

Dispelling the myths

Issues such as the impact of red meat on the environment and our health is currently a hot topic for discussion. But it's important to remember that there are huge variations in the environmental impact of different farming systems across the world, with Wales being especially suited for rearing cattle and sheep, while red meat can play an essential part in a healthy and balanced diet.

Working with our natural environment

The guardians of our nation's natural environment



For centuries, our livestock farmers have played a pivotal role in creating and maintaining the spectacularly beautiful rural landscapes that we know and love. Their sustainable management helps create a diverse rural environment rich in wildlife, is visitor-friendly and sustains a network of protected areas carefully managed by responsible grazing.

Many of our most iconic landscapes are not accidents of nature but the result of generations of careful management.

Wales's topography and landscape favours a grassland system of production

80% of its landmass is primarily suited for livestock farming

The vast majority of land is unsuitable for growing foods and crops such as...

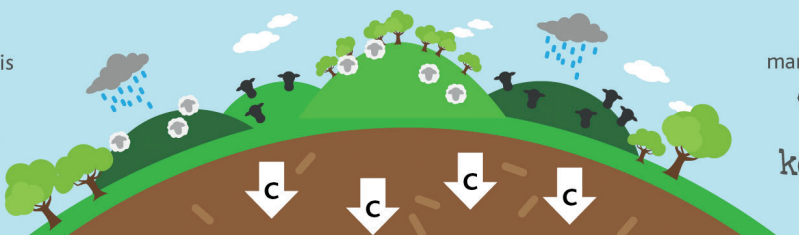


Landscape + Climatic conditions = One of the world's most sustainable places to produce red meat




Although agriculture is responsible for 10% of emissions in the UK, this is **less than the transport and business sectors**

Research shows that our farmers' grassland management techniques help **offset carbon emissions by keeping it below the ground**



The livestock industry is highly efficient and productive...

PGI Welsh Lamb and Welsh Beef are reared on grass and organic heathers.

Their grazing enhance bio-diversity and improves soil health and structure.




Livestock farmers are putting our land to good use by helping feed us the essential vitamins and minerals needed for healthy and happy lives.

By eating locally and sustainably produced food, we're not only supporting the wellbeing of our rural communities but also minimising the environmental impact of importing food from across the globe.