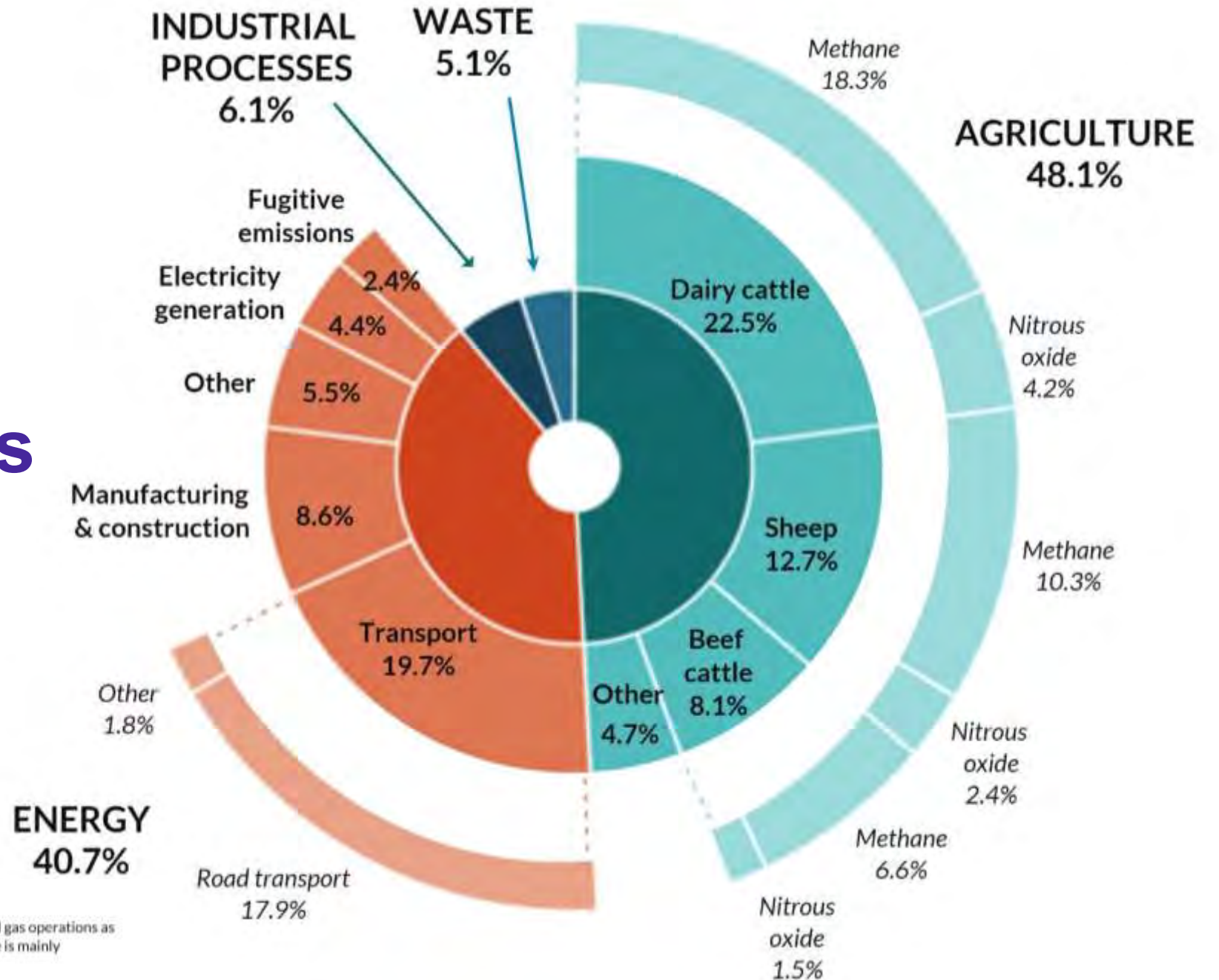


A conceptual image where the Earth is presented as a meal. The planet is centered on a white plate, with a silver fork to the left and a silver spoon to the right. The Earth's surface shows continents, oceans, and clouds. The text 'Future Proofing New Zealand' is overlaid in white on the Earth's surface.

# **Future Proofing New Zealand**

**Suzy Amis Cameron  
& James Cameron**

# New Zealand's Greenhouse Gas Emissions



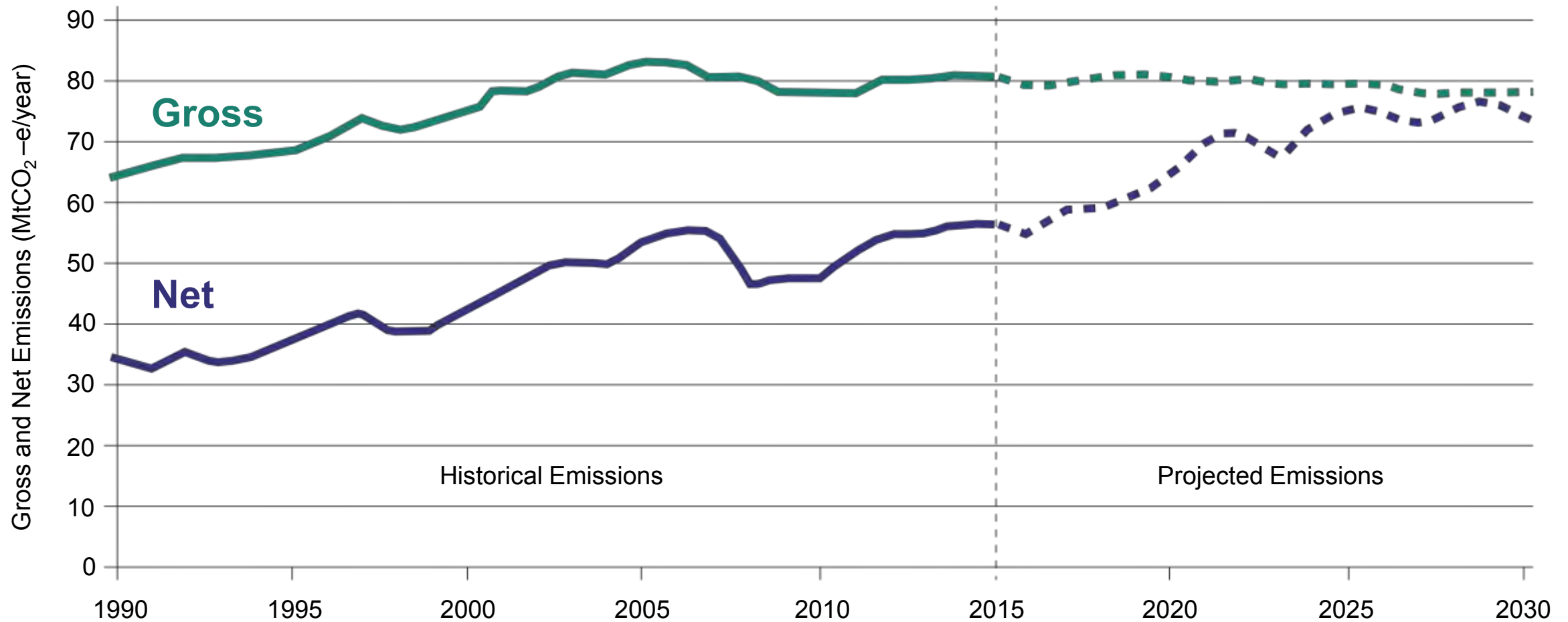
Source: New Zealand's Greenhouse Gas Inventory 1990-2017, published April 2019

Note: Percentages in the graph may not add up to 100 due to rounding.

Fugitive emissions are from the leakage, burning and controlled release of gases in oil and gas operations as well as escaping gases from coal mining and geothermal operations. Agricultural methane is mainly from livestock digestive systems and nitrous oxide is mainly from manure on soil.

# New Zealand's Current Emissions Targets and Progress

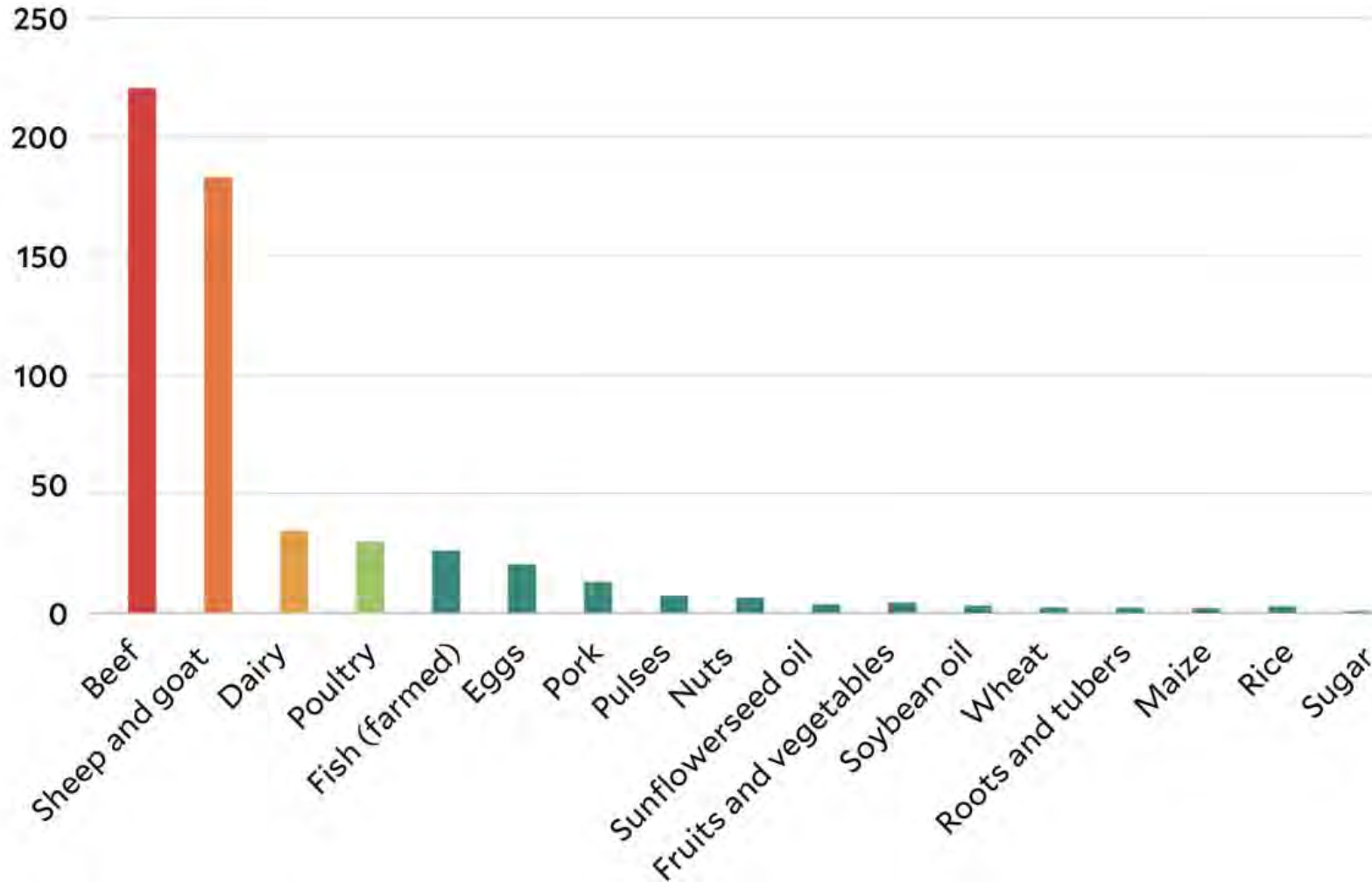
- 2020 target under UNFCCC: 5% reduction on 1990 emissions
- 2030 NDC under Paris Agreement: 30% below 2005 (11% below 1990)
- 2050 target currently gazetted: 50% below 1990 emissions





# The Climate Cost of Beef

Carbon emissions produced by different foods in 2010  
(In tonnes of CO2 per million kilocalories consumed)



Source: World Resources Institute











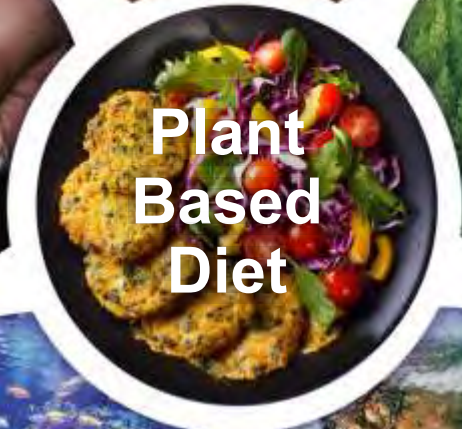
**Protect  
Biodiversity**



**Fresh, Safe  
Water**



**Reforestation**



**Plant  
Based  
Diet**

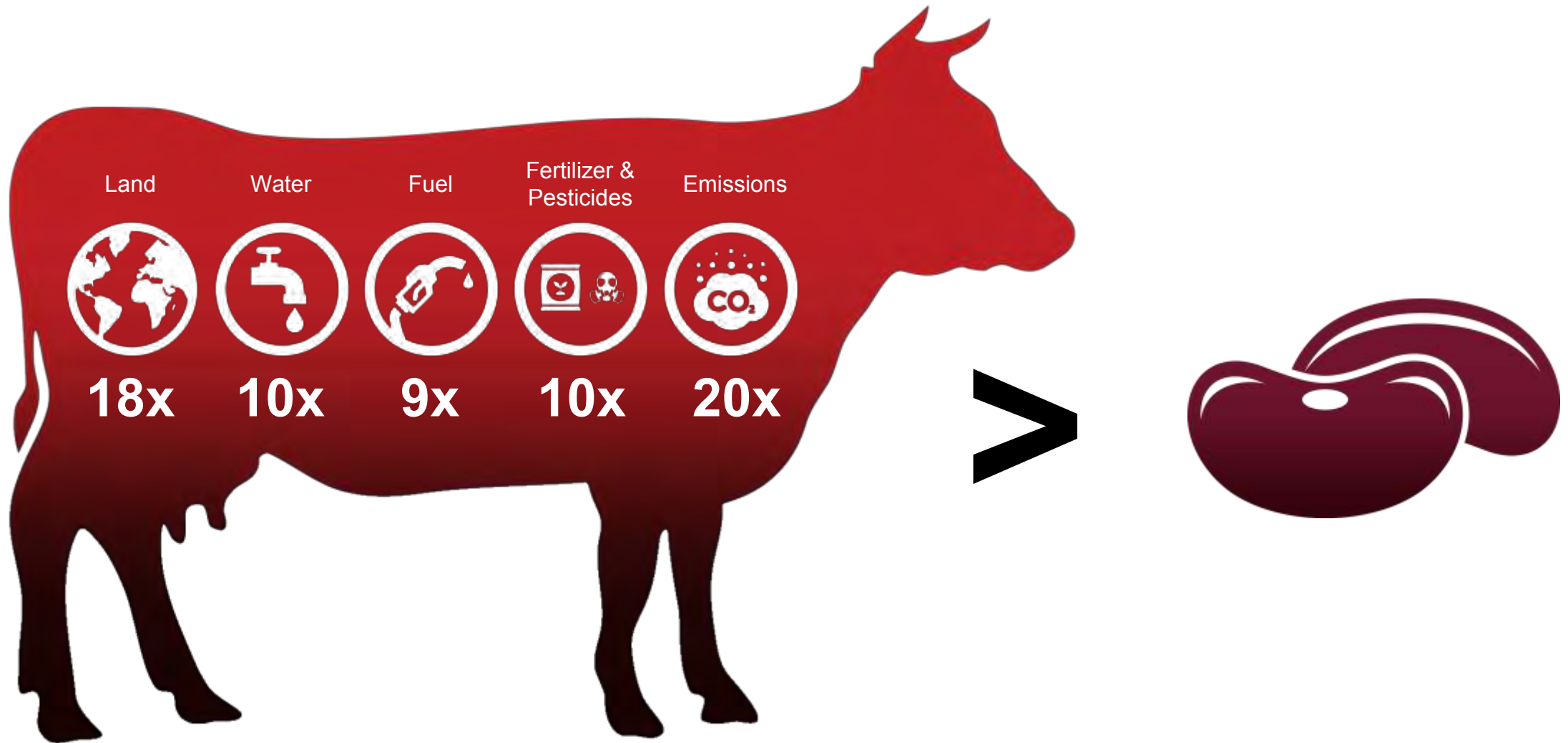


**Clean Oceans**



**Slow  
Climate Change**

# How moving from meat and dairy to more plants affects sustainability and emission reduction goals





# Cow's Milk vs. Plant-Based Milk

## RESULTS: THE IMPACTS OF DRINKING COW'S MILK



## COMPARE TO: A PLANT-BASED ALTERNATIVE



## OR CONSIDER THESE OTHER PLANT-BASED COW'S MILK ALTERNATIVES

Food Type	Land Use	Water Use	Miles Driven
Cashew Cream	0.09 square miles	9 gallons	0.19 miles



# Beef vs. Plant-Based Alternatives

## RESULTS: THE IMPACTS OF EATING BEEF

**Beef**  
5 ounce servings  
1 serving

**LAND USE**  
**36**  
square miles

**WATER USE**  
**570**  
gallons

**MILES DRIVEN**  
**10.50**  
miles

## COMPARE TO: A PLANT-BASED ALTERNATIVE

**Beans**  
1/4 cup serving  
1 serving

**LAND USE**  
**0.15**  
square miles

**WATER USE**  
**21**  
gallons

**MILES DRIVEN**  
**0.11**  
miles

## OR CONSIDER THESE OTHER PLANT-BASED BEEF ALTERNATIVES

Food Type	Land Use	Water Use	Miles Driven
Tofu	0.10 square miles	14 gallons	0.22 miles
Beans	0.15 square miles	21 gallons	0.11 miles
Chickpeas	0.33 square miles	35 gallons	0.21 miles
Brown Lentils	0.35 square miles	35 gallons	0.21 miles
Quinoa	0.37 square miles	31 gallons	0.25 miles



**- 43%**  
Cancer



**- 24%**  
Heart Disease



**- 25%**  
Diabetes



**- 57%**  
Alzheimer's



**+ Life**  
3.6 Years



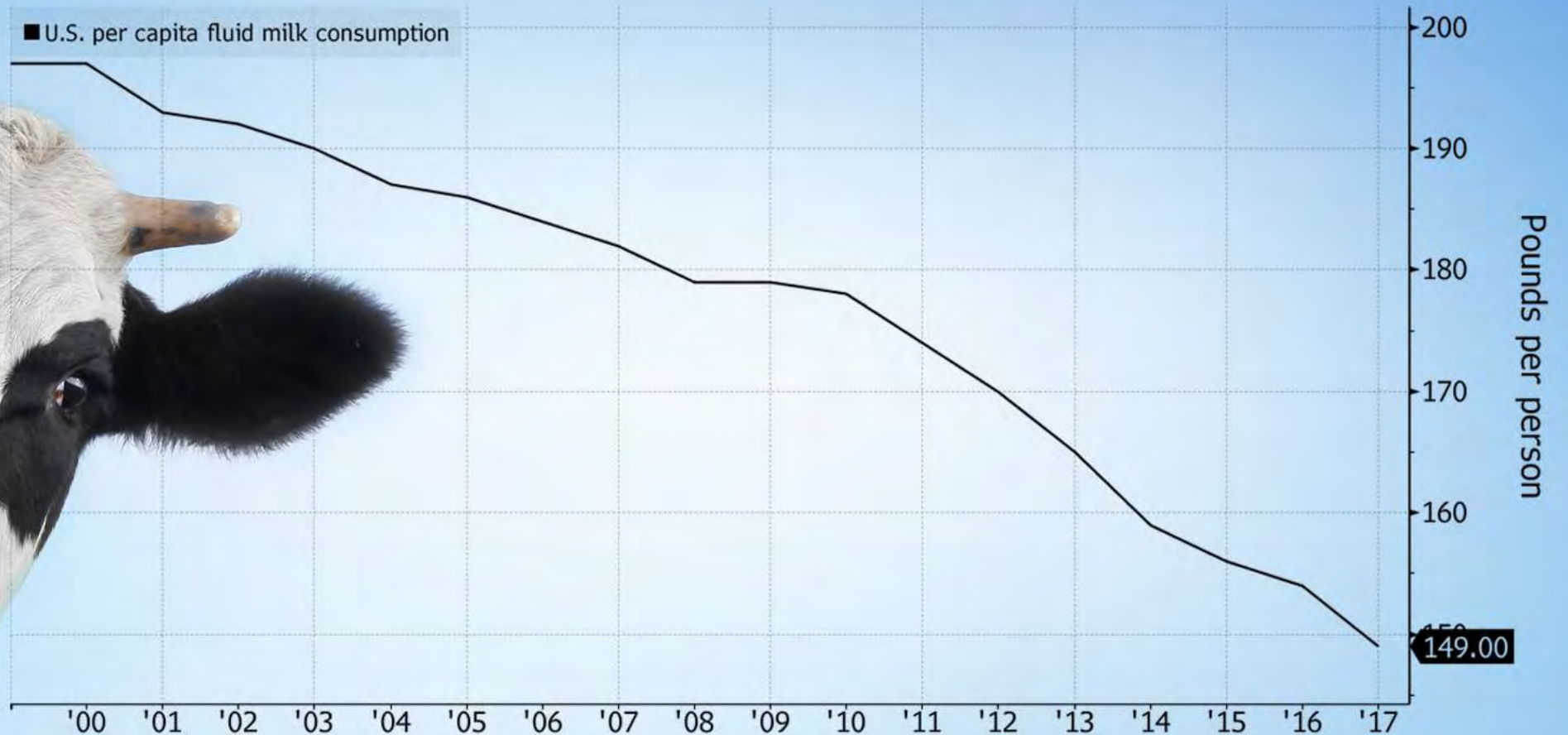
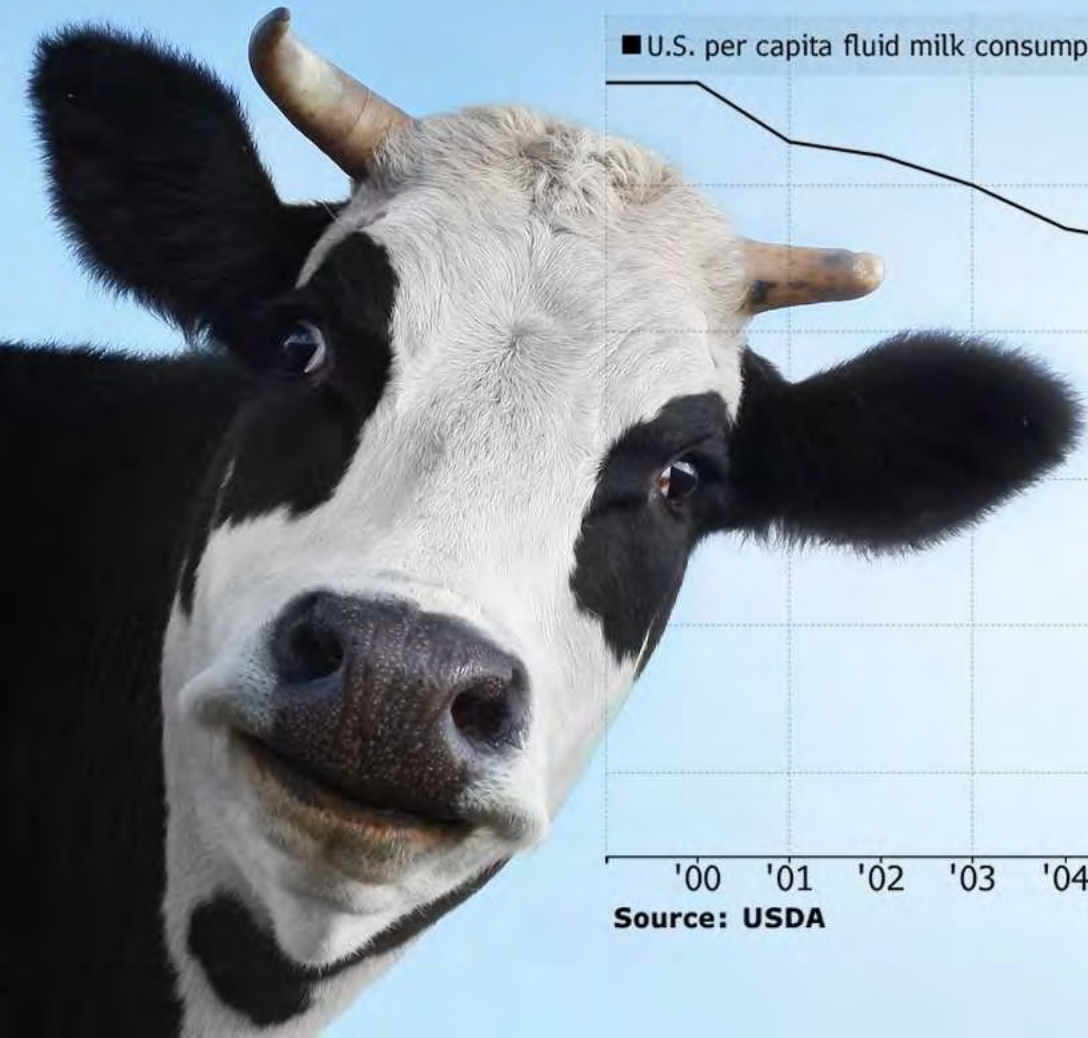
**+ Sex**





# Milk Dip

Americans keep drinking less milk from cows



Source: USDA



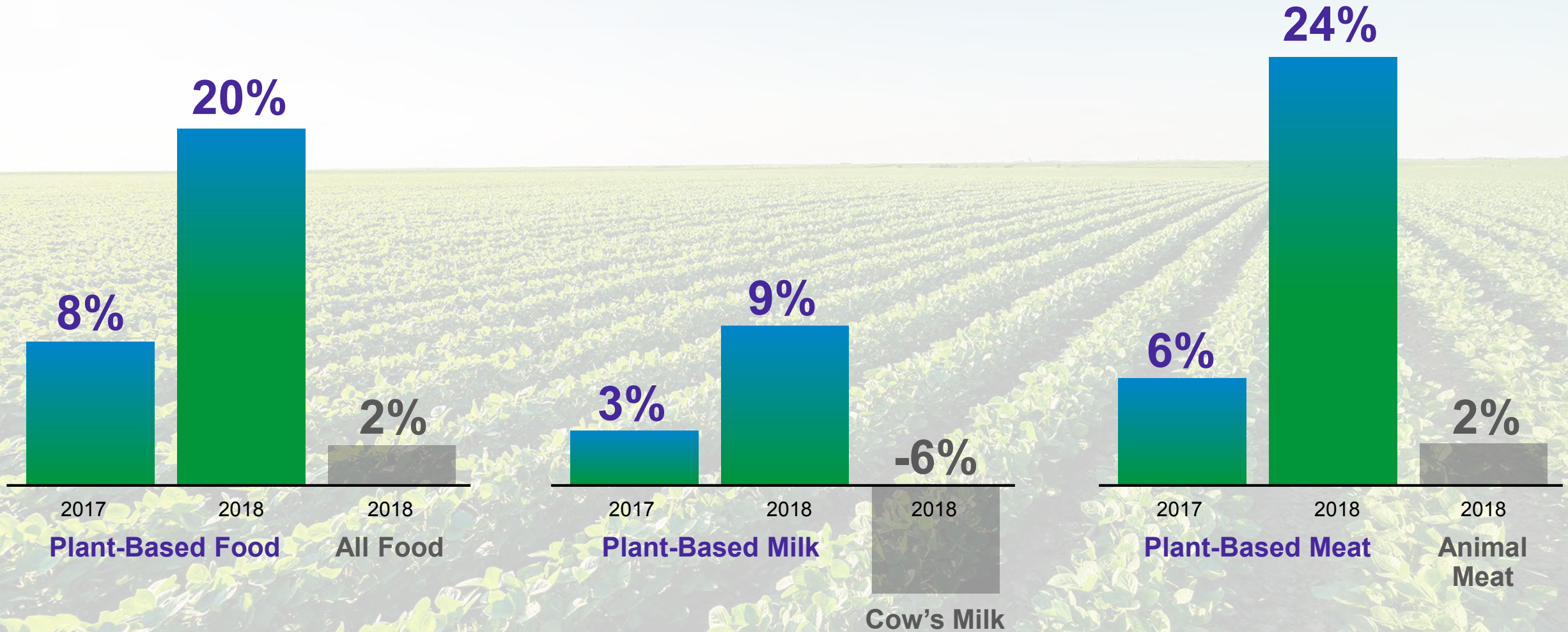








# Plant-Based Food Sales Growth

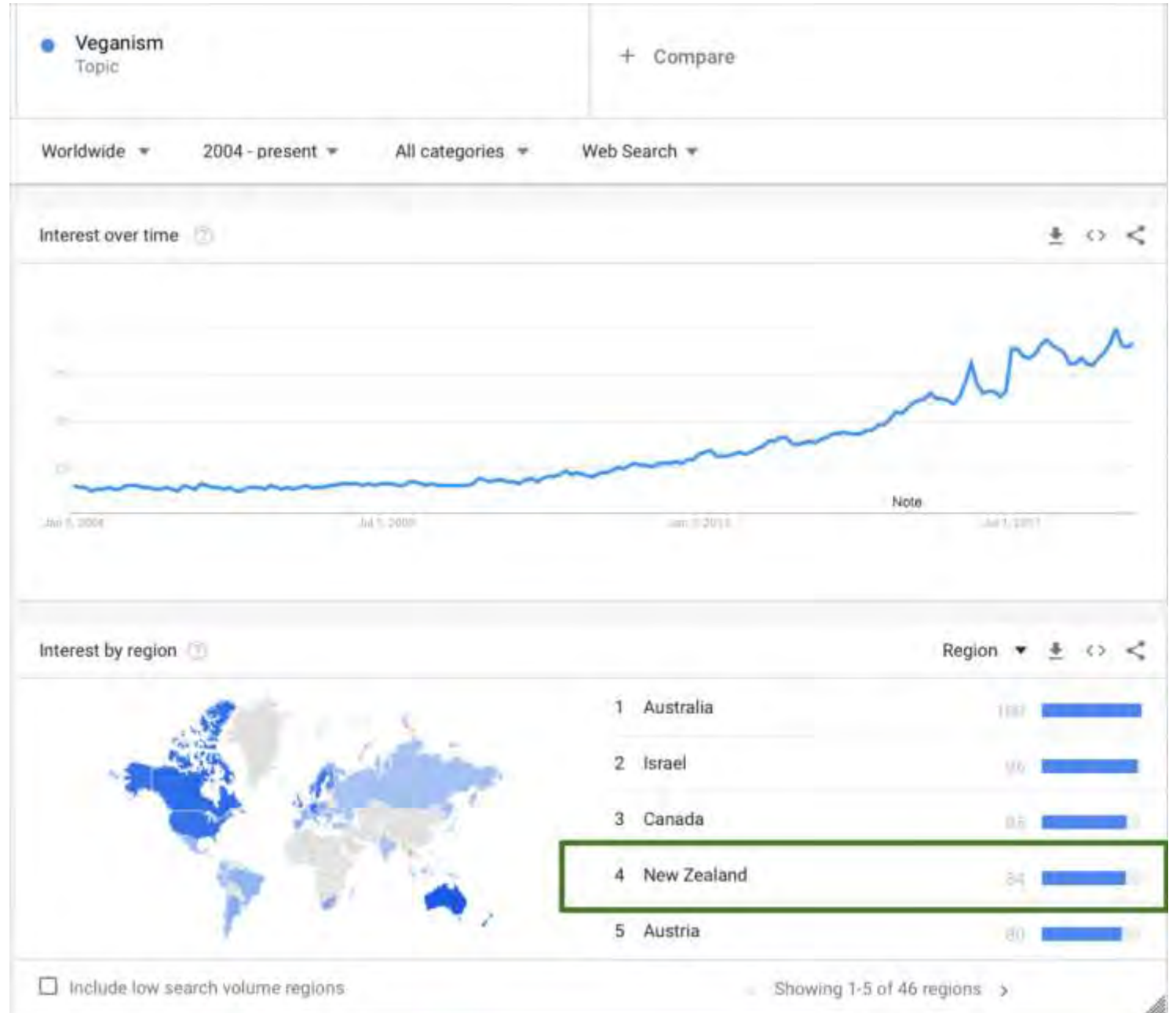


Source: Nielsen Consumer Data





# Consumer Interest in Veganism Mapped by Google









# Traceability, Trust & Scale

OMD's Unique Advantage:  
Vertical Integration

1



OMD Seeds

2



Lighthouse Farms

3



Plant Protein Innovation Park

4



Verdient Foods

5



Ingredion

6



OMD & T Base 4 Global Holdings

7



OMD Packaging & Distribution



**Change**





A motorcyclist wearing a black helmet and jacket with yellow accents is riding a motorcycle on a winding road. The motorcycle has a prominent yellow fuel tank and a large, glowing headlight. The background features a scenic landscape with mountains, trees, and a clear sky. The image has a motion blur effect, suggesting speed. On the left side of the road, there is a triangular warning sign and a blue speed limit sign with the number 40. The text "Change is Inevitable" is overlaid in white on the left side of the image.

**Change is Inevitable**



# Will New Zealand Lead or Follow?







① Person  
Change ① Meal a Day  
① Year



- 
- ① Person
  - ① Meal a Day
  - ① Year

Saves



**740,000**

litres of water



**5,000**

kilometres of driving





100% PURE NEW ZEALAND