**Dr Matthew Elmes Presentation Synopsis**

In his presentation, **"Red meat: Balancing nutritional benefits with health and sustainability"** Dr Matthew Elmes highlights the nutritional benefits of red meat while addressing the concerns surrounding its consumption, particularly in relation to non-communicable diseases and environmental impacts. He explores the role of red meat in providing essential nutrients such as protein, iron, zinc, and vitamin B12, and discusses how it contributes to overall health, especially in vulnerable population groups. Dr Elmes also reviews current dietary guidelines and consumption trends, emphasizing the need for a balanced approach to red meat in diets. While acknowledging health risks like cardiovascular disease and colorectal cancer, he calls for a better understanding of red meat’s role in nutrition, urging for clearer, evidence-based public health messaging that considers both individual and societal health needs.