


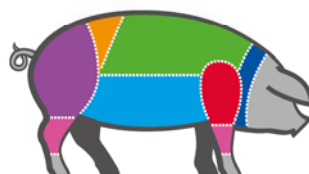






Food assurance schemes

Assuring food safety and quality is a priority for the red meat industry. Consumers want to be reassured that what happens on the farm and in animal transport is professionally carried out to high welfare, animal husbandry, healthcare standards and practices.

There are a number of schemes in the UK that provide information about meat for the consumer.

Food assurance scheme	What do they do?
	<p>Red Tractor Red Tractor assurance standards for pork, beef and lamb encompass food safety, animal welfare, environmental protection and traceability. The basic welfare needs of sheep and cattle must not be compromised at any stage of their lives and farmers must ensure that their farming practices do not damage the environment. Animals need to be identifiable and traceable back to their farms of origin and moved in clean vehicles so that the beef and lamb produced is free from contamination and safe to eat. For more information, go to: www.redtractor.org.uk Red Tractor - true or false PPT http://bit.ly/1JwAVEw</p>
	<p>English Beef and Lamb Assurance Schemes The Quality Standard Mark Scheme for beef and lamb provides one of the highest levels of independently-inspected quality assurance for meat in the United Kingdom. Equivalent to the Red Tractor scheme, the standards contain combined guarantees of food safety, animal welfare and care for the environment with additional requirements also providing a guarantee of consistent eating quality. For more information go to: www.simplybeefandlamb.co.uk</p>
	<p>Northern Ireland beef and lamb farm quality The Northern Ireland Beef & Lamb Farm Quality Assurance Scheme was developed to give consumers assurances about the farm end of the production chain of their food. It is about farm quality – the quality of the production methods used, the quality of care for animals which is practiced, the quality of the farm environment, and above all the quality of concern for the customer in producing beef and lamb which is wholesome, safe and free from unnatural substances. For more information, go to: www.food4life.org.uk or www.lmni.com/farm-quality-assurance/</p>



	<p>Protected Geographical Indication (PGI) Protects the reputation of products which must be produced, processed or prepared within the geographical area and have a reputation, features or certain qualities attributable to that area. For more information go to: www.eatwelshlambandwelshbeef.com</p>
	<p>Traditional Speciality Guaranteed (TSG) Protects products which are traditional or have customary names and have a set of features which distinguish them from other similar products. These features must not be due to the geographical area the product is produced in nor entirely based on technical advances in the method of production. For more information go to: http://bit.ly/1UQUV6K</p>
	<p>Protected Designation of Origin (PDO) Protects products which are produced, processed and prepared within a particular geographical area and have a reputation, features or certain qualities attributable to that area. For more information go to: http://bit.ly/1UQUV6K</p>
	<p>Porc.Wales Porc.Wales is a new initiative by HCC to promote the pork industry in Wales. The logo guarantees you that the animals have been born and reared in Wales. The meat is inspected to ensure it has come from pigs that have been well looked after and raised to good standards by responsible farmers. https://porc.wales/en</p>

