



Press Release ref 28797

17 Jan. 2024

## **Empowering Healthy Nutrition for all**

**Discover Meat as a key benefit for all population groups, supported by cutting-edge scientific insights**

**Livestock and meat sector proudly launches its Nutrition Factsheets**

Today, the Livestock and Meat Sector is pleased to unveil a new initiative focused on fostering a more profound appreciation of the nutritional significance of meat, along with the latest scientific insights underscoring its crucial role in well-balanced diets for all population groups. Major scientific studies published in the last two years mark a significant change in the understanding of positive contributions of meat to healthy nutrition.

- ➔ Shedding a new light on the nutritional value of meat and its crucial role within a balanced diet.
- ➔ Meat is a crucial component in ensuring nutrition security for the EU population and beyond.
- ➔ Meat provides high-value protein and serves as an affordable, readily available natural source for numerous essential micronutrients.

The Nutrition Factsheet “Meet Meat” offers a condensed and user-friendly analysis of the nutritional composition of meat, focusing on crucial elements like protein content, essential nutrients, and dietary guidelines.

Meanwhile, the Nutrition Factsheet “The Role of Meat in Vulnerable Populations” delves into the mechanisms through which meat consumption enhances the health and nutrition of specific population groups such as children, pregnant women, and elderly. In both factsheets, UECBV has meticulously compiled findings from the latest scientific research, ensuring the utmost accuracy and relevance.

This newfound knowledge presents a valuable opportunity to enhance nutrition resilience and security across all population groups in the long term. It should serve as the foundation for policy measures starting in 2024 and beyond.

We emphasise our dedication to proactive communication, empowering stakeholders, demonstrating industry leadership, and maintaining transparency. The factsheets are readily accessible on the UECBV website and social media platforms, allowing the public to freely access them.

**ENDS**

Note to the Editors:

The **European Livestock and Meat Trades Union (UECBV)** is the EU voice of national federations representing livestock traders, meat traders, and meat industry.

More information can be found on our website: [www.uecbv.eu](http://www.uecbv.eu)

For media enquiries, please contact: Karsten Maier, Secretary General (+32 493 34 14 68 / [KMaier@uecbv.eu](mailto:KMaier@uecbv.eu))