GLAD

• Challenge
  • to differentiate from the alt-meat debate
  • Communicating beyond the livestock sector,
  • for targeted investments – handling the backlash from livestock investments
  • requires evidence

• Status
  • GLAD website to be updated
  • GLAD CoP – should this convene, should it link to LD4D? – linked to the behaviour change idea

• Issues
  • What is a fact? – does it matter
  • Misinformation
  • Should we be posing questions, rather than uncertain evidence...?
  • Data has a limit, evidence should be accompanied by story telling to add context, and to add empathy
  • Highlight the links between livestock and many other aspects (e.g. gender, environment, culture)

• Collaborations
  • Governments Ag – (Livestock Master Plans)
  • Investors (evidence to invest)
  • LD4D & GLAD – specific visualisations and evidence for key events/moments

• Next steps
  • Evidence for particular solutions, rather than global level facts
  • Prototype event, product, comm.s piece for key moment/event
  • Livestock Fact Checks – can we pose specific questions from these?