

# Vias para uma pecuária extensiva sustentável



14 de Junho | 10h00  
CNEMA - Santarém | Sala Ribatejo



Organizado por:



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Cofinanciado pela  
União Europeia

# Pecuária extensiva e intensiva: diferenciação e sustentabilidade

Vicente Rodríguez Estévez



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# Pecuária sustentável

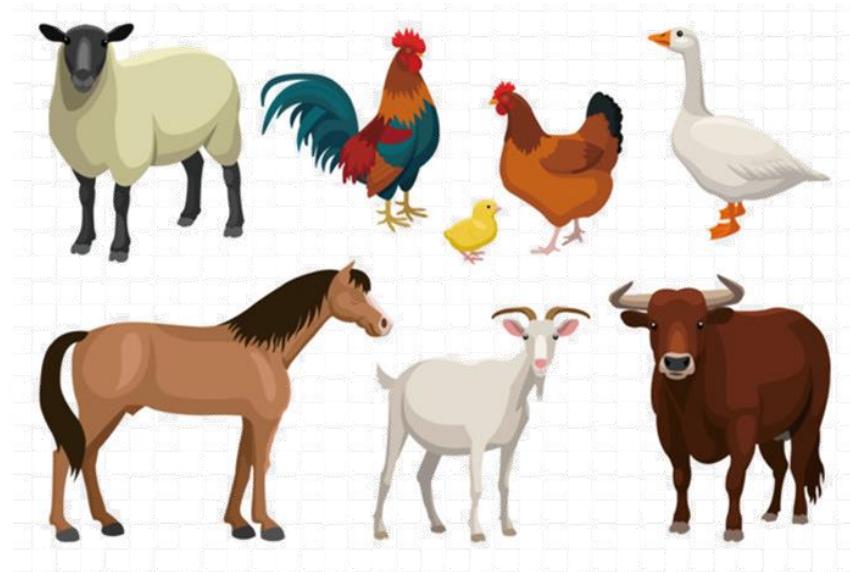
- O consumidor do século XXI
- Animalistas e veganos
- Problemas da pecuária: sustentabilidade
- Diferentes sistemas pecuários
- Quantos animais podem ser alimentados a pasto?
- Como ser sustentável
- Pecuária ou rewilding?
- A pegada de carbono
- Concluindo



# Não brincar com a comida



# Nuestros consumidores



QA3. Na sua opinião, quais são os dois problemas mais importantes que (NOSSO PAÍS) enfrenta atualmente? (PT) (%)

O aumento dos preços / a inflação/ o custo de vida 51 ▲3.

A saúde 44 ▲5

A habitação 21 ▲5

A situação económica 19 ▼3

Os impostos 16 ▲7

O desemprego 8 ▼1

O sistema educativo 8 ▼3

As reformas / pensões 7 ▼3

O ambiente e as alterações climáticas 4 =

A imigração 3 ▼2

A situação internacional 3 ▼1

O crime 2 ▼1

A dívida do governo 2 ▼1

O terrorismo 1 =

O fornecimento de energia 1 ▼1

Não sabe 1 =

51% O aumento dos preços/ a inflação/ o custo de vida

44 % A saúde

4% O ambiente e as alterações climáticas

STANDARD EUROBAROMETER 100

## Opinião Pública na União Europeia

Relatório Nacional: PORTUGAL  
Trabalho de campo: Outubro – Novembro  
2023



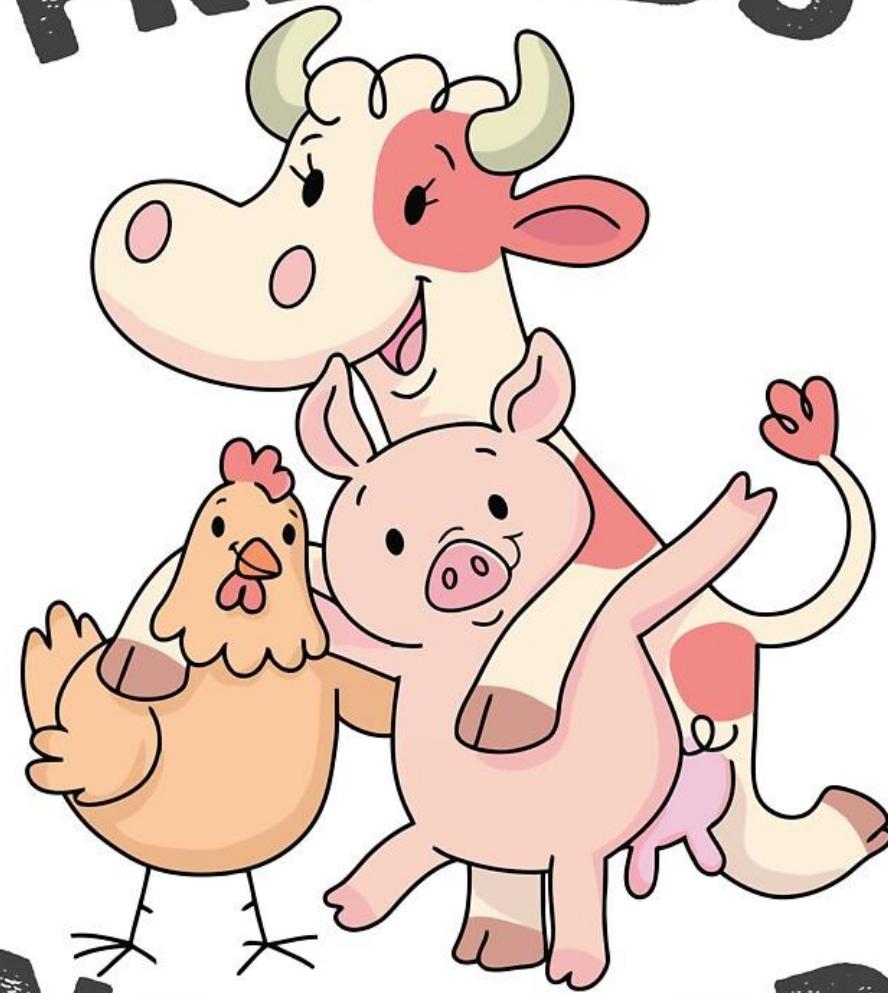
# População urbana não treinada e manipulada

A ignorância sempre gera dúvidas; duvida da rejeição e isso, atitudes negativas





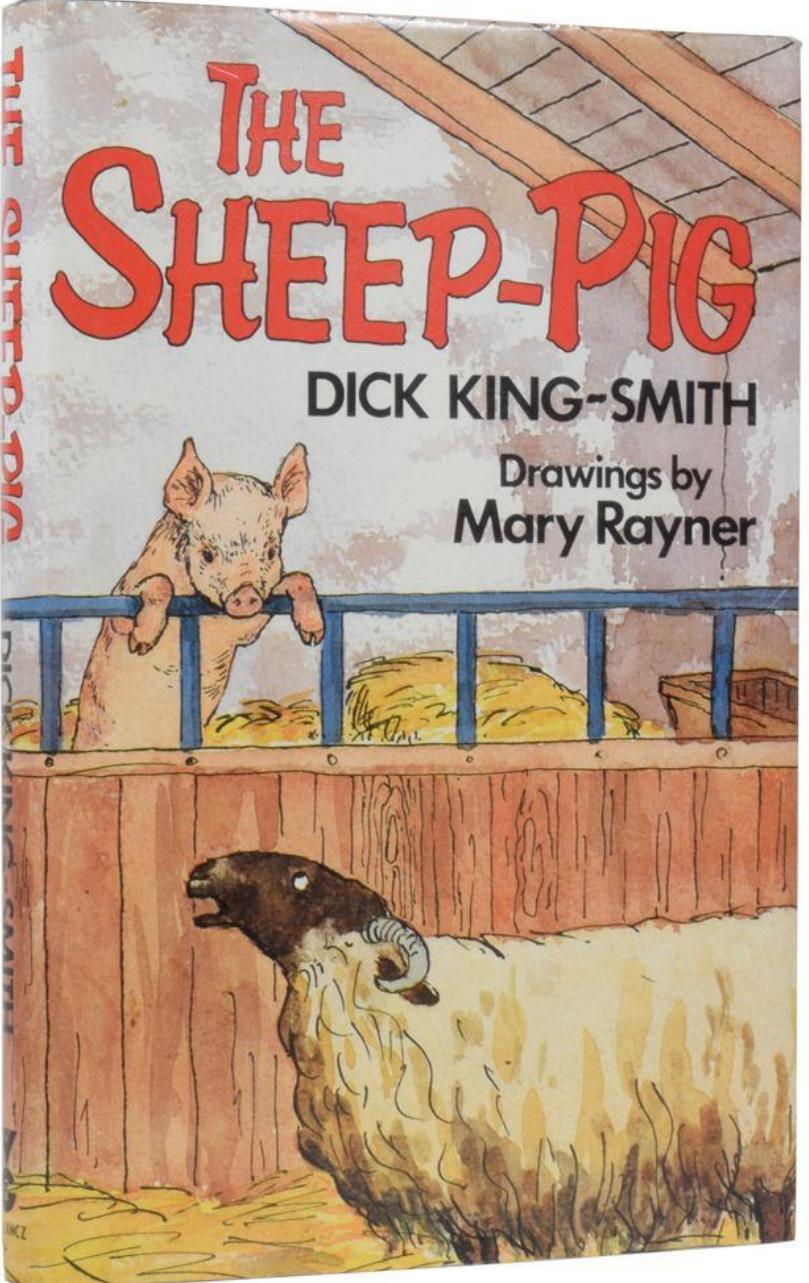
**FRIENDS**



**NOT FOOD**

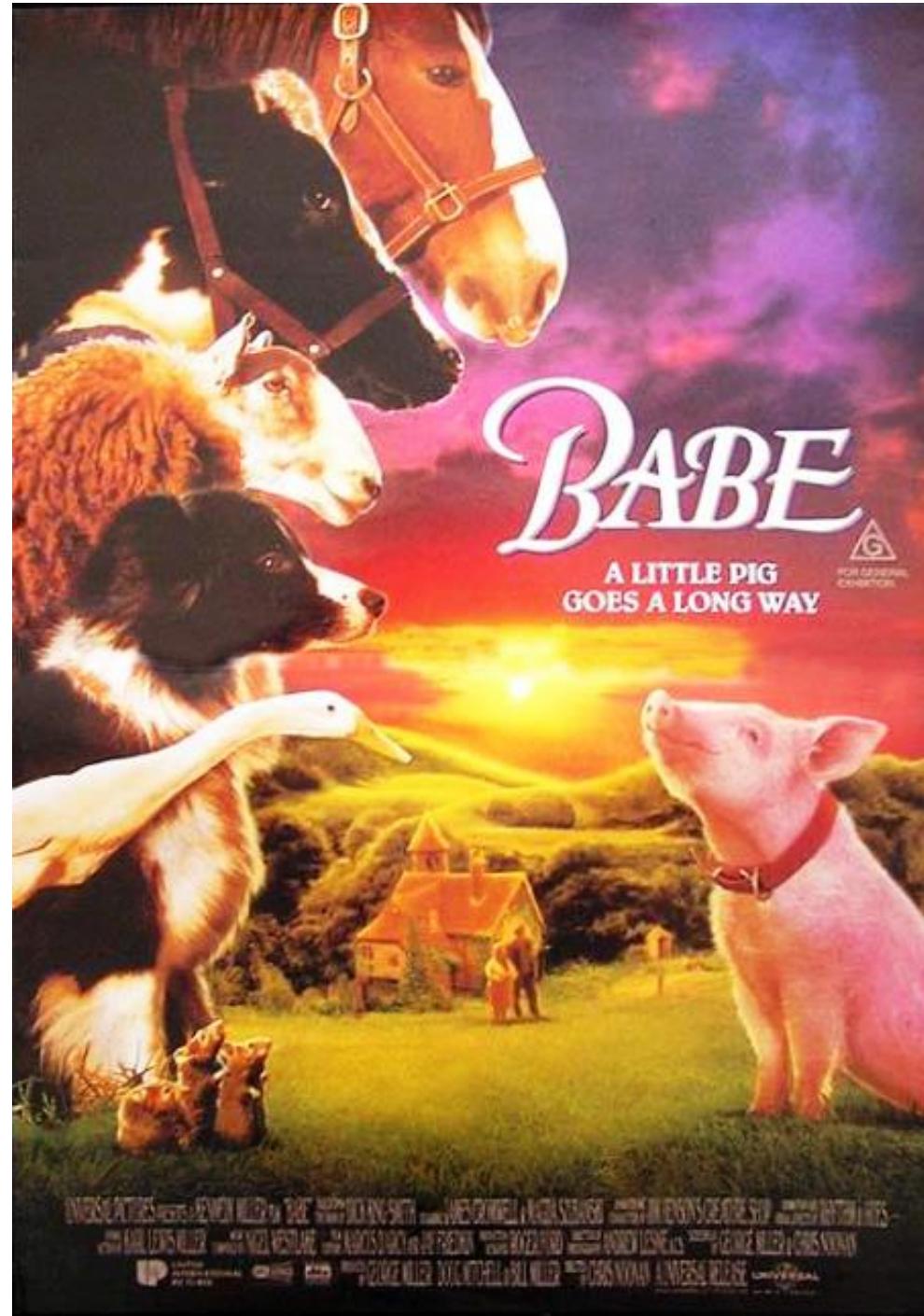


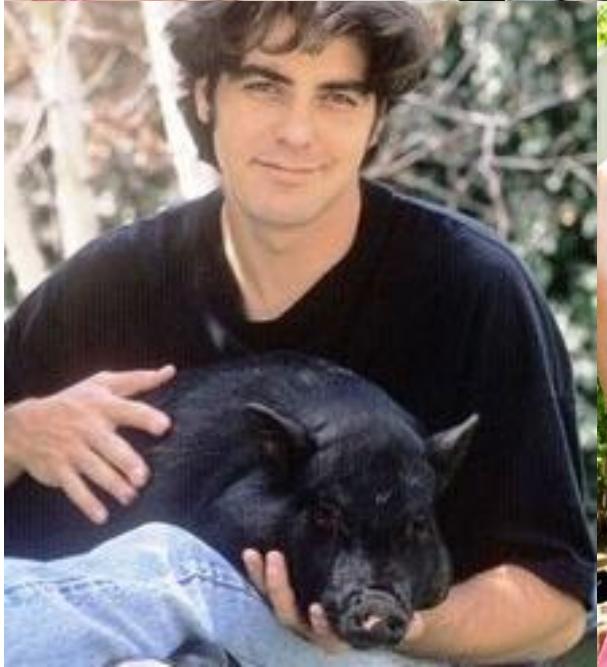
<b>Eslogan</b>	Inspires Life
<b>Tipo de canal</b>	Televisión por suscripción
<b>Programación</b>	Infantil y juvenil
<b>Propietario</b>	The Walt Disney Company
<b>Operado por</b>	Walt Disney Television
<b>País</b>	Estados Unidos
<b>Fundación</b>	18 de abril de 1983
<b>Inicio de transmisiones</b>	18 de abril de 1983



1983

1995







Clarivate  
Analytics

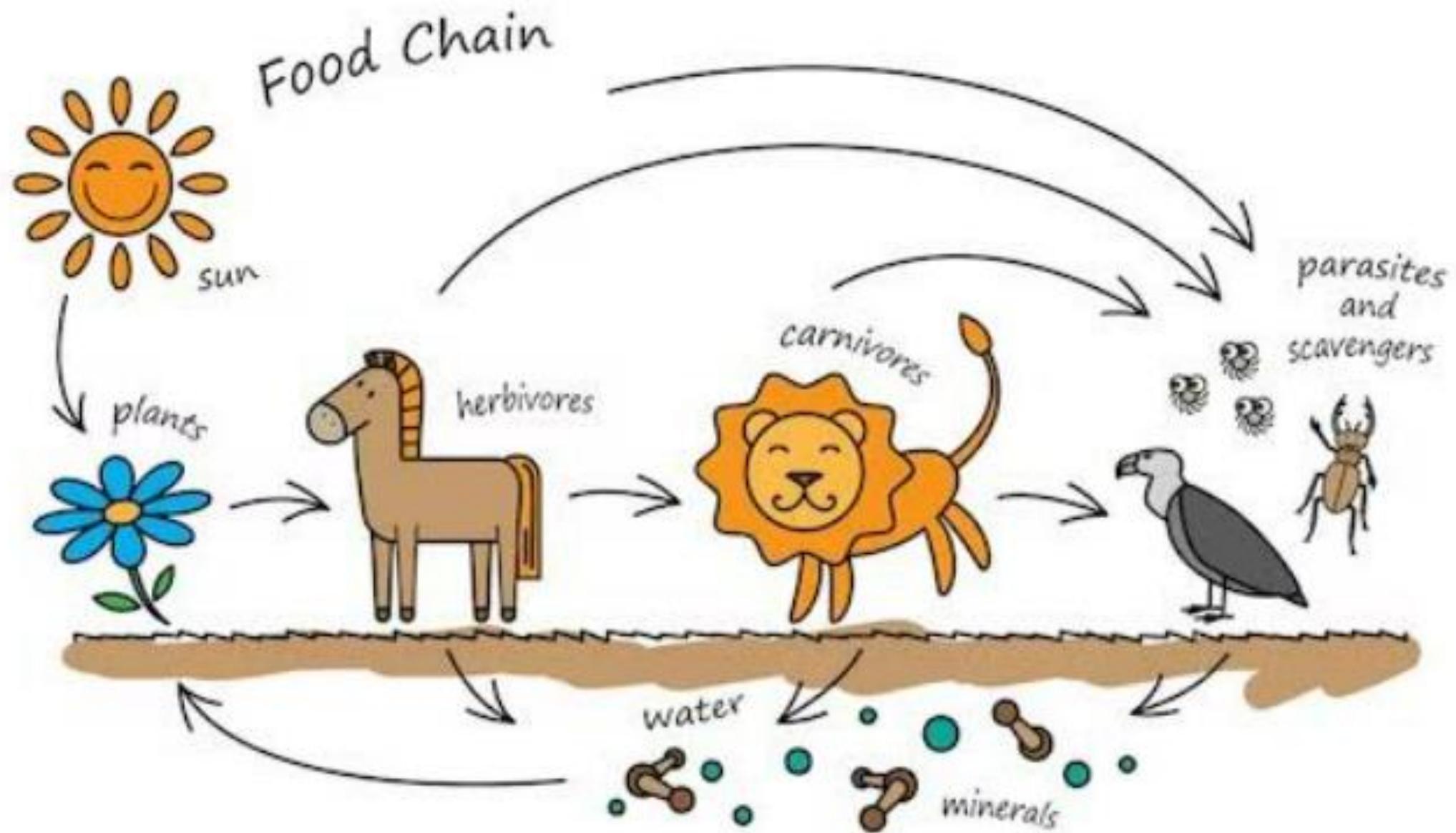
WEB OF SCIENCE™

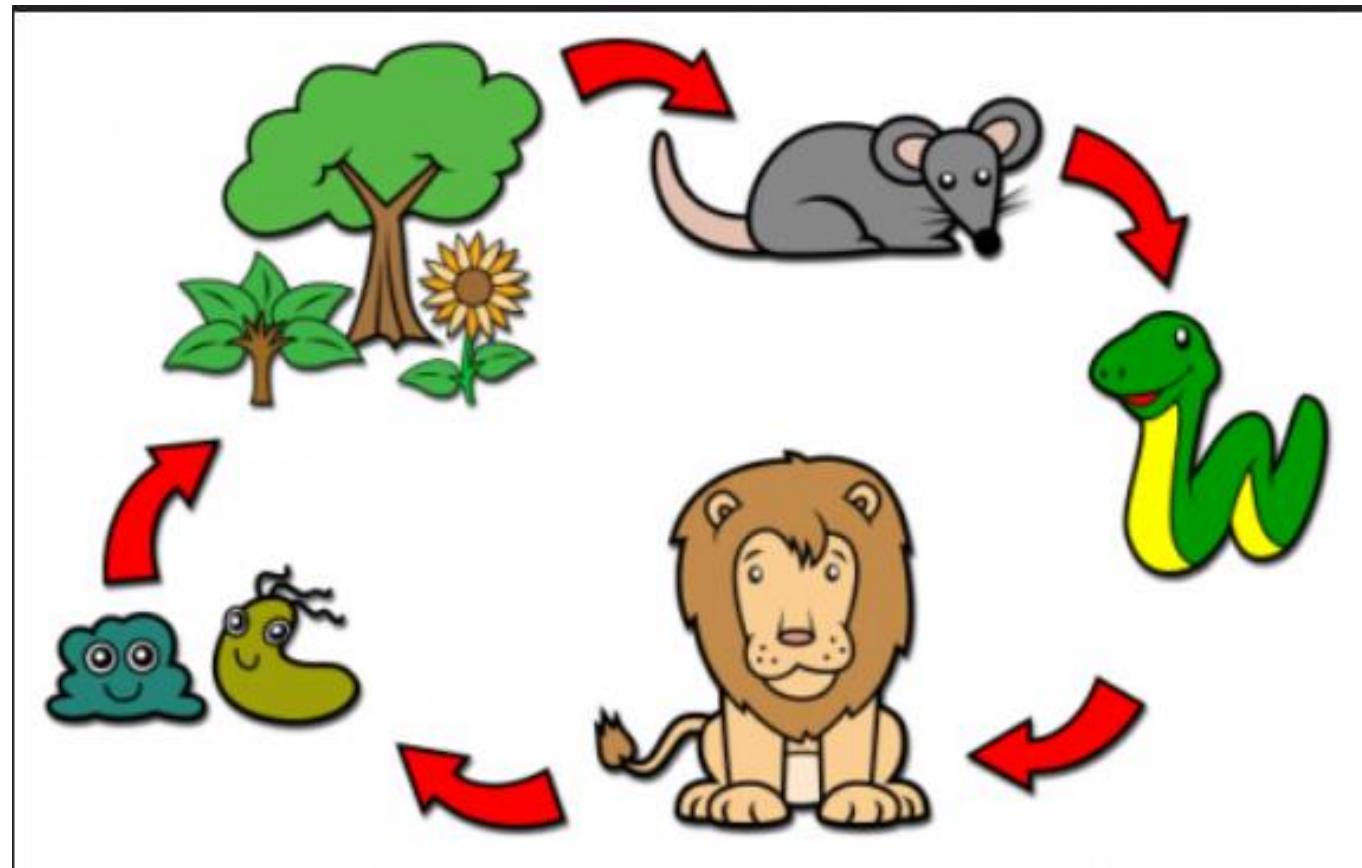
Número de citas: 45.831

- Behaviour
- Stress
- Pig

Número de veces citado al año







Não é para me defender do lobo,  
é para me defender do fazendeiro



Chapeuzinho Vermelho e o Lobo Bom

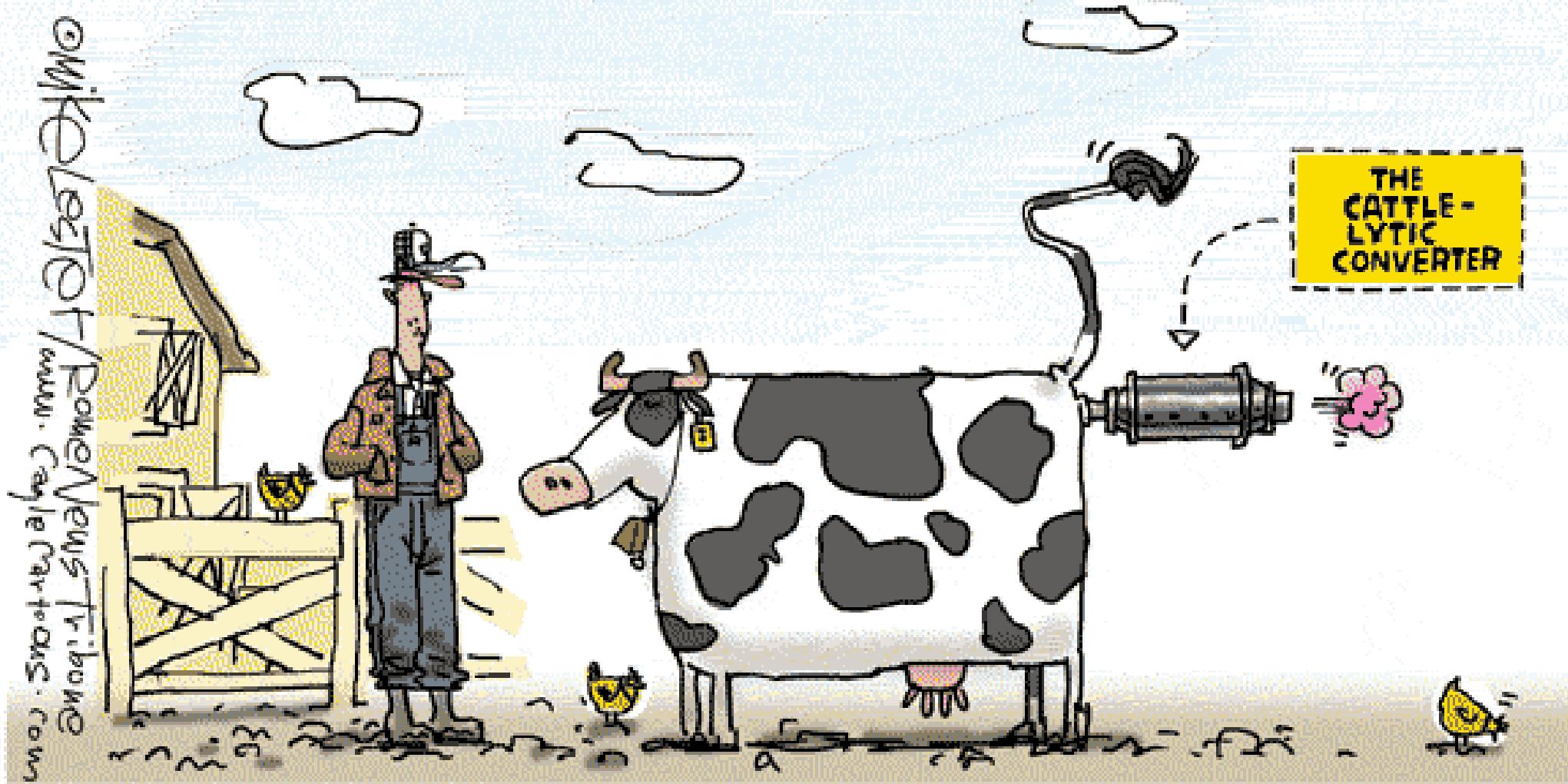
# Bode expiatório

=

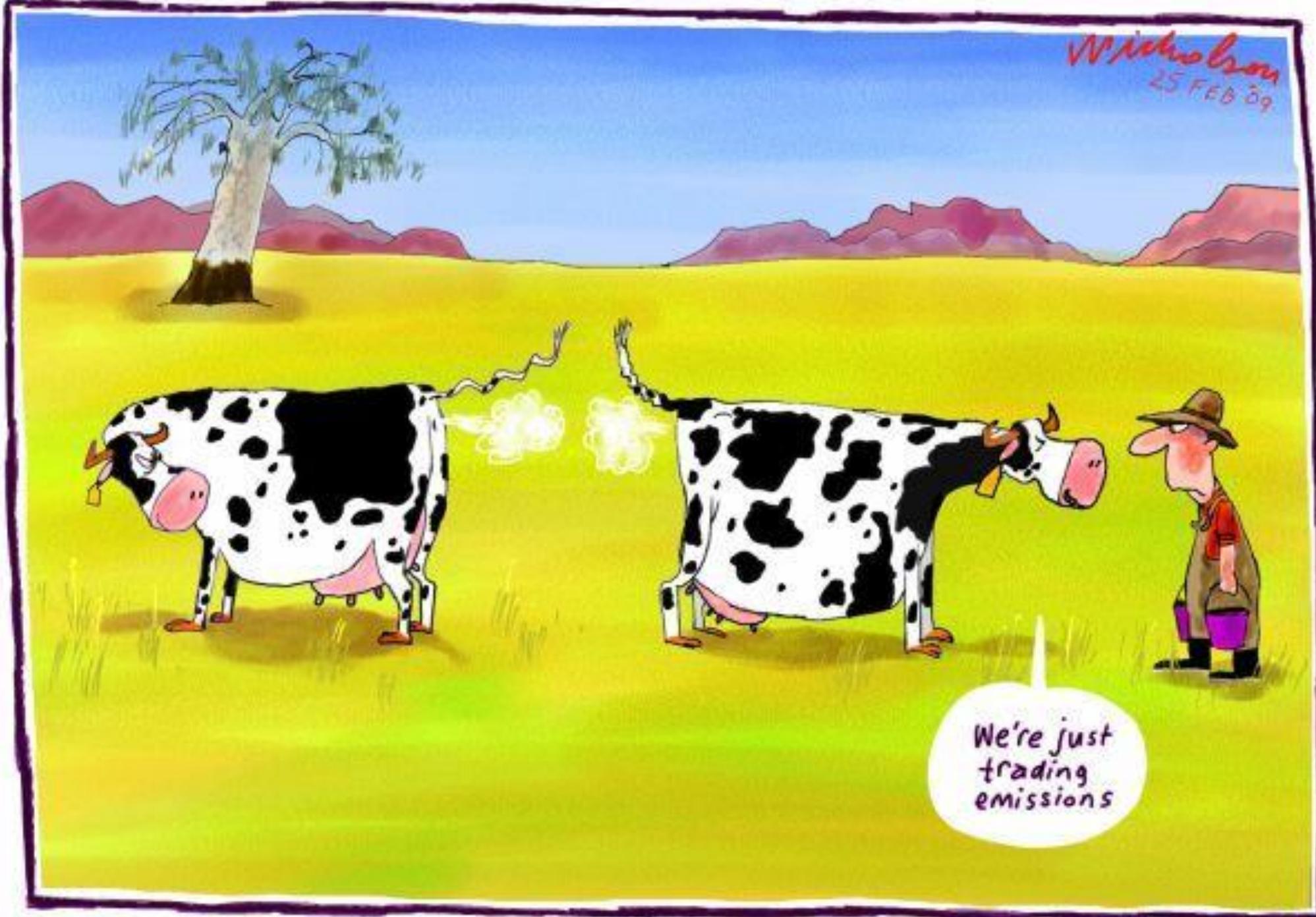




# U-N REPORT IDENTIFIES "COW EMISSIONS" ARE MORE DAMAGING TO PLANET THAN CO<sub>2</sub> FROM CARS... SOLUTION?



Nicholson  
25 FEB 09





# A new fashion at universities: to forbid meat

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International edition

# The Guardian

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Opinion

Sport

Culture

Lifestyle

More

Environment ▶ Climate change Wildlife Energy Pollution

Climate change

## Goldsmiths bans beef from university cafes to tackle climate crisis

University of London college will also seek to limit single-use plastics

Amy Walker

Mon 12 Aug 2019 15.51 BST



3044



▲ The best way to reduce impact on the environment is to avoid meat and dairy products, scientists have said.  
Photograph: Farm Images/UIG via Getty Images

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Trump's promise to foreign

# La universidad de Coímbra elimina la carne de vacuno en sus comedores

El rector anuncia que el objetivo es ser centro neutro en carbono antes de 2030



JAVIER MARTÍN DEL BARRIO

Lisboa - 18 SEP 2019 - 10:30 CEST



Universidad de Coimbra. UC

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## Netherlands

# Dutch city becomes world's first to ban meat adverts in public

Haarlem's move is part of efforts to cut consumption after meat was found to contribute to climate crisis

**Daniel Boffey**

Tue 6 Sep 2022 13.12 BST



Adverts will not be allowed on buses, shelters or screens in public places in Haarlem, home to 160,000 people. Photograph: Dutch Cities/Alamy

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FA reviewing incident involving Arsenal and Liverpool players after flare-up



'We want the clerics to get lost': Israel's new caliph

# Can Starbucks save the planet by cutting dairy? Activists and investors respond

Published: Jan. 25, 2020 at 12:45 p.m. ET

By Rachel Koning Beals

13

Soy, oat and almond milk leave their own mark



Starbucks CEO Kevin Johnson says the coffee chain will encourage consumers to choose milk made from almonds, coconuts, soy or oats, whose production is environmentally friendlier than dairy, some claim.

Connor Surdi for Starbucks

# Pecuária sustentável

- O consumidor do século XXI
- **Animalistas e veganos**
- Problemas da pecuária: sustentabilidade
- Diferentes sistemas pecuários
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- A pegada de carbono
- Concluindo





### The voice for animals in Europe

As the pan-European animal protection organisation, the primary focus of Eurogroup for Animals is to work in the interest of animals towards a society in which they are valued and respected as sentient beings.



**44 years**  
of Eurogroup for Animals



**98**  
member organisations



**1700000**  
signatures collected for a Fur Free Europe

# EU Elections: 1000 candidates take the pledge for animals



7 June 2024 ⚒ Press Release

Over 1000 candidate MEPs have committed to work towards better animal welfare in the EU, should they be elected in the current European Elections.

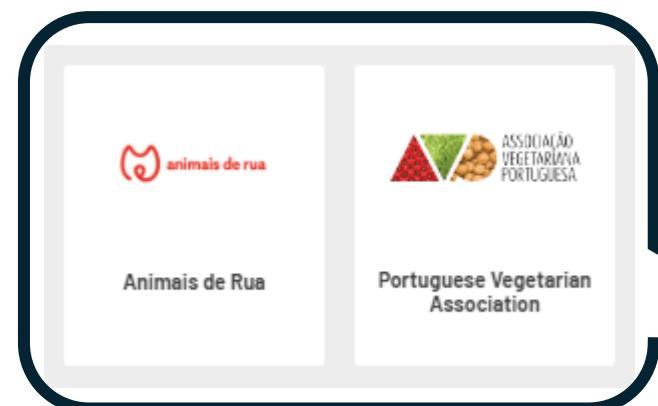
The [Vote for Animals](#) campaign, run by Eurogroup for Animals and its members, asks candidates to take a pledge committing to do more for better protection of all animals at EU level.

Candidates spanning the entire political spectrum across 27 Member States have made the commitment. Spain, Italy, Finland and France have the largest number of candidates supporting the pledge.

The Vote for Animals pledge calls for:

- New **species-specific legislation for all farmed species**, and a **transition to non-cage systems** within five years, as promised in response to the [End the Cage Age ECI](#).
- An **end to the suffering of animals during live transport**, moving away from live animals towards transporting meat products.
- **Higher standards for aquatic species**, both farmed and wild, in farming, transport and slaughter; and a ban on the introduction of octopus farming.
- A Common Agricultural Policy that supports a **sustainable food system**, and a transition to higher animal welfare, and a shift towards plant-based diets.
- **Trade requirements that respect the same standards** as those established by revised EU legislation.
- Raised efforts and resources to accelerate the **transition to non-animal methods** in research, and support the scientific community to shift towards animal-free testing.
- **Better legislation for wild animals**, including a positive list of animal species allowed to be kept as pets, strengthened EU legislation for zoos, action against wildlife trafficking, and humane methods in wildlife management.
- A **ban, without delay, of fur farms and fur products on the EU market**, as per the demands of the [Fur Free Europe ECI](#).
- Full traceability, improved breeding practices, stricter controls on sales and transportation, and **better treatment of companion animals**.
- An **EU commissioner responsible for animal welfare**, to ensure consistent attention and action in this area.

**Uma Política Agrícola Comum que apoie um sistema alimentar sustentável, uma transição para um maior bem-estar animal e uma mudança para dietas baseadas em vegetais.**



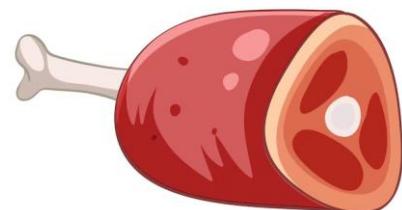
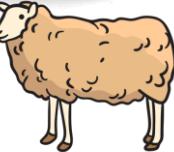
EUROGROUP  
FOR  
ANIMALS





# Linhas de trabalho “anti”:

- Caçar
- Peles
- Touros
- Pecuária
- Dieta onívora



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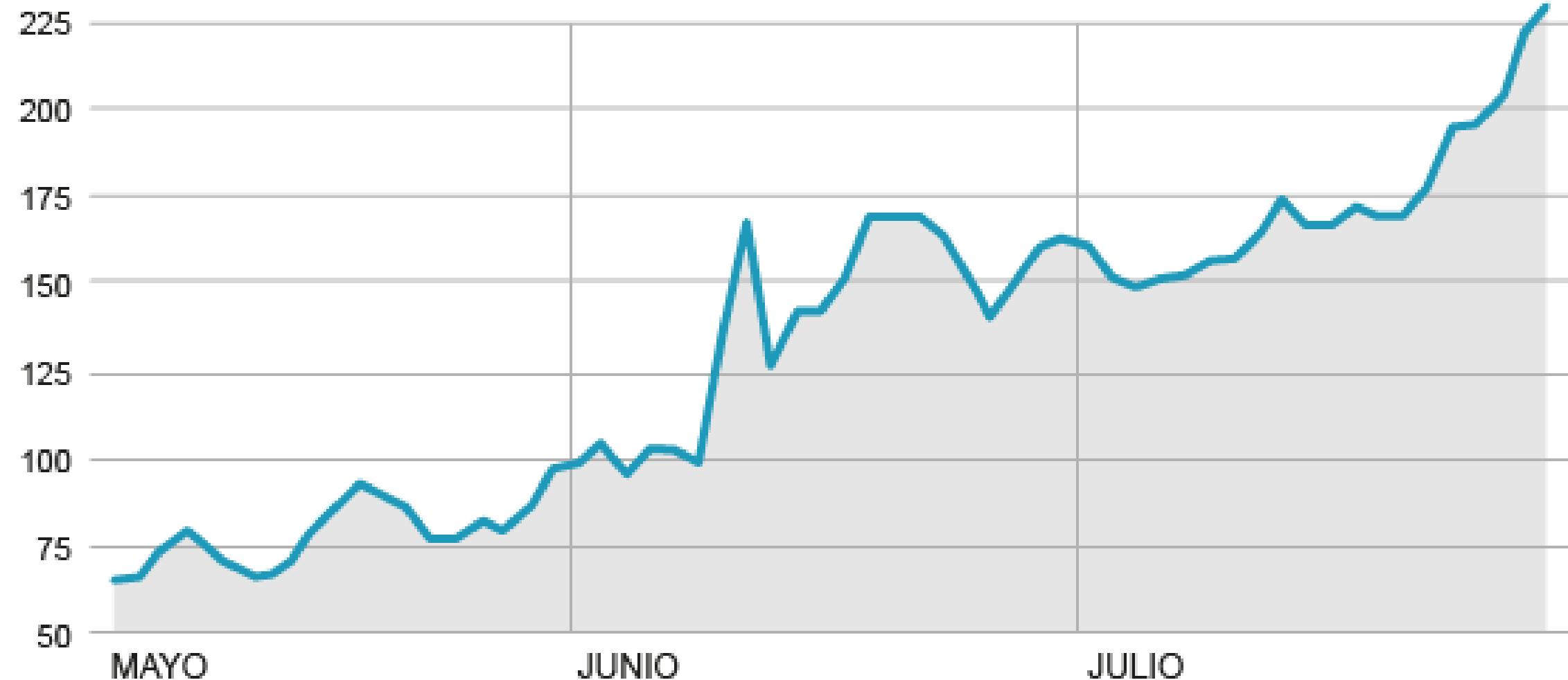
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Home | Alimentación y Bebidas | Consumo | El número de veganos, vegetarianos y flexitarianos crece 65 % en 4 años en España



Productos de origen vegetal en una tienda. Efeagro/Juan Carlos Cárdenas

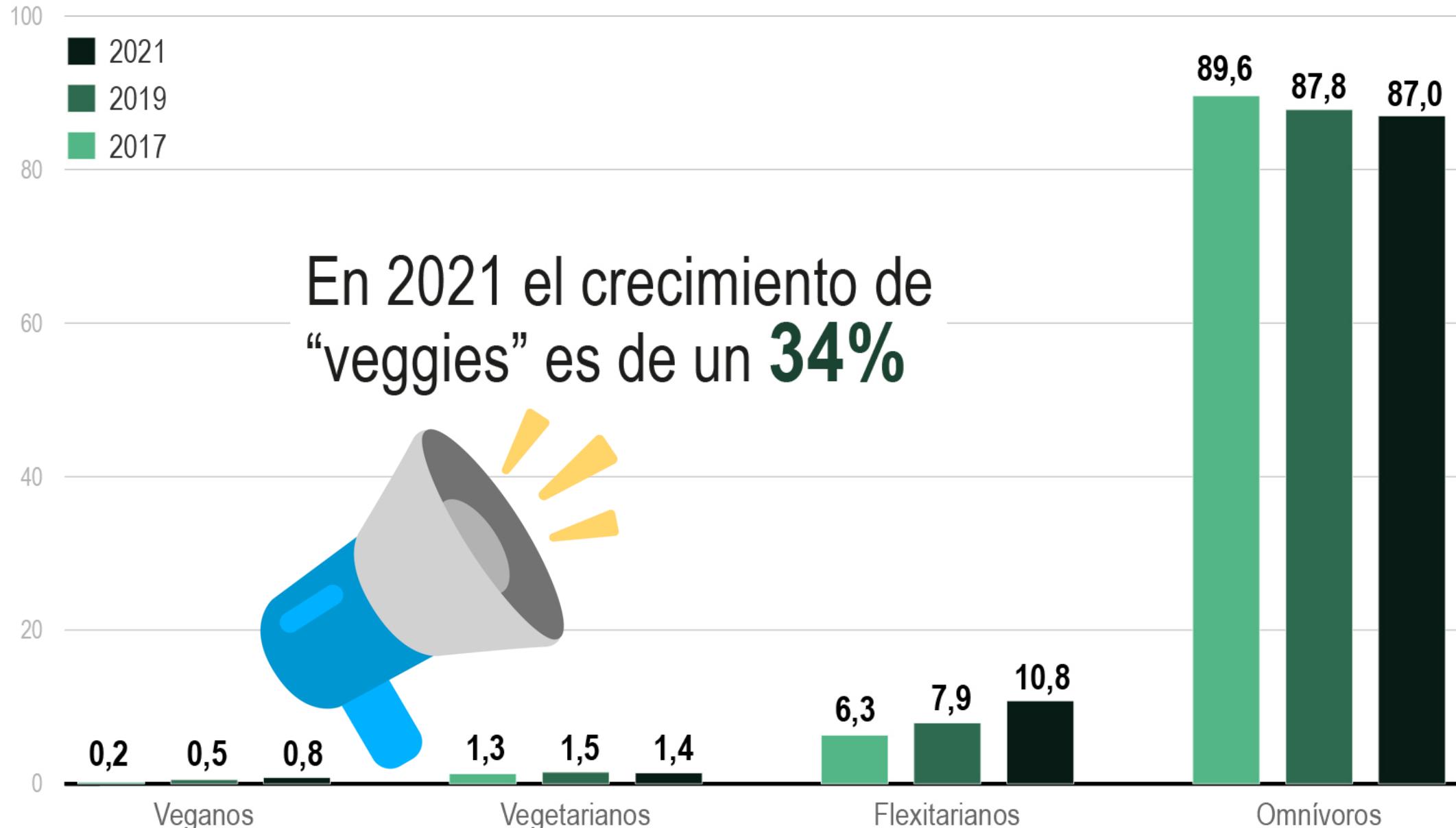
## CONSUMO ALIMENTACIÓN

### El número de veganos, vegetarianos y flexitarianos crece 65 % en 4 años en España

- El perfil del consumidor "veggie" no refleja diferencias por sexo y están representados "todos los rangos de edad", pero **hay más en el grupo más joven, de 18 a 34 años.**

# Distribución por tipos de dieta en España

En %



# 1er restaurante con carne de laboratorio



## CATEGORÍAS

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13/01/2021

## **CULTUREDMEAT, el proyecto de I+D mejor valorado en todos los ámbitos de la convocatoria MISIONES de CDTI**

El proyecto de I+D de carne cultivada que investigará los cárnicos del futuro destinados a la prevención de cáncer de colon y dislipemias - CULTUREDMEAT- nace bajo el paraguas de 8 entidades socias y 10 organismos de investigación, con el objetivo de conseguir un sector agroalimentario más sostenible y saludable

# Ethical consumerism: Veganism

Valentin Beck<sup>1</sup> | Bernd Ladwig<sup>2</sup> 

<sup>1</sup>Department of Philosophy, Free University of Berlin, Berlin, Germany

<sup>2</sup>Department of Political Science, Free University of Berlin, Berlin, Germany

**Correspondence**

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**Funding information**

Alexander von Humboldt-Stiftung (Feodor Lynen Research Scholarship)

**Edited by** Anja Karnein, Domain Editor, and Mike Hulme, Editor-in-Chief

**Abstract**

In this article, we review an array of positions in the contemporary literature that concern the moral reasons for vegan consumerism. We situate veganism within the broader field of ethical consumerism, present a variety of motivations and justifications for veganism, and discuss criticisms of vegan consumerism. The arguments presented in the article ultimately pertain to the question of whether concerns for animals, human rights, or climate justice entail strong moral reasons to adopt a vegan lifestyle. Additionally, we address issues of particular relevance for political philosophy, such as whether organized vegan consumer campaigns are a politically legitimate means to strive for structural change. We hope to show that there are anthropocentric, as well as animal-centered, reasons that speak in favor of radically reformed human-animal relations, including diets that are at least predominantly plant-based.

This article is categorized under:

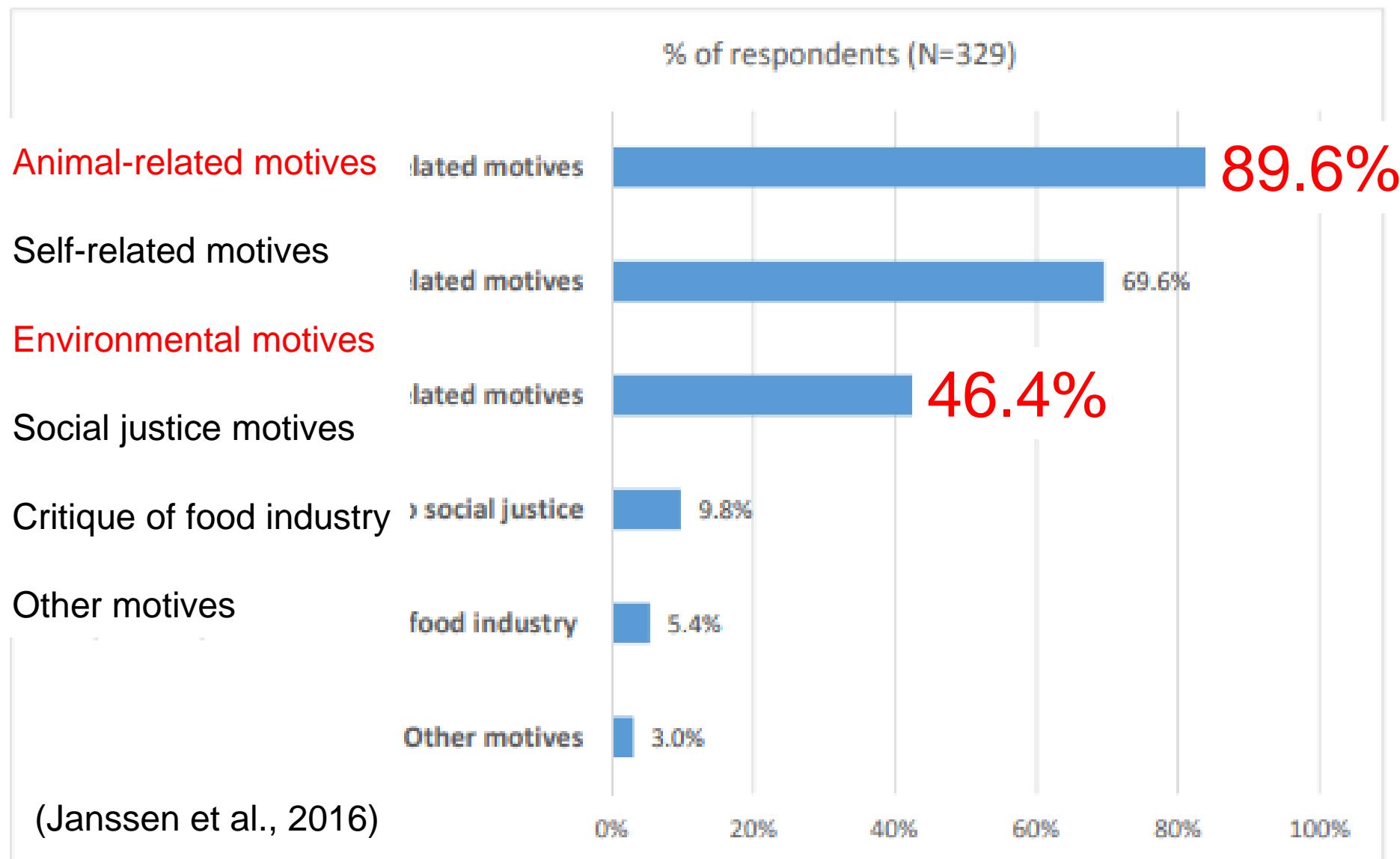
Climate, Nature, and Ethics > Ethics and Climate Change

**KEY WORDS**

animal ethics, climate ethics, climate justice, ethical consumption, veganism

- Human rights and climate justice
- Animal ethics

# Motives of consumers following a vegan diet and their attitudes towards animal agriculture





SÉ QUIÉNES SON  
SÉ DE DÓNDE VIENEN  
SÉ QUE AYUDO A SALVARLES

**COMPASIÓN**  
**Animal**  
SANTUARIO

SUEÑO CON UN MUNDO MEJOR

A close-up photograph of a white sheep's head and shoulders, looking directly at the camera. The sheep has large, curved brown horns. It is standing in a field of tall, green grass. Overlaid on the right side of the image is a graphic with text in Spanish: "SÉ QUIÉNES SON", "SÉ DE DÓNDE VIENEN", and "SÉ QUE AYUDO A SALVARLES". Below this is the logo for "COMPASIÓN Animal SANTUARIO", featuring a stylized mountain or landscape icon above the word "Animal". At the bottom, the tagline "SUEÑO CON UN MUNDO MEJOR" is written in a smaller font.

# Pecuária sustentável

- O consumidor do século XXI
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- Diferentes sistemas pecuários
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# PROBLEMAS DE PECUÁRIA do século XXI?

## Para o consumidor ou para o agricultor?

- Qualidade e segurança alimentar
- Bem estar animal
- Conservação ambiental
- Eficácia de custos



[PT](#)[BR](#) sustentabilidade

# sustentabilidade

## sustentabilidade

(sus·ten·ta·bi·li·da·de)

nome feminino

1. Qualidade ou condição do que é sustentável.
2. Modelo de sistema que tem condições para se manter ou conservar.

PT

BR

 sustentável

# sustentável

## sustentável

(sus·ten·tá·vel)

adjectivo de dois géneros

1. Que se pode sustentar.
2. Que se pode defender.
3. Que tem condições para se manter ou conservar (ex.: *desenvolvimento sustentável*). = SUSTENTADO

# Ganadería sostenible



ganaderia sostenible



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Pastoreo



Ganaderia extensiva



Ganaderia colombiana



Ganaderia regenerativa



Industria ganadera



Sello



Producción ganadera



Ganaderia bovina



Animal



Impacto ambiental



BBVA  
La ganadería sostenible ayuda a ...



Ruminants Blog  
La ganadería sostenible es posible



Alianza Alimentaria  
Qué tan sostenible es la ganadería ...



Ruminants Blog  
La ganadería sostenible es posible



Ecoemprende  
ganadería sostenible



Unión de Pequeños Agricultores y G...  
Ganadería sostenible



INTEGRA  
Qué es la ganadería sostenible



Reporte Asia  
Ganadería sustentable: un desafío ...



EFEverde  
Expertos latinoamericanos piden ...



BBVA  
La ganadería sostenible ayuda a ...



Capsa Vida  
sostenible conservación biodiversidad ...



Asociación Mundial de Ganadería Sostenible  
Ganadería sostenible y cambio climátic...



Asociación Mundial de Ganadería Sostenible  
Tendencias que marcarán el futuro de la ...



Plataforma Tierra  
Una ganadería cada día más sostenible



Gobierno de México  
Agricultura y Desarrollo Rural ...



Ecologistas en Acción  
Otra ganadería es posibl...



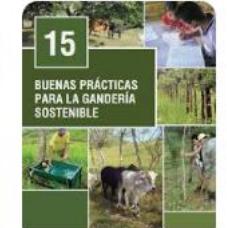
Barcelona Culinary Hub  
Por qué apostar por la ganadería ...



Rodríguez Sacristán  
La estrategia europea para una ...



Agronet  
El sello de 'Ganadería sostenible ...



Darién Sostenible  
Darién Sostenible

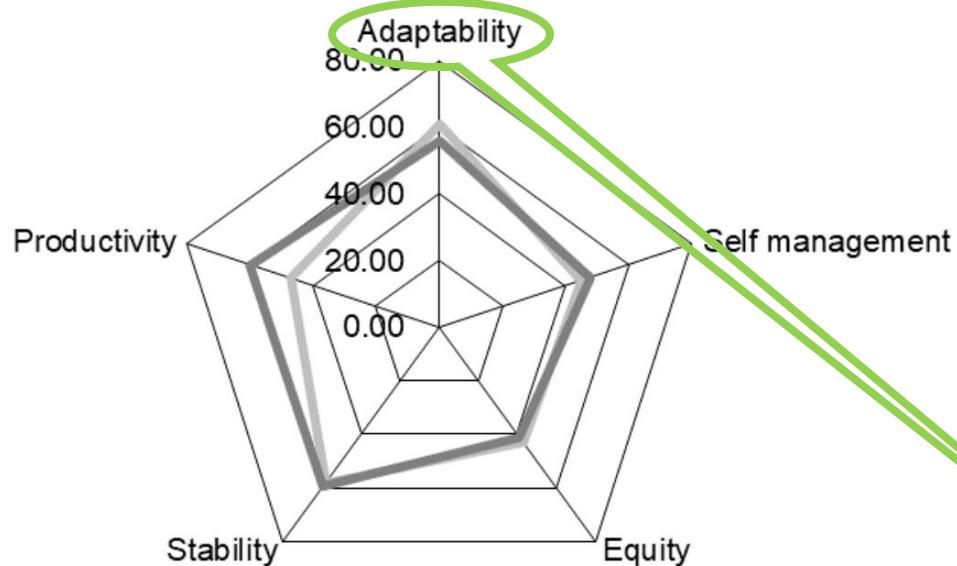
# Sustentabilidade

Integração do meio ambiente com o desenvolvimento, de economia com ecologia

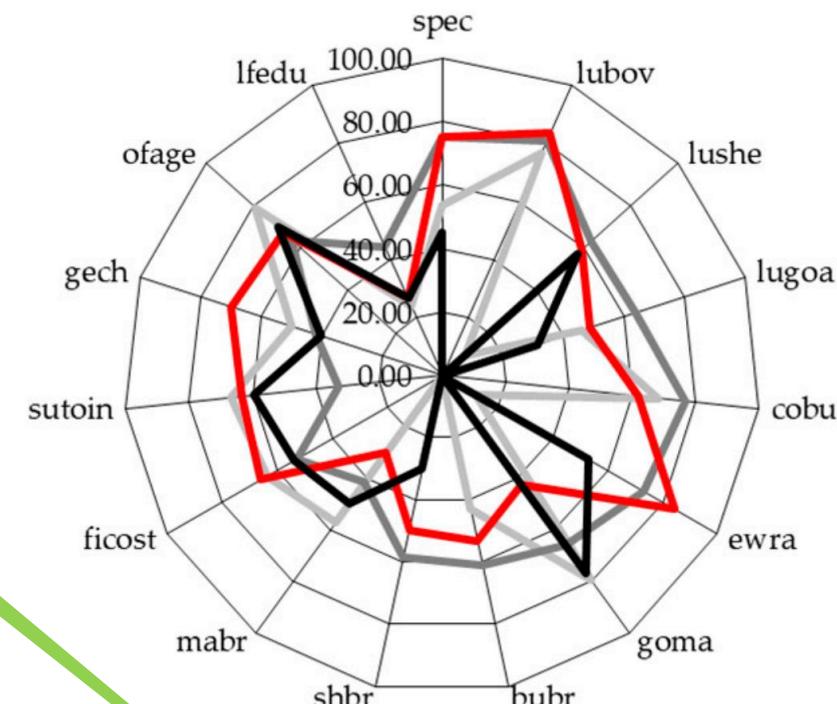


Article

# Assessment of the Sustainability of Extensive Livestock Farms on the Common Grasslands of the Natural Park Sierra de Grazalema

Cipriano Díaz-Gaona , Manuel Sánchez-Rodríguez and Vicente Rodríguez-Estevez \* 

— Non-organic    — Organic



(a) Adaptability indexes

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Econômico  
Social  
Ambiental

SOSTENIBILIDAD		
		
		
		



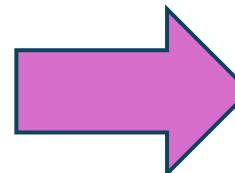
# ¿Qué es ganadería extensiva?

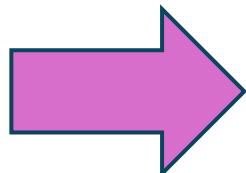


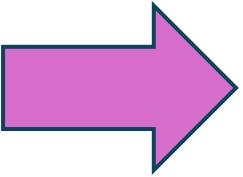
# ¿Qué es ganadería intensiva?



Falta de regulamentação → dificuldade de diferenciação





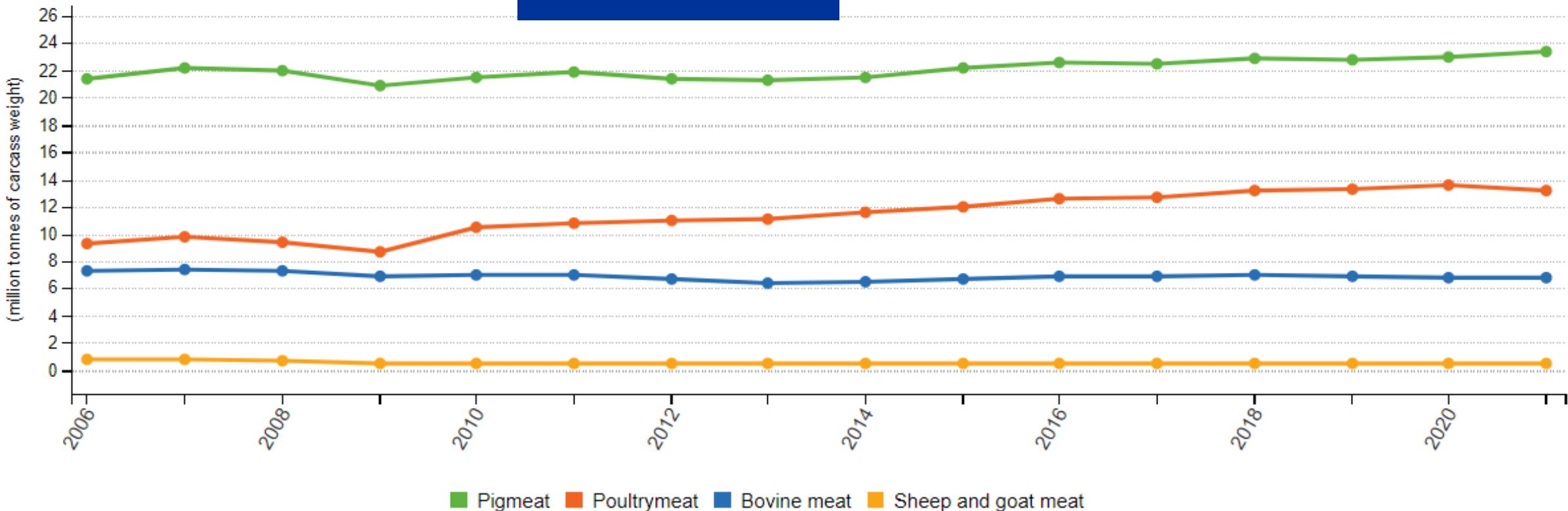


$\leq 1$  cerdo/ha

¿Intensivo?  
¿Extensivo?



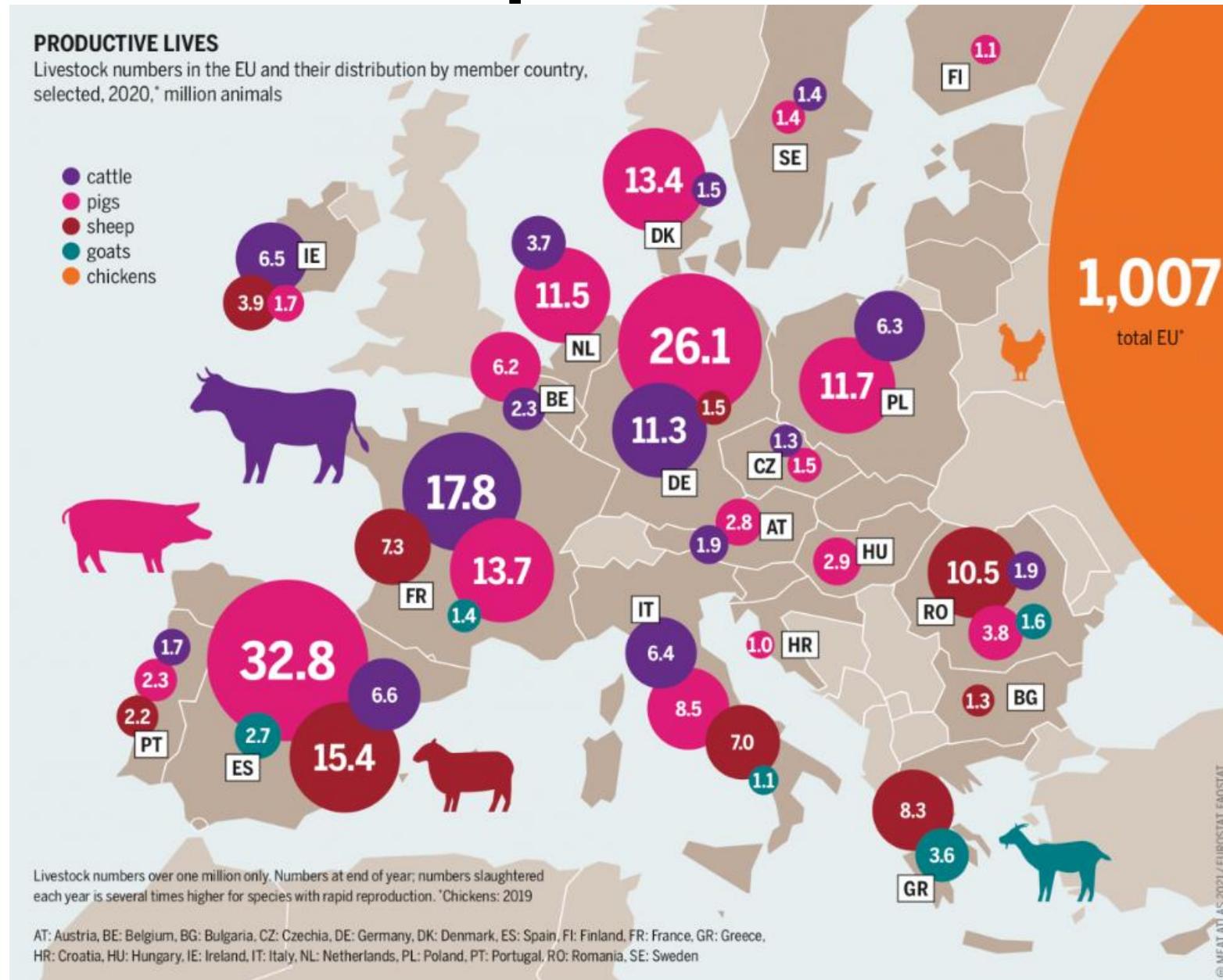
*Meat production, EU, 2006-2021*



Note: estimates made for the purpose of this publication.

Source: Eurostat (online data codes: apro\_mt\_lscatl, apro\_mt\_lspig, apro\_mt\_lssheep, apro\_mt\_lsgoat)

# Sistemas pecuarios indiferenciados



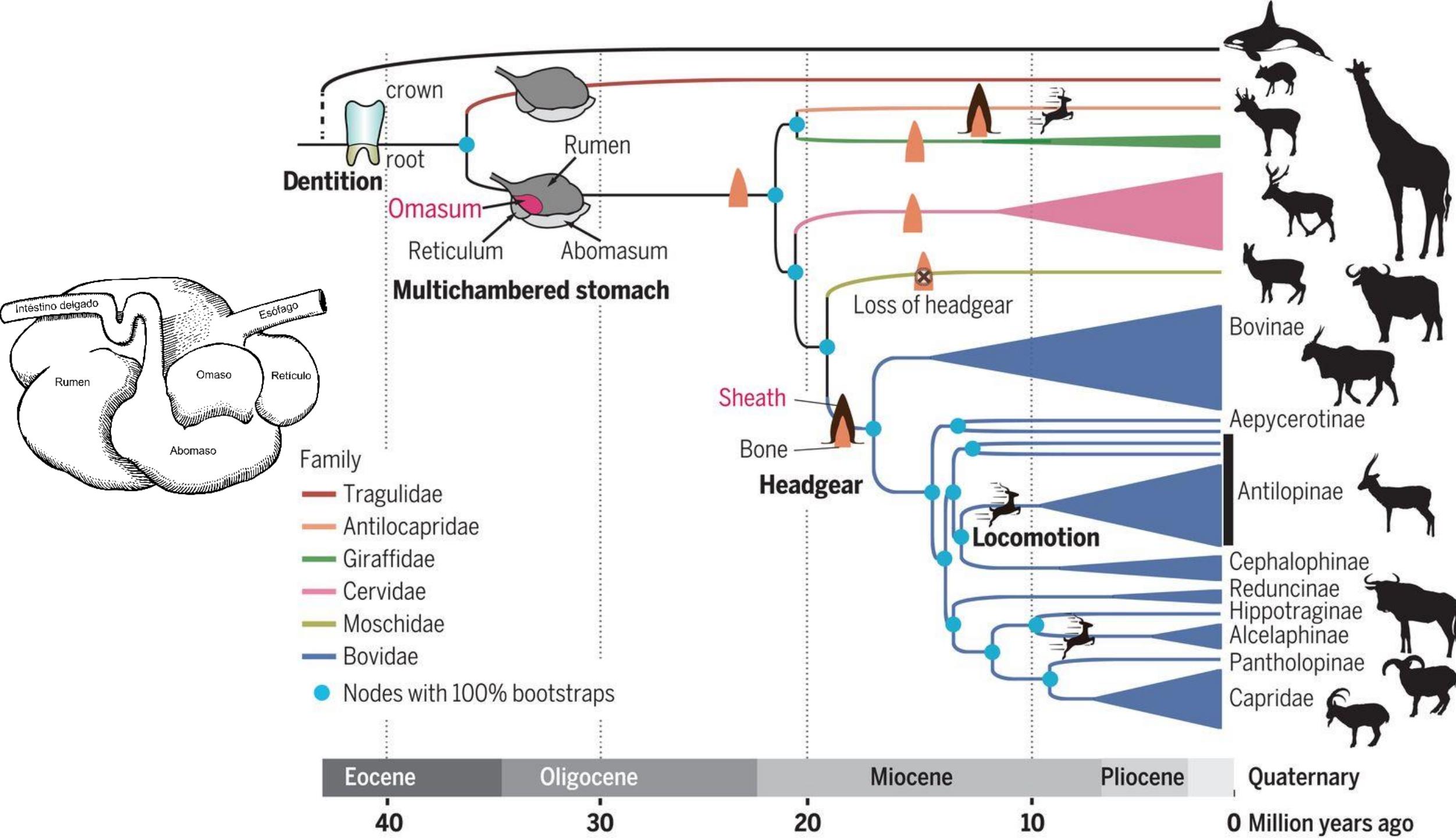
¿Intensivo?  
¿Extensivo?

# O que é e o que não é a pecuária extensiva?



# A “armadilha” de alimentação suplementar

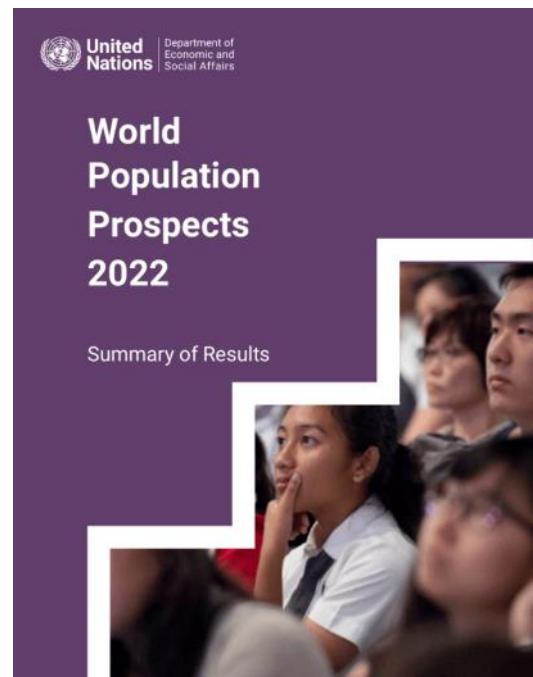
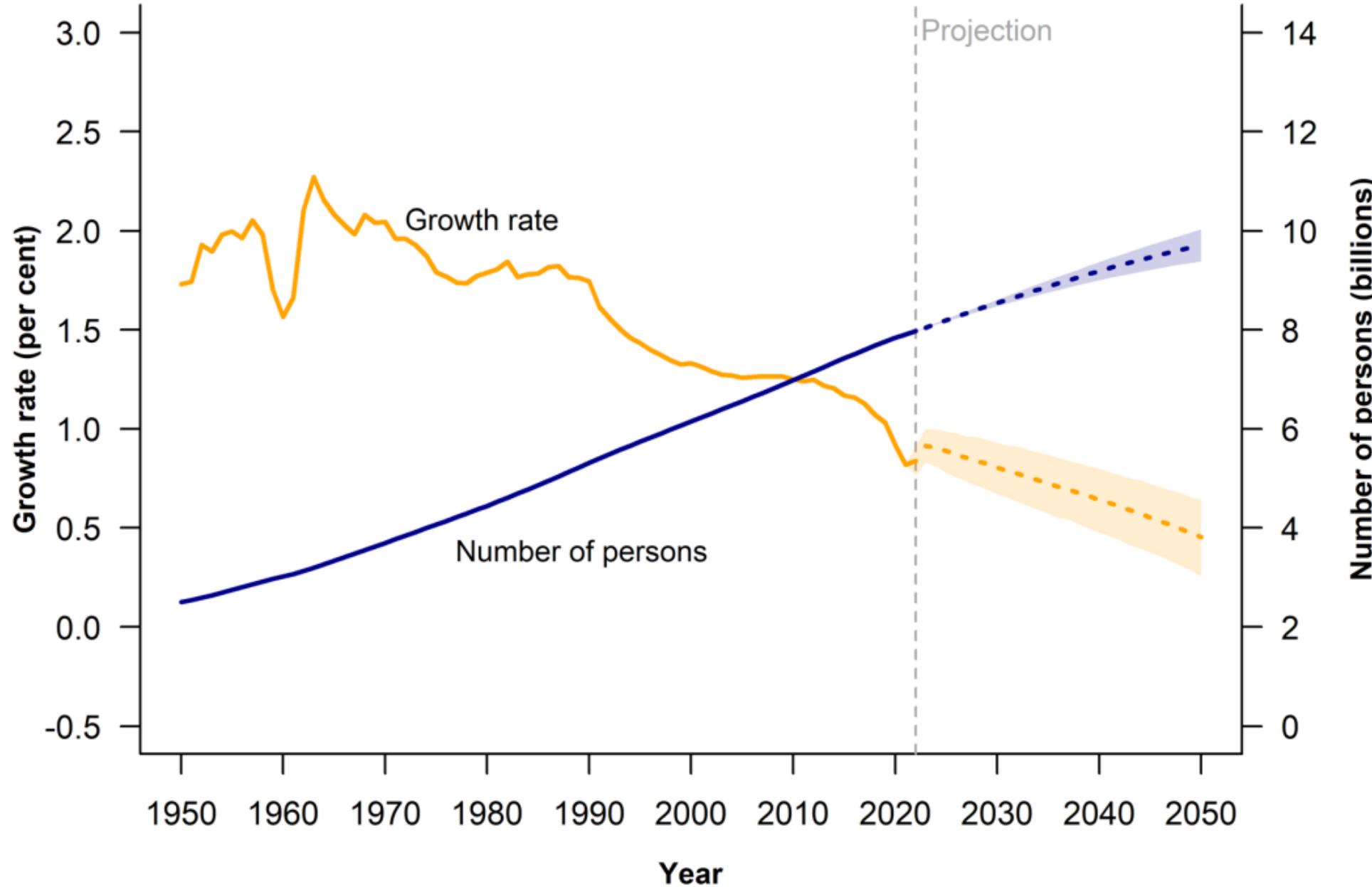




# Índice de preços dos alimentos da FAO



# Global population size and annual growth rate: estimates, 1950-2022, and medium scenario with 95 per cent prediction intervals, 2022-2050





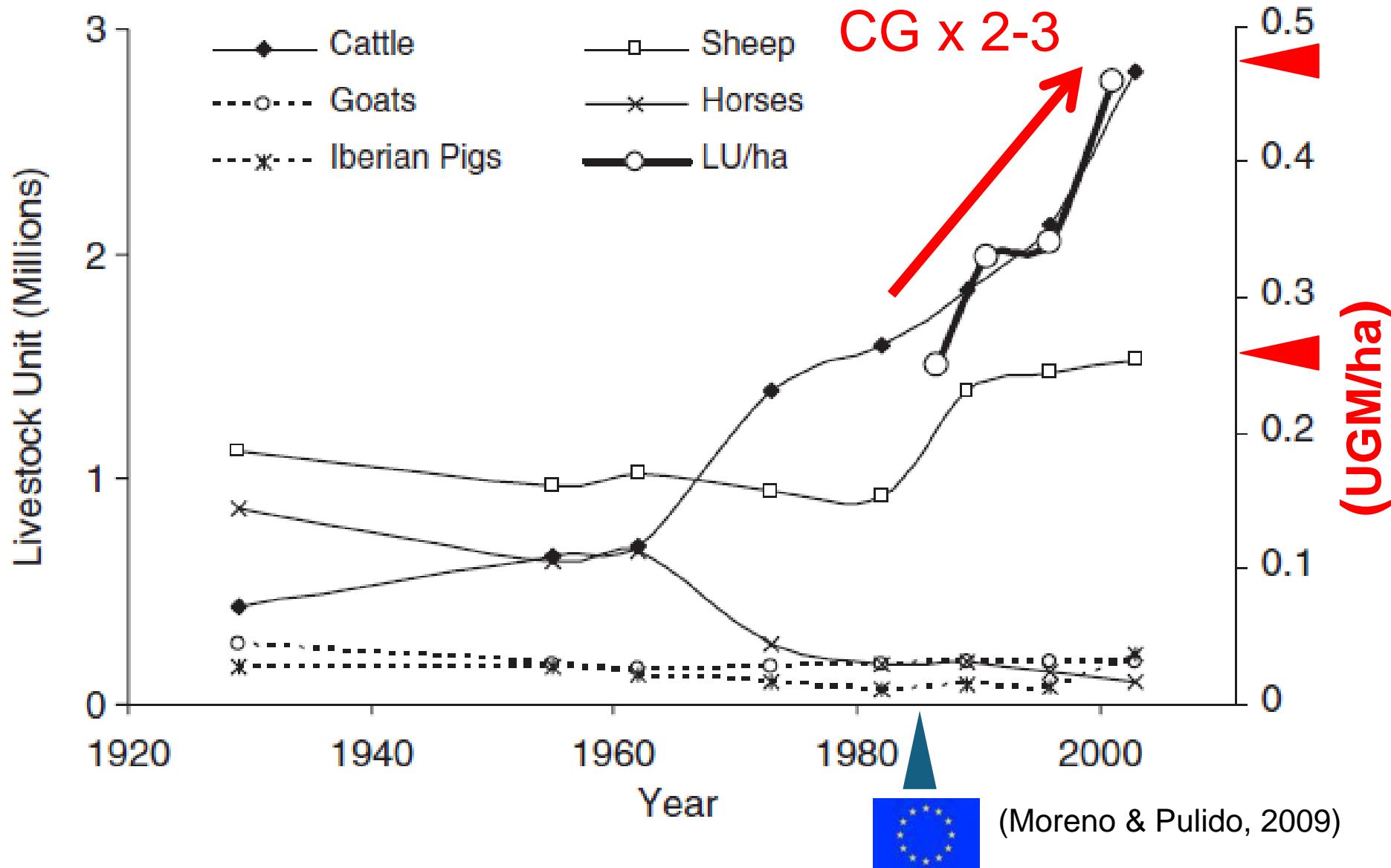
**37,5 millones de tn de piensos  
en España en 2022**

**1<sup>er</sup> país europeo  
Top 10 mundial**

Alimentação suplementar para regular ou equilibrar,  
mas não para substituir forragens



# Evolución de la CG en la dehesa española





1<sup>a</sup> Necessidade de definição jurídica

2º Necessidade de diferenciação no mercado



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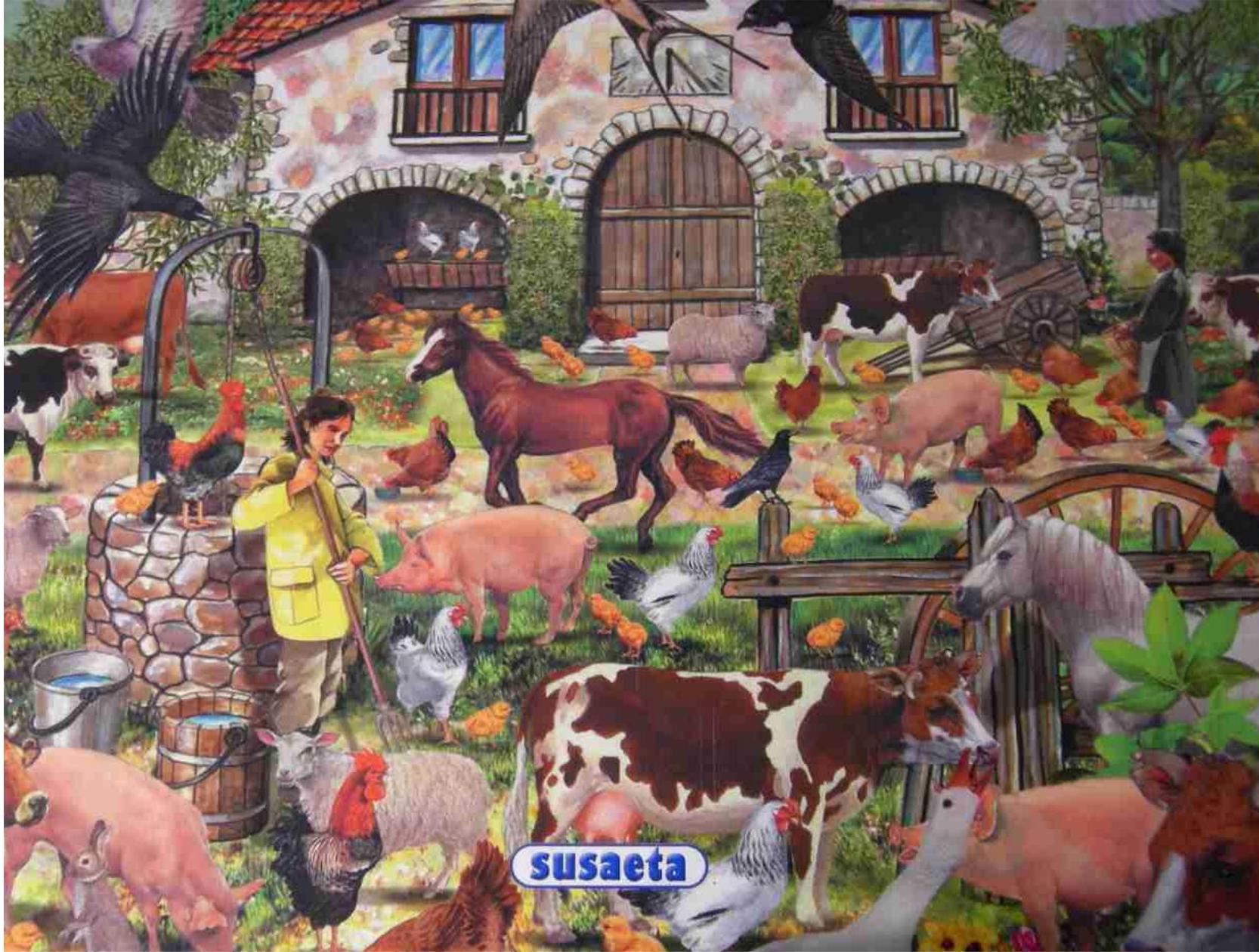


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# Quantos animais podem ser alimentados a pasto?



susaeta

**Diretiva Nitratos da EU (Diretiva 91/676/CEE) estabelece que a quantidade de nitrogênio proveniente de esterco animal não deve exceder os **170 kg de nitrogênio por hectare por ano** nas zonas vulneráveis à contaminação por nitratos**

---

31. 12. 91

Jornal Oficial das Comunidades Europeias

Nº L 375/1

II

*(Actos cuja publicação não é uma condição da sua aplicabilidade)*

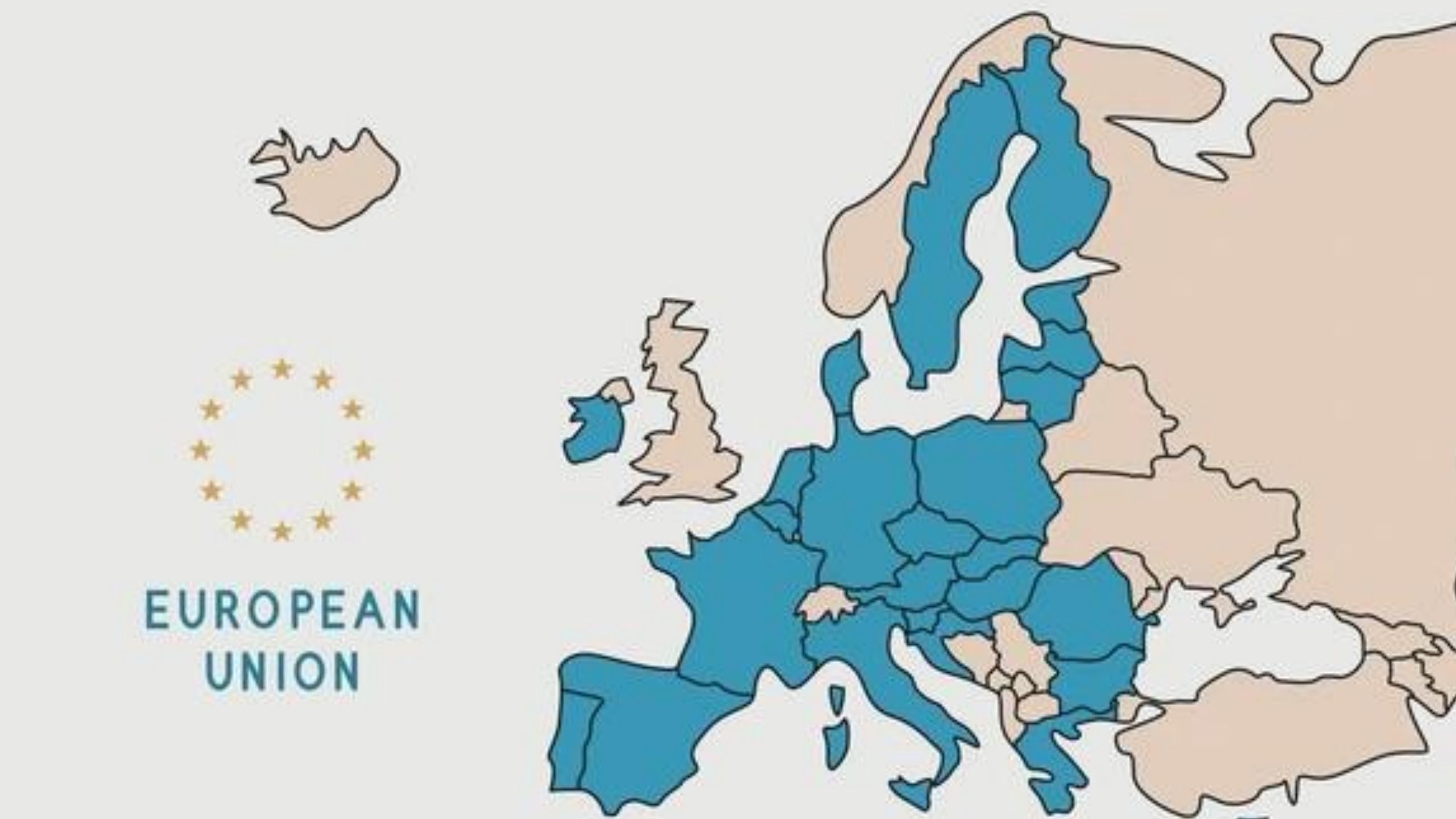
**CONSELHO**

**DIRECTIVA DO CONSELHO**

**de 12 de Dezembro de 1991**

**relativa à protecção das águas contra a poluição causada por nitratos de origem agrícola**

**(91/676/CEE)**



A stylized map of Europe where countries are colored either light orange or dark blue. The dark blue countries include France, Germany, Italy, Spain, Portugal, and the Benelux group. The light orange countries include the UK, Ireland, Poland, Czech Republic, Slovakia, Hungary, Austria, Slovenia, Croatia, and most of the Balkan Peninsula.

EUROPEAN  
UNION



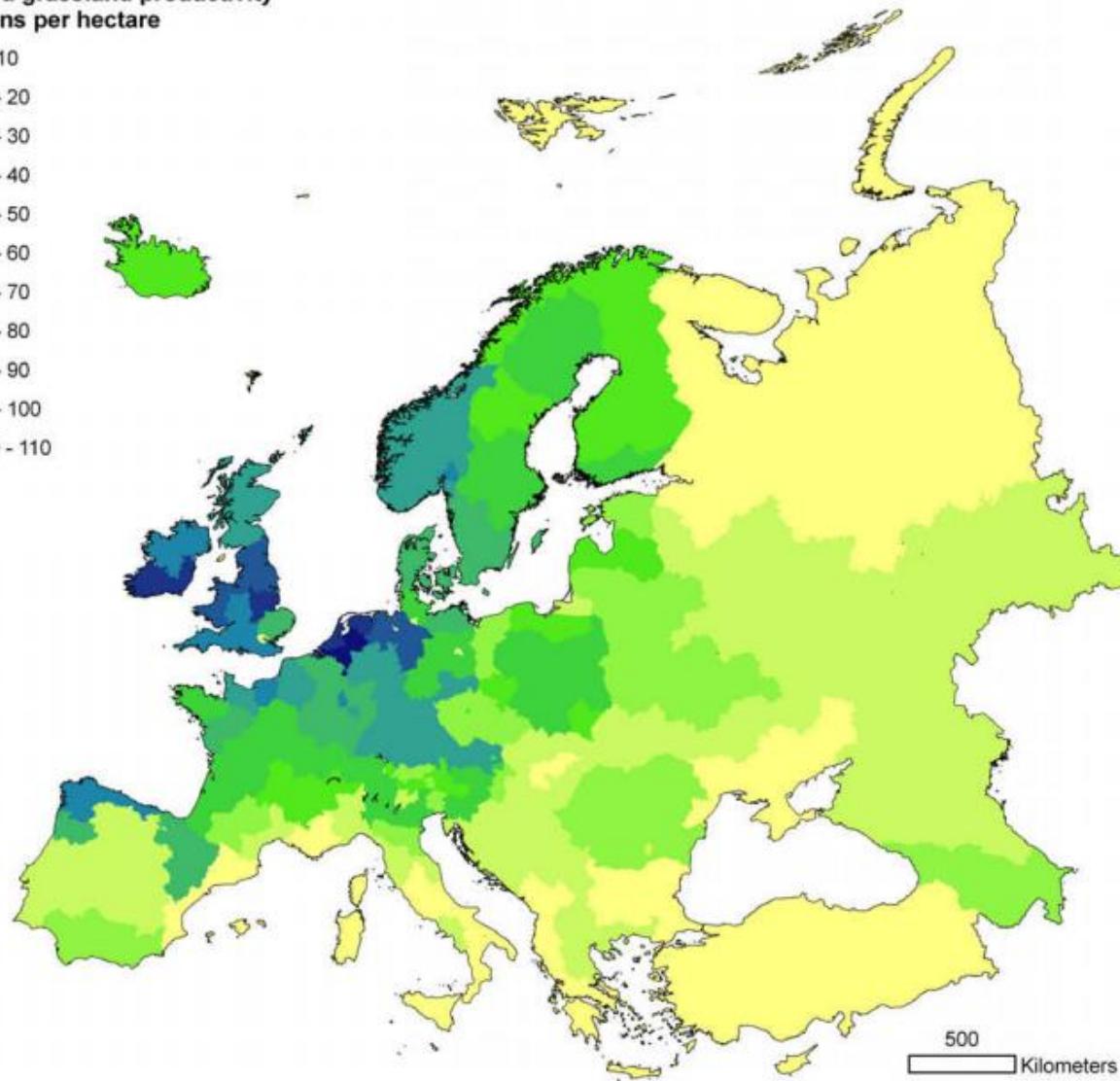
# Unidades de Gado Maior (UGM)

$$\text{UGM/ha} = \frac{170 \text{ kg de nitrogênio/ha/ano}}{85 \text{ kg de nitrogênio/UGM/ano}} = 2 \text{ UGM/ha}$$



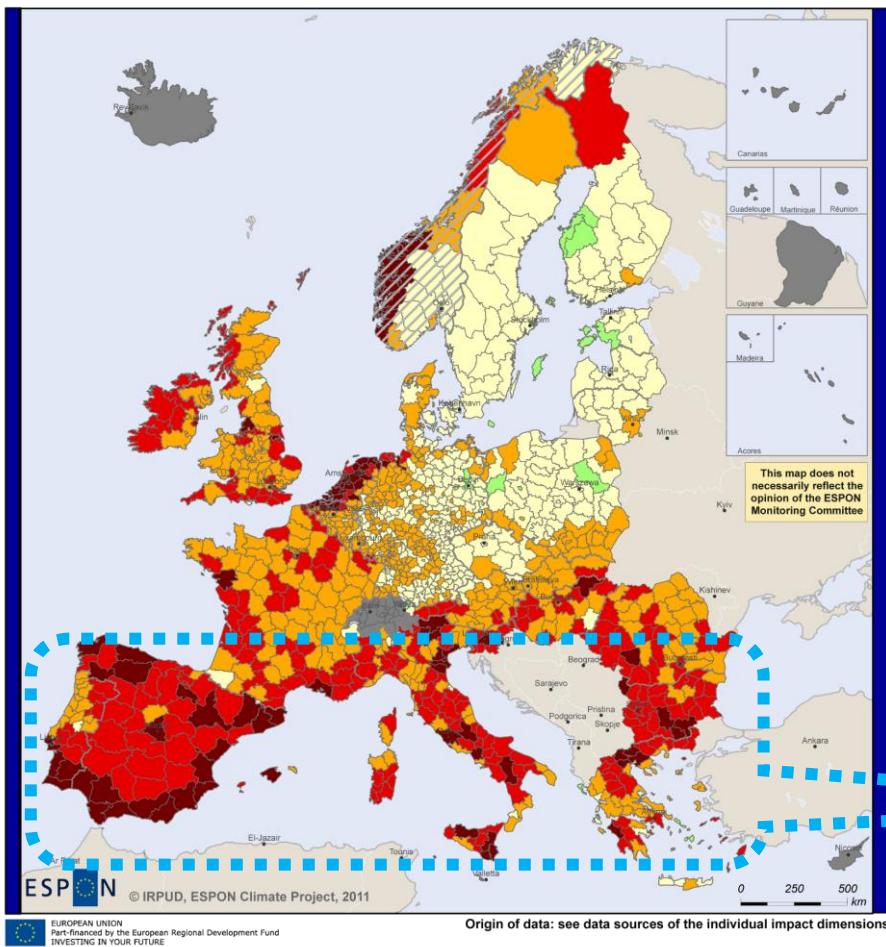
Estimated grassland productivity  
in decitons per hectare

- 0 - 10
- 10 - 20
- 20 - 30
- 30 - 40
- 40 - 50
- 50 - 60
- 60 - 70
- 70 - 80
- 80 - 90
- 90 - 100
- 100 - 110



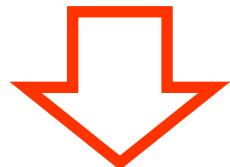
# Produtividade das pastagens

(Smit et al., 2008)



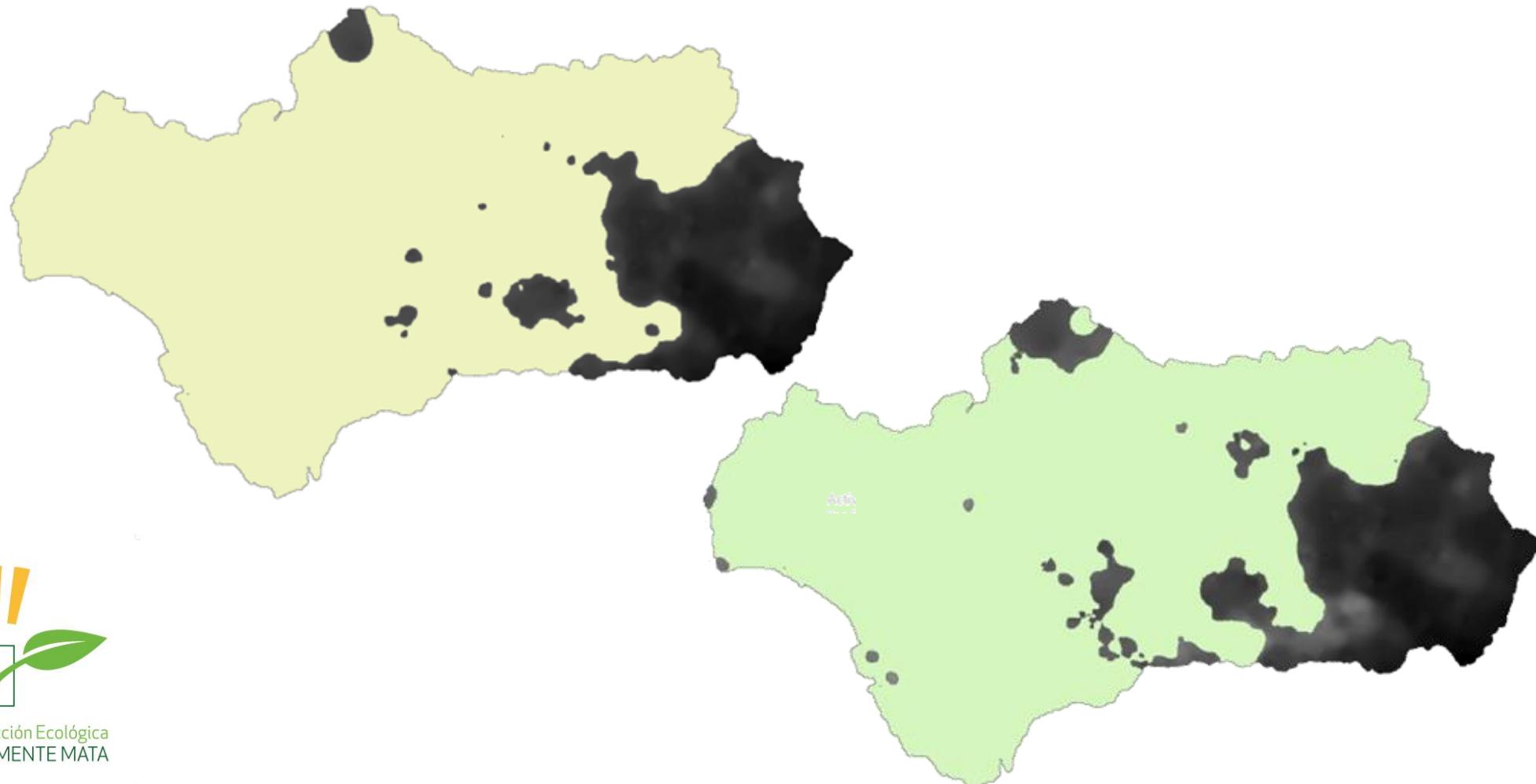
# Vulnerabilidade potencial às alterações climáticas

↓precipitação + ↑temperatura  
=↑aridez



↓produção de forragem

- Superficie <400mm en el periodo 1999 a 2009 1.765.425 ha
- Superficie <400mm en el periodo 2012 a 2021 2.198.600 ha
- +433175 ha más áridas → **+24,5%**





# Pecuária sustentável

- O consumidor do século XXI
- Animalistas e veganos
- Problemas da pecuária: sustentabilidade
- Diferentes sistemas pecuários
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- Pecuária ou rewilding?
- A pegada de carbono
- Concluindo



# O CRESCIMENTO TEM LIMITE:

## Desenvolvimento sustentável =

***Desenvolvimento que atende às necessidades do presente sem limitar o potencial para atender às necessidades futuras*** (Comisión Mundial del Medio Ambiente y el Desarrollo – ONU, 1987)



# Sustentabilidade ambiental

## Pecuaria intensiva

- Uso eficiente de recursos: alimentação e energia
- Manejo adequado de excretas



## Pecuaria extensiva

- Balanço da carga pecuária e produção de forragem



# BENEFICIOS DE LA GANADERÍA EXTENSIVA

¿En qué nos fijamos?



#GanaderiaQueCuida

#TuEliges



- 1 Ofrece alimentos de calidad.



- 2 Favorece el bienestar animal.



- 3 Apuesta por la sostenibilidad y crea biodiversidad.



- 4 Fija población rural.



- 5 Lucha contra el cambio climático.



- 6

- Previene incendios forestales.



- 7 Aporta identidad territorial.



- 8

- Fomenta la economía local.



- 9

- Es patrimonio cultural europeo.

[www.ganaderiaconfuturo.liveadapt.eu](http://www.ganaderiaconfuturo.liveadapt.eu)



# O crescimento tem limite quando os recursos são finitos



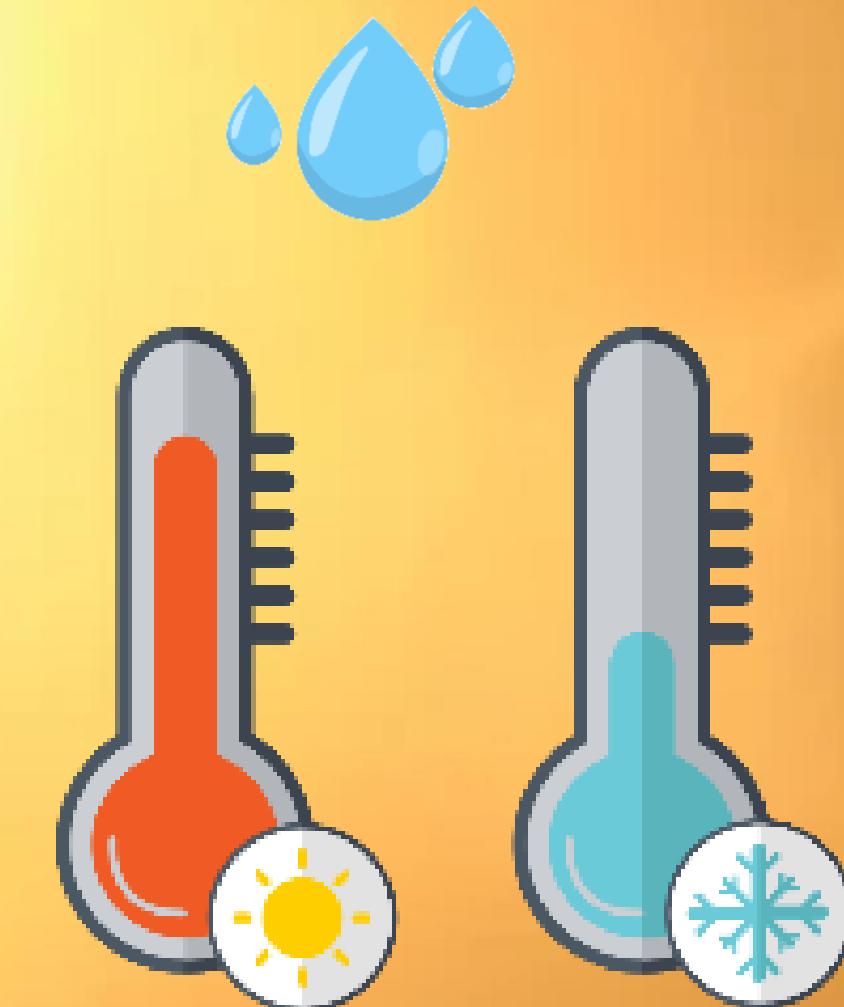
Tão simples quanto isto: não há crescimento infinito com recursos finitos... não importa quanta técnica coloquemos nisso.



**Ar livre ≠ extensão**

**Negócios ao ar livre = incerteza**



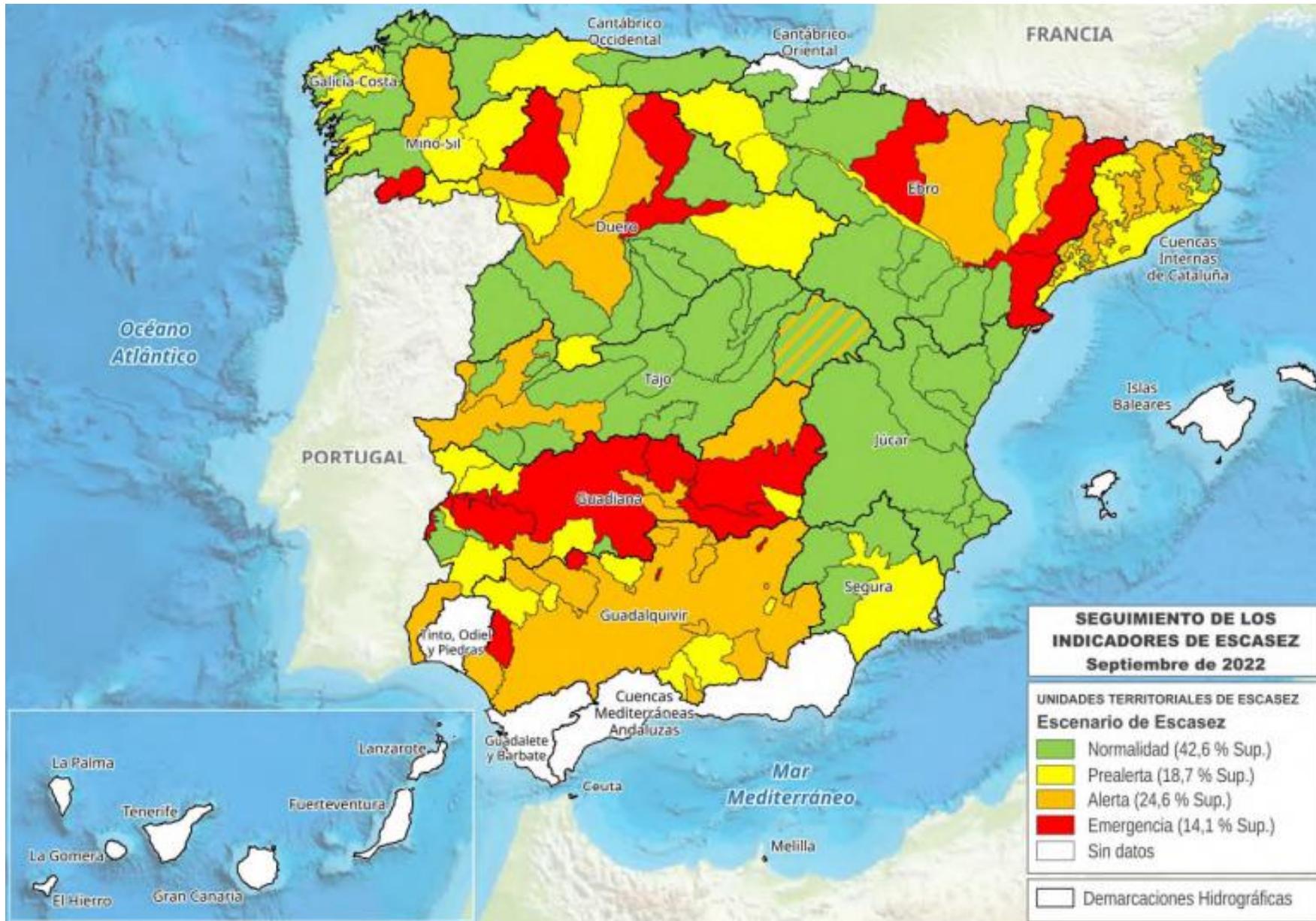






# Escasez Coyuntural. Agosto 2022

(Fuente: Subdirección General de Planificación Hidrológica. Dirección General del Agua)

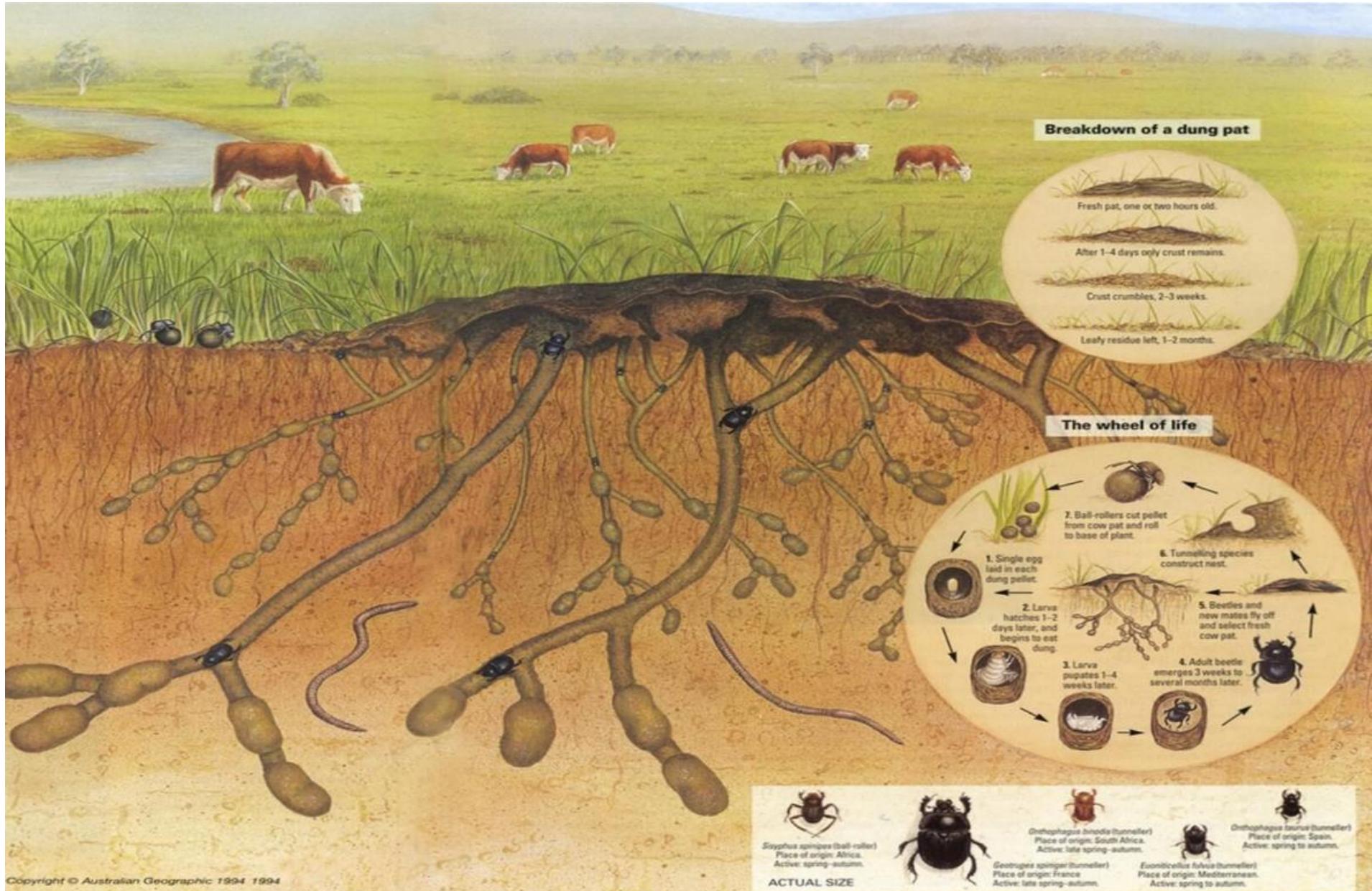


# Calcular e adaptar as cargas de gado: seja EXTENSO

- Carga de gado + quantidade de forragem
- Carga instantânea de gado + tempo de residência + tempo de recuperação
- Organizar pastoreio



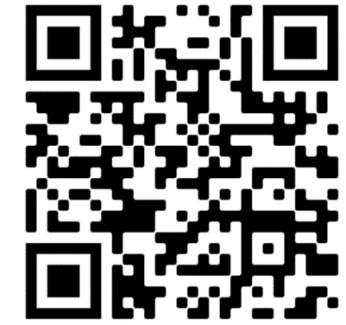
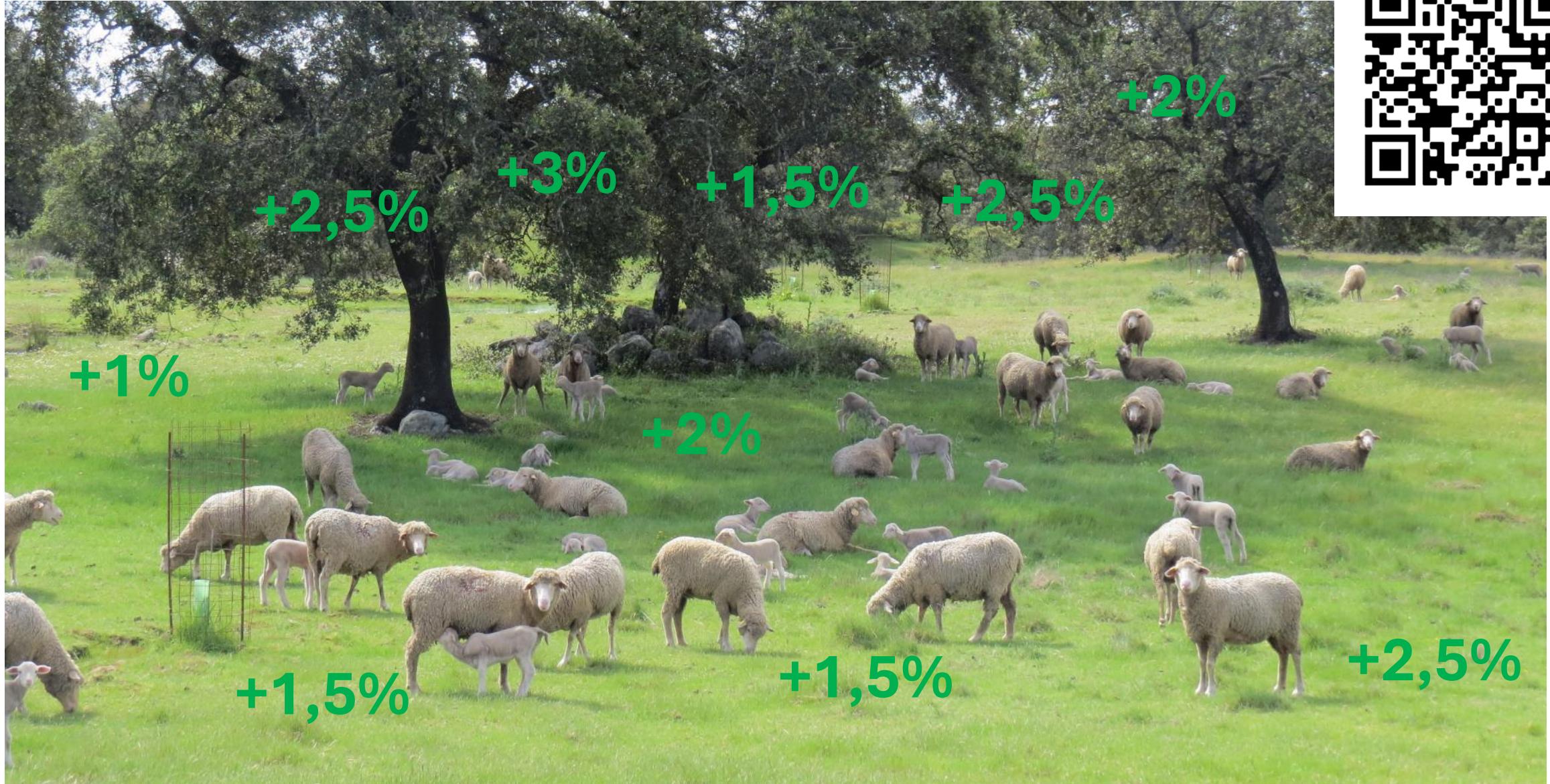
# Promoverativamente o equilíbrio do ecossistema







# SER MÁS EXTENSIVOS QUE NUNCA: buenas prácticas



# Pecuária sustentável

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UNIVERSIDAD  
DE  
CÓRDOBA



Cátedra de Producción Ecológica  
ECOVALIA - CLEMENTE MATA

# Rewilding Spain





# 19/6/2022 Incendios fuera de control



JCDecaux

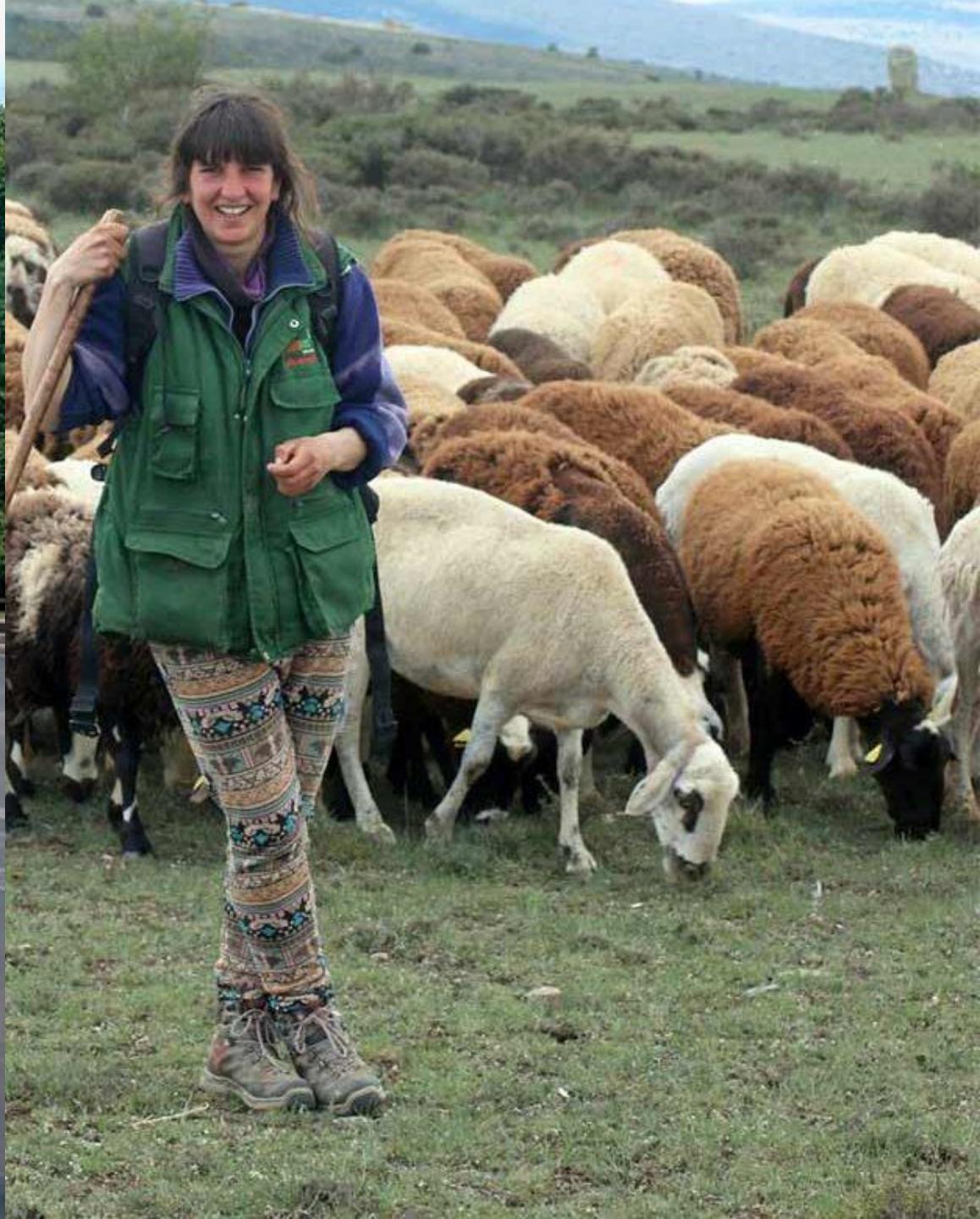
APAGAR EL FUEGO ES HEROICO,  
EVITARLO TAMBIÉN



**STOP  
FUEGOS**





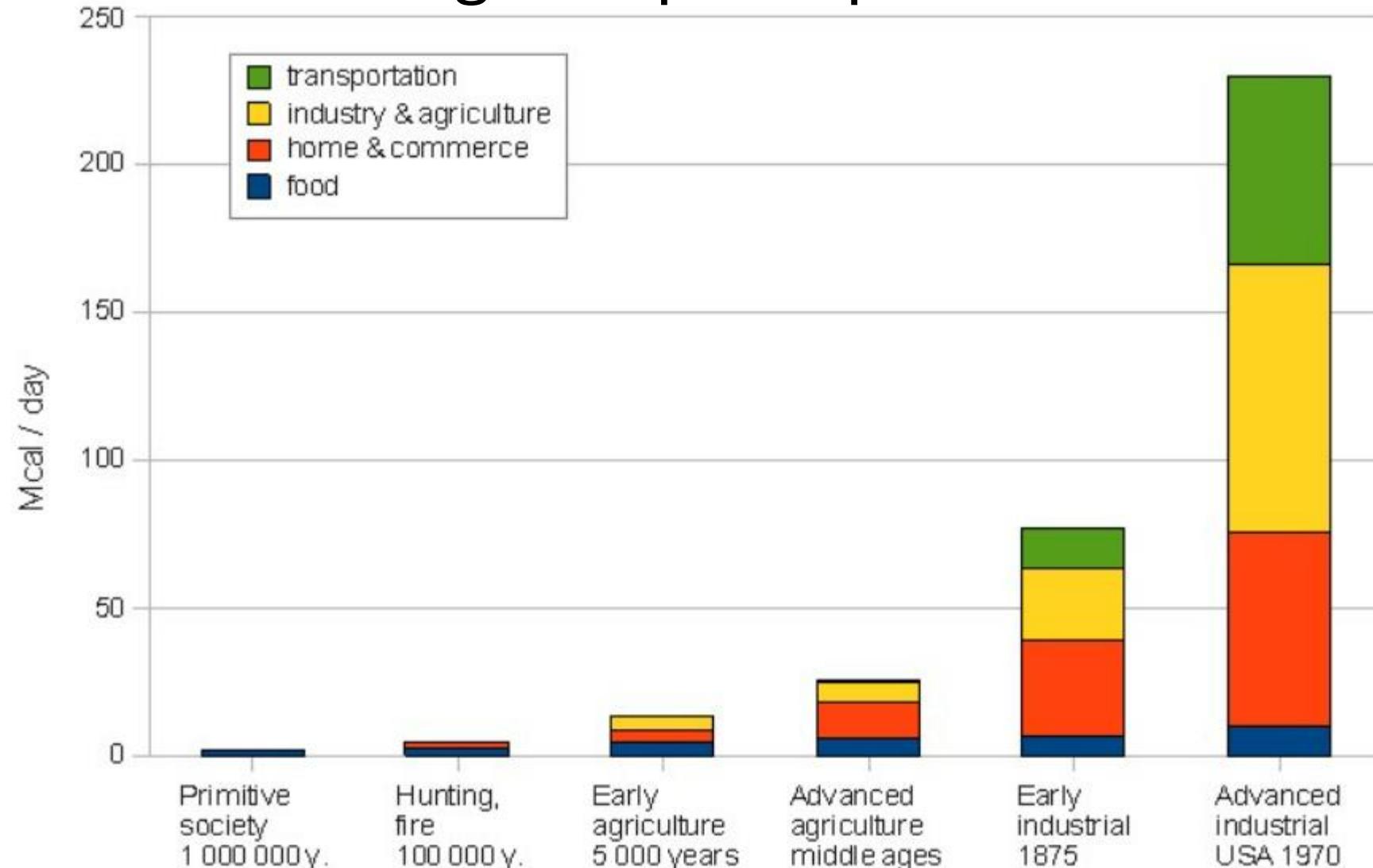


# Pecuária sustentável

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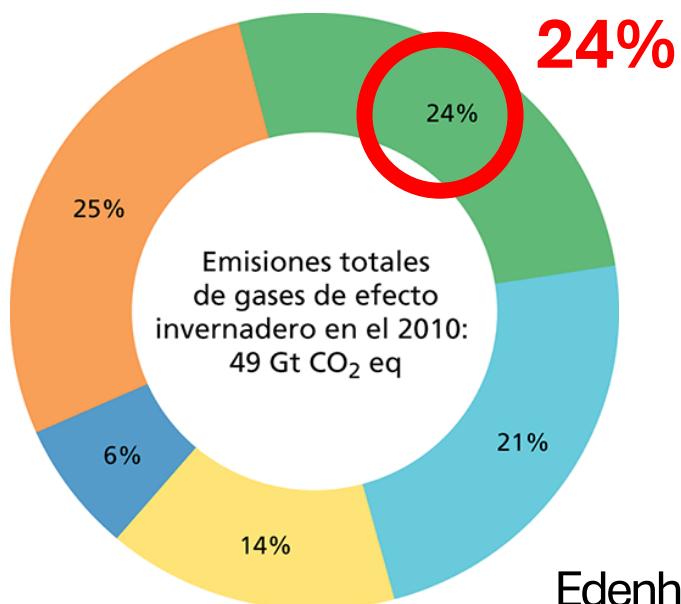


# Consumo energético per cápita en la historia



(\*) <http://www.wou.edu/las/physci/GS361/electricity%20generation/HistoricalPerspectives.htm>

# Reparto de GEI a nivel mundial: producciones agrarias

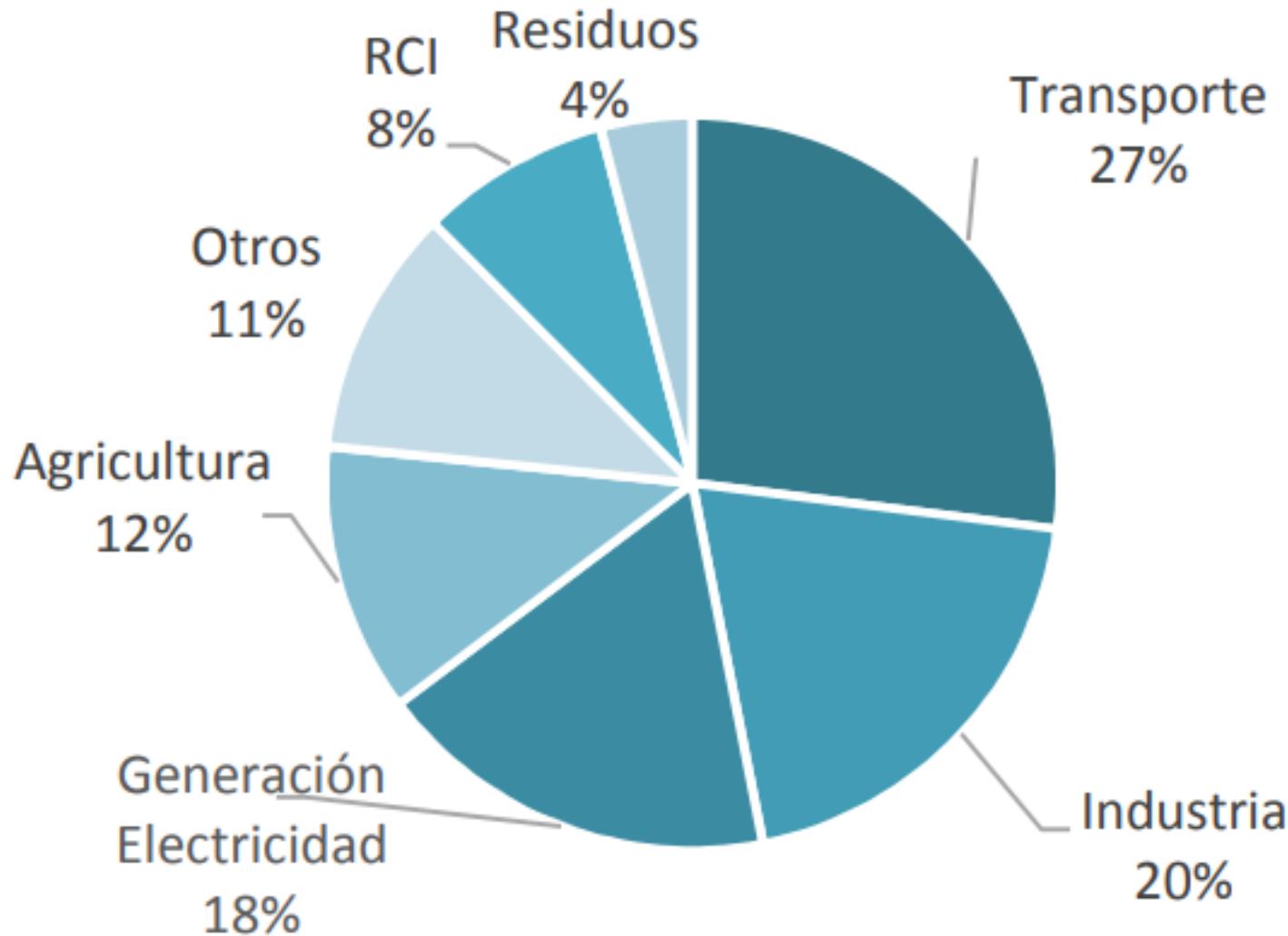


Energía eléctrica y térmica  
Industria      Transporte  
Agricultura  
Edificios

Edenhofer et al., 2014



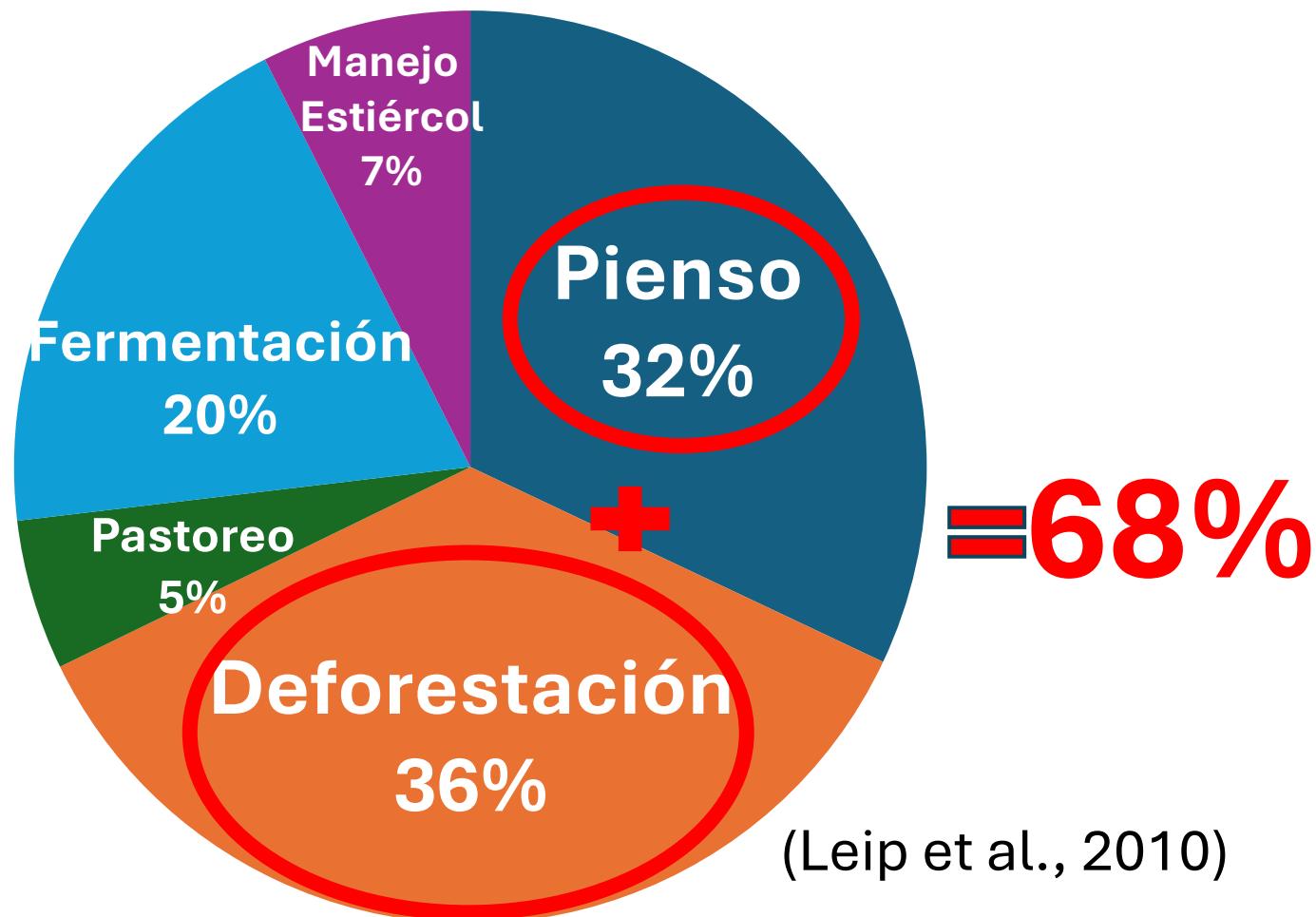
# Distribución de emisiones brutas de GEI por sector en España (MITECO, 2020)



# ANÁLISIS DE CICLO DE VIDA

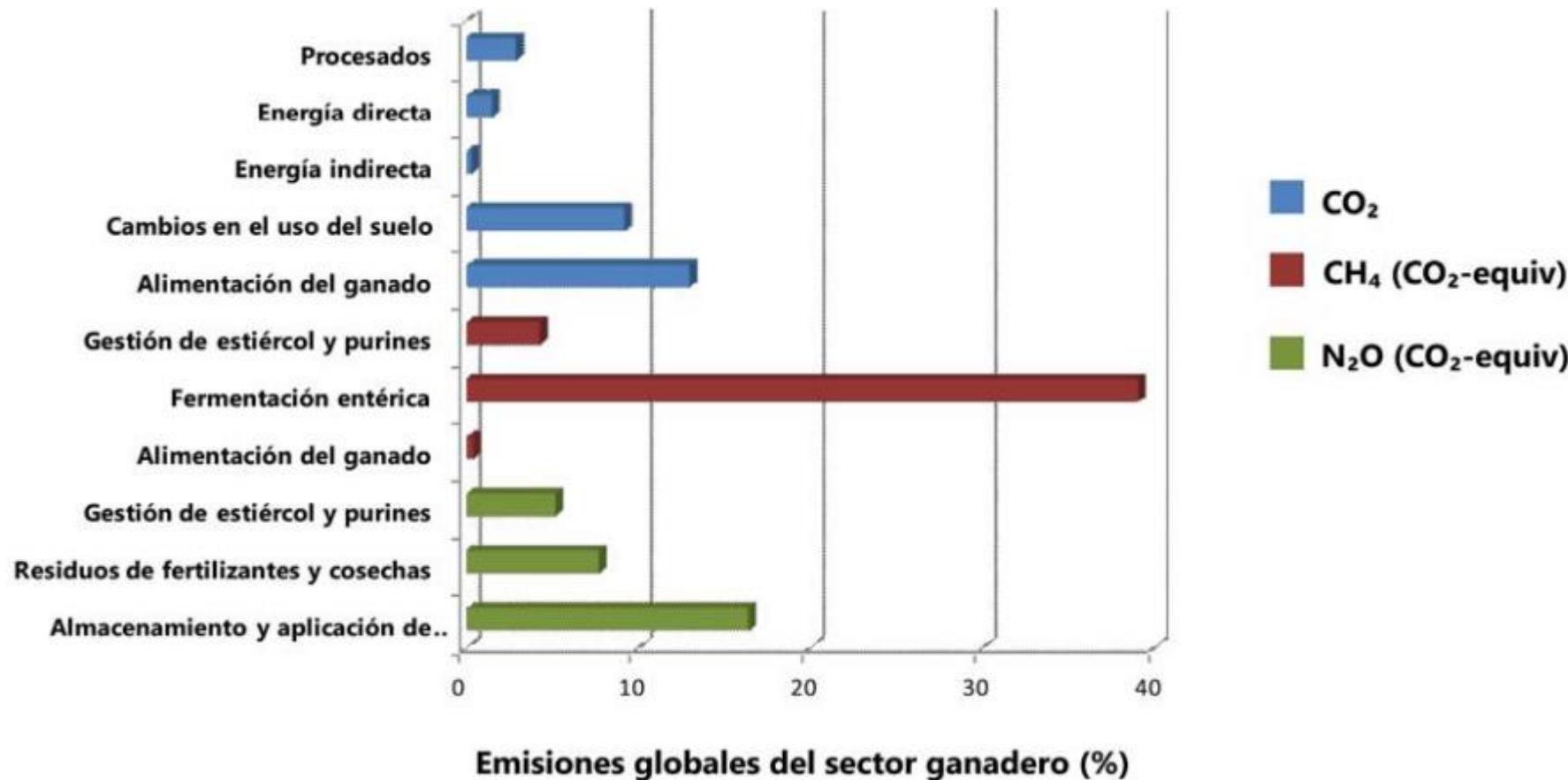


# Origen de las emisiones de GEI de la ganadería mundial según metodología ACV

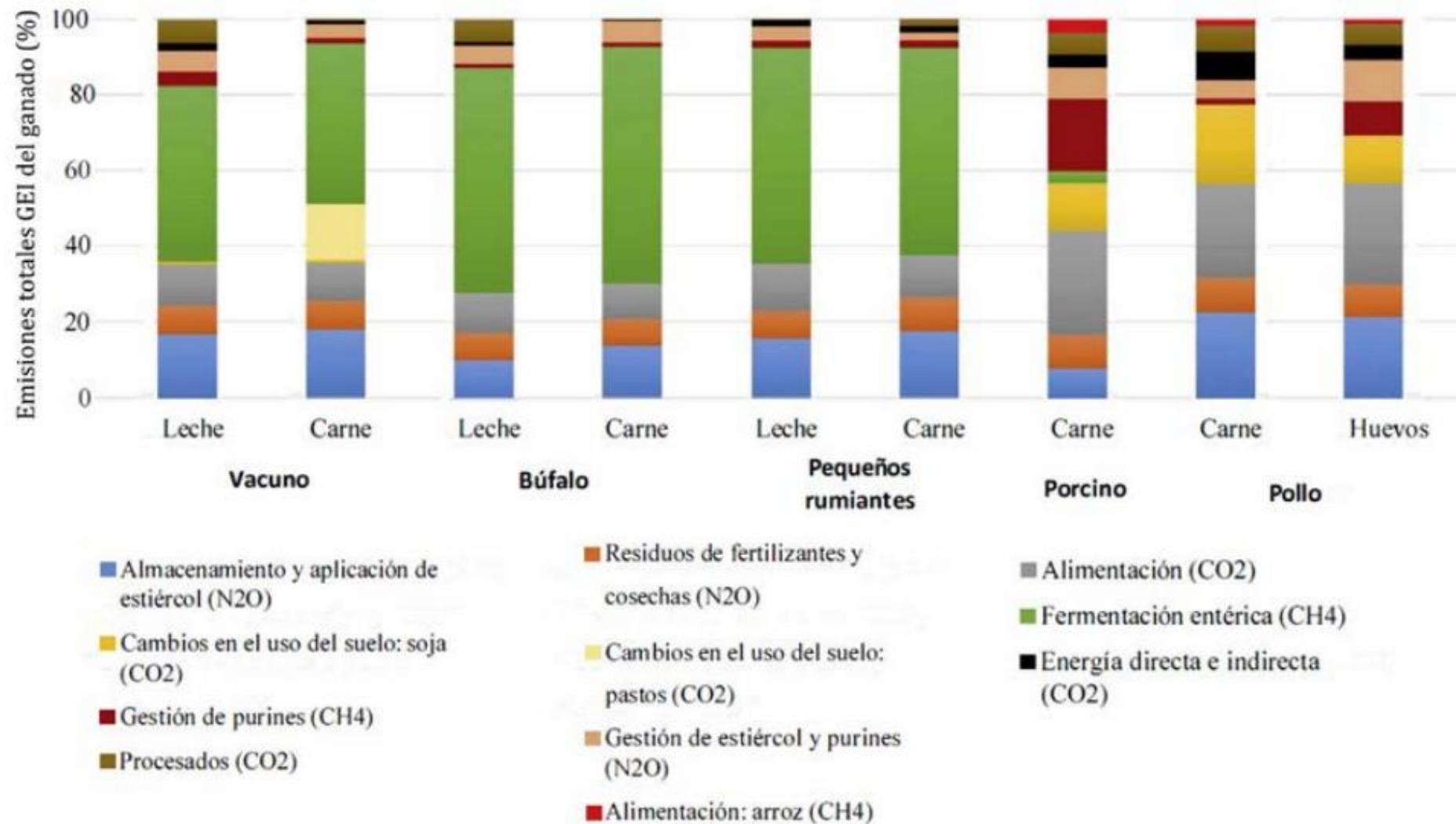


# Emisiones globales del sector ganadero.

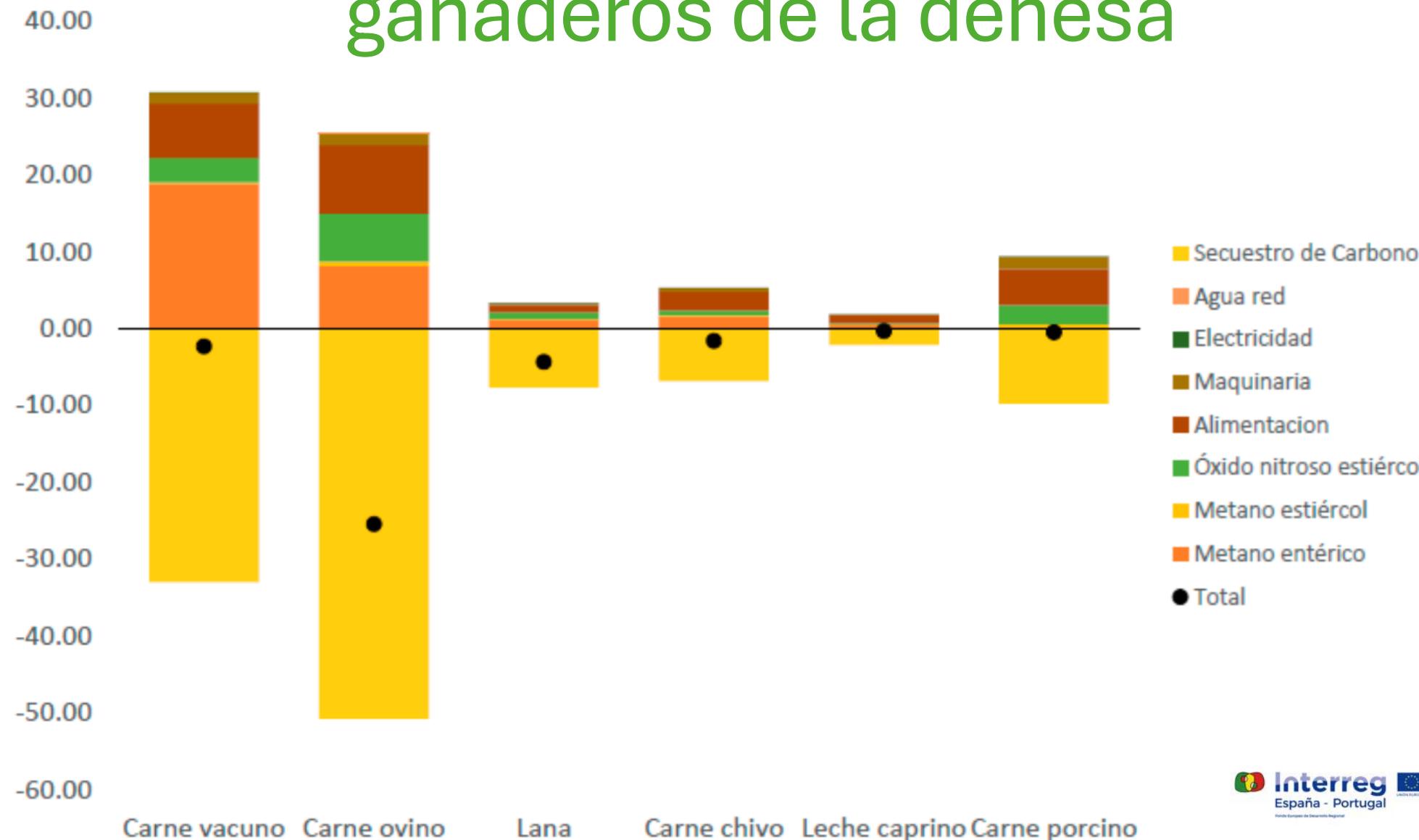
Adaptado de Rojas-Downing et al. (2017)

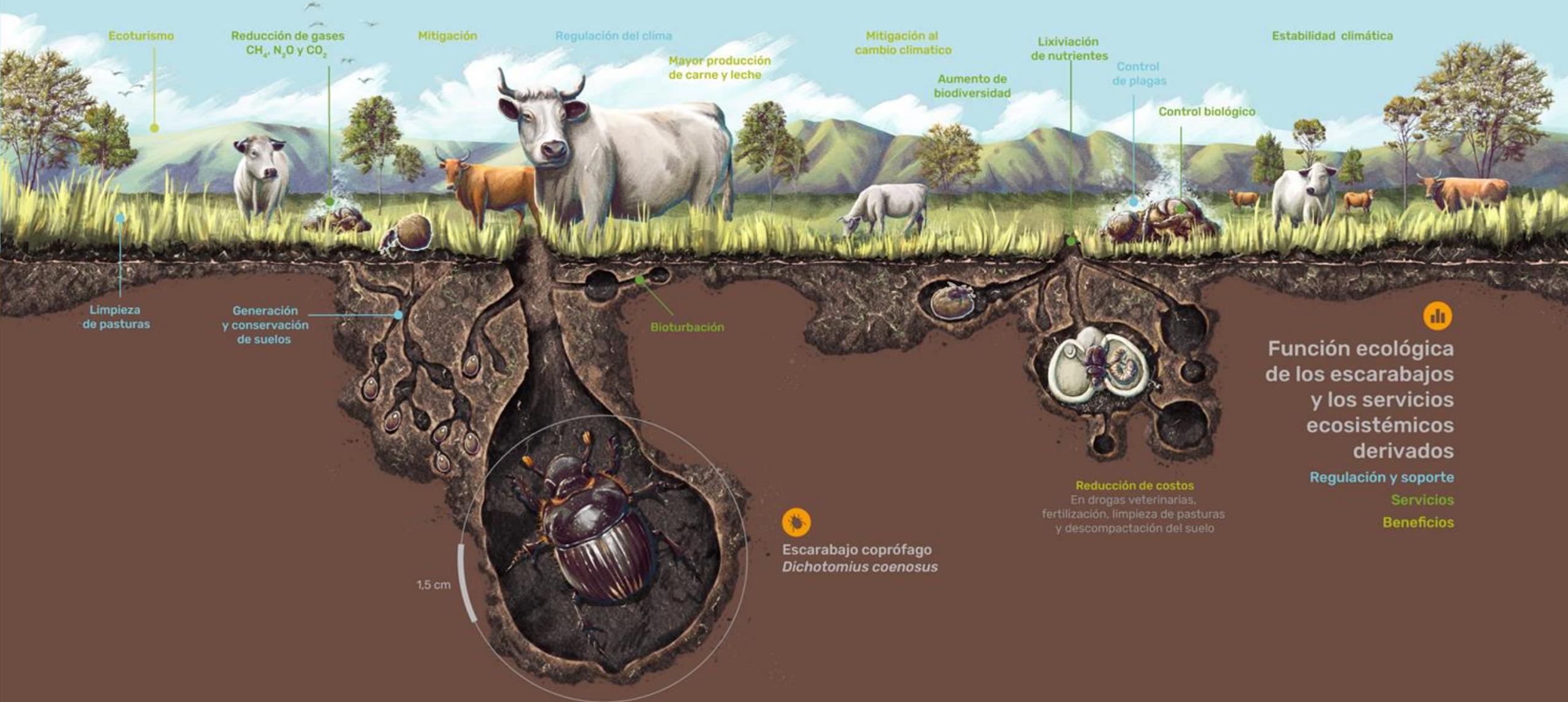


# Diferentes emisiones según especies y producto. Adaptado de De Rojas Downing et al. (2017)



# Huella de Carbono de los productos ganaderos de la dehesa



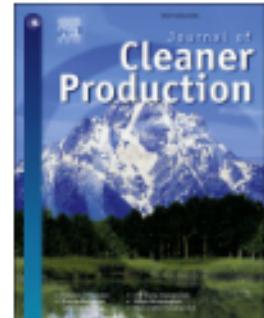




Contents lists available at [ScienceDirect](#)

## Journal of Cleaner Production

journal homepage: [www.elsevier.com/locate/jclepro](http://www.elsevier.com/locate/jclepro)

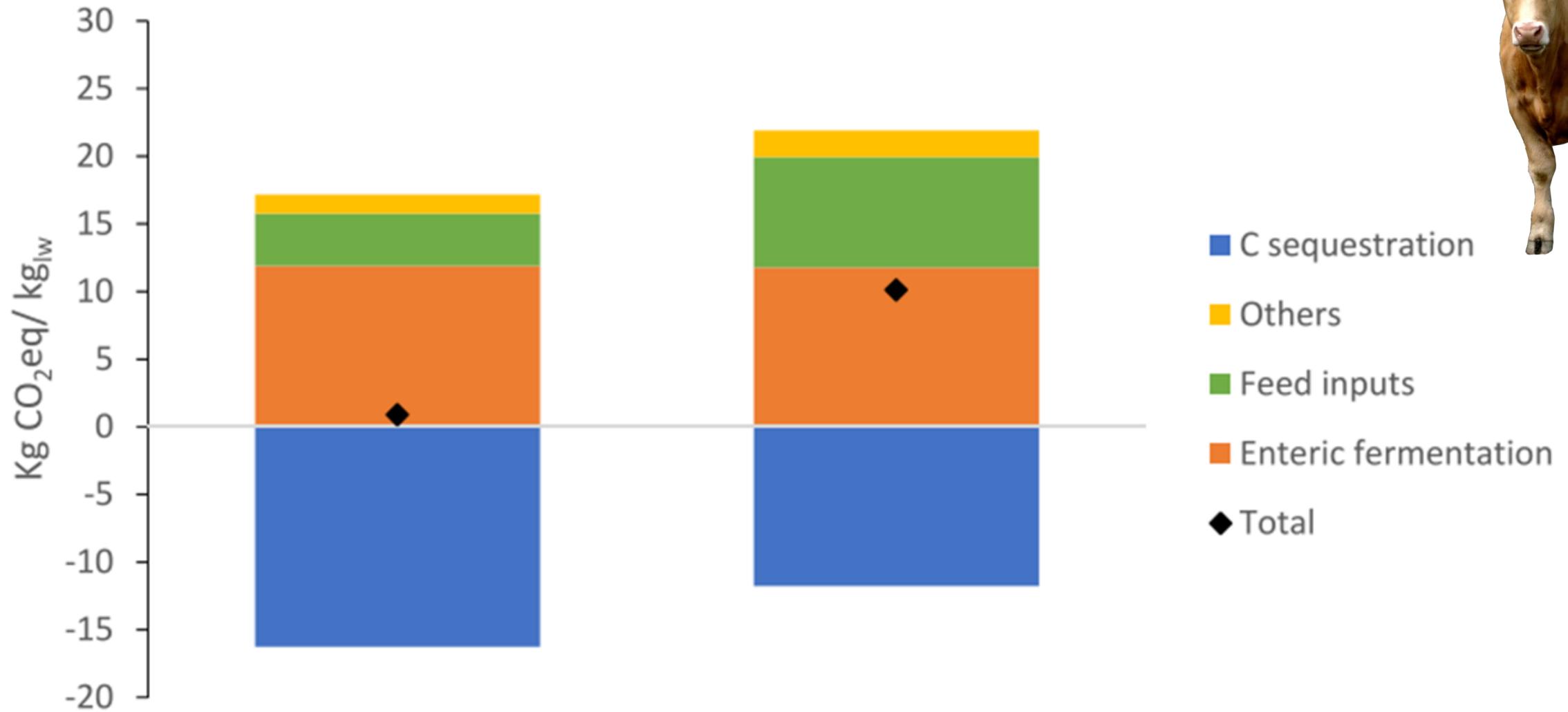


# Carbon sequestration offsets a large share of GHG emissions in dehesa cattle production

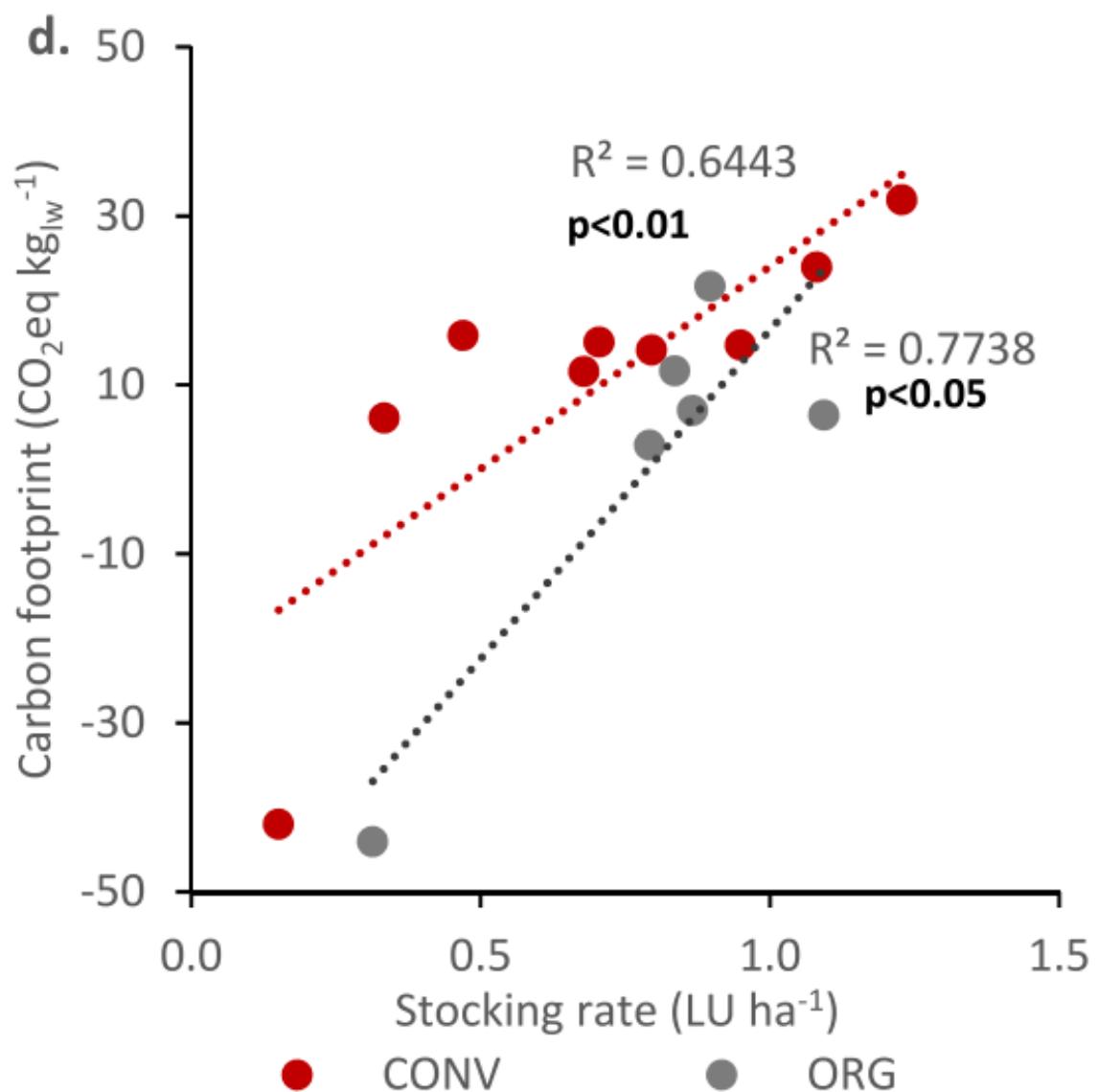
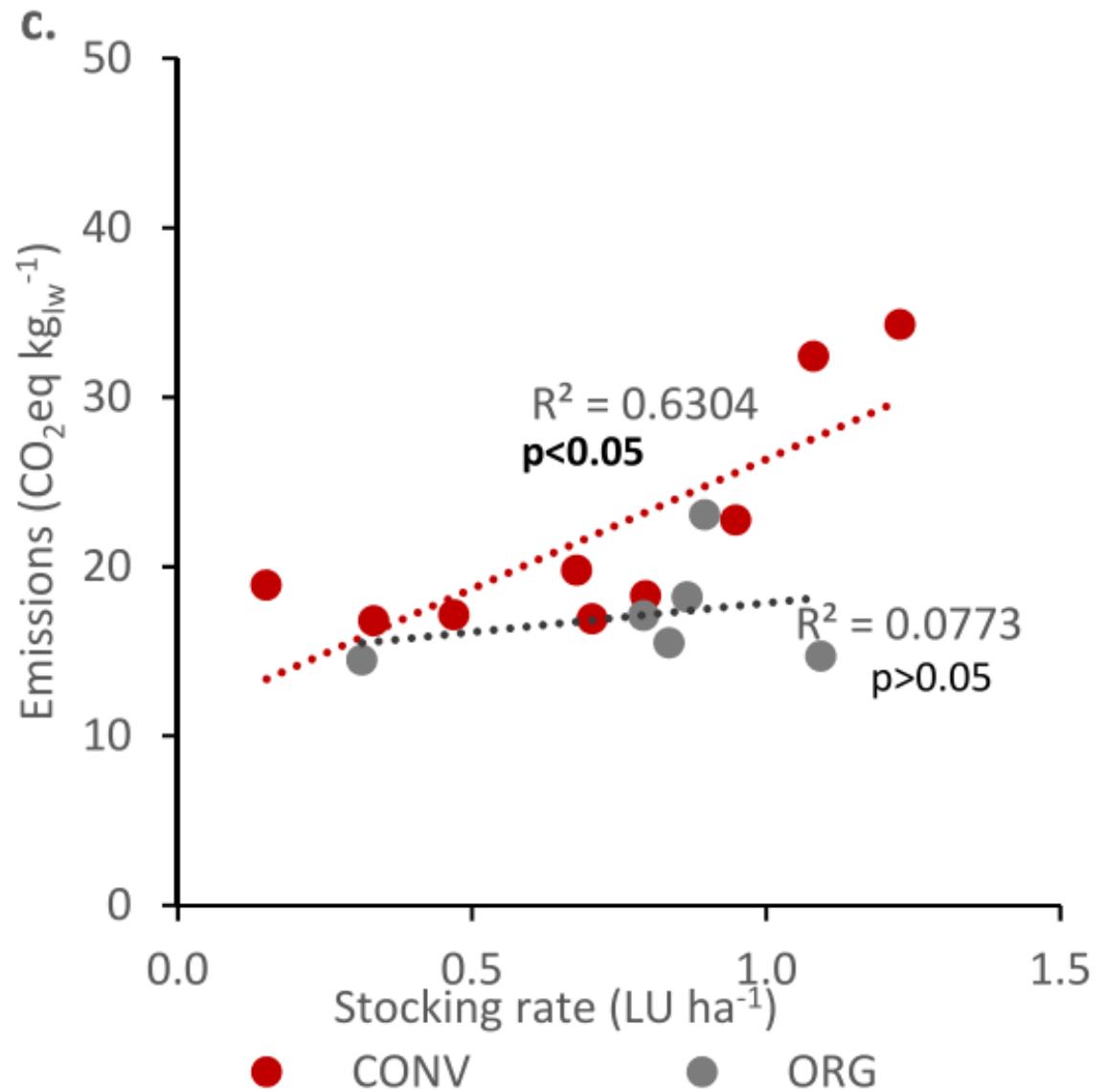


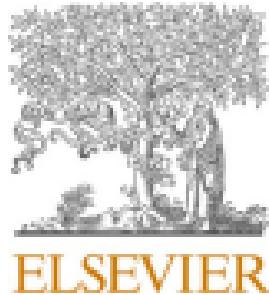
Carolina Reyes-Palomo <sup>a</sup>, Eduardo Aguilera <sup>b</sup>, Mireia Llorente <sup>c</sup>, Cipriano Díaz-Gaona <sup>a</sup>,  
Gerardo Moreno <sup>c</sup>, Vicente Rodríguez-Estévez <sup>a,\*</sup>





CONV

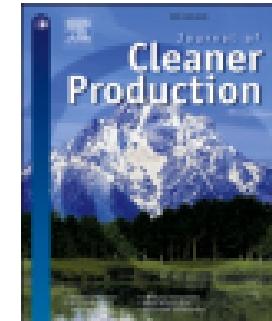




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# Free-range acorn feeding results in negative carbon footprint of Iberian pig production in the dehesa agro-forestry system



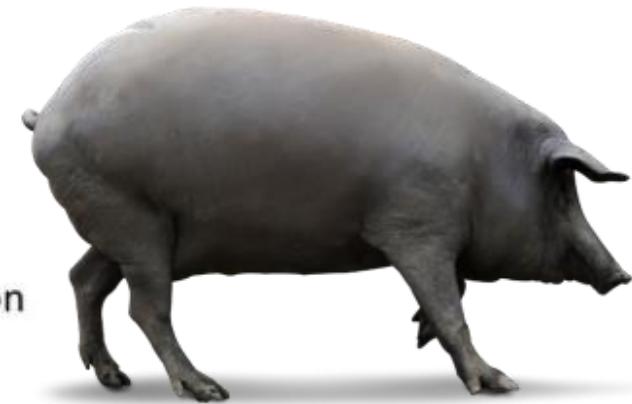
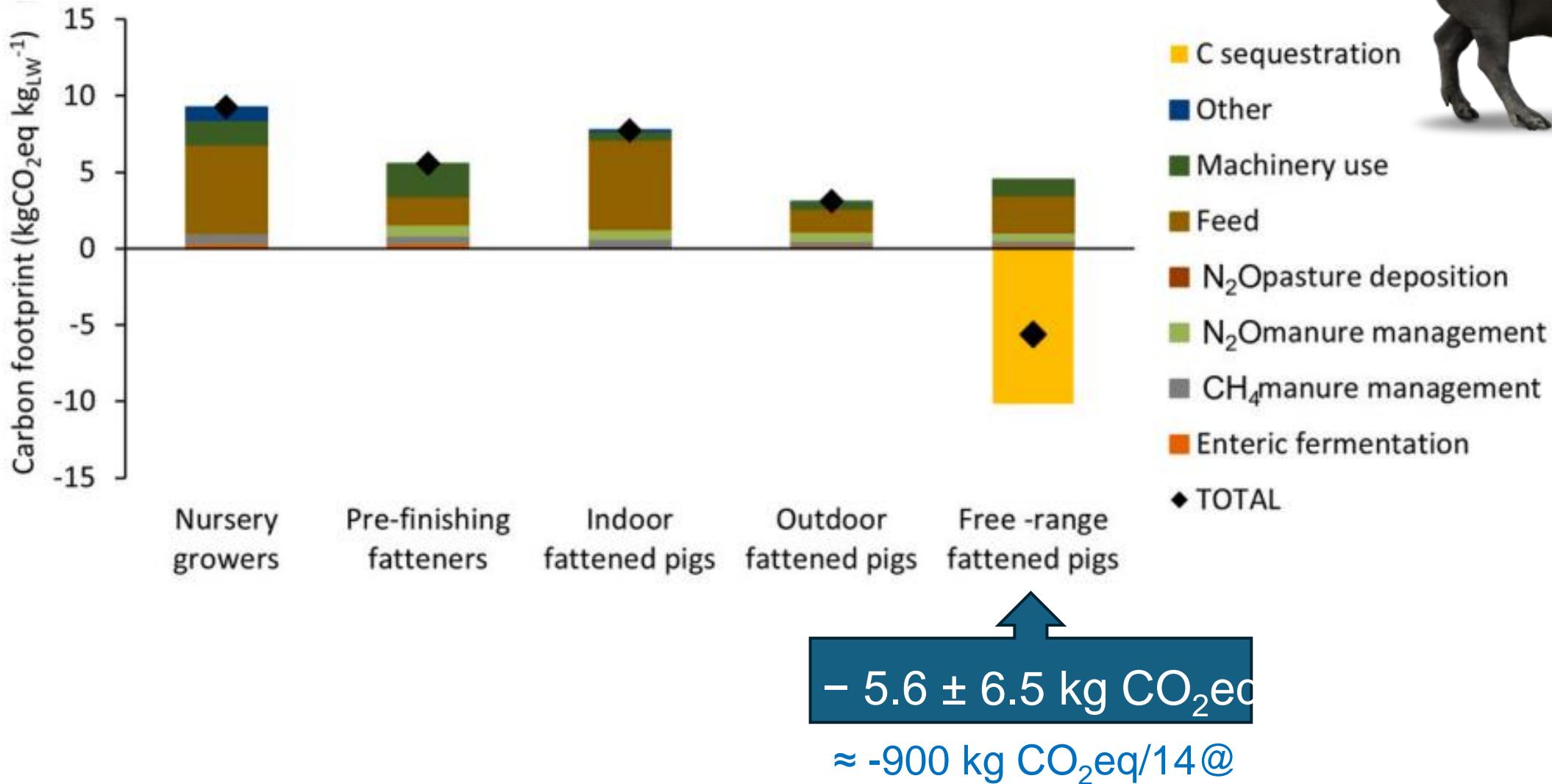
Carolina Reyes-Palomo<sup>a</sup>, Eduardo Aguilera<sup>b</sup>, Mireia Llorente<sup>c</sup>, Cipriano Díaz-Gaona<sup>a</sup>, Gerardo Moreno<sup>c</sup>, Vicente Rodríguez-Estévez<sup>a,\*</sup>

<sup>a</sup> Department of Animal Production, UIC Zoonoses and Emerging Diseases (ENZOEM), Faculty of Veterinary Medicine, International Agrifood Campus of Excellence (ceiA3), University of Córdoba, 14071, Córdoba, Spain

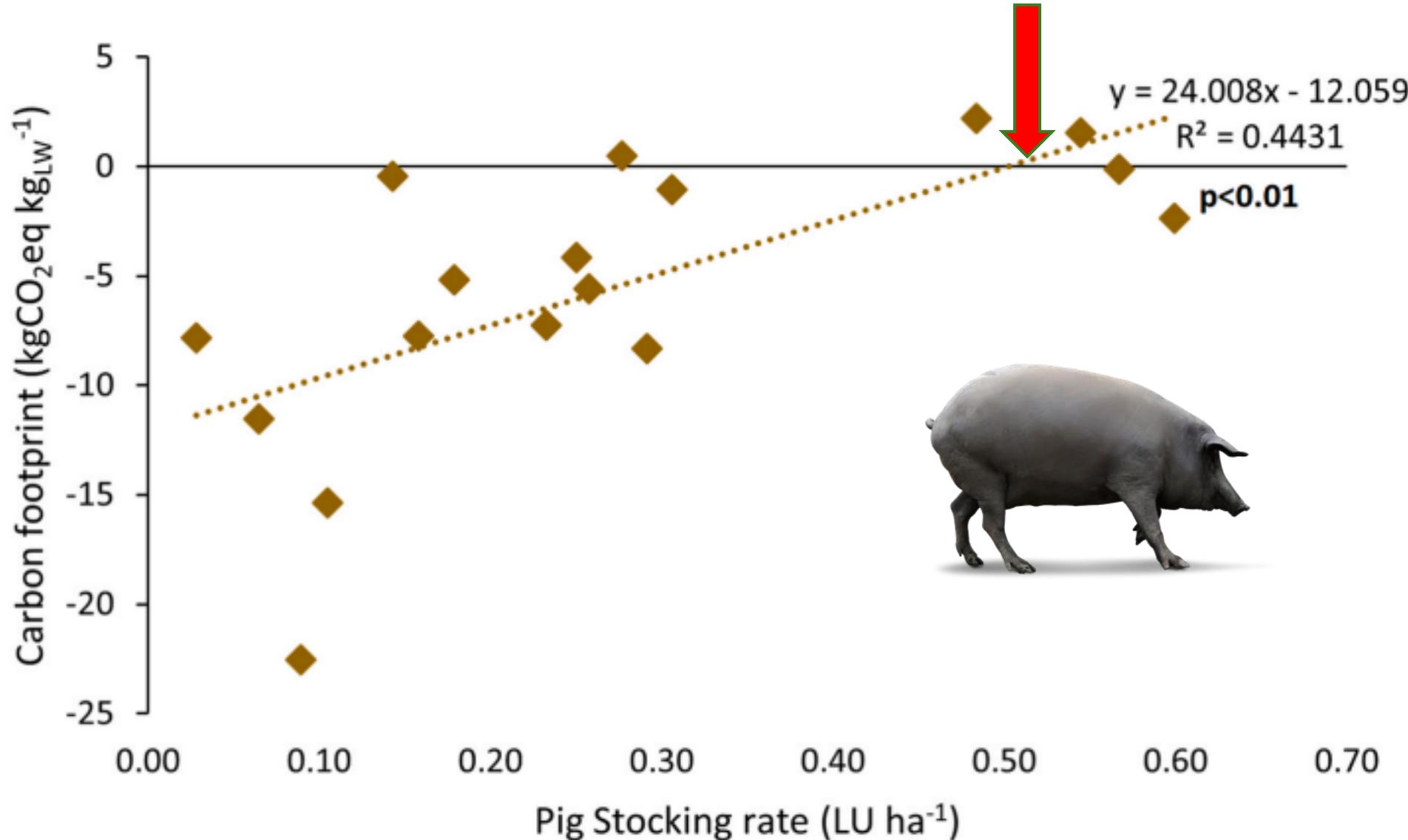
<sup>b</sup> CEIGRAM-ETSIAAB, Technical University of Madrid, 28040, Madrid, Spain

<sup>c</sup> INDEHESA, Forestry School, University of Extremadura, 10600, Plasencia, Spain





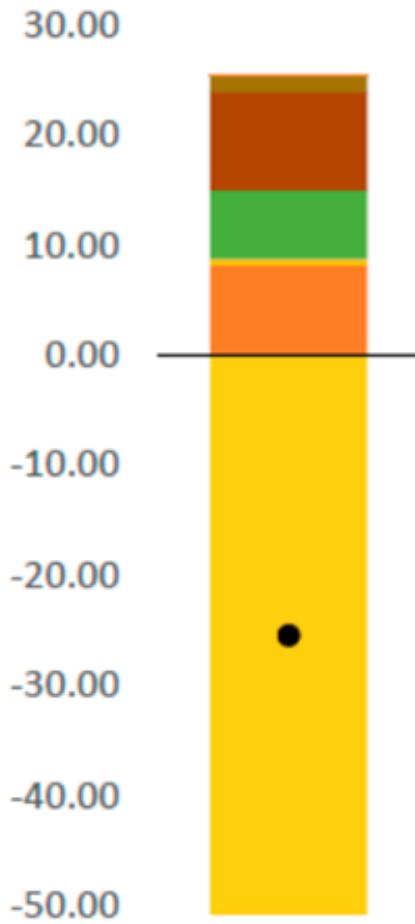
3,1 cerdos cebo /ha



-Cordero lechal (20-40 días) = canales de 5-6 kg

-Cordero ternasco (60-90 días) = canales de 10-12 kg

$$11 \text{ kg} \times -40,19 \text{ kg CO}_2 \text{ eq} = \textcolor{green}{-442,09 \text{ kg CO}_2 \text{ eq}}$$



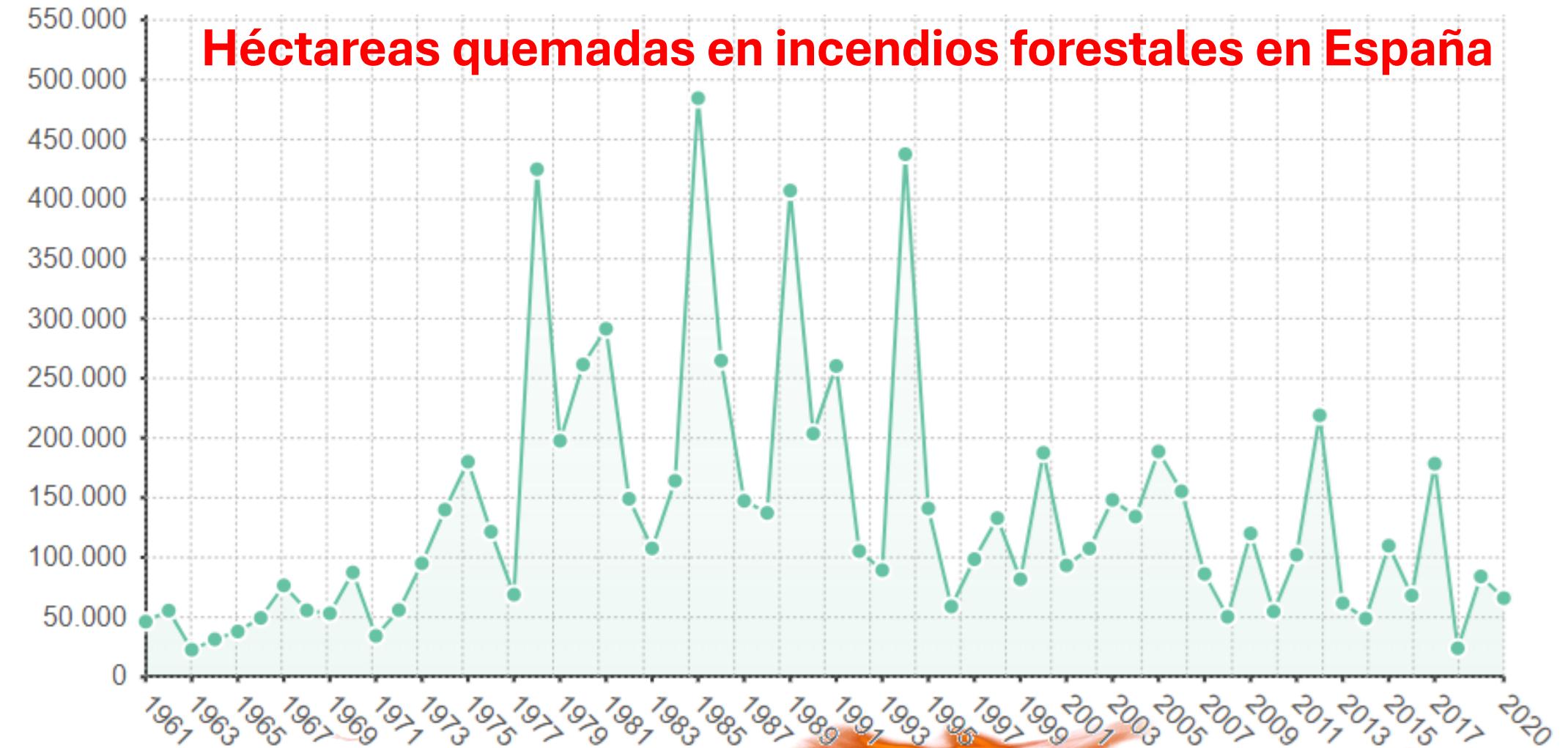


-Cordero lechal (20-40 días) = canales de 5-6 kg  
-Cordero ternasco (60-90 días) = canales de 10-12 kg  
 $11 \text{ kg} \times -40,19 \text{ kg CO}_2 \text{ eq} = -442,09 \text{ kg CO}_2 \text{ eq}$



**1 ha de bosque mediterráneo quemada libera 30 Tm CO<sub>2</sub> eq = 67,69 canales de 11 kg**

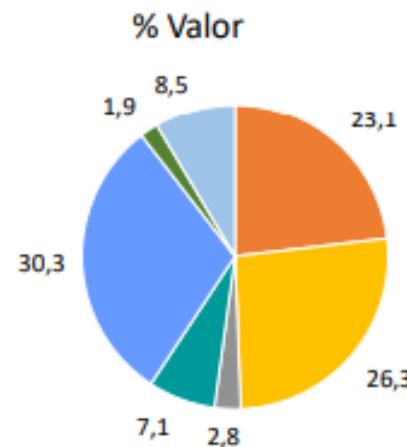
ha (Unidades)



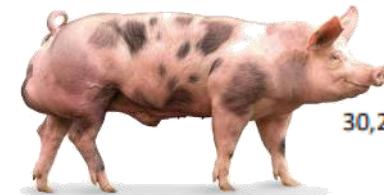
■ Hectáreas quemadas

Fuente: Ministerio de Agricultura y Pesca, Alimentación y Medio Ambiente, [www.epdata.es](http://www.epdata.es)

## Importancia de los tipos de carne fresca sobre el total de carne fresca

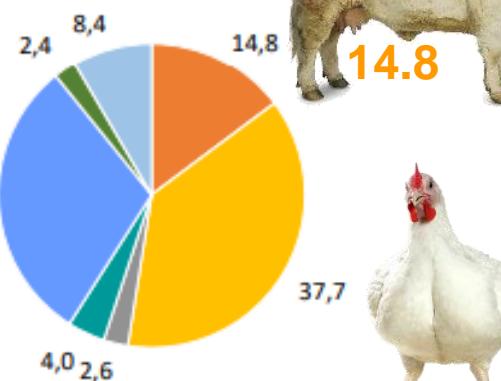


2020



30,2

% Volumen kg



14,8



37,7

% Evolución 2020 vs 2019

	Valor	Volumen
CARNE FRESCA	12,9 %	10,7 %
CARNE VACUNO	12,5 %	10,6 %
CARNE POLLO	12,0 %	10,6 %
CARNE CONEJO	6,2 %	3,1 %
CARNE OVINO/CAPRINO	10,3 %	7,7 %
CARNE CERDO	17,3 %	13,7 %
CARNE DESPOJOS	-0,1 %	-2,4 %
OTRAS CARNES FRESCA	10,1 %	9,7 %

4%

En volumen, el 37,7 % de los kilos de carne fresca consumida en el hogar corresponde a la carne fresca de pollo, el 30,2 % se corresponde con la carne fresca de cerdo, y el 14,8 % son de carne fresca de vacuno.



GOBIERNO  
DE ESPAÑA

MINISTERIO  
DE AGRICULTURA, PESCA  
Y ALIMENTACIÓN

36,2 kg carne fresca/persona y año  
(2020)

→ 1,45 kg carne de cordero y/o chivo



GOBIERNO  
DE ESPAÑA

MINISTERIO  
DE AGRICULTURA, PESCA  
Y ALIMENTACIÓN

**¿Quienes no han comido carne de cordero nunca?  
6 de 59 (=10,2%)**



# *Como eles nos farão comprar o que precisamos?*



# Necesidad de diferenciación



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1º Necesidad de definición legal

2º Ser extensivos

3º Necesidad de diferenciación: **mercados**

4<sup>a</sup> Enseñar lo que se hace. didáctica





A pecuária extensiva deve ser elevada a uma **segunda dimensão**, além do fato produtivo, ao cobrir demandas da sociedade ao atuar como ferramenta de conservação da paisagem, do meio ambiente, lutando contra o fogo e contra as mudanças climáticas.





# Only 2% of TikTok Diet and Nutrition Trends Are Accurate: 5 Things to Know

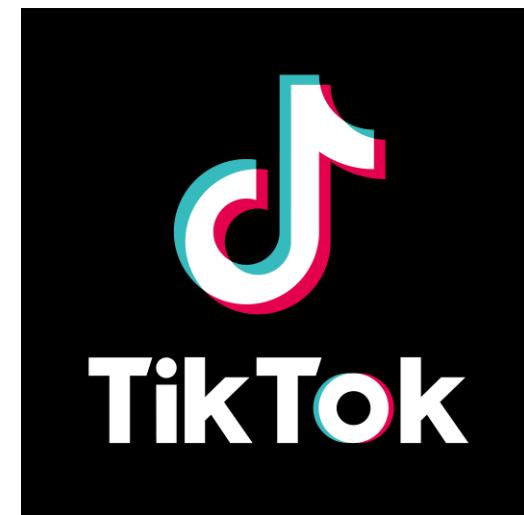


Written by [Beth Ann Mayer](#)  
on April 25, 2024 —  
[Fact checked by Jennifer Chesak, MSJ](#)



New research finds that over 50% of Millennial and Gen-Z TikTok users are influenced by diet and nutrition trends on the platform, yet only 2% of nutrition content on the app is accurate. mixetto/Getty Images

- A new survey found that 57% of Millennial and Gen-Z TikTok users reported being influenced by or frequently adopting nutrition trends they learned about on the platform.
- However, only about 2% are accurate compared to public health and nutrition guidelines.



# QUAL A MELHOR BEBIDA PROTEICA?

PIRACANJUBA

+MU

YOPRO

DUX





ELSEVIER



Original article

Intake and adequacy of the vegan diet. A systematic review of the evidence

Dimitra Rafailia Bakaloudi <sup>a</sup>, Afton Halloran <sup>b,c</sup>, Holly L. Rippin <sup>b</sup>,  
Artemis Christina Oikonomidou <sup>a</sup>, Theodoros I. Dardavasis <sup>a</sup>, Julianne Williams <sup>b</sup>,  
Kremlin Wickramasinghe <sup>b</sup>, Joao Breda <sup>b</sup>, Michail Chourdakis <sup>a,\*</sup>

<sup>a</sup> Laboratory of Hygiene, Social & Preventive Medicine and Medical Statistics, School of Medicine, Faculty of Health Sciences, Aristotle University of Thessaloniki, Greece

<sup>b</sup> WHO European Office for the Prevention and Control of NCDs, WHO Regional Office for Europe, Moscow, Russian Federation

<sup>c</sup> Department of Nutrition, Exercise and Sports, Faculty of Science, University of Copenhagen, Denmark



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Keywords:

Vegan diets

Veganism

WHO

European population

Health impact

ABSTRACT

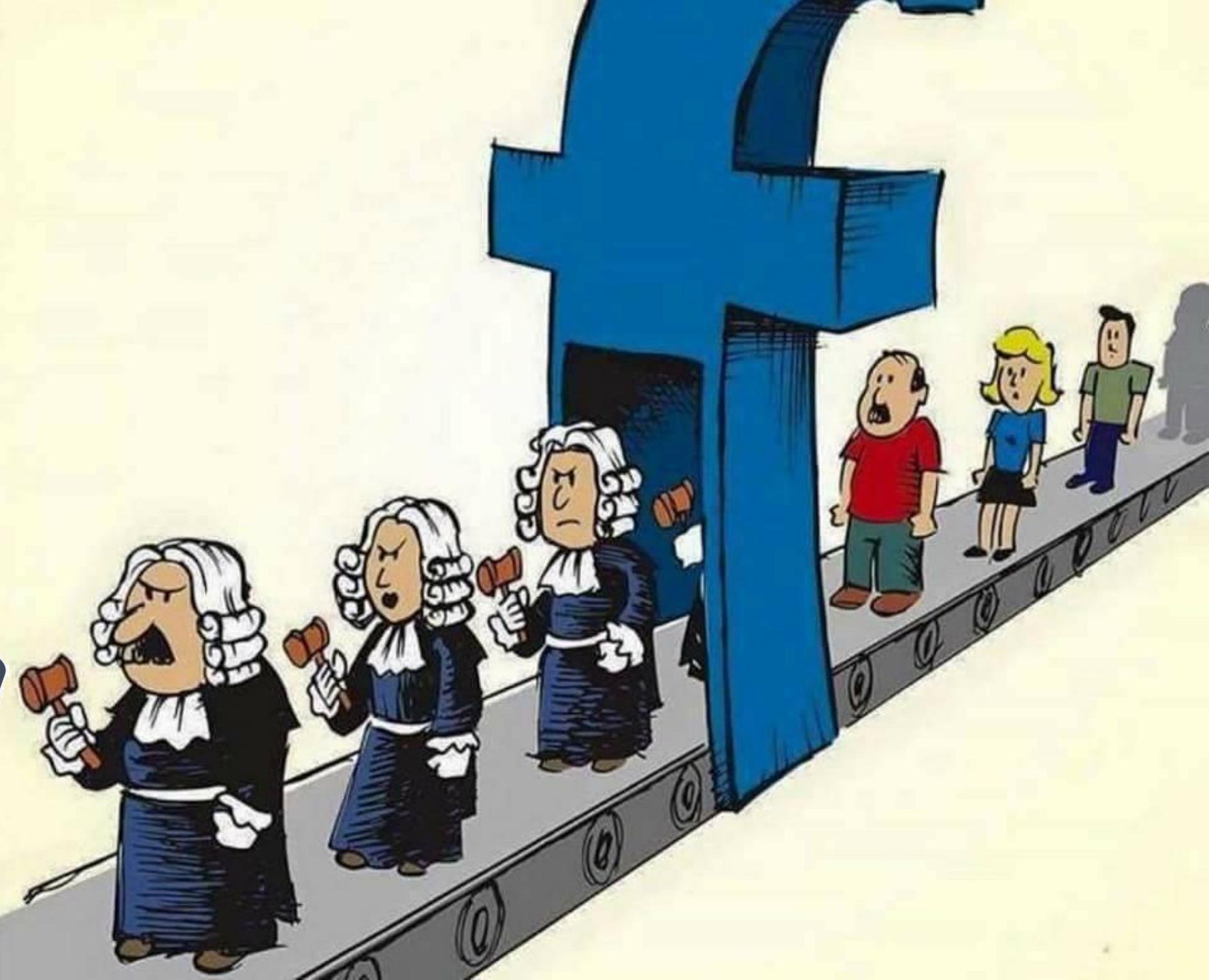
**Background:** Vegan diets, where animal- and all their by-products are excluded from the diet, have gained popularity, especially in the last decade. However, the evaluation of this type of diet has not been well addressed in the scientific literature. This study aimed to investigate the adequacy of vegan diets in European populations and of their macro- and micronutrient intakes compared to World Health Organization recommendations.

**Methods:** A systematic search in PubMed, Web of Science, IBSS, Cochrane library and Google Scholar was conducted and 48 studies (12 cohorts and 36 cross-sectional) were included.

**Results:** Regarding macronutrients, vegan diets are lower in protein intake compared with all other diet types. Veganism is also associated with low intake of vitamins B<sub>2</sub>, Niacin (B<sub>3</sub>), B<sub>12</sub>, D, iodine, zinc, calcium, potassium, selenium. Vitamin B<sub>12</sub> intake among vegans is significantly lower (0.24–0.49 µg, recommendations are 2.4 µg) and calcium intake in the majority of vegans was below recommendations (750 mg/d). No significant differences in fat intake were observed. Vegan diets are not related to deficiencies in vitamins A, B<sub>1</sub>, B<sub>6</sub>, C, E, iron, phosphorus, magnesium, copper and folate and have a low glycemic load.

**Conclusions:** Following a vegan diet may result in deficiencies in micronutrients (vitamin B<sub>12</sub>, zinc, calcium and selenium) which should not be disregarded. However, low micro- and macronutrient intakes are not always associated with health impairments. Individuals who consume a vegan diet should be aware of the risk of potential dietary deficiencies.

- vegan diets are lower in protein intake compared with all other diet types. Veganism is also associated with low intake of vitamins B<sub>2</sub>, Niacin (B<sub>3</sub>), B<sub>12</sub>, D, iodine, zinc, calcium, potassium, selenium. Vitamin B<sub>12</sub> intake among vegans is significantly lower (0.24–0.49 µg, recommendations are 2.4 µg) and calcium intake in the majority of vegans was below recommendations (750 mg/d).



# Trabalhe na comunicação

Nunca conseguiram comunicar adequadamente o que é feito, como é feito e o que significa para a sociedade e para a saúde.



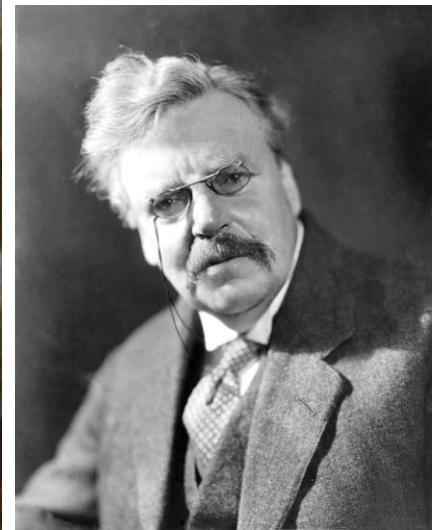
# COMUNICAR

## Todas as idades + todas as origens





"Cada época é salva por um pequeno punhado de homens que têm a coragem de não serem atuais." - Chesterton



# Obrigado

vrestevez@uco.es



@VRguezEstevez



v.rodriguezestevez



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ECOVALIA - CLEMENTE MATA