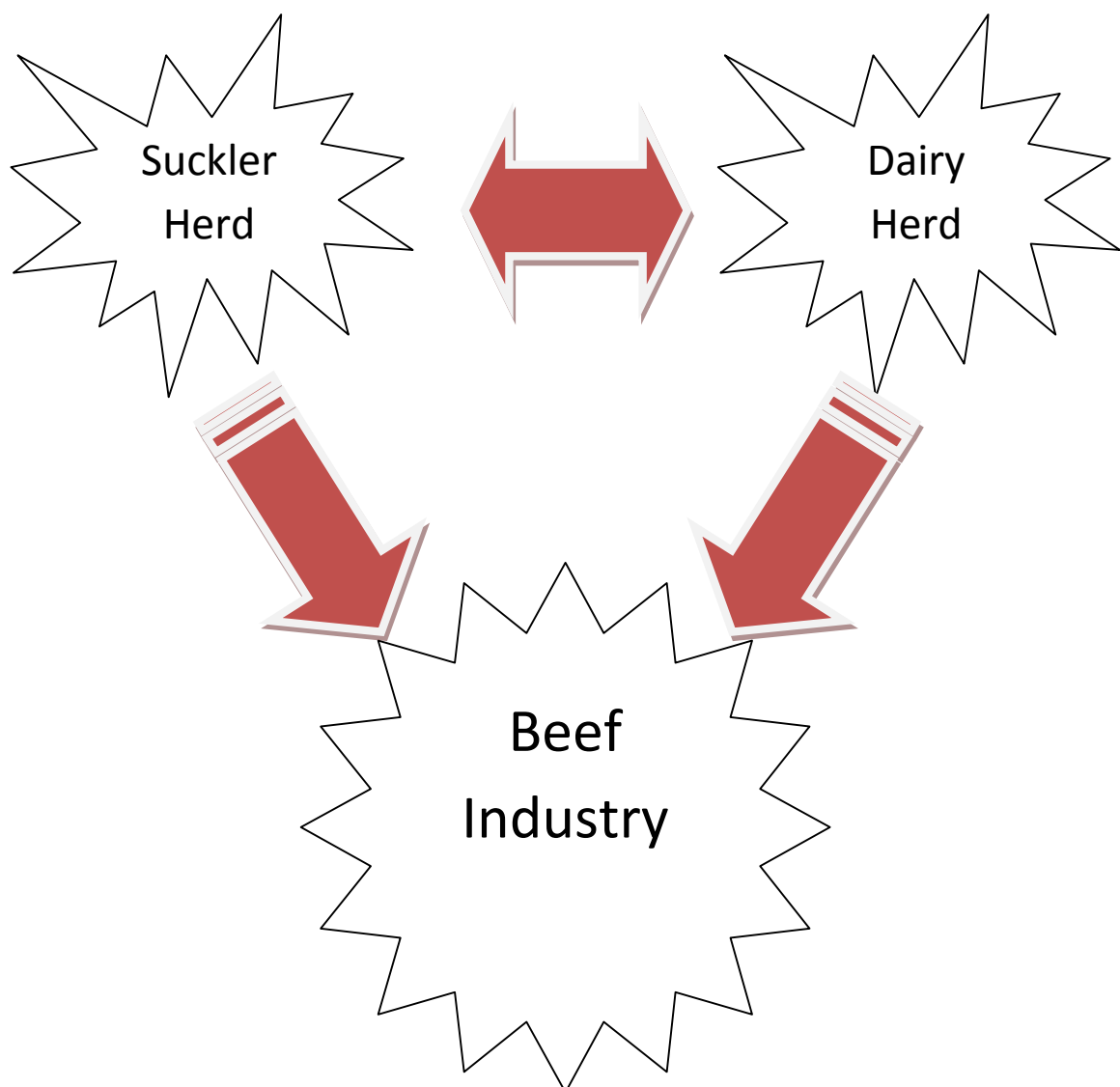


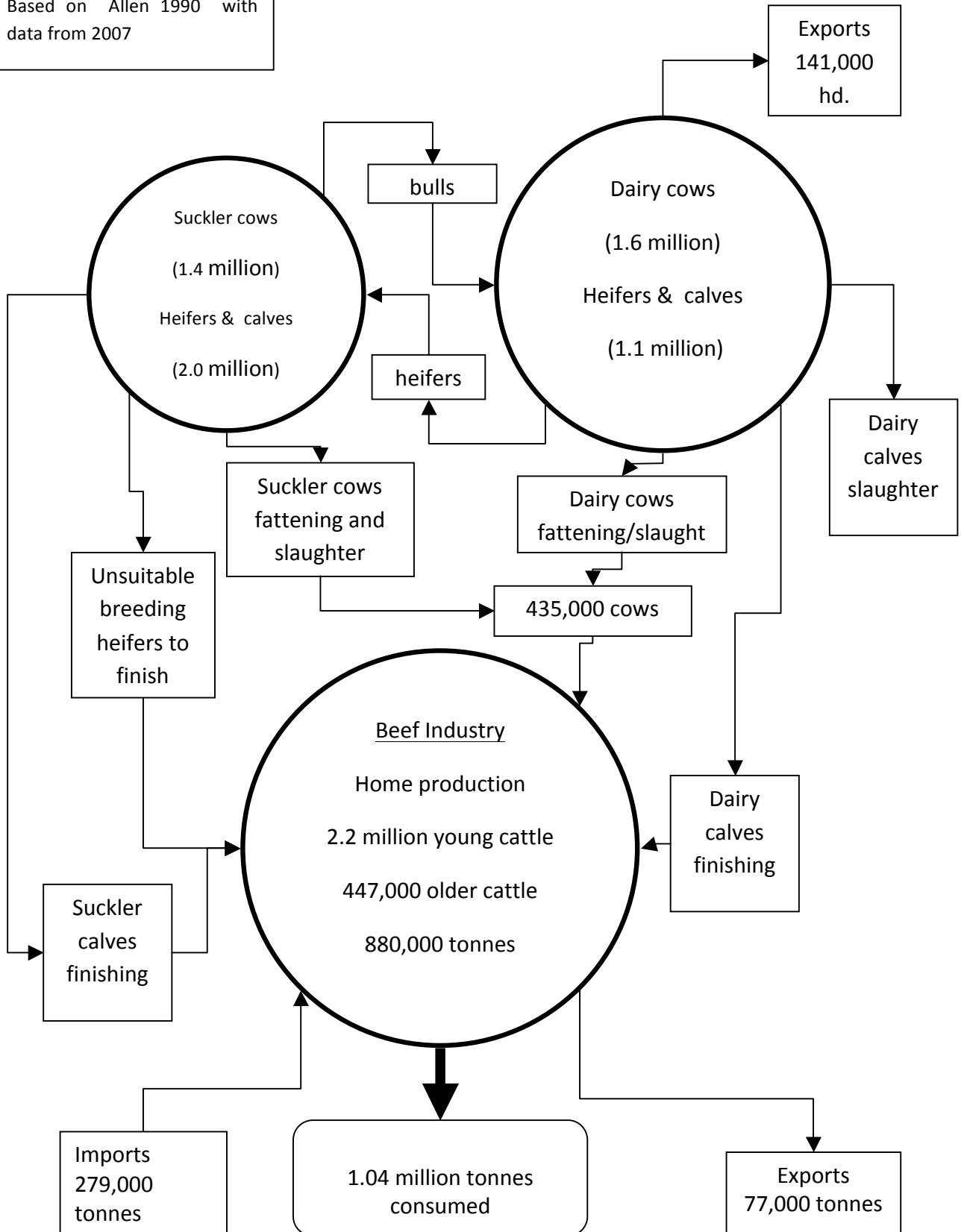
MODULE 1A PART C: STUDENT FACTSHEET – THE STRUCTURE OF THE BEEF INDUSTRY IN THE UK

INTRODUCTION

The beef industry in Britain consists of two main sections, namely the animals that come from suckler cows and those that are by-products of the milk industry. There is a definite relationship and movement between the three main components



Based on Allen 1990 with data from 2007



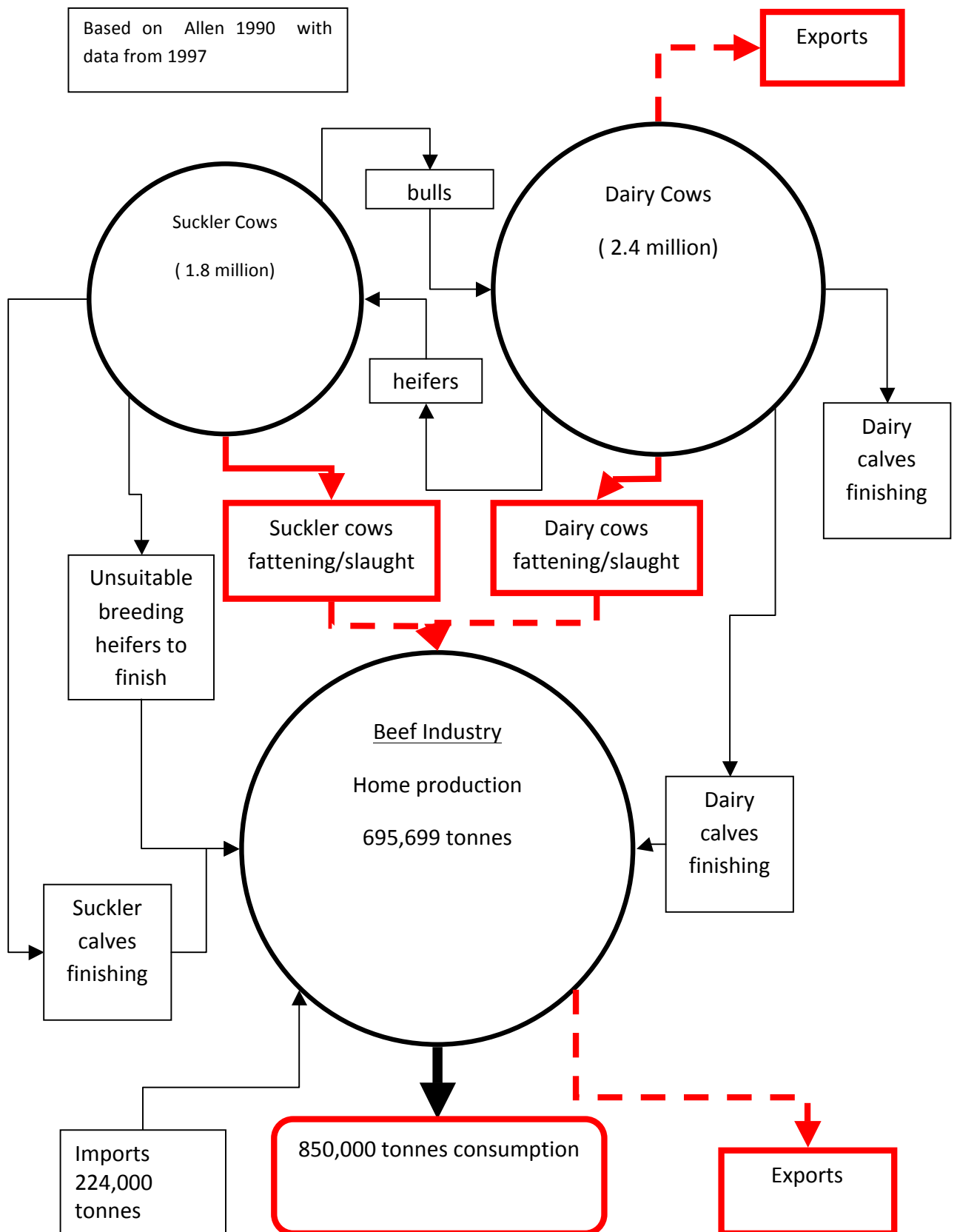
WALES

In 2008 there were 348,000 suckler cows bred in Wales, that is, 13% of the British herd. Cig Eidion Cymru has the status of Protected Geographical Indication (*PGI*) same as Welsh Lamb.



FIGURE 1 PGI LOGO

CASE STUDY – THE EFFECTS OF BSE IN 1997



OUTCOME OF BSE

- Prohibit exports of live calves
- Prohibit exports of beef
- Prohibit meat of cows >30 months from entering the food market
- Reduction in the beef consumed
- Increase in beef imports
- Stricter rules
 - Establishment of BCMS (British Cattle Movement Service – www.bcms.gov.uk) that is responsible for individual bovine identification and regulating cattle movements in the UK. The Trading Standards service of County Councils operate this on a day to day basis.
 - Every bovine is required to have a tag with the herd number and unique identifying number.
 - All bovine movements have to be registered with the BCMS.
- After a period of time and the implementation of tighter rules, by now
 - exports are allowed,
 - public confidence in beef has returned,
 - the market price of beef has increased,
 - the ban on over 30 months meat going into the food chain has been lifted.