

Beef and Lamb

Nearly 89% of UK total beef trade (£) is to the EU

UK's top 5 non-EU beef export markets

1. Hong Kong £32,894,628
2. Canada £14,822,123
3. Switzerland £5,524,624
4. China £5,485,609
5. Philippines £5,126,041

(value 2020)

>96% of UK total sheep meat trade is to the EU

UK's top 5 non-EU sheep meat export markets

1. Hong Kong £5,321,835
2. Switzerland £5,058,026
3. Kuwait £3,327,299
4. UAE £3,019,211
5. Jordan £1,944,063



In the UK, we currently export 180,000t of beef and 88,000t of sheep meat to more than 50 markets worldwide. In total, our red meat exports are worth over £640m to the UK.

Global red meat demand continues to rise thanks to population growth and growing affluency amongst consumers. Around 85% of the increase in global meat consumption between 1998 and 2018 was accounted for by developing countries, with 34% derived from China alone. Future demand growth will be driven by emerging economies, with predicted demand for red meat set to grow by 30% in Africa, 18% across Asia and the Pacific and 12% in South America by the end of the decade.

The UK's high welfare and environmental standards for red meat are revered nationally and internationally. Our pasture-based system represents a template for sustainability, whilst grazing and forage-based production systems ensures the quality and taste of our British beef and lamb. Our red meat supply chains offer lifetime traceability and are especially attractive for consumers around the world who place food safety as a top priority

The average UK consumer's typical preference for red meat is for high value cuts such as beef steaks, roasting joints and, lamb chops, alongside lower value lamb and beef mince. The UK consumer does not eat all cuts of beef or lamb, but overseas consumers demand different products, such as offal, so there is opportunity to export these products. Securing markets for the less popular cuts of meat, fifth quarter (edible by products) and by products such as skins, pet food and tallow produced in the UK adds value to the carcass and reduces waste which improves producer returns. Target markets for future market development includes countries such as China, the USA, the Gulf and Japan. Market access efforts can be advanced by focusing on extending the shelf-life of British products, facilitating Halal certification authorisation, addressing market access barriers, ensuring in-market promotional support, addressing outdated trade permitting and export health certification processes.

Halal

Demand is also increasing for halal certified red meat as markets across the Middle East and Asia continue to grow in importance. Growth in the Gulf region has been notably strong with British lamb gaining recognition for its consistency and quality. Stringent procedures involving supervision, inspection, audit, and certification function to assure consumers that products are 'genuine halal' and offer another layer of traceability to the consumer. The UK is well placed to grow exports into a range of target markets and look to benefit from our strong reputation for sustainability and quality.



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Farmers First Case Study

FARMERS FIRST specialise in optimising lamb primary producer returns through export market development. Whilst the majority continues to head to the EU, the company has worked hard in conjunction with levy bodies over the past four years to proactively expand into new export markets and, through the success of trade exhibitions and trade delegations, now serves customers in the Middle East and Canada, with developing interests in the Far East. The company has invested significant capital in maximizing its export opportunities, expanding carcass processing to extract offal, heads and feet, and innovating to enhance its environmental credentials. However, further industry support is required to facilitate expansion within lucrative new geographies such as the Middle East, North America, and Asia. If the UK is to compete with New Zealand and Australia, it needs to develop animal health certification and address customs declarations inefficiencies which are currently barring distribution channel development. Simplification of Halal certification and greater competition in the certification sector are integral to better communicating the value of UK product abroad and would broach significantly improved success in the Middle East. UK processors also need support to invest in cutting edge facilities and processing operations to improve key product quality issues such as shelf-life.

Case Study



David Barton farms beef sucklers in the Cotswolds.

WHY I'M PROUD TO PRODUCE BRITISH BEEF DAVID BARTON FARMS BEEF SUCKLERS NORTH OF CIRENCESTER IN THE COTSWOLDS

Our pasture-based system, founded on the abundance of our grassland and the strength of our native breeds, is the envy of the world. It's what we do, it's what we've always done, and it's a formula that the rest of the world is increasingly looking to emulate as it strives to reach net zero. Here on farm, we continue to innovate to improve the productivity of our herd, further reducing our carbon footprint without sacrificing the quality associated with our PGI West Country beef and lamb. We use selective breeding to optimise growth across our herd and have introduced multi-species herbal leys and rotational grazing to improve the nutritional content of our pasture. The cattle that I produce firmly enhance my farm, increasing soil fertility, improving soil health, and optimising the sequestration capacity of my grassland. This is all substantiated by a rolling process of carbon audits and soil appraisals. I'm proud to produce British beef because I know that what I farm will stand up to anything produced anywhere else in the world. Be it on quality, environmental sustainability, standards, health or welfare I think British beef is amongst the best in the world.

