

Campaign Content Calendar

“We need to talk about the cow in the room”

The goal of the *Cow in the Room Campaign* is to highlight the value and challenges faced by livestock in LMICs and demonstrate that sustainable livestock systems can be a climate solution. We also aim to open a dialogue and discussion around sustainable livestock systems in its many diverse forms and contexts.

This campaign is meant for all those interested in supporting livestock systems and the hundreds of millions of livestock keepers who depend on them for their livelihoods.

This calendar offers materials to enable you and your organisations to support this endeavour across various communications channels from media to events to social media.

While ILRI prioritises Twitter for online engagement, we encourage amplification across all channels. All social media assets are available to download here: [3. Final deliverables \[shared\]](#)

Please see the end of this document for Twitter handles to tag in your messages.

We encourage the network to share the assets and materials below, please kindly notify ILRI if you plan to change messaging. If you're planning to post content that fits in with the ideas below, do let us know and we will try to amplify your posts.

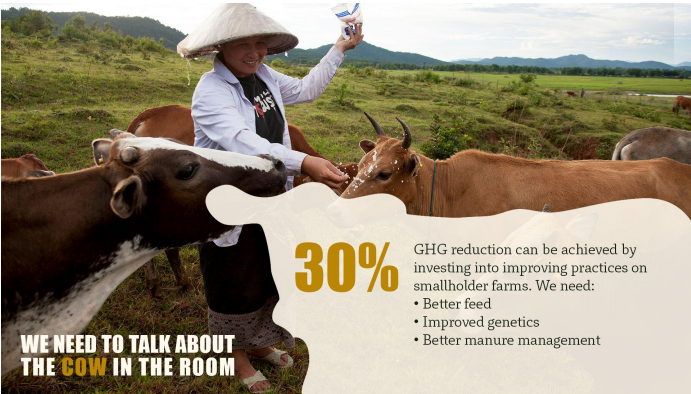
This folder contains:

1. Campaign video
2. Twitter content assets

Any questions, please contact Annabel Slater - a.slater@cgiar.org

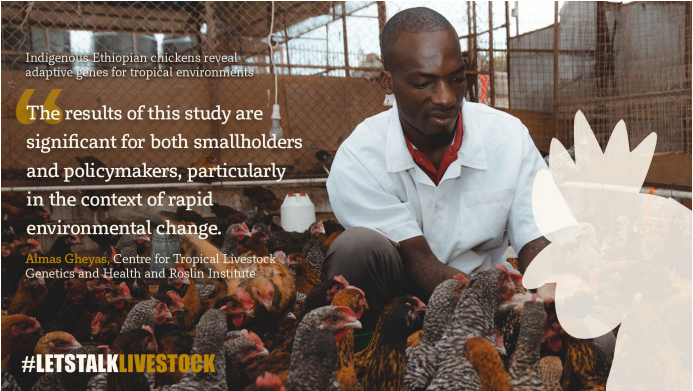
Date/Theme	Type	Tweet copy	Thumbnail & Link to asset	Status
Nov 7_Setting the scene	Standalone tweet	@COP27P puts #foodsystems at the heart of discussions. But we can't tackle climate change by marginalising livestock and livestock keepers. #LetsTalkLivestock to learn how livestock is a climate solution for +1.7 billion people in the Global South 	COP27 video COP27 Youtube quality COP27 Social media quality	PUBLI... ▾
Nov 8_Livestock as a climate solution	Thread	1/ When we talk #FoodSystems @COP27P, we need to address the cow in the room. Why? Because livestock 🐮 🐷 🐔 are a climate and resilience solution for hundreds of millions of smallholder farmers. #LetsTalkLivestock to accelerate climate action for people and the planet 🤝🌍 2/ Livestock mean different things to people. They: ♦ Are integral to cultures and ecologies ♦ Provide food and income ♦ Help poor communities adapt to climate change #LetsTalkLivestock @COP27P to learn how livestock can be a climate solution. Resources 🖱️ https://bit.ly/3zF3zn7	1/ Graphic: intro graphic - We need to talk about the cow in the room.  1b/ Intro graphic #LetstalkLivestock	PUBLI... ▾

				
Nov 8_Livestock as a climate solution	Thread	1/ #DYK that livestock are a climate solution? When cattle ranchers in Brazil grew improved grasses for livestock, their pasture lands absorbed more greenhouse gases and soil nutrients were higher. Learn how they did it 👉 #LetsTalkLivestock @COP27P 2/ A degraded farm in Amazonia was transformed into a productive silvopastoral system, which: ☀️ helped to reduce GHG generated by livestock 🌱 made the farm more resilient against pests and diseases 🐝 increased biodiversity https://bit.ly/3FnkvIw 3/ #Pastoralists supply most of Africa's meat and milk but suffer the harshest impacts of climate change.	2/ Graphic: Silvopasture 	PUBLI... ▾

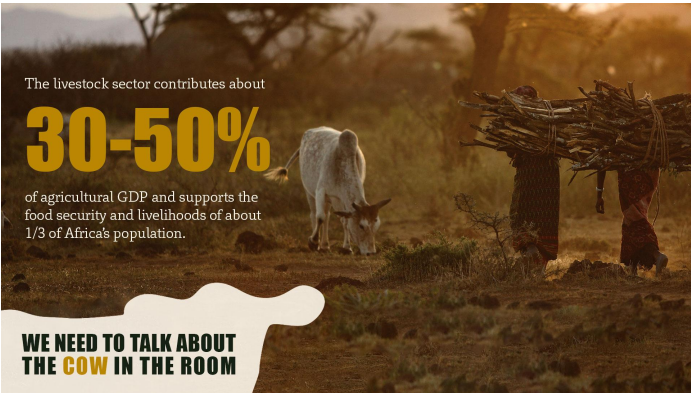
		We need to invest in their resilience and support them with: ♦ mobility pathways ♦ drought insurance ♦ improved governance to restore degraded lands #ActionOnFood @COP27P		
Nov 8_Livestock as a climate solution	Standalone tweet	#GHG emissions in Africa are already low. If we make livestock more productive we can reduce them by up to 30%. This includes 👉 🌿 Better feeds and feed conservation 🌿 Genetics that are both productive and adapted to African climates 🌿 Better manure management	3/ Graphic: 30% GHG reduction 	PUBLI... ▾
Nov 9 - Finance Day	Standalone tweet	Developing countries are ready to take #ActionOnClimate. But they need more and better data to measure livestock emissions and access #ClimateFinance, in order to invest in climate-smart agricultural solutions. Check out our investors guide at @COP27P 👉 https://bit.ly/3gEMBhT	4/ Graphic: 3 smart climate investments in livestock	PUBLI... ▾

Nov 9 - Side event: <i>Putting foods on the table during a climate crisis</i>	Thread	1/ Yes, we need to adjust our #FoodSystems to make them more equitable, productive and planet friendly. 🌍 But consuming less animal-source food is not a solution for everyone, especially those with low nutritional security. 2/ 1 in 4 young children in developing countries are malnourished. The food choices of their families likely aren't the same as yours. We need #FoodSystems that allow everyone to access healthy food. 👉 3/ When talking about food and climate we should #LeaveNoOneBehind. We need tailored solutions for different food systems for different regions. #LetsTalkLivestock #COP27 to learn how livestock can be both a nutrition and climate solution.	5/ Graphic: plant based food vs animal-sourced food	PUBLI... ▾

Nov 9 - Side event: <i>Putting foods on the table during a climate crisis</i>	Thread	1/ #LetsTalkLivestock Pastoral systems traditionally have been able to cope with climate variability. But, in the face of extreme drought and heat, we need to make sure that those whose livelihoods depend on livestock maintain their flexibility and resilience 2/ Farmers can be part of both #mitigation and #adaptation but they need information, funding and access to:  more productive and locally adapted livestock breeds  improved feed resources  animal health services  markets	6/ Graphic: traditional practices  14/ Graphic: Opportunities to farmers 	PUBLI... ▾
Nov 10 - Science Day	Thread	1/ Evidence shows that livestock can help against #climatechange.	7/ Quote graphic on indigenous Ethiopian chickens and their adaptive genes	UP NEXT ▾

		But we need more research and a nuanced discussion about the role of livestock in transforming food, land and water systems, especially in the Global South. 2/ For example, Ethiopian farmers are keeping indigenous chickens 🐔 rather than exotic breeds because the native birds are better adapted to harsh conditions. 3/ If we learn to understand their #adaptation and use their #DNA, we can breed more resilient species and benefit future small-scale farming. It also highlights the vast potential for promoting climate resilient livestock around the world. #LetsTalkLivestock 4/ Learn more about how livestock keepers around the world are adapting and becoming more resilient in the face of climate change 👉 https://projects.livestockdata.org/livestock-climate-resilience/#19		
Nov 11 - Youth and Future Generations Day	Thread	1/ Africa faces a double employment crisis —a lack of jobs for youth & an increasing number of young people in need of work. Innovations in livestock agriculture could increase jobs, attract youth & raise efficiencies to meet growing demand for 🍖🥛🥚 #LetsTalkLivestock	8/ Quote graphic of young dairy entrepreneur - Lilian Satia	UP NEXT ▾

		2/ Increasing training and financing opportunities for youth in Kenya could help them tap into opportunities in the country's growing #dairysector. 3/ Young people who don't own land of their own could gain more from raising chickens, pigs and rabbits in small parcels of land. These livestock can empower youth and increase their income while they improve nutrition of rural communities. #LeaveNoOneBehind @COP27P	9/ Graphic: farmer's quote - Samuel Ndung'u	
Nov 11 - Side event: <i>Reaching women farmers with climate resilience strategies in Africa and Asia</i>	Thread	1/ Livestock production provides women in the Global South economic, social, and personal benefits. In Ethiopia, a livestock-breeding program offered women access to: ♦ Technical and managerial skills	10/ Quote graphic of Jemimah	UP NEXT ▾

		◆ Finance and agricultural services ◆ Marketing and business networks 2/ However, women still face basic challenges in their farming practices due to: ▼ Feed shortages ▼ Scarcity of land and water ▼ Lack of investment for materials Learn more 🖱️ https://www.ilri.org/news/ethiopia-all-women-livestock-breeding-program-yields-multiple-benefits 3/ Women need government support to address these issues and long-term investment to improve performance of their animals, their income and household nutrition. Get involved into the discussion https://whylivestockmatter.org/cop27-livestock-resources #LeaveNoOneBehind @COP27P		
Nov 12 - <i>Adaptation and Agriculture Day</i>	Thread	1/ Fact #1: Millions of livestock herders produce more than half of Africa's meat and milk supply. Fact #2: Growing #HeatStress from rising temperatures and humidity are putting their livelihoods at risk. #LetsTalkLivestock adaptation solutions @COP27P 2/ We spend so much time thinking of livestock as a climate problem, when we need to look at how they can be part of the solution.	11/ Graphic on GDP contribution 	UP NEXT ▾

[#LetsTalkLivestock @COP27P](#) to learn how to optimise the positives of livestock production and mitigate the negatives 👉

3/ Step 1. Dual-purpose crops that feed people and animals

Farmers in Senegal and Burkina Faso are optimising agricultural land-use by growing drought-resistant cowpea crops that produce human food and nutritious crop-residue feeds for livestock. 👉

<https://bit.ly/3DAI6z7>

4/ Step 2. Promote mixed farming systems

In Kenya, farmers are experimenting with drought-tolerant forages mixed with crops in order to:

- 👉 overcome feed shortages in the dry seasons
- 👉 raise the fertility of soils
- 👉 increase their carbon sequestration capabilities.

5/ Step 3. Invest in infrastructure.

Yes, we need to talk about global emissions and our [#foodsystems](#). But marginalising livestock keepers in developing countries in [#FoodSystems at #COP27](#) is not an option.

6/ Policy and funding leaders need to direct [#ClimateFinance](#) to countries to build sustainable livestock systems. In Africa, this means investing in adaptation to achieve mitigation co-benefits. [#LetsTalkLivestock](#)

[12/ Graphic: roadmap](#)



Nov 14 - Gender Day	Standalone tweet	Talking about #foodsystems and climate means talking about livestock and gender equity. Livestock production provides women in the Global South a rare opportunity to access and control resources, financial services and employment. #LetsTalkLivestock @COP27P	13/ Graphic: Quote  In Ethiopia, an all-women livestock-breeding program yields multiple benefits “Women feel like this is like their own community; they don't see it just as work, but also as an opportunity to socialise, to do activities together, to laugh, to talk about their lives <i>Emna Rekil, Research fellow at ICARDA</i> #LETSTALKLIVESTOCK	UP NEXT ▾
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Twitter handles to tag

Donors

- @ACIARAustralia
- @BMZ_Bund
- @FCDOResearch
- @GatesFoundation
- @GIZ_gmbh
- @IDRC_CRDI
- @IFAD
- @CGIAR
- @USAID
- @WorldBank

Influencers

- @AminaJMohammed
- @Andersen_Inger
- @ChathamHouse

@davos
@EATforum
@GAINalliance
@IPBES
@jrockstrom
@LancetGH
@I_haddad
@rajshah (Rajiv Shah, Rockefeller Foundation)
@RichardMunang (Richard Munang, UNEP deputy director, climate) 48.1K Twitter followers
@SEIresearch (Stockholm Environment Institute)
@STHLMresilience (Stockholm Resilience Centre)
@TableDebates
@TheLancetPlanet
@WEF
@WorldResources
@Worldwatch
@WRIclimate

Major African & Asian institutions

@_AfricanUnion
@Agnes_Kalibata
@AKADEMIYA2063
@akinbamijo
@akin_adesina
@AmbMKamau
@ASARECA
@AUC_CAADP
@CORAFnews
@EthiopianATA
@FANRPAN
@FARA_info
@IGADSecretriary
@JosefaSacko

@kalromkulima
@MAAIF_Uganda
@NEPAD_Mayaki
@TAAT_Africa
@APAARI
@ASEAN

10 International media / journalists

@BBCWorld
@ftworldnews (Financial Times World, UK)
@GdnDevelopment
@GuardianWorld
@NYTimesWorld
@reliefweb
@ReutersAfrica
@thinink (freelance journalist/blogger Thin Lei Win)
@voxafrica
@WashingtonPost

10 Africa media / journalists

@AllAfrica
@BBCAfrica
@DailyMonitor (Uganda)
@NPRGoatsAndSoda
@OchiengOgodo (SciDevNet)
@ReutersAfrica
@SciDevNetSSA
@TC_Africa (Conversation Africa)
@The_EastAfrican
@TRF (Thomson Reuters Foundation)