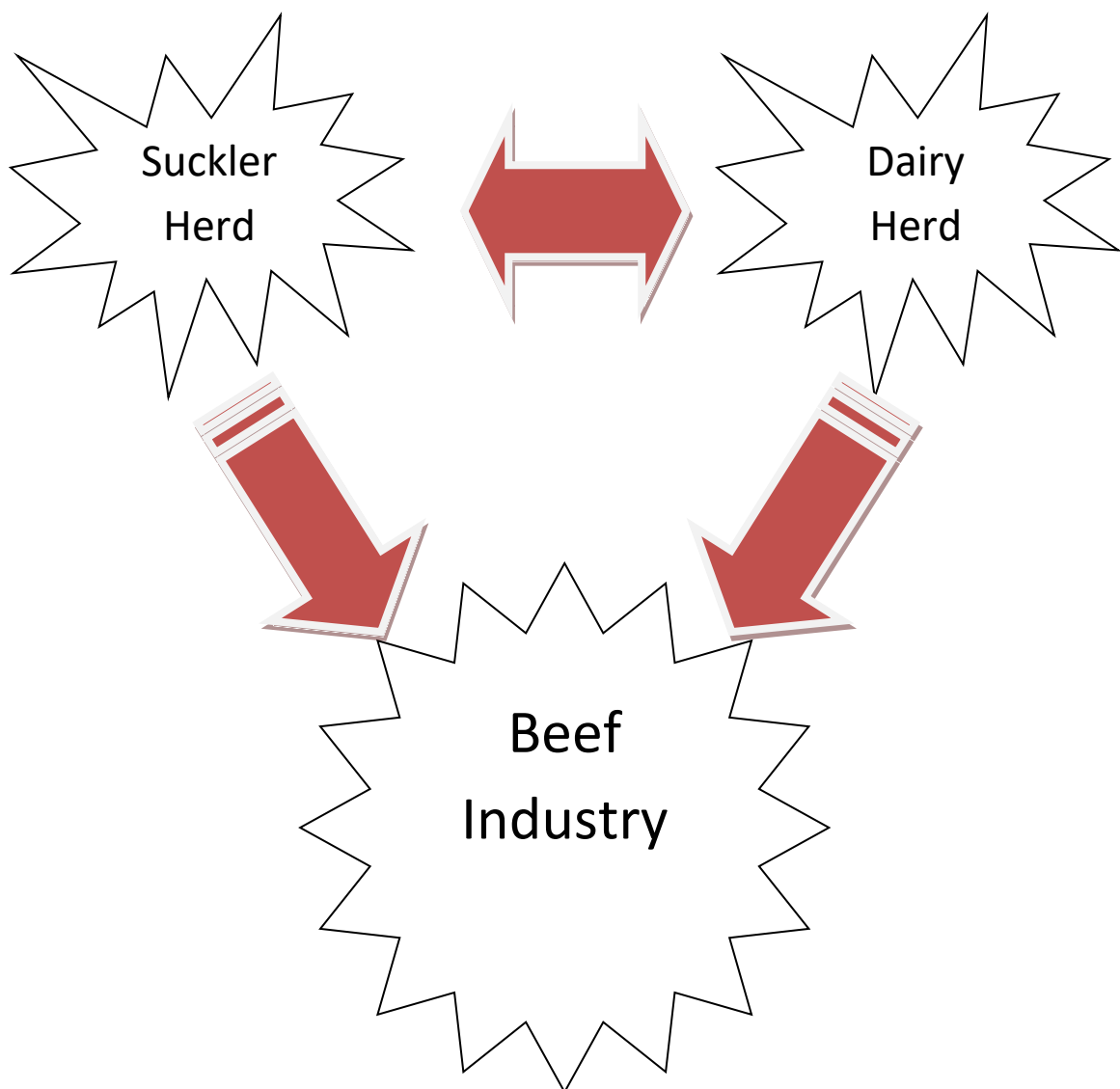


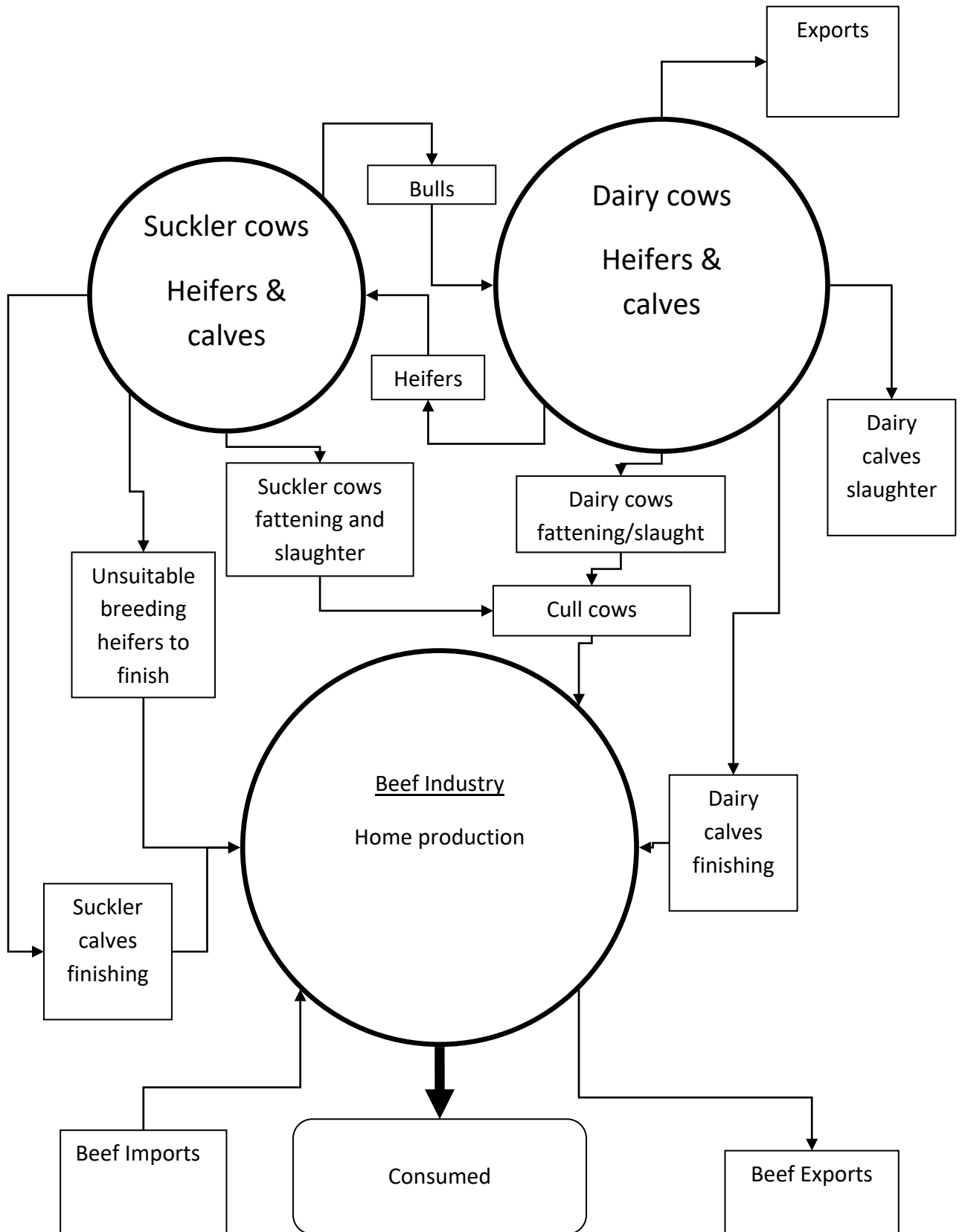
MODULE 1A PART C: STUDENT FACTSHEET

THE STRUCTURE OF THE BEEF INDUSTRY IN THE UK

INTRODUCTION

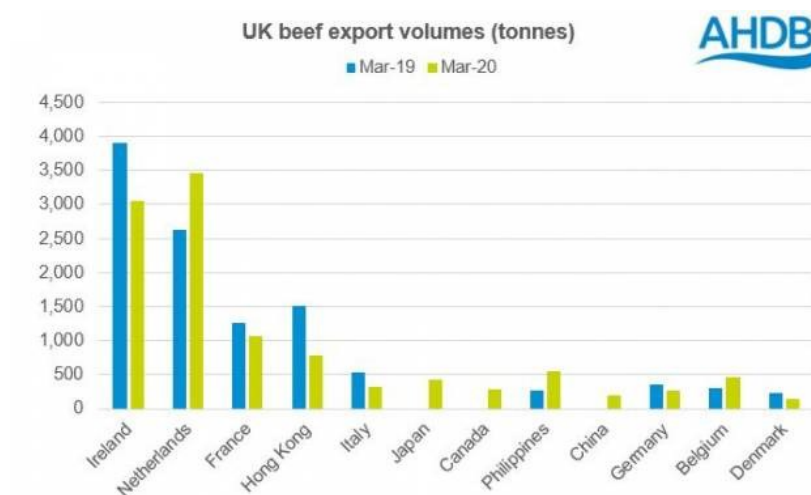
The beef industry in Britain consists of two main sections, namely the animals that come from suckler cows and those that are by-products of the milk industry. There is a definite relationship and movement between the three main components





THE UNITED KINGDOM BEEF INDUSTRY

There are approximately 9.36 million cattle in the UK (Statista 2020) The total number of prime cattle slaughtered in 2020 was 2,038,202 (AHDB) The UK produced 926.2 thousand tonnes of beef and veal in 2020 (AHDB) The beef supply chain contributes approximately £2.8 billion to the UK economy.



Source: IHS Maritime & Trade - Global Trade Atlas ©, HMRC

Facts and Figures

- Total consumption in 2020 was 311.3 million tonnes (Kantar 2020)
- Total spend on Beef and veal products in 2020 was £2.37 billion (Kantar 2020)
- The UK is 75% self-sufficient in Beef leaving us plenty room for producers to grow more beef for the home market
- 81% of beef sold in the UK is under the British logo, however Aldi, Budgens, Co-op, Lidl, M&S, Morrison's and Waitrose all use 100% British Beef.
- The UK exported 119,385 tonnes of fresh and frozen beef in 2020. Exports are mainly to the EU.
- The UK imported 242,828 tonnes of beef in 2020.

Table 2.19 UK beef and veal balance sheet*

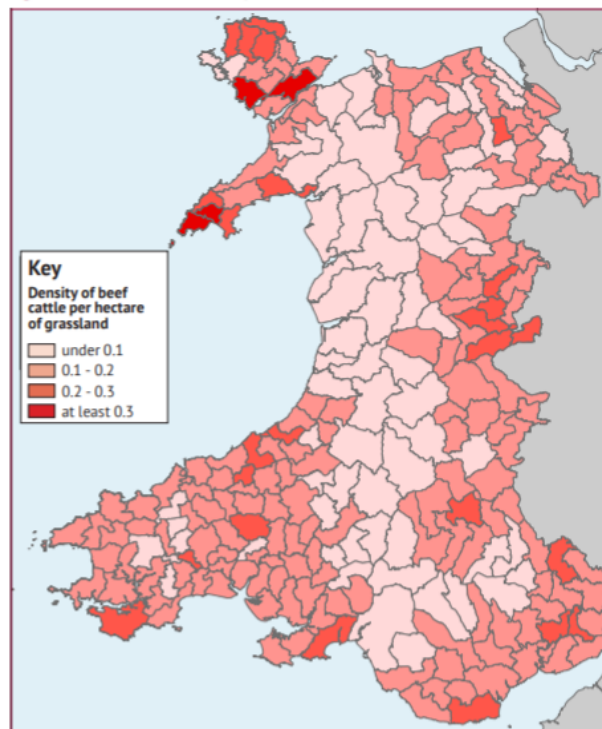
	2018	2019	2020
	(000 tonnes)		
Production	898.4	914.5	932.1
Imports	453.7	381.7	376.9
Exports	147.1	174.3	152.7
Total consumption	1,205.0	1,121.9	1,156.2
Self sufficiency (%)	74.6	81.5	80.6

* Total supplies of meat available for consumption. All weights are carcase weight equivalent.
 Source: AHDB, Defra, IHS Maritime & Trade - Global Trade Atlas®/HMRC, ONS.

WALES

The red meat industry is extremely important to Welsh agriculture and the Welsh economy. Agriculture has a key role in maintaining the landscape of Wales, whilst supporting rural community cohesion, safeguarding Wales’ extensive natural resources and providing additional cultural and wellbeing benefits.

Figure 2.1 Beef cattle density in Wales, June 2019



Source: GI Services Branch, DEPC, Aberystwyth © Crown copyright



Cig Eidion Cymru has the status of Protected Geographical Indication (PGI) same as Welsh Lamb.



PGI status was awarded by the EU to Welsh Beef in 2002 and to Welsh Lamb in 2003. On 1 January 2021 all product names protected in the EU also became protected under the GI Scheme - including Welsh Lamb and Welsh Beef.

Objectives of PGI:

- Protect the reputation of the regional food product
- Promote rural and agricultural activity
- Help producers to obtain a premium price for their authentic products in return for a “genuine effort to improve quality”
- Communicate clear messages to consumers about product origin

The PGI status of Welsh Beef guarantees the authenticity and integrity of the brand. The benefits of the natural landscape are maximised with tried and tested traditional farming techniques to produce beef to a high standard.

PGI assures consumers that Welsh Beef has full traceability, recognising the origin and unique qualities of the product. Only PGI Welsh Beef are guaranteed to be sourced from cattle born and reared in Wales, which are fully traceable, and have been slaughtered and processed in HCC-approved abattoirs or cutting plants.