

UK MEAT CONSUMPTION AND THE MEAT INDUSTRY



Each year, the average Briton consumes 61kg of animal protein, with almost 30kg of this coming from poultry

Purchasing food with the red tractor logo means it has been produced on British farms, but all meat must be labelled with its country of origin.



74% of the meat we consume comes from British farms, with the rest being imported. The main countries we import from are New Zealand, Germany and the Netherlands.

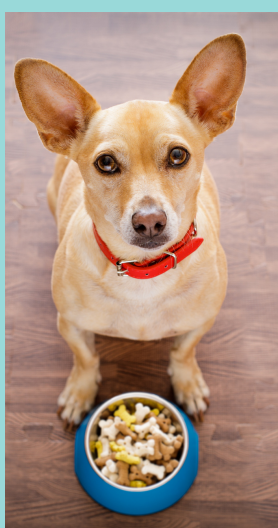


Fresh turkey lean thigh mince.
Made using British turkey.



We also export meat to countries such as Ireland, France, the Netherlands, and China.

Exporting meat, typically offal and by-products, is essential as the money made from selling cuts to UK customers does not cover the costs involved in producing and processing meat.



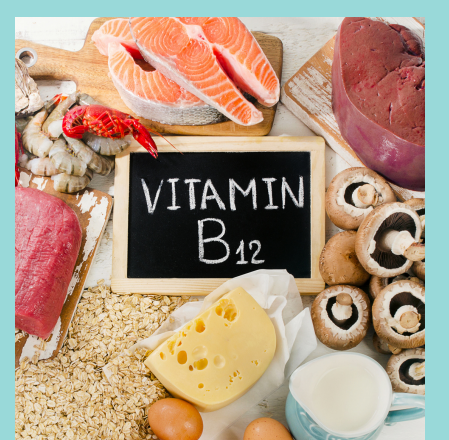
Animal by-products can also be used for other purposes such as in the production of wool, leather, pet food, biodiesel, and compost.

The UK's climate and landscape makes it one of the most sustainable meat and dairy industries in the UK. Here's a few reasons why:

- 90% of the water fed to livestock is rainwater
- The red meat and dairy industries contribute to just 5% of the UK's greenhouse gas emissions
- Cows and sheep are often grazed on land that can't be used to grow crops, such as grassland, woodland, hills, and even mountains



As well as being high in protein, meat is a good source of a variety of vitamins and minerals including potassium, phosphorus, zinc, and vitamin B3.



Britain has some of the highest animal welfare standards, joint with some other European countries such as the Netherlands, Austria, Denmark, and Sweden.



Vitamin B12 is hard to source from plant foods but is found naturally in red meat, dairy, eggs and fish. This nutrient is essential for our immune systems.