



Supporting Global Livestock Advocacy for Development (GLAD project)

An analysis of the range, frequency and sentiment of
coverage of the livestock for development sector in
selected media sources in 2016

Marchmont Communications

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Executive summary

Marchmont Communications has carried out an audit of 30 media outlets, to analyse the range, frequency and sentiment of coverage of the livestock sector in the last 12 months. The aim of this exercise is to identify opportunities for engaging with media outlets, for instance, to add context to issues already being covered or to promote messages that are as yet under reported or misunderstood. The three key issues analysed for each outlet were:

1. Livestock's role in supporting livelihoods / economic growth in the developing world
2. Livestock's role in health and nutrition in the developing world
3. Livestock's contribution/impact on climate (mitigation and adaptation) and environment

Global top tier and regional media outlets were selected based on their reach and reputation, as ranked by the news analysis tool LexisNexis. Desk research was conducted to search for articles that covered key livestock issues within the last year in each media outlet. Search terms such as "veganism", "methane", "climate change", "poverty reduction" and "Sustainable Development Goals" were used to reveal relevant stories which were then analysed in the table below. The decision to focus on top-tier and regional media, as opposed to trade media, was taken in order to focus on policy related themes, rather than industry and market concerns.

Analysis showed that the most frequently reported aspect of livestock was its contribution to greenhouse gases (featuring in ~100% of outlets analysed), followed by its role in income generation (~65%), its potential as a mitigation tool (~30%), and nutrition in the developing world lagging the furthest behind.

	1. Livelihoods & economic growth	2. Health and nutrition	3. Climate & environment
Summary	<p>Second most reported aspect of livestock with around two-thirds of media outlets analysed publishing articles within the last 12 months that recognise livestock's role in income generation in the developing world.</p> <p>Much less frequent than "developed world" meat industry stories.</p>	<p>The most underreported topic by far in media outlets analysed is the role that animal products play in beating malnutrition in the developing world.</p> <p>The topic of veganism being on the rise in the developed world also featured heavily, though most media outlets connected this choice to combatting climate change and animal cruelty, rather than health concerns.</p>	<p>Almost all of the top tier outlets analysed had featured articles on livestock's contribution to greenhouse gas emissions.</p> <p>However, only roughly one third of media outlets analysed have published articles within the past year recognising livestock as a potential mitigation tool – signalling a major gap in reporting on the sector.</p>
Issues most covered:	<ul style="list-style-type: none"> • Income generation • Livestock as a safety net • Poverty reduction 	<ul style="list-style-type: none"> • The rise of veganism / vegetarianism • The threat of antimicrobial resistance • Animal health • Link between animal and human health 	<ul style="list-style-type: none"> • Productivity • Efficiency • Increasing demand for meat • Need for increased investment / financing • Policy change to limit meat consumption (eg. taxation)
Issues overlooked:	<ul style="list-style-type: none"> • Livestock's potential to drive economic growth • Women's empowerment • Safeguarding income in the face of climate change • Livestock as a means to stem migration 	<ul style="list-style-type: none"> • Livestock's contribution to SDGs in the developing world • The essential role of animal-source foods to developing world nutrition and health • Livestock's role in economic growth as a result of better diets in developing world • The lack of diet choice for developing world pastoralists • Importance of medicines/vaccines to animal health 	<ul style="list-style-type: none"> • Livestock's promise as a mitigation tool • Access to land • Restoration of degraded land
Sentiment:	Mostly negative: Often framed in the context of a conflict or disaster that has made the main news, such as	Mostly negative: The concept of meat's impact on nutrition and health is dominated by the developed world's	Mostly negative: Livestock sector is held responsible for vast greenhouse gas emissions, and little

	droughts in Mongolia and Ethiopia in which livestock are lost.	concerns relating to obesity and anti-microbial resistance.	attention is paid to the scientific advancements being made to reduce emissions.
Opportunities:	<ul style="list-style-type: none"> • Reframe the 'disaster' narrative into positive stories of resilience, adaptation and economic growth relating to livestock • Target outlets with stringers in the developing world to visit successful farmers • Identify news events which will help ILRI case studies break into more mainstream media 	<ul style="list-style-type: none"> • Differentiate health challenges of the developing world (eg malnutrition) vs developed world (eg. overconsumption) • Highlight animal-source foods' role in solving malnutrition • Promote a more nuanced debate that makes meat an ally rather than an obstacle to good health • Raise awareness for the role livestock can play in preventing human diseases 	<ul style="list-style-type: none"> • Significant opportunity to provide stories on how emissions in livestock are being reduced all over the world. • There is an appetite for science-based stories that are making the food system more efficient • Reframing the narrative to see livestock as having huge potential for mitigation
Specific outlets to target:	<p>Outlets to target as priority:</p> <ul style="list-style-type: none"> • Al Jazeera • Associated Press • Daily Telegraph • New York Times • Reuters • The Economist • The Guardian 	<p>Outlets to target as priority:</p> <ul style="list-style-type: none"> • Al Jazeera • Associated Press • New York Times • Reuters • The Economist • The Guardian • Washington Post 	<p>Outlets to target as priority:</p> <ul style="list-style-type: none"> • Associated Press • Financial Times • The Economist • The Guardian • National Geographic • Agence France Presse

Further observations/recommendations

- **Developed world stories still dominate the headlines:** A piece from Associated Press entitled "[California targets dairy cows to combat global warming](#)" was one of the most prolific pieces of the year, being syndicated on almost all of the outlets analysed. This piece focused on policy regulation to bring down livestock emissions, and the concerns of American farmers about how to finance this reduction.
- **Most outlets did not advocate for an exclusion of meat on health grounds:** for example the Daily Telegraph asks: "[Why would anyone in their right minds join the vegan cult?](#)" and NPR says: "[Can a vegan diet give you all you need? German nutritionists say nein](#)", indicating an understanding that some meat/meat products are necessary for a healthy diet.
- **Coverage is often pegged around a separate but relevant news trigger:** for instance, in 2016, the effects of El Niño garnered a lot of coverage with livestock featuring as a sub-theme within it.
- **The importance of livestock for nutritious diets in the developing world was most underreported by far:** this presents the biggest opportunity to offer a new angle to livestock reporting
- **There is a strong appetite for science based health and environment stories:** livestock's climate change mitigation potential is also significantly underreported; ILRI has a strong opportunity to fill this void.
- **Compiling a Twitter list of relevant journalists can help monitor the issues:** Twitter handles of relevant journalists collected below can easily be collated into a list to track livestock coverage going forward

Regional media

Key takeaways from regional media analysis:

- **Major focus on local industry challenges:** for example, the effect of antimicrobial resistance on local markets was well reported (e.g. [Call for regulation after antibiotic resistant superbug found in 60 per cent of tested Hong Kong chickens](#))
- **Livestock articles were frequent:** this signals the opportunity for ILRI to contribute solutions to the industry challenges being faced in each region.
- **Overarching issues in each region include:**
 - **Australasia:** livestock welfare, greenhouse gas emissions
 - **Asia:** technological advances for improving livestock and animal health (India), animal health, antimicrobial resistance (China)
 - **South America:** Productivity (Argentina), environmental and economic concerns (Brazil)
 - **North America:** Livestock markets, antimicrobial resistance (USA)
 - **Europe:** EU market volatility, animal health
- **Opportunity to pitch locally appropriate case studies that speak to wider global issues:** this could involve reducing emissions in Brazil's large livestock sector or combatting animal disease in China
- **Outlets to be targeted as a priority:** Reuters Africa; LA Times; Deutsche Welle; Times of India

Annex 1: Detailed analysis

Outlet	Examples of Recent Coverage	Analysis: <ul style="list-style-type: none"> • Frequency of livestock reporting <ul style="list-style-type: none"> • Sentiment • Presence of developing world angle
Agence France Presse	05/02/2016: Zimbabwe declares “state of disaster” due to drought 12/12/2016: Surging methane emissions imperil climate goals	Articles recognise: <ul style="list-style-type: none"> • Livestock’s role in developing world income generation, yet mainly pegged to disaster and conflict news • Contribution livestock makes to GHG emissions Less attention is focused on: <ul style="list-style-type: none"> • Nutritional value of livestock • Action livestock sector is taking to mitigate climate change
Al Jazeera	02/12/2015: Somaliland herders devastated by drought 02/02/2016: Beyond meat: The end of food as we know it? 21/06/2016: Somali camel traders pay the price of war in Yemen 10/09/2016: Somaliland: Shipping the Sheep for Eid al-Adha	Articles recognise: <ul style="list-style-type: none"> • Livestock’s role in developing world income generation • Contribution livestock makes to GHG emissions Less attention is focused on: <ul style="list-style-type: none"> • Nutritional value of livestock • Action livestock sector is taking to mitigate climate change N.B: Al Jazeera America was much more critical of the livestock sector, see examples here and here . This outlet has now closed down.
Associated Press	07/01/2017: UW to end dairy sheep research program 26/02/2016: Mongolia's livestock in danger after drought, harsh winter 29/11/2016: California targets dairy cows to combat global warming	<ul style="list-style-type: none"> • In depth reporting from stringers in the field on developing world issues, mainly from disaster angle • Piece on California legislation to limit emissions for dairy cows was one of the most prolific livestock articles of the year • Less focus on mitigation and nutrition in the developing world
BBC	26/10/2015: What is processed meat? 08/12/2015: Superbug risk from undercooked meat 12/02/2016: Farmers on alert for highly infectious livestock virus 09/10/2016: Should we all be vegans? 25/11/2016: The Truth About... Meat	<ul style="list-style-type: none"> • BBC coverage is very focused on British livestock industry, with livestock regularly included in Farming Today programme • Global livestock issues seem under reported across the board, particularly developing world issues • Stories cover health concerns associated with meat but do not advocate for exclusion of meat from the diet
CNN	23/12/2016: How animals can give you tuberculosis	<ul style="list-style-type: none"> • John D. Sutter advocates for avoiding beef and lamb “or better still becoming

	<p>20/04/2016: Stop ruining the future</p> <p>17/10/2016: The eco-killer hunting her own meat</p> <p>How the animals you eat get fat</p>	<p>vegan or vegetarian”</p> <ul style="list-style-type: none"> • Stories focus on “dark side” of meat industry, greenhouse gas emissions and human health • Less focus on developing world issues of livelihoods and nutrition
Daily Telegraph	<p>23/04/2016: Ethiopia struggles with worst drought for 50 years</p> <p>13/05/2016: Antibiotics for animals to be restricted under government plans to beat drug resistance</p> <p>13/06/2016: Why would anyone in their right mind want to join the vegan cult?</p> <p>08/09/2016: Genus steps up R&D in genetically-engineered livestock</p>	<ul style="list-style-type: none"> • Coverage is science and health focussed • Coverage from a developing world angle is minimal and linked to major news stories such as drought and conflict • Coverage recognises livestock’s contribution to climate change • In a poll conducted by The Telegraph, 73% of readers say they would consider going vegan as it is “better for you and the environment”
Financial Times	<p>29/01/2016: Animal genetics: genotyping cattle – a potential cash cow?</p> <p>19/02/2016: Are these the chickens of the future?</p> <p>12/08/2016: Who grew my meat?</p> <p>30/11/2016: The appliance of agricultural science</p> <p>30/11/2016: Farming needs the best of old and new to avoid disaster</p>	<p>Most articles focus on developed world industry. Articles recognise:</p> <ul style="list-style-type: none"> • Contribution livestock makes to GHG emissions • Technological advances to improve efficiency of livestock sector but with a developed world focus <p>Less attention is focused on:</p> <ul style="list-style-type: none"> • Importance of livestock for rural people • Nutritional value of livestock • Action livestock sector is taking to mitigate climate change
Fox News	<p>27/06/2016: Denmark considers tax on beef, other meat products to combat climate change</p> <p>11/08/2016: New study reveals vegan diet not so environmentally healthy</p> <p>19/09/2016: Drug resistance in people and animals could push millions into poverty</p>	<ul style="list-style-type: none"> • Occasional coverage of US-based livestock issues eg. antibiotic use • Less coverage of livestock’s contribution to climate change • Developing world coverage focuses on natural disasters such as floods and drought with only minor mention of livestock, comes from news wires like Reuters and AP
Mail Online	<p>28/04/2016: Denmark calls for tax on red meat because cattle flatulence 'is causing climate change' and people are 'ethically obliged' to change their eating habits</p> <p>02/05/2016: The farm food that could help tackle climate change: Drug makes cows less</p>	<p>Articles recognise contribution of livestock industry to greenhouse gas emissions but have also published mitigation solutions</p> <ul style="list-style-type: none"> • Developing world stories come from wires such as Thomson Reuters Foundation and Agence France Presse, often link to report

	<p>flatulent and cuts methane by almost a THIRD</p> <p>12/12/2016: Surge in methane could derail our climate change goals and needs 'urgent attention', warn scientists</p>	<p>launches</p>
National Geographic	<p>2014: Carnivore's dilemma</p> <p>23/12/2015: Is more cattle grazing the solution to saving our soil?</p> <p>24/03/2016: The next step in animal welfare? Breed a better chicken</p> <p>29/11/2016: A sprinkle of seaweed could deflate gassy cows</p>	<ul style="list-style-type: none"> • In depth article on meat production in the US explores environmental impact and concludes eliminating beef will not have a huge environmental gains, nor feed the rest of the world • The Plate has covered solutions for reducing livestock emissions and regularly reports on global livestock issues • Articles have focus on US, with less focus on developing world
New York Times	<p>26/11/2015: Open season is seen in gene editing of animals</p> <p>18/04/2016: Farmers in arid India shares camps with cattle</p> <p>08/11/2016: Up in the sky, help to keep Africans from starving</p> <p>14/11/2016: As grasslands dwindle, Kenya's shepherds seek urban pastures</p>	<ul style="list-style-type: none"> • Coverage recognises importance of livestock to rural income generation and nutrition • Stringers are reporting on livestock issues all over the world • Less focus is placed on livestock's role in climate change mitigation
NPR	<p>18/03/2016: Gigi the cow broke the milk production record. Is that bad for cows?</p> <p>30/03/2016: Why Whole Food wants a slower growing chicken</p> <p>13/04/2016: Taking cues from human nutrition to reduce antibiotic use in livestock</p> <p>12/09/2016: Can a vegan diet give you all you need? German nutritionists say "nein"</p>	<ul style="list-style-type: none"> • Occasional coverage of livestock issues that focus on food industry and animal health • Stories are mainly US-focused, with less coverage of developing world issues • Livestock's role in climate change and mitigation efforts are under reported
Reuters	<p>22/11/2016: Taxing red meat may cut emissions and disease</p> <p>01/12/2016: Vegetarian and vegan diets are good for children and adults, nutritionists say</p> <p>12/12/2016: Cows and rice paddies boost methane emissions: study</p> <p>13/12/2016: Climate-forecasts could help drought-hit herders make smarter moves</p>	<ul style="list-style-type: none"> • Livestock issues are regularly reported • Articles clear on livestock's contribution to climate change and environmental damage, but less focus on what is being done to mitigate this • Articles explore health risks associated with overconsumption of meat • Developing world stories are regularly covered by the Foundation, some of which are syndicated on main news wire

The Economist	<p>16/01/2016: Stopping the big burb</p> <p>19/04/2016: Why eating more vegetables is good for the environment</p> <p>09/06/2016: The future of agriculture</p> <p>26/11/2016: East Africa's booming camel trade</p>	<ul style="list-style-type: none"> • Has featured in depth articles on what scientists are doing to limit methane emissions • Recognises that a move to cut out meat would be “misguided” in terms of nutrition and instead advocates for “modest meat” diet • Has featured in depth articles on livestock’s role in income generation in developing world
The Guardian	<p>20/06/2016: China's plan to cut meat consumption cheered by climate campaigners</p> <p>09/08/2016: I've converted to veganism to reduce my impact on the living world</p> <p>07/11/2016: Tax meat and dairy to reduce emissions and save lives, study urges</p>	<ul style="list-style-type: none"> • Covers livestock’s contribution to climate change contributes, with less focus on what is being done to mitigate this • Focus on diet change to reduce climate impacts • Publishes in-depth features by stringers in developing world that reference importance of livestock to rural livelihoods
The Times	<p>27/11/2016: Militant vegans spark fears for abattoir staff</p> <p>16/11/2016: EU trade deals threaten Irish beef farmers</p> <p>08/11/2016: Taxing steak at 40% 'would cut emissions and save lives'</p> <p>01/11/2016: Robot farmers are pick of the crop</p> <p>08/08/2016: Veganism may be better for animals but it won't feed the planet</p>	<ul style="list-style-type: none"> • Substantial coverage of British livestock and farming in general. • General approach seems to be sympathetic to British farmers and the institution of farming, often in an economic context. • Less focus on developing world issues, though recognition that the debate is often one-sided (cf. “Taxing steak at 40% 'would cut emissions and save lives'” – “The researchers found that an emissions tax on food would result in positive net health benefits globally, but some countries, in particular in sub-Saharan Africa and southeast Asia, could be negatively affected due to reductions in food availability and the consequent increase in deaths from malnutrition.”)
Wall Street Journal	<p>19/12/2014: Actually, raising beef is good for the planet (written by author of “Defending Beef”)</p> <p>12/07/2015: Is feedlot beef bad for the environment? (debate)</p> <p>04/12/2015: How to satisfy the world's surging appetite for meat</p> <p>20/09/2016: Cowboys turn to high tech ear tags to monitor animal health</p>	<ul style="list-style-type: none"> • Articles recognise animal protein as essential for human diet • Articles recognise the varying contribution different animals have on environment • Debate on environmental impact of beef was covered in 2014 and 2015 • Predominately developed world focus • Scientific stories focus on production rather than climate change mitigation
Washington Post	<p>31/07/2016: Meet the “clean cow” technology that could help fight climate change</p>	<ul style="list-style-type: none"> • Articles predominately focus on developed world • Articles are clear on livestock’s impact

	<p>03/07/2016: Meat is horrible</p> <p>11/12/2016: Atmospheric levels of methane, a powerful greenhouse gas, are spiking, scientists report</p> <p>15/12/2016: We need to feed a growing planet. Vegetables aren't the answer</p>	<p>on environment and climate change</p> <ul style="list-style-type: none"> • Environment section has covered scientific advances to reduce methane emissions • Less focus on developing world and livestock's contribution to nutrition and income
ABC Australia	<p>20/07/2016: Shredding day-old chicks: how Australia's egg industry works (Triple j Hack current affairs channel)</p> <p>15/09/2016: Widespread breaches of livestock welfare during Eid festival, Animals Australia claims (ABC Rural)</p> <p>15/11/2016: 'Less meat, less heat': could your diet save the planet from climate change? (Triple j Hack current affairs channel)</p>	<ul style="list-style-type: none"> • Livestock coverage typically falls into two categories, both domestic in outlook: industry challenges (dairy crisis/price cuts) or cruelty issues (cattle bludgeoned). • ABC Rural features a livestock section, though mostly Australia-focused. • Cross-posts opinion articles from The Conversation.
Times of India	<p>16/08/2016: IVRI researcher develops safer, more effective vaccine against livestock disease</p> <p>05/11/2016: Distressed farmers selling their livestock at throwaway prices</p> <p>26/11/2015: Sale of livestock and their frozen semen goes digital in India</p>	<ul style="list-style-type: none"> • Regular coverage of livestock issues, covering state and health of the industry and climate issues. • Mostly India-centric, and recognise importance of the sector
South China Morning Post	<p>15/12/2016: Call for regulation after antibiotic resistant superbug found in 60 per cent of tested Hong Kong chickens</p> <p>25/11/2016: Why China is at heart of fight to head off antibiotic apocalypse</p> <p>20/05/2016: Editorial: World must act now to fight the spread of superbugs</p>	<ul style="list-style-type: none"> • Focus tends to be on health issues related to livestock e.g. AMR, contamination. • China/Mongolia focus
Reuters Africa	<p>26/07/2016: As pastoralist land shrinks, Maasai women take livestock lead</p> <p>17/03/2016: Turkana's semi-nomadic life amid livestock in Kenya</p> <p>03/11/2015: South African livestock farmers urged to sell herds facing drought</p>	<ul style="list-style-type: none"> • Most coverage is business focused, commodity reports. • In depth features from the ground offer greater insights to the reality of livestock in African countries and recognise importance for income generation, development
All Africa	<p>20/12/2016: Somalia: Starving Children, Livestock Share Food</p> <p>18/12/2016: Somalia: Mudug Man Commits Suicide After Drought Kills Livestock</p>	<ul style="list-style-type: none"> • Regular coverage of livestock in day to day news, aggregated from other sources. • Sentiment is relatively neutral. Livestock recognised as a key employer

	<p>15/12/2016: Zimbabwe: Tackling Policy Bones, Pinches in Livestock Industry</p> <p>13/12/2016: Tanzania: Kalambo Flushes Out 25 Pastoralists, 2,000 Herds of Cattle</p>	<ul style="list-style-type: none"> • Little coverage of livestock related health issues, e.g. AMR, improving animal health, etc.
Folha de Sao Paulo	<p>30/10/2016: Brasil tem de modernizar pecuária para combater mudança do clima (Column: Brazil must modernise livestock to combat climate change)</p> <p>06/09/2016: 66% das emissões brasileiras de CO2 vêm de atividade agropecuária (66 per cent of Brazil's CO2 emissions come from livestock activity)</p> <p>09/08/2016: Estiagem histórica atrasa comida e ameaça água em região amazônica (Historic drought delays food and threatens water in the Amazon)</p>	<ul style="list-style-type: none"> • Combination of environmental and economic concerns related to livestock. • Much coverage of livestock is in the form of columns by "insiders" or experts, or written by politicians.
Clarín	<p>11/05/2016: Cambio climático: la discusión sigue (Climate change: the debate continues)</p> <p>23/07/2016: Ahora, el consume de carne en el país es el más bajo de la historia (Now, meat consumption in the country is the lowest in history)</p> <p>26/12/2016: La Argentina está en la mira del mundo de carne (The meat world has its eye on Argentina)</p>	<ul style="list-style-type: none"> • Regular coverage that is industry/market focussed and Argentina-centric • Much emphasis on production, less on efficiency and connection to climate change • Little emphasis on developing world stories, greater focus on regional issues
USA Today	<p>02/04/2016: Farmers struggling as markets overflow with milk, grain, livestock</p> <p>26/09/2016: Farmed fish could solve pending population crisis</p>	<ul style="list-style-type: none"> • Livestock stories are infrequent and focus on markets, US-centric • Elizabeth Weise has covered World Fish Center in article that acknowledges rising demand for meat
LA Times	<p>12/07/2016: Why antibiotic use on farms fuels antibiotic resistant diseases</p> <p>28/08/2016: To understand life in rural South Sudan, ask this man about his cattle</p> <p>10/11/2016: Do you want to help the environment? Eat vegetarian</p>	<ul style="list-style-type: none"> • Sporadic coverage focuses on US agriculture markets and global health issues such as AMR • Developing world stories on main news site focus on disaster and conflict • In depth articles from stringers in Africa recognise importance to nutrition and income • Has featured pro-vegetarian commentary as an action to spare the environment
Agencia EFE	<p>27/09/2016: Los veterinarios piden invertir más en el estudio de zoonosis emergentes (Vets ask for more to be invested in emerging zoonotic diseases)</p>	<ul style="list-style-type: none"> • Extensive coverage of livestock issues • Focuses on health and European market issues

	<p>31/10/2016: Empieza una campaña global para erradicar la peste en ovejas y cabras para 2030 (A global campaign to eradicate sheep and goats plague by 2030 begins)</p> <p>19/12/2016: Los focos de gripe aviar siguen apareciendo en la UE y las medidas se refuerzan (Outbreaks of bird flu continue to appear in the EU, measure reinforced)</p>	
Deutsche Welle	<p>19/08/2016: Veganism: good for the planet, bad for people?</p> <p>08/11/2016: Dairy farmers will no longer be shut out of carbon markets</p> <p>12/12/2016: Higher methane levels make fight against global warming more difficult</p>	<ul style="list-style-type: none"> • In depth articles from stringers in the developing world which recognise important of livestock for livelihood and nutrition, usually connected to disaster or conflict • Coverage is clear on livestock's role in climate change but also reports on solutions