**Example social posts**

Belching cows often make the news headlines for being a large emitter of emissions when in fact dairy farming is responsible for less than 2% of the UK’s total emissions. @cop26 #COP26 #GHG #NetZero

Interesting fact of the day - it takes 8 litres of water to produce 1 litre of milk or 158 litres of tap water to produce 1 litre of almond drink. #efficient #healthymilk #netzero #BackBritishFarming #sustainableliving @wateruk

UK dairy cows are the most climate friendly in the world. If all the 278 million cows in the world were as efficient as UK dairy cows, we WOULD ONLY NEED AROUND 76 MILLION of them to produce the same amount of milk. #amazingfact #COP26 #BackBritishFarming #sustainability

Dairy farming involves looking after cows, feeding the nation and protecting and managing the environment! What a job! #thankadairyfarmer #COP26 #netzero #BackBritishFarming #environment

The UK dairy industry is already way ahead when it comes to cutting their GHG emissions with the carbon footprint of a litre of British milk around 1.25kg CO2e36 compared to a global average of 2.9kg CO2e per litre @COP26 #COP26 #netzero #BackBritishFarming

Dairy cows are not a huge emitter of emissions, but of those emissions, 46% come from their digestion- a perfectly natural process of every living being. #TogetherForOurPlanet #carbonfootprint #climatechange #Sustainability #GlobalWarming #sustainableLiving

**Useful pages to tag into your social posts**

@COP26

@GHGProg

@netzeroagrifood

@RABDF

**Useful hashtags**

#COP26

#netzero

#BackBritishFarming

#TogetherForOurPlanet

#carbonfootprint

#climatechange

#climateaction

#sustainability

#environment

#globalwarming

#sustainableliving

**Key facts to promote**

1. Dairy farming is responsible for less than 2% of the UK's total emissions.
2. 46% - Almost half of the emissions coming from the dairy cow is from their digestion- a perfectly natural process of ruminants.
3. It takes 8 litres of water to produce 1 litre of milk or 158 litres of tap water to produce 1 litre of almond drink.
4. The carbon footprint of a litre of British milk is around 1.25kg CO2e36 compared to a global average of 2.9kg CO2e per litre.
5. UK dairy cows are the most climate friendly in the world. There are 278 million dairy cows worldwide. If they were all as efficient as UK dairy cows, we WOULD ONLY NEED AROUND 76 MILLION of them to produce the same amount of milk.