

# QUALITY BEEF & LAMB

from Britain

AHDB

PROUD  
TO SUPPORT



# Beef and lamb from Britain

Red Tractor is the largest farm and food assurance scheme in the UK and has strict standards that cover all aspects of food production. Red Tractor standards apply to the whole supply chain, from feed ingredients, to beef and lamb production, transport, slaughter, processing and packing. This includes animal welfare, food safety, traceability and environmental protection requirements.

The Red Tractor Farm Assurance Scheme sets out to maintain, develop and promote assurance standards for the benefit of its members within the meat industry. Buying food with the Red Tractor logo is your assurance that it is safe to eat, produced responsibly and is traceable from farm to fork.









# What makes quality beef and lamb from Britain so special ?

British cattle are world-renowned for their quality and suitability for sustainable livestock farming. They have been exported for more than two centuries over five continents and form the core of world beef production.

Modern production of beef and lamb ensures carcass quality through a focus on efficiency and high performance at the farm level.

# The importance of grass

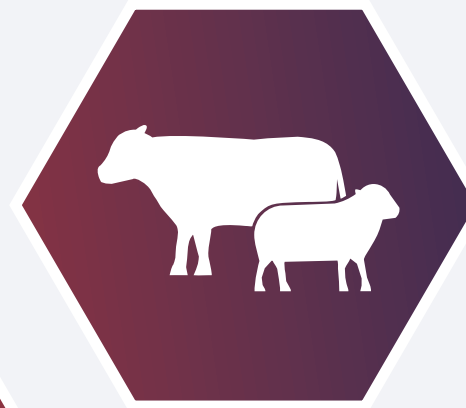
The UK has a mild, wet climate, which is optimal for ruminant production. Cattle and sheep are reared in a green, nutrient-rich environment. Grazing livestock is viewed as a science in the UK, to optimise the production of quality beef and sheep meat.



## The standards cover:



Identification



Farm animal  
management



Feed composition,  
storage and use



Traceability

# Quality assurance

To create a sustainable world, we must take care of animals and the planet. Positive, lasting change for animals can only be achieved if animal welfare is at the heart of our production systems.

Meeting independently audited on-farm requirements gives confidence in high on-farm production standards.





Waste management plans



Herd/flock health plans, including medicines and veterinary treatments. Growth hormones are banned and antibiotics use is strictly controlled



Expansion of home-mixing standards for feed



Transport of livestock



Housing and handling facilities



# Provenance

Consumers are becoming more conscious about where their beef and lamb has come from. All beef and lamb which carries the Red Tractor logo has been born, raised and slaughtered in Great Britain to strict standards.



# Abattoir

All abattoirs in the UK are independently inspected to verify compliance with strict processing standards and specifications.

The standards cover:

- Lairage
- Chilling
- Welfare
- Storage
- Dressing
- Slaughter
- Classification
- Food Safety
- Labelling
- Transport
- Cutting and packing
- Processing
- Meat hygiene
- Maturation
- Traceability

Dependent on consumer specifications, the animals are graded and matured to varying disciplines and carcasses are hung again to individual specifications relating to maturation.





# Animal welfare

Historically, the UK has been the vanguard of animal welfare policy. Public interest in animal welfare has given us world-leading legislation in 1822, 1911 and 2006.



# Innovative butchery

AHDB Beef & Lamb has worked with specialist butchers, both domestically and internationally, to introduce new cuts to improve market opportunity and potential.

By cutting and processing the products innovatively, we can provide:

- Distinctive new products for the modern marketplace
- Enhanced product consistency through tighter specifications
- Additional premium lines and increased profit opportunities for your business











# Nutrition

Lean red meat can play an important part in a healthy balanced diet. It has a high nutrient density containing high biological value (HBV) protein, key minerals, particularly iron and zinc, and is also an important source of B vitamins, including B12, which is not found naturally in foods of plant origin.

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