

QUALITY LAMB

from BRITAIN



An exceptional product to enjoy all year round

Red Tractor is a not-for-profit company that is the UK's biggest farm and food assurance programme. They develop standards based on science, evidence, best practice and legislation that cover animal welfare, food safety, traceability and environmental protection. Around 50,000 British farmers are accredited to Red Tractor standards, which form the basis of buying and sourcing specifications for major supermarkets, household brands and restaurant chains, ultimately making life simpler for everyone.

Red Tractor work with over 450 independent inspectors to carry out over 60,000 checks a year across the entire supply chain.



Farmed with care

The Red Tractor Assurance programme have partnered with animal welfare experts and vets since 2000 to continuously strengthen their requirements on animal welfare. The Red Tractor Assurance programme allows producers to prove that their husbandry and welfare on the farm meet agreed levels of excellent practice and gives assurance to the consumer that the product farmed with care, safe and traceable.

Safe

Red Tractor encourages the responsible use of animal medicines in production. Red Tractor does not permit the use of hormones or antibiotics to promote growth. Over the last decade, British farmers have significantly lowered antibiotic use and now have some of the lowest usage rates in the world.

Traceable

The Union Jack on the Red Tractor logo means that the lamb has been produced in the UK. The lamb can be traced right back through the supply chain to the British farms it came from.

Assurance

A number of British farmers use the Red Tractor Assurance programme ensuring that their lamb is farmed with care, it is safe and traceable.



British lamb is a high quality, nutrient dense and delicious food. It is unique in that it can be produced by utilising a forage-based diet from land that would not otherwise be able to grow a food crop, or it can build soil fertility in an arable rotation. In the UK, grass makes up the majority of a lamb's diet and often takes place in the less productive areas of the country where the land is too wet, too high or of too poor quality soil for the production of cereals and vegetables. Without the UK sheep industry, large areas of the country would be unable to contribute to food production.

The British countryside is rich in natural landscape which is unique to the specific farming region. Fields, woodlands, hedgerows, moors and scrubland, upland hill, dales, fells and lush pastures together make it unique in its diversity.

Whether lamb is produced on rugged moorland, craggy mountains or on the herbs and heathers of coastal farms, it is unique and has a very individual flavour.

The Lake District hills and mountains, the borders of Wales and Scotland, the lush pastures of the southern counties all maximise the opportunity that New Season lamb affords your menu.

Early spring lamb is more attributed to producers in the south of England, as the climate is warmer and less harsh. However, with modern farming practice and crossbreeding, fresh spring lamb is available across the country.

The main production of lamb comes from crossbred ewes, Suffolk, for example, is the second largest contributor of terminal sires to the UK flock. The main continental breeds are Beltex, Charollais, and Texel.

AHDB is also conscious of the rising importance of Halal consumer demand for lamb. Sheep meat is a primary protein choice for Muslim consumers, for this reason, AHDB supports the Halal sector with a number of tailored trade and consumer marketing initiatives.

These include a Lamb Cutting Guide for the Halal market with over 100 lamb cutting specifications utilising the whole carcass. AHDB also supports a number of industry initiatives aimed at increasing Halal consumer confidence in British Halal meat. For further information, please visit ahdb.org.uk/halal

In the UK, grass makes up the majority of a lamb's diet

For more information about quality lamb from Britain:

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