



# BRITISH MEAT EXPORTERS TO THE USA

AHDB

# Quality beef from Britain

British red meat has a great story to tell but that story often gets drowned out because of the tendency to portray farming all over the world as the same, even though it isn't.

According to the Government's Committee on Climate Change, greenhouse gas emissions from UK beef and lamb are about half the global average.

British farmers are proud of their high standards. British red meat is produced to some of the highest welfare and environmentally sustainable standards in the world. Our extensively grazed pastures provide habitat for wildlife; furthermore, our actively managed pastures take carbon dioxide from the atmosphere and store it.

They aim to farm in the most climate-friendly way, with a view to achieving net zero greenhouse gas emissions.

For further information, please visit:  
[meattheukexporters.com](http://meattheukexporters.com)





## Foyle Food Group

Foyle Food Group is a family-run group of companies with a farming heritage dating back several generations. Established over three decades ago, we have a long-standing history of supplying quality beef to leading retailers, manufacturers, foodservice providers and butchers across the world. We operate nine state-of-the-art facilities on six sites – three in Northern Ireland, one in the Republic of Ireland and two in England, with the capacity to process 7,000 animals every week.

With 30 years' expertise, we are at the forefront when it comes to technology, investing in the latest advancements to meet the needs of our customers across the globe. From ethics to economics and environment, our approach to sustainability is award-winning, while advanced DNA testing and traceability systems ensure that we know everything about our beef from farm to fork.

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## Kepak Group

Kepak Group is Ireland's most innovative meat company, with a rich heritage of over 50 years of meat craft. From the establishment of a family-owned butcher shop in Dublin in 1966, we have grown significantly, and today we have a turnover of €1.6 billion and employ over 5,000 people. We have 15 manufacturing facilities throughout Ireland and the UK, with sales offices in Europe, the USA, Asia and Africa.

We process 500,000 cattle, 1,700,000 lambs and 450,000 pigs per year and market a broad range of fresh and value-added meat products, serving the foodservice and retail markets.

Innovation and quality are the lifeblood of our business ethos.

We continuously invest in consumer insight and innovation through research and development. As a founding member of Ireland's national sustainability initiative, Origin Green, we have a strong reputation for sustainable food production and farming practices. We have a portfolio of market-leading brands, including Rustlers, Big Al's, John Stone, Stript Snacks and Celtic Beef.

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## WD Meats

For over 35 years, WD Meats has been supplying quality assured beef and innovative beef products to customers throughout UK, Europe, Africa and Asia.

The Dillon family's association with the livestock industry dates back more than 100 years. Since opening our current facility in 1987, our modern, 100,000 sq ft plant, built on a 35-acre site, incorporates every aspect of the company's processing operation under one roof. The slaughtering, boning, packing and dispatch facilities are all provided in-house, which gives us complete control over all stages of production. This means our customers can be assured that the highest standards are maintained throughout. In addition, with a single-site operation, we are able to make decisions quickly and implement them straight away.

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# Quality lamb from Britain

Sheep farming has played an important role in Britain since records began. From pre-industrial times when sheep were an essential part of a pastoral society, producing meat, milk at times, and wool and skins, to a more industrial era when much of our wealth was based on wool and textiles.

Sheep meat in the form of lamb is now the primary output of value from our sheep flock and is renowned around the world as a premium and high-quality product.

British lamb is a high-quality, nutrient-dense, delicious and sophisticated protein. You can be safe in the knowledge that British lamb will be entirely or mostly grass-fed, reared in harmony with nature and kept to high animal welfare standards.

In the UK, grass makes up the majority of a lamb's diet and often takes place in the less productive areas of the country where the land is too wet, too high or too poor soil quality for the production of cereals and vegetables. Without the UK sheep industry, large areas of the country would be unable to contribute to food production.

The UK breeding flock stands at approximately 14.5 million with around 90 different breeds and crossbreeds used, all contributing to the diverse nature of the industry. While the main production of lamb comes from crossbred ewes, Suffolk, for example, is the second largest contributor of terminal sires to the UK flock. The main other breeds are Charollais and Texel.





## Dawn Meats

Dawn Meats is one of Europe's leading food companies, suppliers of choice to a range of local, national and international supermarket, foodservice and manufacturing business, exporting to 50 countries. As a family-owned business it remains true to its farming heritage through the close relationships forged with local cattle and lamb farmers. Dawn Meats, and its UK division Dunbia, processes three million sheep per annum.

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# Quality pork from Britain

The British pig industry is specialised and highly professional. It is unsubsidised and completely market-focused, producing high-quality pork and pork products for increasingly demanding and sophisticated consumers.

There are around 10,000 pig farms in the UK with a variety of production systems, including indoor units, outdoor units, thatch bedding, and cabinets with a slatted floor. That said, as a result of welfare concerns and consumer preferences, outdoor systems for pig farming account for about 40% of all sows.

The relatively dry climate of the eastern part of the UK has encouraged outdoor pig farming and finishing activities. It is also ideal for growing cereals, which farmers can use to feed their pigs.

Commercial pigs in the UK are almost all hybrids. They are mostly derived from a background of genetically enhanced Large White and Landrace crosses, but also include genetics from other breeds such as Duroc and Pietrain.

The use of antibiotics as growth promoters is specifically prohibited (as is the use of hormonal substances as growth promoters in cattle). Routine prophylactic use of antibiotics is not considered responsible and is actively discouraged. When it is necessary to treat an animal therapeutically, it is done under veterinary supervision, and the veterinarian must decide what type of antibiotic is appropriate. Antibiotic use is recorded and fully traceable. This approach is based on expert advice using the most up-to-date science and evidence.





## Cranswick plc

Cranswick is unique. There, we have said it, but we can legitimately make the claim because our story is like no other. We started out in farming, nurturing the best pigs in the country, with know-how passed down through generations. The company originally formed to produce pig feed – because to get the best out, you must put the best in. Our annual turnover is just over £1.25 billion. Although our beginnings were humble, our ambitions were not. In the late 1980s, Cranswick began the journey into food production, seeking to grow by moving into relatable business areas that complemented our agricultural roots. This gave us one of the first genuine ‘farm to fork’ offerings.

The fresh pork division of the group, Cranswick Country Foods, comprises three abattoirs processing 60,000 British pigs per week. International trading is a major growth area for Cranswick’s development. We have established business relationships in many different countries throughout Europe, the Far East and the USA.

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## Karro Food Group

Karro Food Group is one of the UK’s leading meat producers, with processing plants across the country. Our categories include fresh pork, bacon, gammon, frozen sausage and sliced cooked meats. We supply our high-quality meat products to export, retail, foodservice and manufacturing customers across the world.

We operate through integrated farming, slaughtering and processing operations across England, Scotland and Northern Ireland, which ensures that we have unrivalled production-chain traceability. We process circa 50,000 pigs each week across different welfare levels. The welfare of our animals is of foremost importance throughout our business. All our pigs are kept and processed in the most humane way possible, with full adherence to UK welfare standards.

Our countrywide operations are responsible for pork eaten by millions of consumers every year and we take pride in producing products of the highest quality. Our international business exports our products globally each week, which is centrally managed through our head office in the UK. We also have satellite offices in Shanghai and the USA, which are managed by our dedicated export team.

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## Pilgrim's Pride Ltd.

Pilgrim's Pride Ltd. is proud to be at the fore of the food manufacturing industry, providing a wide range of quality, cost-effective and innovative products to the retail, wholesale and foodservice sectors from our 14 modern, well-invested manufacturing facilities.

A division of Pilgrim's Pride Corporation, our business is part of the second-largest food company in the world. Our team farms, processes, prepares, packages and delivers fresh, frozen and value-added food products for sale in more than 100 countries.

We are proud to partner with more than 1,000 UK farmers, who share our belief in the highest standards on animal welfare, efficiency and quality. Our own farming operation is 100% RSPCA higher welfare, making us the largest producer of higher-welfare pork globally.

Our fully integrated supply chain, using our own higher-welfare pigs, supported by the highest independent R&D spend on pig farming, makes us unique in the marketplace and for our consumers.

Our strategic pillars are based on becoming a more valued partner with key customers; relentlessly pursuing operational excellence; safe people, safe products and healthy attitudes; and developing a unique portfolio of diverse, complementary business models. Pilgrim's Pride Ltd.'s foundations and strength lie in our core values of determination, simplicity, availability, humility, sincerity, discipline, ownership.

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# Red Tractor

Red Tractor ensures you can trust the food you purchase and eat. It is the largest food standards scheme in the United Kingdom, covering all the areas consumers care about: animal welfare, food safety, traceability and environmental protection.

Our food and drink has been responsibly produced to some of the most comprehensive and respected standards in the world. All stages are regularly checked by independent experts. All the major UK supermarkets use the standards as the basis for their UK-sourced food.

For more information, visit [redtractor.org.uk](https://redtractor.org.uk)



**PROUD  
TO SUPPORT**



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AHDB is a statutory levy board funded by farmers and others in the supply chain. Our purpose is to be a critical enabler, to positively influence outcomes, allowing farmers and others in the supply chain to be competitive, successful and share good practice. We equip levy payers with easy-to-use products, tools and services to help them make informed decisions and improve business performance. Established in 2008 and classified as a Non-Departmental Public Body, AHDB supports the following industries: meat and livestock (Beef, Lamb and Pork) in England; Dairy in Great Britain; and Cereals and Oilseeds in the UK. For further information visit **[ahdb.org.uk](http://ahdb.org.uk)**

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