



**IRISH
GRASSLAND
ASSOCIATION**



Connecting with the final consumer is essential for sustainability

**Professor Patrick Wall
UCD Institute of Food and Health**



The Agri-food business is great one to be in!





The Future is looking Good

Provided we can
avoid adverse
publicity



1. Food Safety

2. Animal Welfare

3. Nutrition & Health

4. Adverse Environmental
effects

Conventional media feeds off social media and vice versa









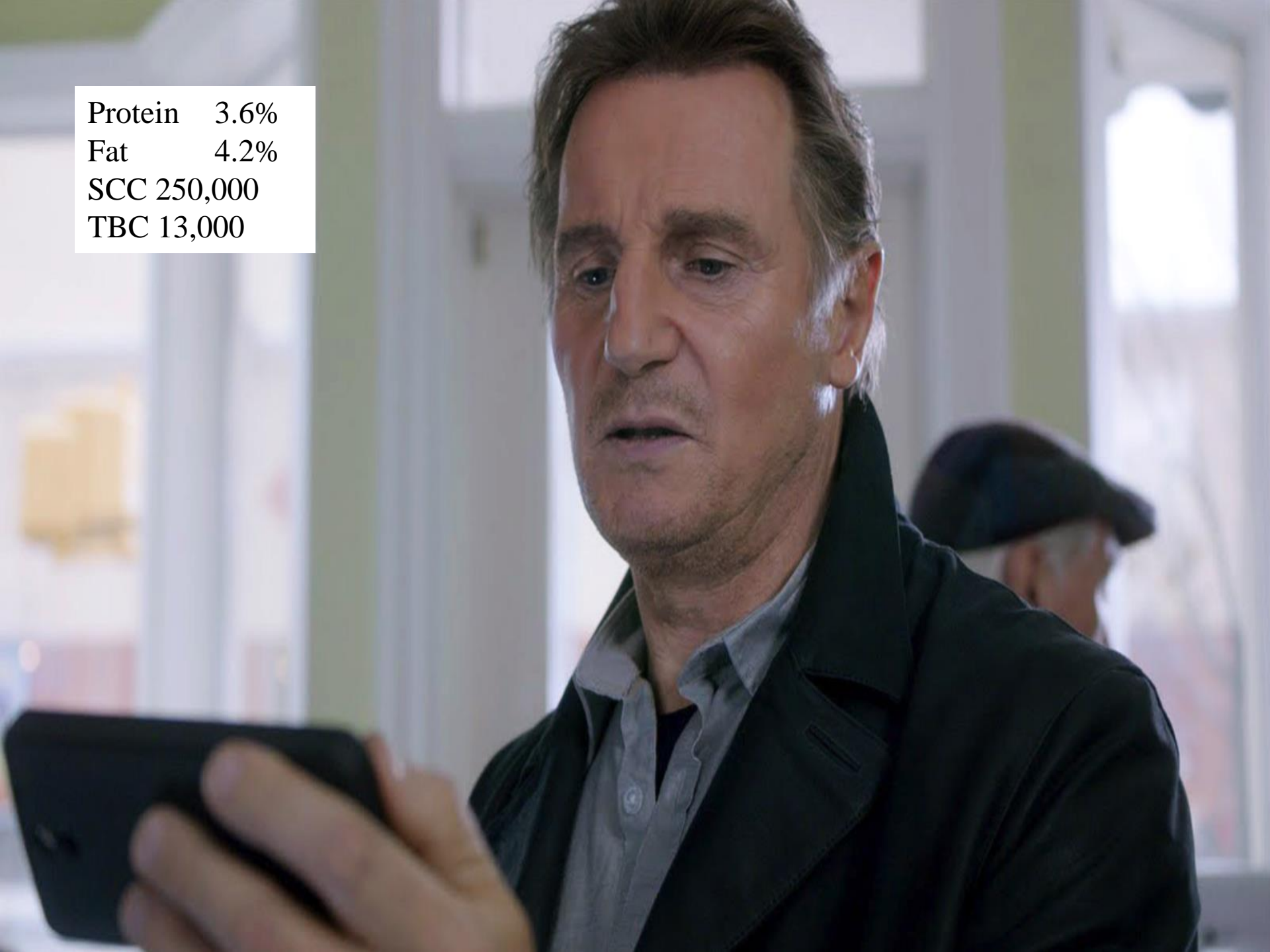


**The share
prices are
rising**



The next generation will access information in a different way than we do today

Protein 3.6%
Fat 4.2%
SCC 250,000
TBC 13,000





Food Safety

**Consumers'
health**

**Consumers'
Confidence**

**Consumers'
interest**

The Food Chain ?



The Real Global Food Chain



**Could you find a needle a bale of
hay in a field to prevent a cow
choking on it ?**



YES



Recall all the bales

The same occurs in food recalls making them extremely costly so the emphasis has to be on prevention

Increasing ability of analytical chemists



Forensic Microbiology



**Farmers/
Millers**



Patient



Food



Processors



**Retail/Catering
outlet**





I BEHAVIOUR

**We wouldn't
eat beef
Far too
dangerous!!**



Frozen blocks of “beef trim”?



Set back to modernisation of meat inspection

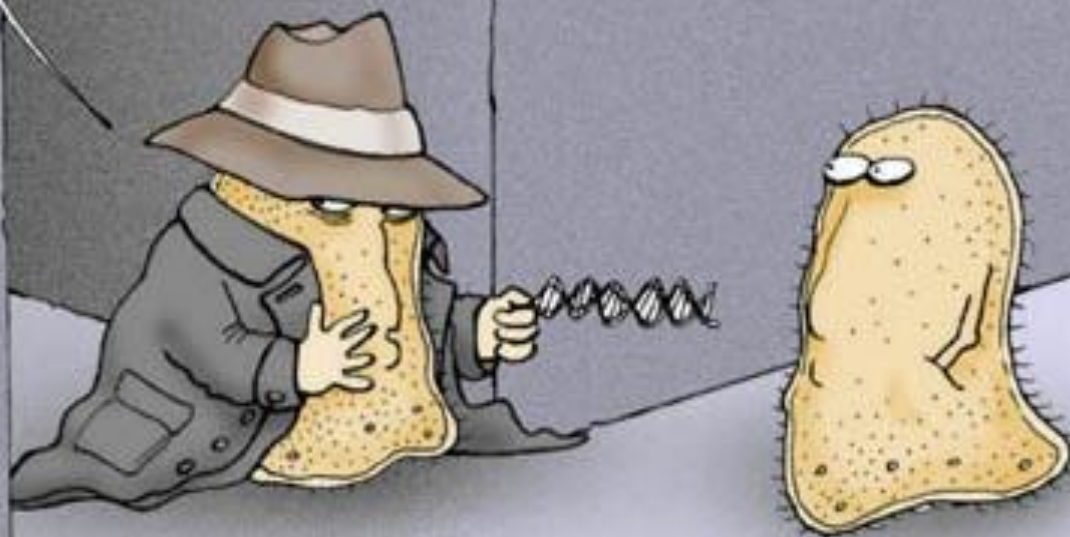


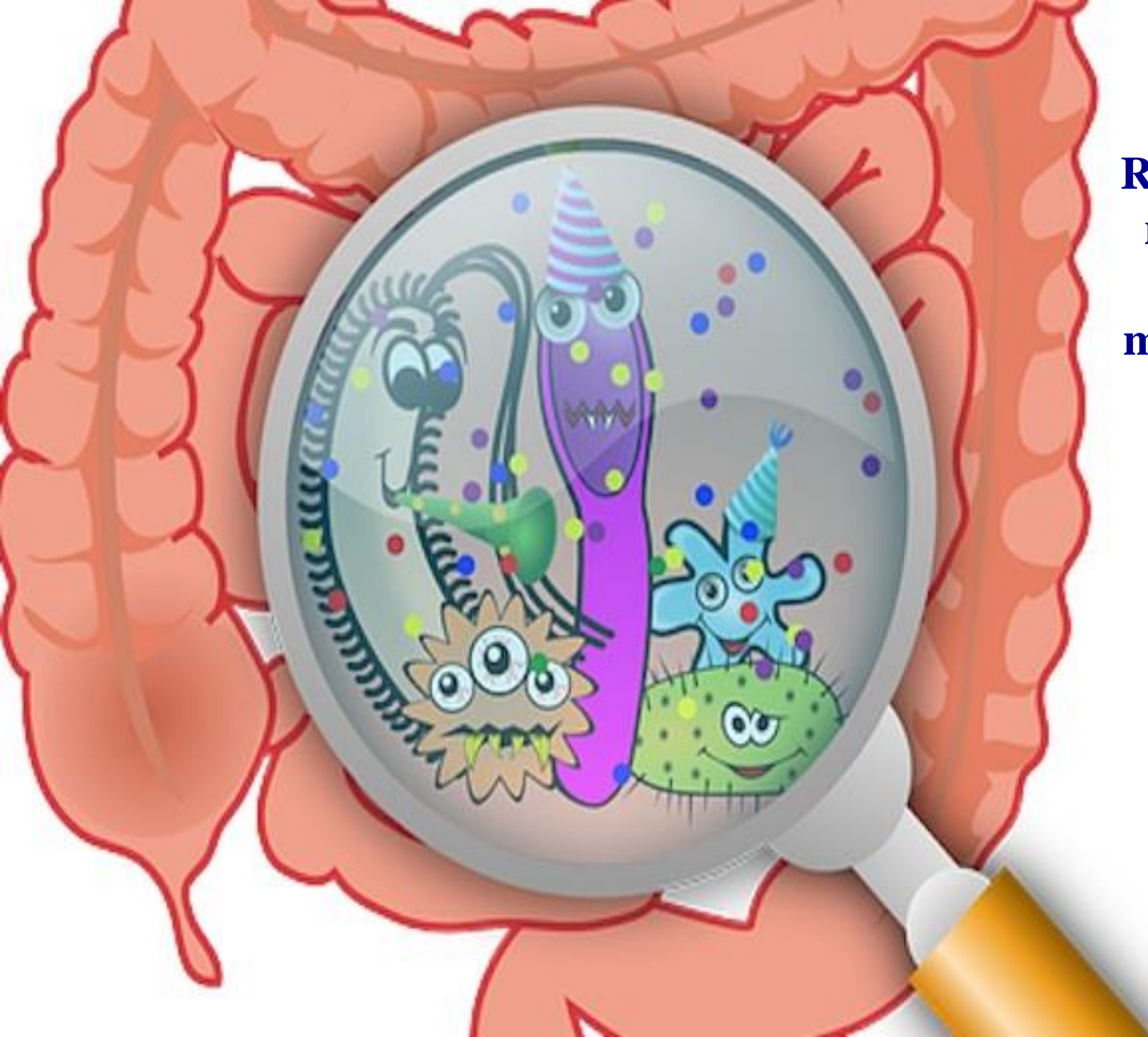
Antibiotic resistant germs



“Super bugs””

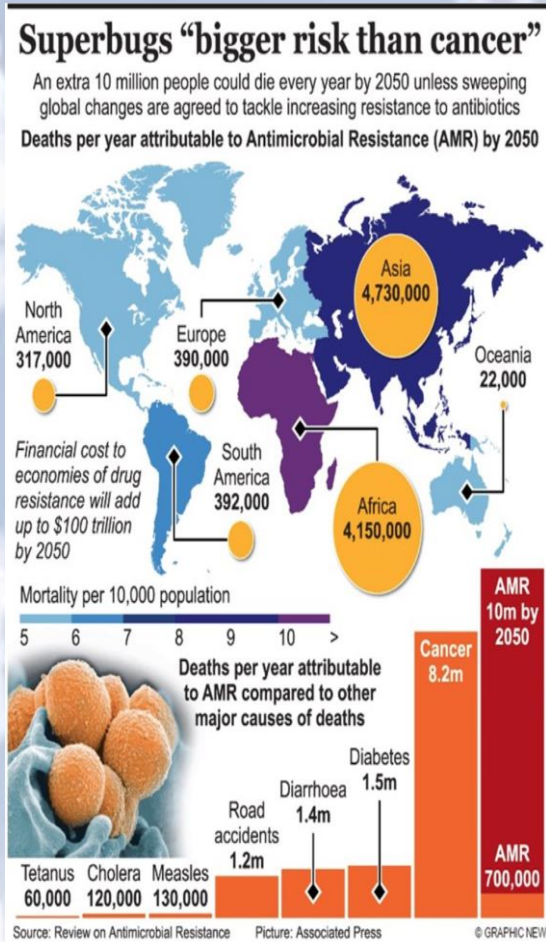
Pssst! Hey kid! Wanna be a Superbug...?
Stick some of this into your genome...
Even penicillin won't be able to harm you...!





**Reservoir of
resistance
in the gut
microbiome**

Antibiotic residues in Beef



Super bug on dairy farm

Policy and industry response often in proportion to Media Coverage rather than risk to the public's health

Antibiotics



To ASSIST Good Husbandry – NOT Replace It...

Global food service and retail giants are responding to consumer concerns and pledging to go antibiotic free!







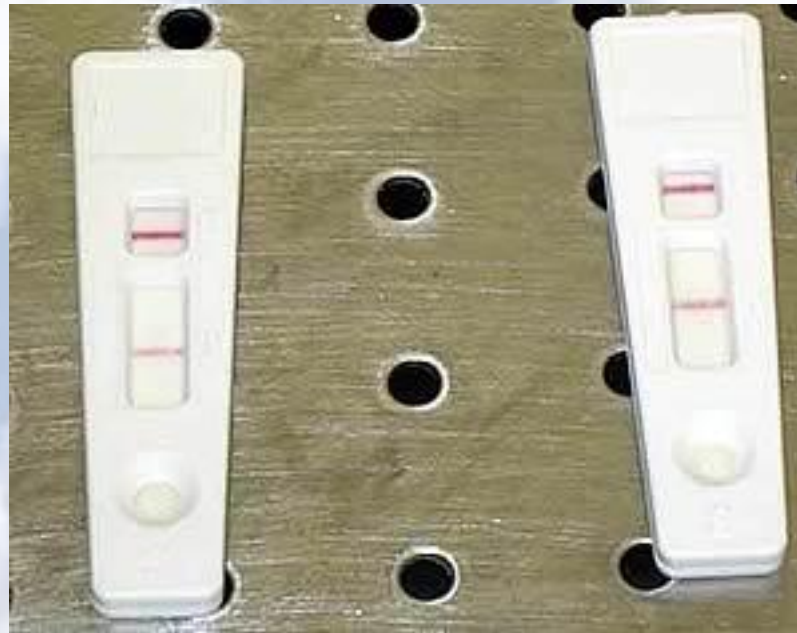
TRADER JOE'S

Get
me off
drugs!

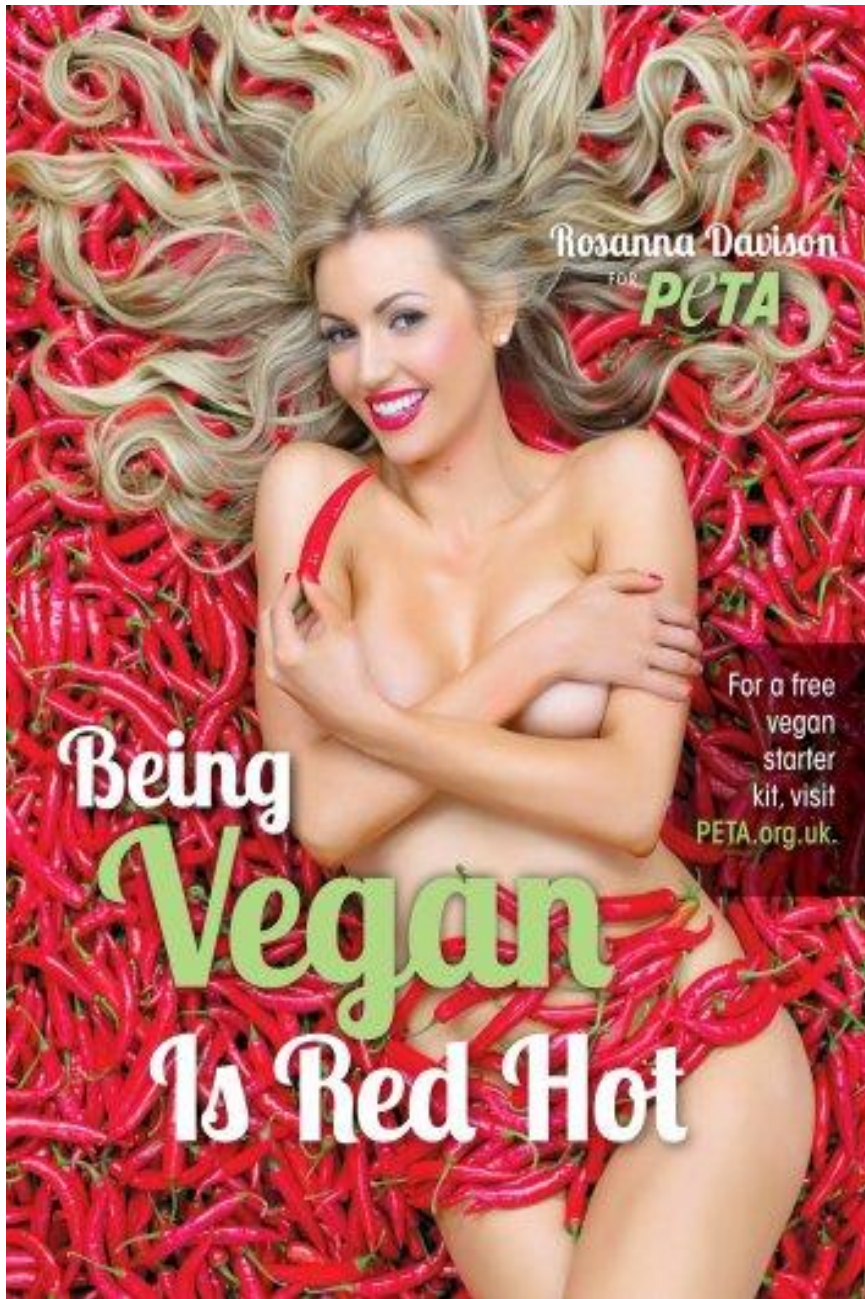
My holiday wish
is to be drug-free.

Pen-side tests – results in minutes

Accurate timely diagnosis - better prescribing



right drug, right dose, right time





EDEN

Farmed Animal Sanctuary
Liberty. Quality. Respect.

DAIRY TAKES BABIES FROM THEIR MOTHERS



GOVEGANWORLD.com



Animal Welfare



Lairage design



Humanely Slaughtered?

Disconnect between urban consumers and modern Agriculture





Top class beef genetics or a man made monster?







Efficient Production?



Factory Farming?



Bull Beef?

30 months- 16 months –12 months?



Cull Cows & Animal Welfare





A close-up photograph of ground beef, showing its reddish-brown color and irregular texture. A semi-transparent yellow banner with the word 'RECALL' in black, bold, serif font is placed diagonally across the lower half of the image. A horizontal grey banner with the words 'GROUND BEEF' in white, bold, serif font is placed across the upper half of the image.

GROUND BEEF

RECALL



Social Media

Truth Or Lies – Millions Will know in Seconds...



Special;- Gras

STEAK + BOURBON on the green

APPETIZERS

- CRISPY ARTICHOKE HEARTS**
Freshly prepared in Panko crumbs and served with roasted garlic hollandaise 10.50
- SHRIMP BLACKENED TAIL PRIMA**
Sautéed New Orleans-style and served in an oversized martini glass with Cajun remoulade 11.25
- MALDEN'S CRISPER ON THE HAIR STEAK**
Fresh from Canada's Southline Coast. Served raw with cucumber-basil mignonette 12.25

SOUPS AND SALADS

- Served with our famous artisanary garlic breadsticks
- BREKFAST TOMATO & SWISS CHARD SALAD**
Locally grown heirloom tomatoes with Marigold cheese dressing 6.75
- SEASONAL FIELD GREENS**
Greens, Ajou pear, cranberries, rosemary chicken and candied pecans with black-greek mustard vinaigrette 8.75
- CLASSIC CAESAR**
Hand-cut romaine hearts tossed with garlic croutons, Reggiano Parmesan and Spanish white anchovies. Prepared tableside 7.75

- FRENCH ONION SOUP**
Caramelized onions simmered with beef broth, veal stock and vermouth, topped with Swiss Emmentaler 6.75

- MAINE LOBSTER BISQUE**
Large chunks of fresh lobster in a rich lobster stock blended with heavy cream laced with Cognac 9.50

ENTREES

- All entrees served with oven-roasted seasonal vegetables and Yukon gold potato coles with olive /vinaigre and chives
- BONE MARROW POKE COUSCOUS PASTA**
Twin boneless sirloin chops marinated in Dijon, garlic and vermouth overnight and served with pan-seared porcini mushrooms, ricotta cream, and sautéed Pink Lady apples 24.75

- SKINCOTEUR BEEF AU PIVOT**
Two 4-oz tournedos, coated with crushed peppercorns and pan-seared. Topped with a green peppercorn, cognac and the fat reduction 26.75

STEAKS

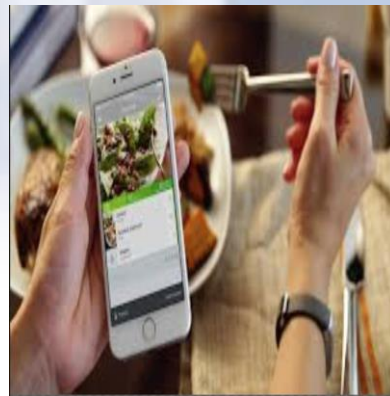
- Served with oven-roasted seasonal vegetables and potatoes coles with olive /vinaigre and chives
- BRANDY BUT SAUCE**
14oz. A customer favorite! Seasoned with our house blend of herbs and spices 22.50
- NEW YORK STEAK**
12oz. The king of steaks, dry-aged in-house. Seasoned with our house blend of herbs and spices 28.95

- PART MICHON**
8oz. Fork-tender, well-marbled filet. Seasoned with our house blend of herbs and spices 28.95

- PHILADELPHIA STEAK**
20oz. The best of New York strip and tenderloin! Seasoned with our house blend of herbs and spices 51.95

STEAK ADDITIONS

- Caramelized Onions 1.50 | Sautéed Mushrooms 2.00
Blue Cheese 1.00 | Bearnaise Sauce 1.00



Health
 & Nutrition

Change Your Diet & Get Your Life Back

Grass versus Grain debate??



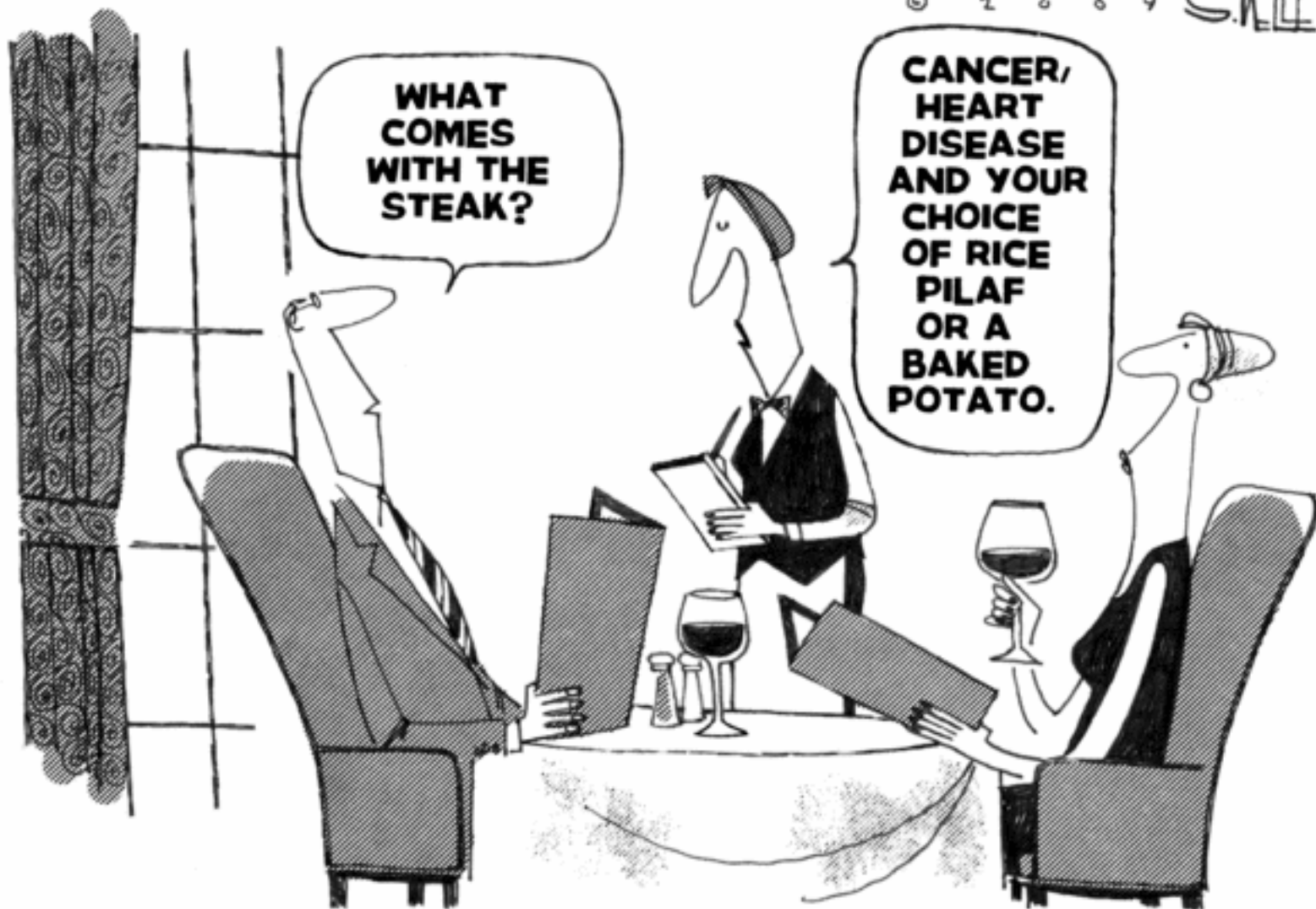
Flexitarian



Feeding Kids Meat Is Child Abuse

Fight the Fat: Go Vegan

PETA





Clean Up Your Arteries

Go Vegan





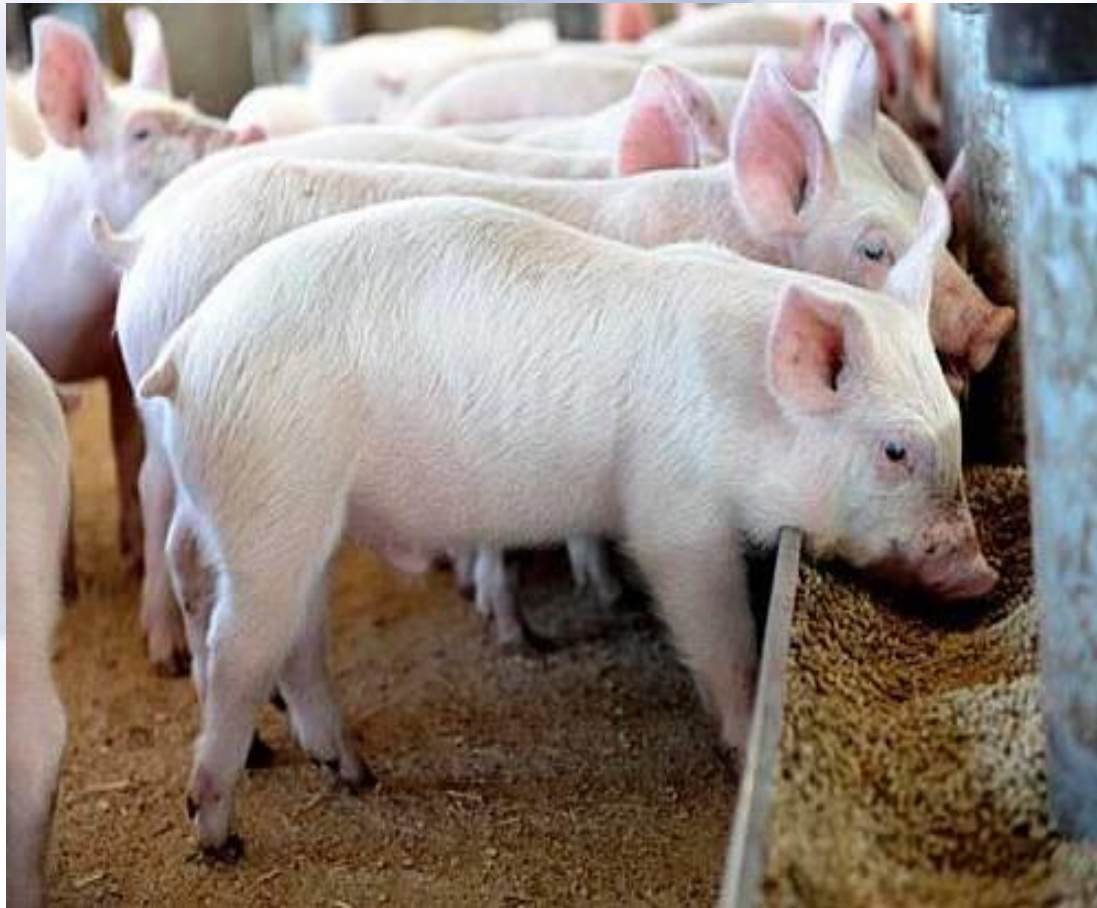


You Wouldn't Let Your Child Smoke.

Like smoking, eating meat increases the risk of heart disease and cancer.

Go vegan!

Life stage nutritional needs: No one diet for all ages



Life Stage Nutrition:

What about humans?

- **From babies to grandparents**
- **From active lifestyles to sedentary lifestyles**
- **Males and females**
- **Identical nutritional requirements????**

Infant Nutrition



**I'm
sticking
with breast
milk**

Toddler Nutrition



**I'll chance
being a beef
farmer
when I grow
up!**



**I'm
sticking
with the
Dairy
Farmers!!**

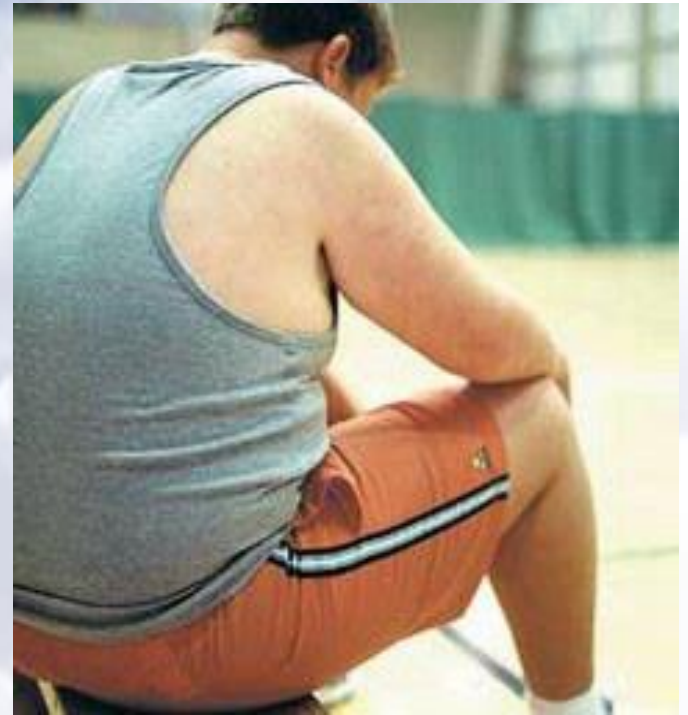
Rapidly growing Children

**You can
stick your
beef...**



Consumption patterns in Children?

Adverse effects of poor diet:- from “Dental to Mental”



Creative marketing?



**KIDS LOVE
BEEF**



Coca-Cola
CLASSIC

Coca-Cola
CLASSIC

Coca-Cola
CLASSIC



Sedentary Middle Age



Old age can be a great time...

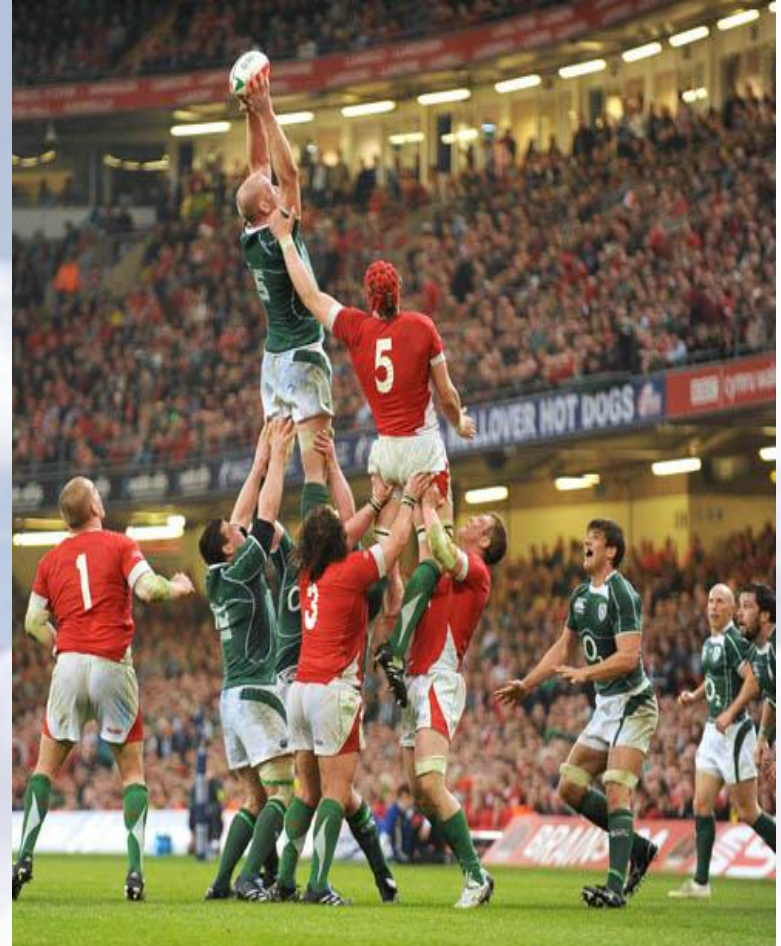
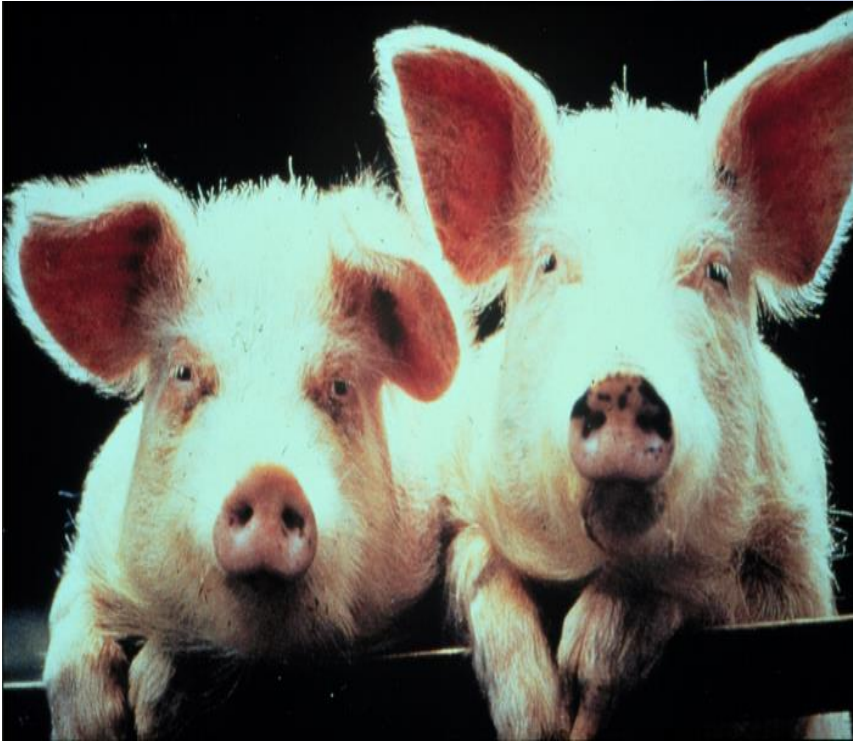


If you are healthy!

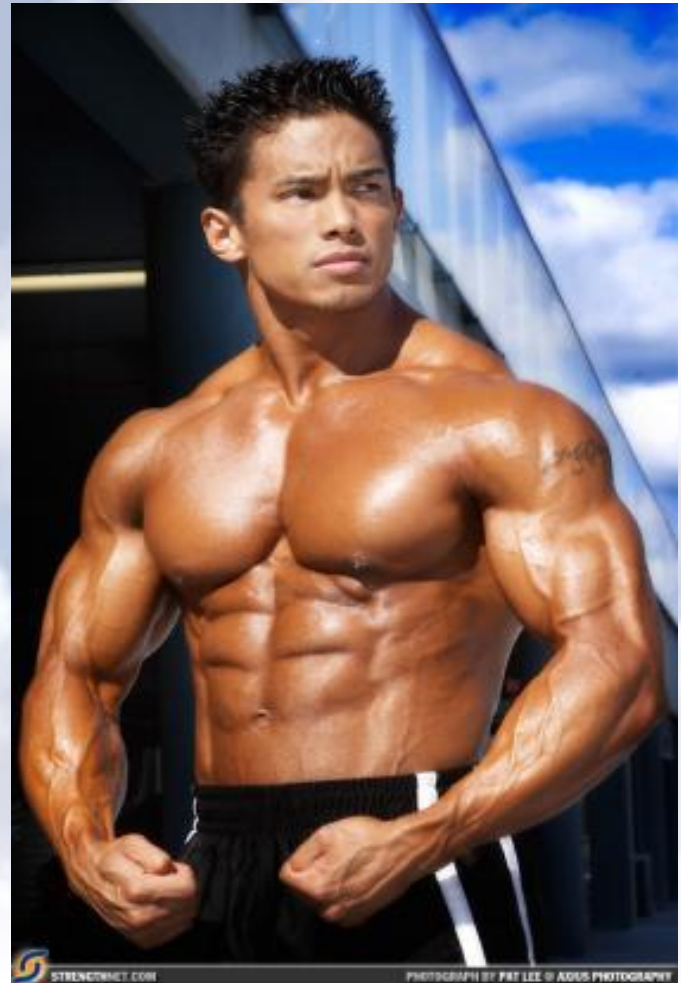
Loosing muscle mass as you age:- “Sarcopenia”



Bio-available protein:-



Whey



Nutrition for Athletes

“Fueling your body for optimum performance”



Dairy Industry V Beef Industry

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graph TD; Dairy[Dairy Industry] --> Ingredients[Ingredients industry]; Beef[Beef Industry] --> Ingredients; Ingredients --> Mining["Milk Mining"]; Mining --> BioActive[Bio-active ingredients];
```

Ingredients industry

“Milk Mining”

Bio-active ingredients

- Casein
- Whey
- Lactose
- Lactoalbumen
- Lactoglobulin

- Oligosaccharides
- Prebiotics
- Lipid profiling
- Glyco-conjugates
- Immune modulators



Primal cuts
& mince?

60 is the new 30

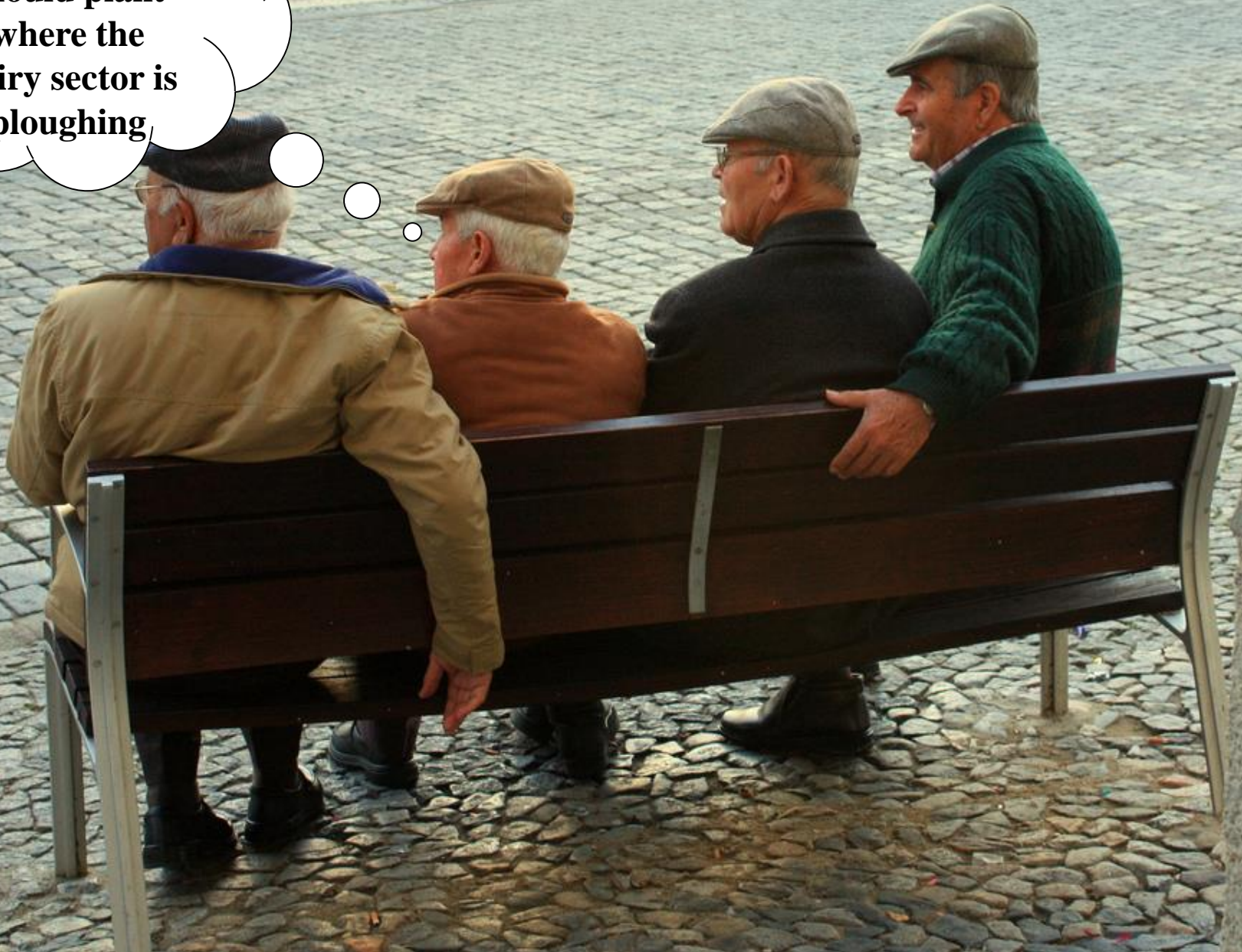


90 is the new 60!



Tackling Sarcopenia?

Meat industry
should plant
where the
dairy sector is
ploughing



Could the Beef industry plant where the Dairy Industry is ploughing?



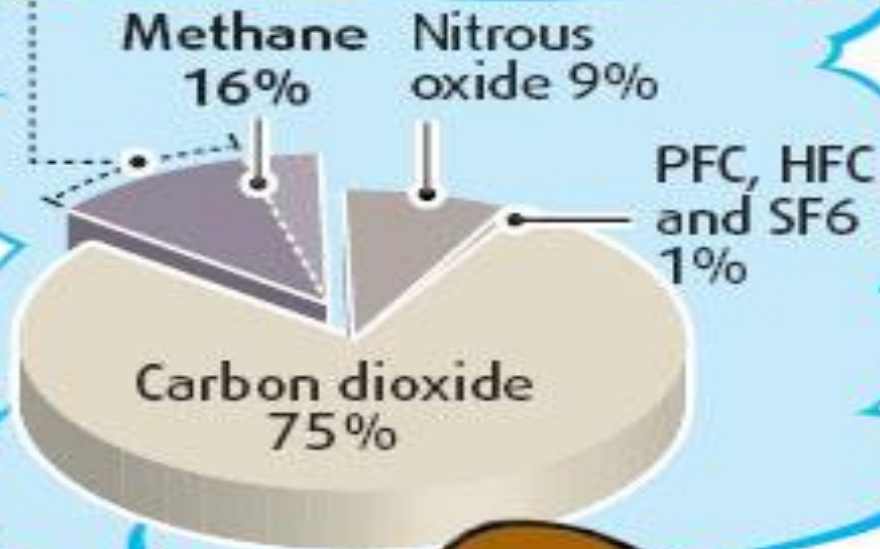
Nutrition in the Elderly...



It's the beef!

**Two 80-g servings/day of lean meat
– Daly et al. Am J Clin Nutr 2014;99:899–910.**

Cows are responsible for nearly 3/4 of total methane emissions



Healthy Planet





1,000 litres of water to produce 1 litre milk

Environmental Impact





Environmental Impact





Final take home message

**You are in the
Human
Health
Business!**



