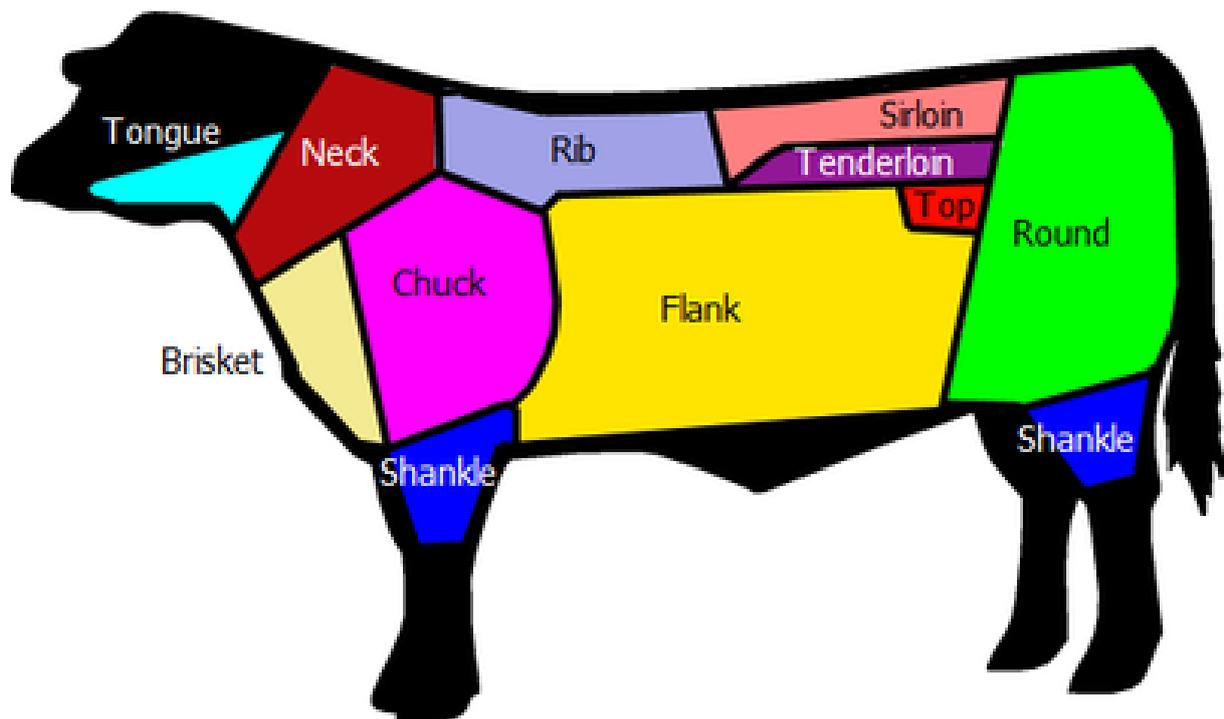




Cuts of beef



What is beef exactly?

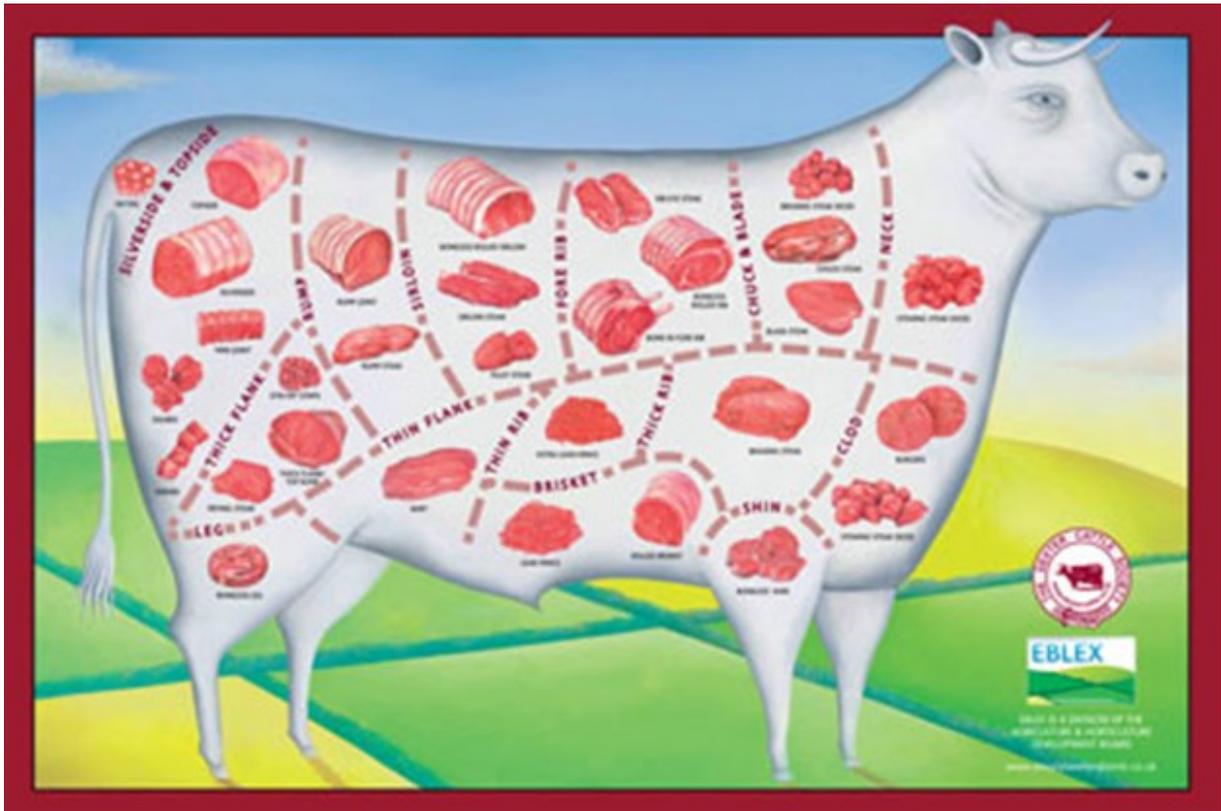
Beef is the culinary name for meat from cattle. Beef is a source of high-quality protein and nutrients.

How does beef go from being a cow to being food?

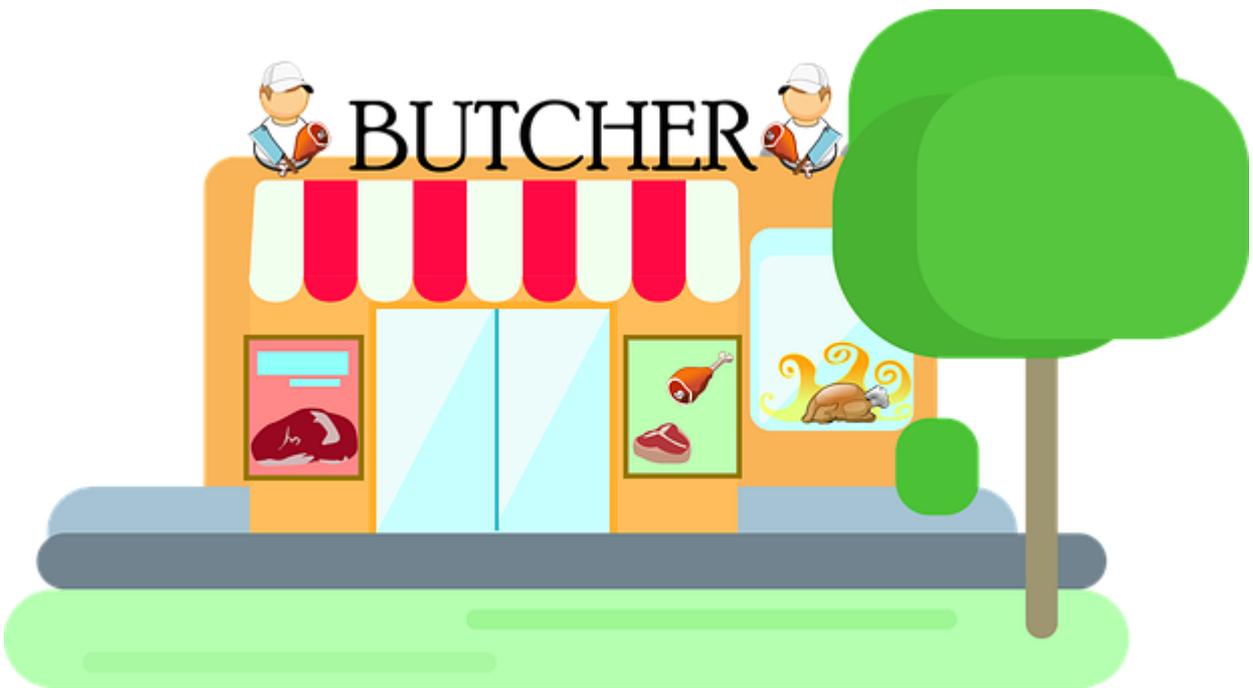
"The animal dies -- it happens quickly, so the animal isn't afraid. Then the butcher turns it into food."

Beef is the third most widely consumed meat in the world, accounting for about 25% of meat production worldwide .

k i d s
Country



BUTCHER





Why buy British Beef?

Quality Standard Beef has been produced and processed through a fully assured independently audited supply chain. The quality standard mark for beef is the only one to have standards relating to eating quality such as age, sex and, at certain times of the year, maturation.



A union flag indicates it is born, raised and processed to the same standards but of UK origin.

In Britain, some of the highest welfare standards in the world regulate the way that our beef is produced.

Every animal can be traced to its mother and place of birth with the British cattle passport system.

Britain's beef industry is the envy of the world. Breeding from our livestock and genetics from breeds native to Britain are much sought after by farmers in other countries.

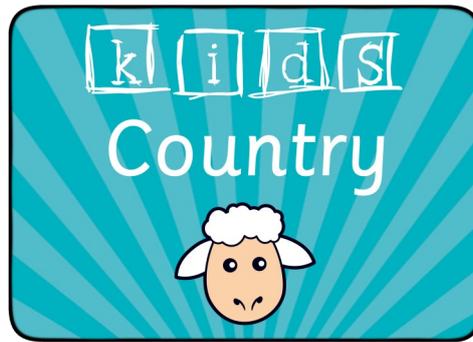
Top 10 native cattle breeds are: Highland, Belted Galloway, English Longhorn, Red Poll, White Park, Hereford, British White, Ayrshire, Aberdeen Angus, South Devon,

The distance between each farm and shop is smaller than imported beef. This means fresher meat and less of a carbon footprint.

Buying British beef supports British farmers. In turn, this helps keep the countryside how it looks today.

Beef is naturally rich in protein and it provides eight essential vitamins and minerals that support good health and well-being.

Choosing British beef means supporting British farmers whose work helps to keep the British countryside the way we want it to look: no cows – no countryside!



Flavour of beef

The flavour of beef is affected by breed, feed and welfare as well how the beef is cooked and what flavours are added. Beef produced from grasslands will be higher in natural sugars than beef from cows raised on marshlands.

‘Suckler beef’ is the product of a farming method whereby the mother and calf are kept together for longer with the calf suckling for up to six months. The increased milk in the calf’s diet affects the eventual flavour of the meat. Suckler herds are widespread.

