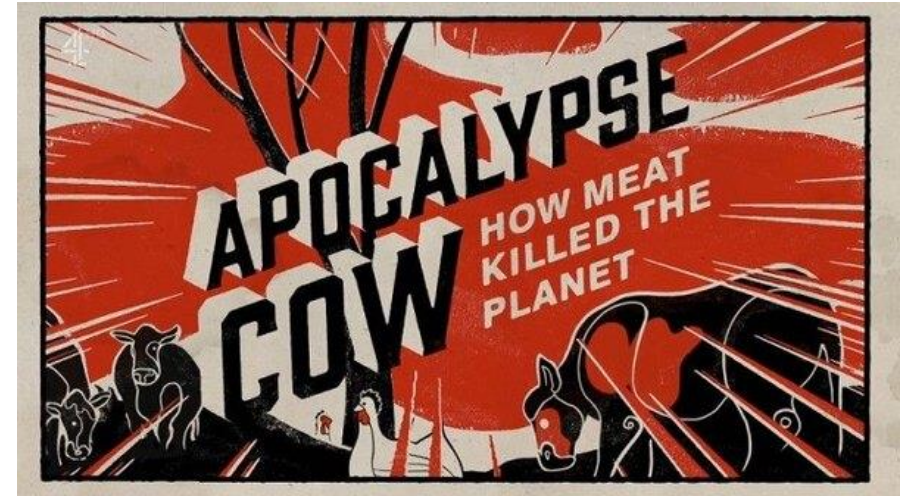
The top drivers of becoming vegan are the environment, welfare and health.*



ASSETS

In order to prepare the industry for a January of pro-veganism and the conclusion of the IARC report due on 4 Feb, a '*Having Positive Conversations*' pack was created and a suite of assets made available to be utilised by industry.

Hosted on the AHDB website, an email alerted organisations to the presence of the pack, which contained 90 health and 11 environmental assets, and was available to download and use.



ASSETS - RESULTS

- 153 unique downloads of 'Having Positive Conversations' pack in a month. The page had 2,006 unique page views, peaking on 21st Jan with 232 views



Assets – positive conversations about meat and dairy

We have compiled evidence-based resources and social media infographics to support the meat and dairy industry in having positive conversations with a consistent narrative.

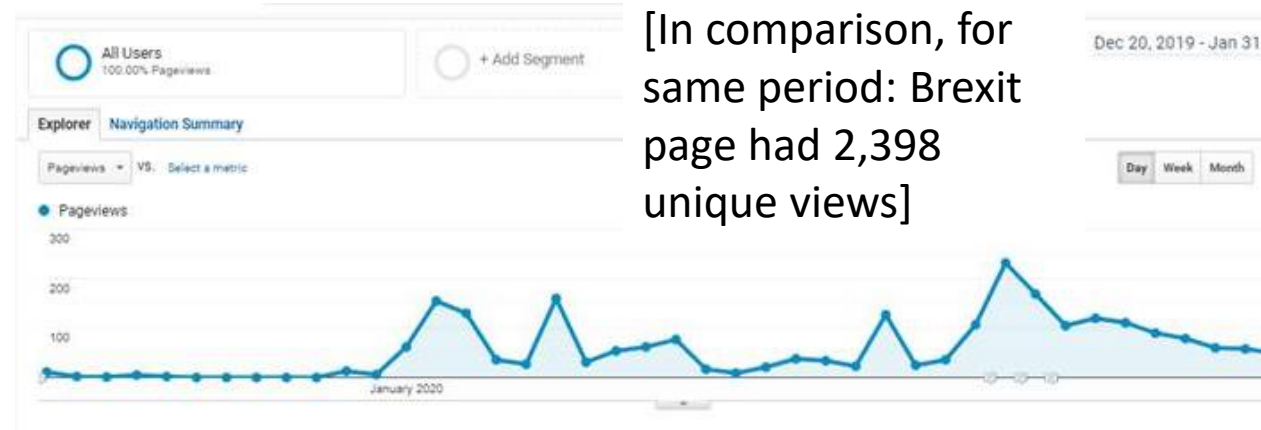
Asset packs

Download the Health Claims Guides Download the Health asset pack Download the Environment asset pack

Processed red meat in context

This briefing looks at processed red meat, its definition and the role it plays alongside fresh red meat in the national diet in the UK.

This is a live document which will be updated as more scientific research and analysis becomes available. It is intended as a useful reference point for



- Assets used by 89% of industry bodies receiving the email.

CHANNELS, MESSAGING AND CONTENT

A number of proactive activities were undertaken:

- Creation of '*Having positive conversations*' pack including new health and environmental assets
- Podcast and supporting literature on nutrition available
- Pork TV advertising and in-store activity with a health focus
- Weekly Horizon Scanning updates provided for Industry
- Launched Ordinary Foods video
- Two articles featured on the MailOnline, which has a 30million readership.



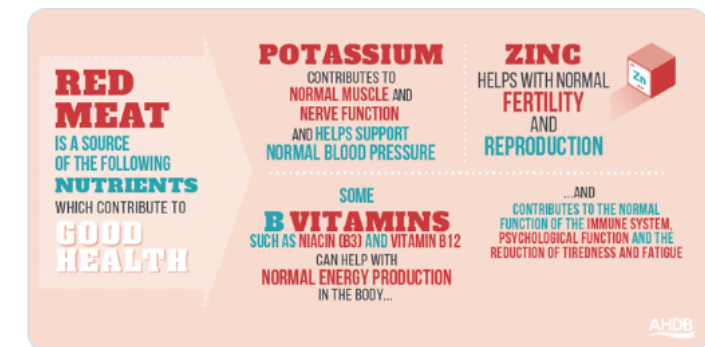
FOOD
ADVISORY
BOARD

SOCIAL MEDIA

- AHDB engaged its industry-facing and consumer-facing channels to push out positive messaging
- On Twitter, posts asking to 'help share positive messages' and showing a variety of infographics performed well
- On Facebook, statistic-lead infographics on the topic of environment performed the best, this may have been influenced by specific TV programs or media topics.



AHDB @TheAHDB · Jan 2
Help share positive messages about farming 🐏. Use our evidence-based resources and social media infographics, to support the meat and dairy industry in having positive conversations online. Download your asset packs, here: ow.ly/6m9M50xLzPV



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SOCIAL MEDIA – [AHDB RESULTS]

Generated by AHDB posts, 20 December – 31 January

Reach / Impressions

AHDB Main

- Twitter: 228,460
- Facebook: 146,460

Simply B&L

- Facebook: 28,107
- Instagram: 10,346

Love Pork

- Facebook: 19,574
- Instagram: 9,221

Engagements

AHDB Main

- Twitter: 3,415
- Facebook: 9,481

Simply B&L

- Facebook: 1,814
- Instagram: 101

Love Pork

- Facebook: 355
- Instagram: 148

Engagement Rate*

- Twitter: 1.50%
- Facebook: 6.47%

Simply B&L

- Facebook: 6.45%
- Instagram: 0.98%

Love Pork

- Facebook: 1.81%
- Instagram: 1.60%

*Engagement rate industry average is 1 – 3%

MEDIA

- Ahead of the Christmas break, working in conjunction with the Scottish and Welsh levy boards, the media 'war chest' was reviewed and updated where necessary
- Spokespeople were briefed and a proactive plan was in place to highlight the benefits of red meat in the diet
- Scenario planning for different IARC outcomes were prepared for
- Positive communications regarding the role of red meat in the diet were activated:
 - "7 reasons NOT to cut meat" article in the MailOnline, (readership of 30M)
 - Social influencer activity around Blue Monday (the most depressing day of the year), and how diet can help reduce tiredness and fatigue
 - Double-page spread 'What & How to eat to Help Beat the Winter Blues' in the British Dietetic Association's consumer magazine Healthier You
 - Media interviews set up for Spencer Matthews on why meat plays a role in his healthy balanced diet
 - Engaged 15 micro influencers to share posts about delicious red meat dishes and associated health benefits across Instagram, Facebook and their blogs.

MEDIA - RESULTS

Trade / LPC:

- 14 pieces of coverage generated from proactive press announcements regarding the industry 'fighting back'
- A podcast was created, which has been listened to 631 times
- Editorial regarding the available assets appeared in Pig World, circ over 4,000
- Information featured in Beef & Lamb e-news' Jan & Feb issues, approx. 10,000 recipients

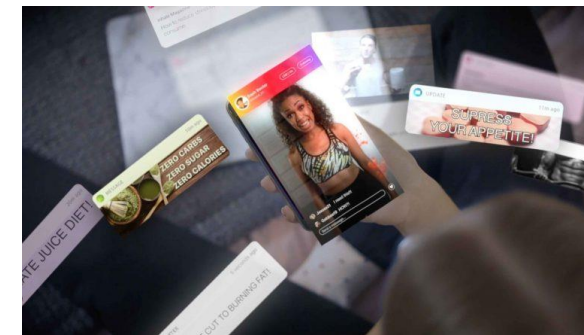
Consumer:

- 12 Negative; 13 positive; 3 neutral pieces of news coverage appeared in mainstream national media regarding Veganuary [articles available to read in the Appendix]
- Overall, coverage in consumer titles seemed relatively balanced, with health and environment playing the greatest role in the debate
- The tone of coverage changed; first 2 weeks was very 'pro vegan', whereas towards the end of January it was a closer look at vegan diets and debunking accepted myths and facts
- MailOnline article achieved over 140,000 page views and 773 shares
- Spencer interview featured in OK! Mag (20 Feb), and S Magazine (29 Mar)
- 500,000 reach for Blue Monday activity from three medical/ foodie influencers
- Advertorial in Healthier You, 3,000,000 readership
- Micro influencer activity achieved 20%+ engagement rate and an overall reach of 650,000.



ORDINARY FOOD

- Launched 27th Jan with social posts from two nutritionists, Hala El-Shafie and Nic Ludlam-Raine
- Almost 45,000 video impressions and 980 active engagements
- Great support from the industry, professionals and the public with almost 7,423 shares and others creating their own posts :
 - Twitter: 444 tweets reached 585k
 - Instagram: 48 posts reached 158k
- MailOnline advertorial 31 Jan received over 170,000 page views, 79 shares and above average dwell time at 1.5 mins*
- 1,345 web hits with av. duration of 1min and 768 YouTube views
- Currently working with over 25 influencers sharing the video on Instagram along with images of their own balanced meals
- Developing a media partnership with 'Good to Know' for late March.

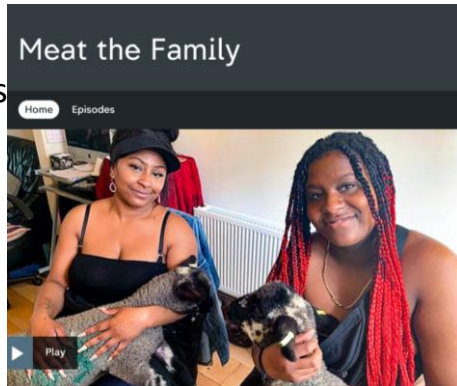


*1 minute is average dwell time

LOW APPETITE FOR C4 PROGRAMMES

- A plethora of TV shows with anti-meat messaging flooded schedules
- Channel 4 launched a new series and featured two documentaries. However, viewing figures were not strong...

8 Jan: 4 episodes



Scheduled at the same time as *Silent Witness*, the show's share of available audience dropped from 2.7% in its first week, to 1.7% in its second (416,000 audience).

8 Jan:



Aired straight after *Meat the Family*, with a slightly greater viewing audience of 671,000.

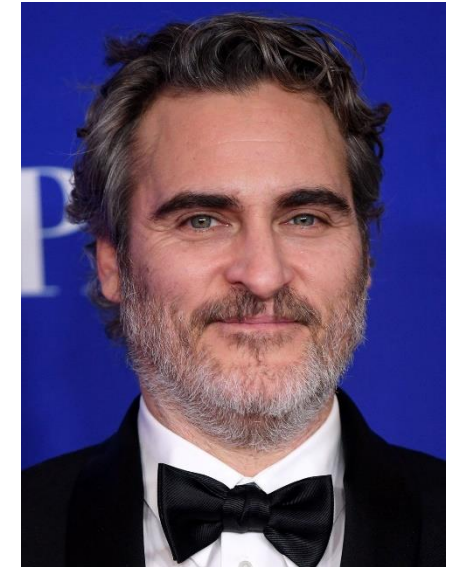
14 Jan:



Competing with BBC1's *Veganville* (with an 932,500 audience) the show attracted an audience of 342,700.

VEGANUARY CAMPAIGN

- The Veganuary campaign aired its first ever TV advert in 5 countries (inc UK) between Christmas and New Year. It featured pieces of (fake) meat being thrown at people, who are then asked to 'trust their instincts'
- The campaign enlisted A-lister Joaquin Phoenix and other stars to promote the meat-free month
- Just over 400,000 people signed up in 2020 (globally), compared to 250,000 in 2019.



Working in conjunction with the Scottish & Welsh levy boards, an internal briefing pack was created in preparation for IARC's release of its final report on 4 February. What exactly the report would focus on was unknown, therefore the below course of action was taken:

- Conducted a media audit (which titles are likely to cover and how)
- Clarifying comms objectives, key messages and briefing spokespeople
- Scenario planning – pro- and reactive statements
- Creation of '[Processed Red Meat in Context](#)' (a scientific paper defining processed meat, and the role it plays alongside fresh red meat in the diet)
- Updating the [Beef](#), [Lamb](#) & [Pork](#) nutrition & health claims guides
- Drafting Q&As

An embargoed copy of the report and WHO's press release was received on 31 January, which showed a focus more on cancer prevention and did not make red meat a key feature. A reactive response was drafted and would be used if requested.



World Health
Organization



MEAT WITH INTEGRITY



Meat with Integrity campaign - which focused on raising awareness of the Scottish red meat industry's animal welfare & sustainability credentials - ran for 4 weeks from 13 January to a highly targeted audience.

The campaign reached over 1 million consumers.

- Facebook content reached over 2.5 million people
- The six high quality videos secured over 95,000 views.

The positive conversations pack was issued to over 5,000 members of the Scottish red meat industry.

Successfully challenged Macmillan's 'Go Meat Free for March' campaign.



FACTS BEHIND THE HEADLINES - SALES

Headlines that '*Sales of beef and pork plunge as Britons choose vegan diet*' need some clarification;

- The Christmas period saw the slowest rate of growth across **all grocery** categories
- 94% of shoppers still bought red meat (4 w/e 29 Dec)
- Consumers displayed cautious behaviours, buying smaller joints of meat and fewer varieties (57% only buying one type of meat for Christmas)
- Gammon still a firm favourite, and outperformed fresh turkey over the Christmas period
- Meat-free products saw +2.8% vol increase, slower growth than previous year.

Meat sales plunge as veganism continues to rise in UK

Craze for vegan diets makes meat suffer biggest fall in supermarket sales above any other type of food and drink as Veganuary begins

Hundreds of thousands ditching meat as part of January vegan resolutions that will continue through the year, campaigners say

IN ADDITION

AHDB teams continue to protect the reputation of red meat by:



Created new environmental infographics which are available for industry to use and share



Successfully challenged Quorn on carbon footprint claims on UK website – which they have amended



Channel 4

Challenged Channel 4's investment in a plant-based food manufacturer, and subsequent commissioning of pro-vegan TV programmes



Letter of complaint sent to BBC regarding a misleading environmental statistic used within an online article.

THANK YOU

Thank you to: Charlotte, Chris, Donna, Emma, Jess, Kirsty, Lisa, Nic & Pegs
for providing the information.

APPENDICES

SCREEN SHOTS OF PRAISE FROM INDUSTRY



NFU Scotland

20 January at 14:35 · 🌐

Levy bodies spreading the good word about the need for a balanced, healthy diet.

Show Attachment



Ami Vet @ami_vet · Jan 9

My lovely colleague Emily who is not a tweeter put me on to this podcast. It was very interesting, measured and engaging.

Worth a listen ...



AHDB Beef & Lamb @AHDB_BeefLamb · Jan 8

Have you listened to our @TheAHDB #podcast? It highlights how levy-funded marketing campaigns are helping to promote UK farming produce to consumers. Listen today: ow.ly/wyuJ50xQieo

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Ami Vet @ami_vet · Jan 9

It did actually bring up something that I have long believed, so happy to have it reinforced- the people we really need to be having truthful talks about meat/ABP consumption are those still on the fence and open to discussion.

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Ami Vet @ami_vet · Jan 9

Fighting with anti-agriculture groups/individuals is a bit pointless because a) they've already made up their minds and b) they are, despite how it feels in the echo chamber, a very small minority.

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Ami Vet @ami_vet · Jan 9

So our time really is better spent having open and honest discussions with those that don't lie at the other end of the spectrum, (unless you enjoy shouting at a brick wall) and allow them to make informed decisions (as they're entitled to) about their food consumption.

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Ami Vet
@ami_vet

Anyway, @TheAHDB have some resources to enable positively motivated conversations about beef and lamb. They're here: ahdb.org.uk/january-assets



Pig World @pigworldmag · Jan 3

Some excellent messages here from @TheAHDB's @WillJAgri on how the livestock sector can reclaim January from the vegan agenda. Well worth a read:

pig-world.co.uk/news/its-time-...



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National Craft Butchers @NfmftInfo · Jan 3

Here is some very useful information from @TheAHDB. Lets have positive conversation about Meat in 2020!

ahdb.org.uk/january-assets...

#nationalcraftbutchers



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Alderley Butchers @Alderleybutcher · Jan 31

Some great info here from @TheAHDB showing that red meat really can contribute to good health as part of a healthy balanced diet. #AlderleyEdge #LoveAlderley #Shoplocal



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Promar Environment Team @environpromar · Jan 24

Still loving this graphics from @TheAHDB 🌱🌿



AHDB @TheAHDB · Jan 24

Livestock sectors in the UK play a significant role in maintaining habitats for wildlife, managing permanent pastures as an effective carbon sink. Turning grass, that we can't eat, into protein, that we can, with few additional outputs. 🌱

Who from the industry used our assets?



- CXCS
- Neil Powell - Master Butchers
- Nantwich Farm Vets
- Imel LTD
- Alderley Butchers
- Kepak Group
- Promar Environment Team
- Agri Food
- The Pig Site
- National Craft Butchers
- Pig World
- NFU and various area groups
- FCN
- Abachem Engineering
- Meat Management
- Pinstone
- Countryside Restoration Trust
- NBA
- Farmers Guide

- HCC
- AIMS
- Quality Meat Scotland (QMS)
- Dunbia Group
- Henderson GM
- Phillip Dennis Food Service
- National DHIA
- Datamars Livestock UK
- Quality Meat Scotland (QMS)
- NFYFC
- Innovis Ltd
- Meadow Quality Ltd

'Farming Influencers'

- Joe Stanley
- Abi Reader
- Charlie Beaty
- Farmer Tom
- Eat Farm Now

MEDIA

Negative articles against red meat:

- [The Metro](#) article on eating fermented soy products such as miso soup and tempeh are 'linked to lower risk of early death'.
- [Forbes](#) piece on how beans, peas, and other legumes are the unsung champions of plant-based protein and that they can help reduce a person's risk of heart disease and cancer.
- [The Daily Mail](#) article on Co-op slashing levels of nitrate in bacon amid fears of a cancer risk in a move that is expected to be followed by other High Street retailers.
- [BBC News](#) article on whether a plant based diet is a smart way to lose weight.
- [The Guardian](#) article on how going vegetarian may lower risk of UTIs in women according to a new study.
- [The Daily Mail](#) story about health secrets to transform your life including reduce red meat intake.
- [The Huffington Post](#) article where experts discuss the effects of eating red meat every day and how it can impact on your health long term
- [The BBC](#) reports that Sir David Attenborough is warning of climate 'crisis moment' stating that "the moment of crisis has come."
- [Sky News](#) report that actor Joaquin Phoenix urging people to think about what they eat as he blames the meat and dairy industry for climate change.
- [The Daily Mail](#) story on how two rashers of bacon can contain more salt than twelve packets of Walkers' ready salted crisps.
- [The Daily Mail also has a piece on eating healthily](#) with red meat eaten only in moderation
- George Monbiot, Channel 4's TV program 'Apocalypse Cow' and opinion piece in [The Guardian](#) titled Lab-grown food will soon destroy farming – and save the planet.

Positive articles supporting red meat:

- [The Times](#) piece by columnist Alice Thompson stating that Veganuary isn't the answer to environment debate
- [The I](#) article on how beef fed on pastures could help to preserve our wildlife and help butterflies.
- [The Sun](#), [The Times](#), [The Daily Mail](#), [Reuters](#) and [The Independent](#) covering new report by Greenpeace that states that consumers who are switching from red meat to chicken for environmental reasons may be unwittingly contributing to the destruction of South American forests.
- [The Daily Express](#) piece by Pierce Morgan stating that 'Hell is over' as the TV presenter announced he was looking forward to the end of Veganuary.
- [The BBC](#) article on how a vegan diet could affect your intelligence.
[The Sun](#) piece from author and journalist Ross Clark titled, 'Vegans won't help save the planet but they may wreck a vital British industry.'
- [BBC News](#) article stating that consumers do not need to give up meat to help combat climate change
- [The Guardian](#) opinion piece on how that vegan food can be equally damaging to the planet.
- [The BBC](#) reports that farmers in Scotland feeling under attack during Veganuary
- **Neutral articles:**
- [The Evening Standard](#) comment piece by associate editor Julian Glover on "turning vegan isn't going to save the world on its own. How we produce our food matters a lot"
- [The FT](#) opinion piece by Gillian Tett on whether we as a society can get on board with the idea of lab-grown meat.
- [The Independent's](#) long read online this morning on whether going vegan will save the planet.