



Global trends and drivers for animal health and welfare; food safety and security; and sustainable practices.

Never before have there been more challenges to the profitability and sustainability of the meat industry. Producers and processors generally understand the threats presented by diseases like foot and mouth disease and BSE and recognise the need to assure meat safety and quality. International standard setting organisations, like the OIE, national governments and industry associations have put in place rules and recommendations to manage disease risks and to respond to consumer expectations for safe and healthy meat. Nowadays, the meat production and processing sectors are increasingly called upon to have credible positions in regard to topics such as animal welfare, environmental sustainability, biodiversity, antimicrobial resistance and climate change. Globalisation means that people and animals can travel from around the world much more quickly than the average incubation time of contagious diseases. While the interactions of disease agents at the human/animal/ecosystem interface are starting to be understood, the emergence of new disease agents, like H1N1 influenza, and the re-emergence or expansion of familiar diseases can still cause havoc on the international meat market and damage economies at national, regional and global level.

Clearly, meat safety and quality remain critically important issues on which the industry must maintain a primary focus. The official health standards of governments and the international standard setting organisations (the OIE and Codex Alimentarius Commission, for animal health and food safety respectively) that are recognised by the World Trade Organisation are the established framework for international trade. National veterinary services play an important role in safeguarding animal health and assuring safe trade, and the OIE is working to convince governments and donors to invest in strengthening veterinary services by following the OIE PVS pathway.

Private standards for food safety and animal welfare have increasingly come into play and are influencing market access, especially in North America and the European Union (EU). However, objective information and scientific evidence may be lacking, including on the factors underlying consumer concerns. Also, scientific studies on livestock production systems in regions outside the EU and North America are lacking.



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Producers need to be aware of and understand the drivers of change if they are to deal with current and future challenges in a strategic manner. In the absence of objective information, establishing a strategy to deal with new challenges can become a 'best guess' approach to risk management, with uncertainty about how best to ensure a profitable and sustainable future for the meat industry.

This presentation aims to explain drivers of change relevant to the OIE mandate and to suggest some important elements of strategic approaches for the meat industry to deal with current and possible future challenges.

Markets and society demands are changing world-wide. Sustainability is a prerequisite and an opportunity for the future of the meat chain and thereby for the meat business. In this presentation an overall view will be given of the challenges for the meat industry in relation to a more sustainable meat production.



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