



## Media Release

Wednesday 31 July 2019

# NFU urges processors to back British beef

The NFU has today called for red meat processors to work in partnership with AHDB to deliver new marketing and promotion activity for British beef products, as prices remain dangerously low.

With the farm gate price dropping by more than 10% in recent months, NFU Vice President Stuart Roberts is urging processors to contribute towards effective campaigns to promote British beef, by committing to match AHDB's levy investment pound for pound.

Mr Roberts said: "We all know that British farmers produce some of the highest quality, tastiest beef in the world, but certain parts of the supply chain are simply not pulling their weight and promoting it enough. This is why we are urging processors to take a leaf out of the dairy industry's book and put their support behind a concerted marketing and promotion programme in partnership with AHDB.

"While we are pleased that AHDB will shortly be releasing their 'Love Lamb' campaign to encourage shoppers to support British lamb, the NFU is strongly encouraging AHDB to take an agile approach to addressing the market situation.

"The NFU has also highlighted to retailers the role they can play in creating consumer demand for British beef which will help secure the long term sustainability of the industry.

"The NFU will continue to work with AHDB, retailers and processors to establish a unified and proactive approach to product promotion."

**-ends-**

### Notes to editor:

1. In June 2018, the deadweight R4L steer average was 383.8p/kg. In July 2019, the price averages at 340p/kg, down 11.4% from last year.

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**The NFU is the voice of British farming and provides professional representation and services to its farmer and grower members.**