

# Helping to Dispel the Myths Around Greenhouse Gas Emissions From the UK Dairy Industry

The following toolkit contains information and resources to help you/your organisation highlight accurate facts about greenhouse gas emissions from the dairy industry. It includes:

- Background
- Aims
- Key messages
- Social media resources
- Example press release



## Background

Dairy farming receives a lot of negative media attention for its perceived role in raising GHG emissions. Ahead of the UN Climate Change Conference (COP26) in Glasgow at the end of October (31st Oct), RABDF would like to enlist the help and support of the UK dairy industry to highlight some key facts about UK dairy cow emissions and dispel some of the myths.



Emissions of greenhouse gas methane reach highest levels ever recorded due to soaring pollution from fossil fuels and livestock farming.

*Daily Mail*



**MOOTHANE GAS**  
Burping & farting cows make butter production 3 times more damaging to environment than plant based spreads, study says.

*The Sun*

## Aims

**CO<sub>2</sub>**

**01**

Highlight key facts about emissions from the UK dairy industry in the run up, during and after COP26

**02**

Dispel the myths around greenhouse gas emissions from UK dairy farms

**03**

Encourage people working in the dairy industry to share some facts about greenhouse gas emissions and correct any misconceptions by using accurate information.

## Key UK dairy farming emissions facts

**01**

**Less than 3% of total UK emissions**

Come from UK dairy farming

**02**

**46% of dairy cow emissions**

Almost half of the emissions coming from the dairy cow is from their digestion - a perfectly natural process of ruminants

**03**

**Producing milk efficiently**

It takes 8 litres of tap water to produce 1 litre of milk or 158 litres of tap water to produce 1 litre of almond drink

**04**

**UK milk emissions much lower than global average**

The carbon footprint of a litre of British milk is around 1.25kg CO<sub>2</sub>e compared to a global average of 2.9kg CO<sub>2</sub>e per litre.

**05**

**UK dairy cows are some of 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.

## Social media resources

We encourage you to use social media to spread the five key greenhouse gas emission facts. To help save you time, we have compiled some example social posts, along with useful hashtags and handles that you can use.



More information and resources can be found at [rabdf.co.uk/emissions](http://rabdf.co.uk/emissions)

### HASHTAGS #

#netzero  
#BackBritishFarming  
#TogetherForOurPlanet  
#carbonfootprint  
#climatechange  
#climateaction  
#sustainability  
#environment  
#globalwarming #COP26  
#sustainableliving

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

UK dairy cows are some of the most efficient 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 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



## Sample press release

You/your organisation can use this sample press release if you would like to promote the positive work being done to reduce greenhouse gas emissions from UK dairy farming and bust some myths.

### <Organisation name> Joins Forces with industry to Help Bust GHG Myths

<Insert organisation name> has joined forces with the Royal Association of British Dairy Farmers (RABDF) and other industry take holders to help highlight accurate facts about greenhouse gas emissions from the sector ahead of the UN Climate Change Conference (COP26) in Glasgow at the end of October (31st Oct).

The aim is to help inform everyone of the actual levels of greenhouse gas contributions coming from the dairy industry and dispel many of the current myths. Therefore, the sector asks individuals, key industry stakeholders, businesses, and organisations to promote five key facts internally and to the broader public before, during, and after COP26.

It is anticipated UK agriculture will come under the spotlight at COP26, which is why it is important to shout about the good work the dairy industry is doing to reduce emissions from what is already quite a low level.

<Insert name> from <insert organisation> said: "If everyone can share just one fact on social media, in their company newsletter, to a friend or in a conversation, for example, then that is at least one extra person that is better informed about emissions from the dairy industry."

### The facts being highlighted include:

- 1 Dairy farming is responsible for less than 3% 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 tap 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 CO<sub>2</sub>e compared to a global average of 2.9kg CO<sub>2</sub>e per litre
- 5 UK dairy cows are some of 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.

The RABDF has produced draft social media posts, newsletter snippets, visuals and posters that are free to copy and paste from their website at [rabdf.co.uk/emissions](http://rabdf.co.uk/emissions).

RABDF Managing Director Matt Knight said: "We want to make it as easy as possible for people to spread the good work of the dairy industry and reinforce the fact dairy products aren't only good for human health, they are also good for the planet too."

For your free visuals, social media posts and more on greenhouse gas emissions from the dairy sector, please visit

[www.rabdf.co.uk/emissions](http://www.rabdf.co.uk/emissions)

For references please see [www.rabdf.co.uk/emissions](http://www.rabdf.co.uk/emissions)