



QUALITY BEEF

from Britain

AHDB

PROUD
TO SUPPORT



Why buy British beef?

By buying British beef, you are providing consumers, chefs and other foodservice professionals with a high-quality product that has excellent welfare and sustainability credentials.

British farming:

- Is reducing the use of antibiotics on farm: UK antibiotic sales for food-producing animals have fallen by 55% since 2014; this represents the lowest sales to date
- Offers a lower-carbon product: Greenhouse gas emissions from UK beef are about half the global average according to data from the Food and Agriculture Organization of the United Nations (FAO) and lifecycle assessments from AHDB
- Places great importance on traceability: In the UK, all cattle are registered at birth and individually identified. All movements throughout their life are reported and monitored to enable the Government to identify and locate livestock in the event of an animal disease outbreak or food safety incident



British beef and the importance of grass

British cattle are world-renowned for their quality and suitability for profitable livestock farming. Native breeds have been exported for more than two centuries to five continents and forms the core of world beef production, including Angus and Hereford breeds.

In modern beef production, achieving carcass quality, efficiency, and productivity within a specific farming system or environment is crucial.

The United Kingdom has a mild and wet climate, which is perfect for the growing of grass for ruminant production. Cattle are reared in a green, nutrient-rich environment. Grazing livestock is treated as a science in the United Kingdom, with the objective of optimising the production of quality beef from natural, nutritious grass.



Red Tractor Assurance

Red Tractor Assurance ensures you can trust the food you buy and eat.

It is the biggest food standards programme in the UK, covering all the areas consumers care about:

- Animal welfare
- Food safety
- Traceability
- Environmental protection



Red Tractor food and drink is responsibly produced to some of the most comprehensive and respected standards in the world. All stages are regularly checked by independent experts.

To create a sustainable world, we must take care of animals and the planet. Positive, lasting change for animals can only be achieved if animal welfare is at the heart of our production system.

Historically, the UK has been at the vanguard of animal welfare policy. Public interest in animal welfare and political pressure has given us world-leading legislation in 1822, 1911 and 2006.



Nutrition

Lean beef plays an important part in a healthy balanced diet. It's naturally rich in protein and contains key minerals such as iron and zinc. It's also an important source of B vitamins, including B12, which is not found naturally in foods of plant origin.

BEEF **EIGHT** **VITAMINS** 
NATURALLY PROVIDES **AND MINERALS***

..... THAT CONTRIBUTE TOWARDS

GOOD HEALTH
AND WELLBEING

*NIACIN (VITAMIN B3), VITAMIN B6, VITAMIN B12, ZINC, RIBOFLAVIN (VITAMIN B2), IRON, POTASSIUM AND PHOSPHORUS.

EU-authorized nutrition and health claims

British love of beef

The British love of beef, particularly for Sunday lunch, is part of our national identity. Roast beef is eaten so often that the French started calling Englishmen 'rosbifs' in the 18th century.

The Sunday roast is as much a tradition today as it was a few hundred years ago. It has even spread from the family dinner table to pubs and to other days of the week.

The Sunday roast came to prominence during the reign of King Henry VII in 1485. The Yeomen of the Guard – the royal bodyguards – have affectionately been known as 'Beefeaters' since the 15th century because of their love of roast beef.

Changes in eating habits, more leisure time, smaller families and cultural changes have affected the traditional British Sunday roast, both in the home and eating out in carveries and the food sector in general.

Consumers want a new approach to carvery products with, for instance, products that are smaller, better value and provide a completely new dining experience.



British mini roast beef joints

We aim to provide the industry supply chain and consumers with exciting, relevant products for the modern marketplace.

We cannot wait to showcase two British mini roast beef joints, with ideas for dining for two, family meals and parties (see pages 8 to 11).

These products are easy to cook and provide a whole range of attractive serving suggestions, from carvery-board presentations to large serving bowls and platters. They are perfect for parties where you can share and try different cuts, family meal occasions or holidays, including Thanksgiving, Christmas, New Year's and Easter.

The products are versatile and you can use different marinades, glazes and herbs to infuse attractive flavours and aromas.

All British beef is traceable back to assured farms and processed through assured cutting plants. The beef is of fantastic quality and AHDB's cutting specification codes guarantee consistency and portion control.

For further information, please visit meattheUKexporters.com





Piri-Piri Beef Topside Mini Roast

Serves: 2

Preparation time: 10 minutes

Cooking time: 40–50 minutes (for medium)

Ingredients:

1 x 1lb beef topside mini roast

For the piri-piri glaze:

2 tablespoons runny honey

1 tablespoon red wine or sherry vinegar

1 tablespoon oil

1 tablespoon prepared chilli sauce

2 teaspoons dried mixed herbs

1 teaspoon ground sweet paprika

Method:

1. To prepare the piri-piri glaze: in a small bowl, mix all the ingredients together.
2. Preheat the oven to 375°F.
3. Place the joint on a chopping board, make several slashes over the surface of the joint, season and brush with the glaze. Transfer to a foil-lined roasting rack in a medium non-stick roasting tin and roast for 40–50 minutes (for medium). Cover with foil if browning too quickly.
4. Remove the joint from the oven, transfer to a warm plate, cover and leave to rest for 5–10 minutes, 20 minutes if time allows.
5. Slice the roast and serve with any pan juices, vegetable rice and a green salad.



Topside Mini Roast with Horseradish

Serves: 4

Preparation time: 5–10 minutes

Cooking time: 40–50 minutes (for medium)

Ingredients:

1 x 18oz topside mini joint

2 teaspoons clear honey

2 teaspoons prepared horseradish condiment sauce

Zest of 1 lemon

1 teaspoon oil

Pinch salt

Freshly milled black pepper

Method:

1. Preheat the oven to 375°F.
2. In a small bowl, mix together the honey, horseradish condiment sauce, lemon zest and oil.
3. Place the joint on a chopping board, make several slashes over the surface, season and spread with the honey and lemon mixture. Transfer to a roasting rack in a medium non-stick roasting pan and roast for 40–50 minutes (for medium). Cover with foil if browning too quickly.
4. Remove the joint from the oven, transfer to a warm plate, cover and leave to rest for 5–10 minutes, 20 minutes if time allows.
5. Serve with a bulgur wheat salad.



Sirloin Cannon with Tarragon and Shallot Butter

Serves: 2

Preparation time: 10 minutes

Cooking time: 8–10 minutes

Ingredients:

1 x 12oz lean sirloin cannon

1 tablespoon oil

For the tarragon and shallot butter:

2oz butter, softened

1 small shallot, peeled and finely diced

2 teaspoons freshly chopped tarragon

Dash of port or cream sherry

Small handful freshly chopped tarragon

For the Pea Purée:

½ small onion, peeled and finely chopped

Small knob butter

1 cup hot chicken or vegetable stock

8oz fresh green peas

Small handful freshly chopped parsley, optional

Method:

1. To prepare the tarragon and shallot butter: in a bowl, blend together the butter, shallot, tarragon and seasoning. Form the butter into a sausage shape, wrap in cling film or foil and refrigerate until required.
2. To make the pea purée, place the onion, butter, stock (reserving 2 tablespoons for later) and peas in a large pan. Season and bring to the boil. Reduce the heat, cover and simmer for 4–5 minutes. Drain and purée to a desired consistency with the reserved stock. Add the freshly chopped parsley, if used. Set aside and keep warm.
3. Season the cannon and coat with oil all over. Sear in a very hot pan for 3–4 minutes. Remove from the pan and leave to rest. Add the tarragon and shallot butter to the hot pan.
4. Add a dash of port or cream sherry to the pan, stir and bring to the boil. Reduce the heat and cook for a further 2–3 minutes until the sauce is reduced and syrupy. Add the freshly chopped tarragon.
5. Slice the cannon and serve with the sauce on a bed of the pea purée and new potatoes.

Tip: Freeze any remaining tarragon butter in foil for up to three months and use as a flavoured butter.



Sirloin Cannon with Wild Mushrooms and Armagnac Sauce

Serves: 2

Preparation time: 25–30 minutes

Cooking time: 8–10 minutes (for medium)

Ingredients:

1 x 12oz sirloin cannon, cut into four medallions
1oz unsalted butter
1 tablespoon oil
1 large shallot, peeled and finely chopped
2oz mushrooms (wild, when in season), roughly chopped
3 tablespoons Armagnac or brandy
1 cup good, hot beef stock
Fresh thyme leaves, to garnish
Fresh redcurrants, to garnish (optional)

For the hotpot potatoes:

13oz small waxy potatoes, peeled and left whole
1oz unsalted butter, melted
½ cup good, hot vegetable stock

Method:

1. Preheat the oven to 400°F.
2. To prepare the hot potatoes; boil the potatoes in salted water for 10–15 minutes. Drain and cool slightly. When cool enough to handle, cut into thin slices and transfer to a large bowl.
3. Add the melted butter, season and toss gently. On a foil-lined shallow baking tray or roasting dish, arrange two 3¼" metal rings and arrange the potatoes in a single layer of overlapping slices. Pour the stock over the potatoes and bake for 15–20 minutes or until tender and most of the stock has evaporated.
4. Meanwhile, for the sauce, melt half of the remaining butter with the oil in a non-stick frying pan. Season the beef and cook for 2–3 minutes on each side, basting occasionally. Transfer to a warm plate and allow to rest.
5. Add the shallots and mushrooms to the same pan and cook for 1-2 minutes. Add the Armagnac or brandy. Cook for another minute, then add the stock and thyme leaves. Bring to a boil, reduce the heat and simmer for 4-5 minutes or until reduced by half. Whisk the remaining butter into the sauce and remove the thyme sprigs.
6. Arrange the potato cakes on a warm plate, slice the beef and arrange on top of the potatoes, spoon over the sauce. Garnish with the redcurrants, if used, and serve with seasonal vegetables (baby carrots).



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AHDB is a statutory levy board, funded by farmers, growers and others in the supply chain. Our purpose is to inspire our farmers, growers and industry to succeed in a rapidly changing world. We equip the industry with easy-to-use, practical know-how which they can apply straight away to make better decisions and improve their performance. Established in 2008 and classified as a non-departmental public body, AHDB supports the following industries: meat and livestock (cattle, sheep and pigs) in England; horticulture, milk and potatoes in Great Britain; and cereals and oilseeds in the UK. AHDB's remit covers 72% of the total UK agricultural output. Further information on AHDB can be found at ahdb.org.uk

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