

CELEBRATING THE POSITIVES OF RED MEAT

JANUARY
TOOLKIT 2023

LMC
Livestock & Meat Commission

QMS
Quality Meat Scotland

AHDB

**HYBU CIG
CYMRU**
MEAT PROMOTION WALES

INTRODUCTION

Quality Meat Scotland (**QMS**), Agriculture and Horticulture Development Board (**AHDB**), Meat Promotion Wales/Hybu Cig Cymru (**HCC**) and **LMC** (Livestock and Meat Commission Northern Ireland) have collated this pack of materials to help positively manage the reputation of red meat during January and beyond. We want to be bold and proud of what we do, ensuring the voices of everyone involved in sustainable red meat production are heard loud and clear and consumers are provided with aligned messaging from the red meat sector.

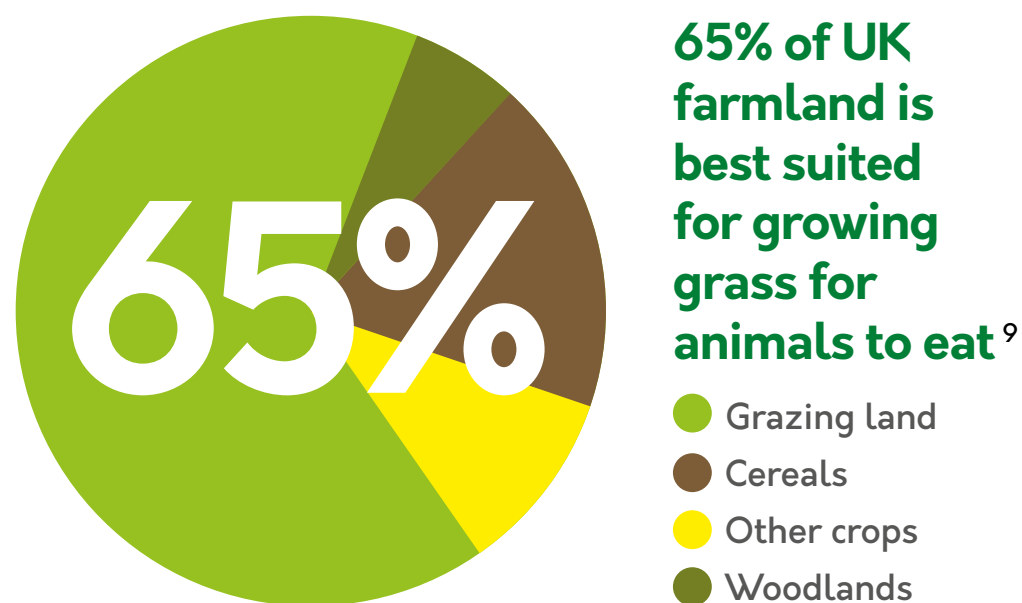
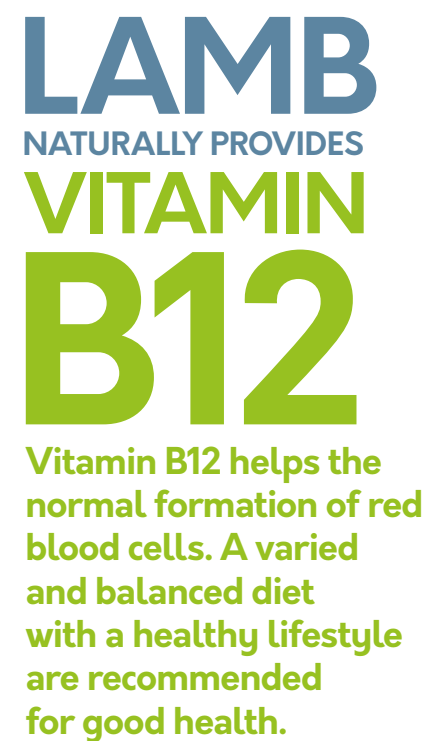
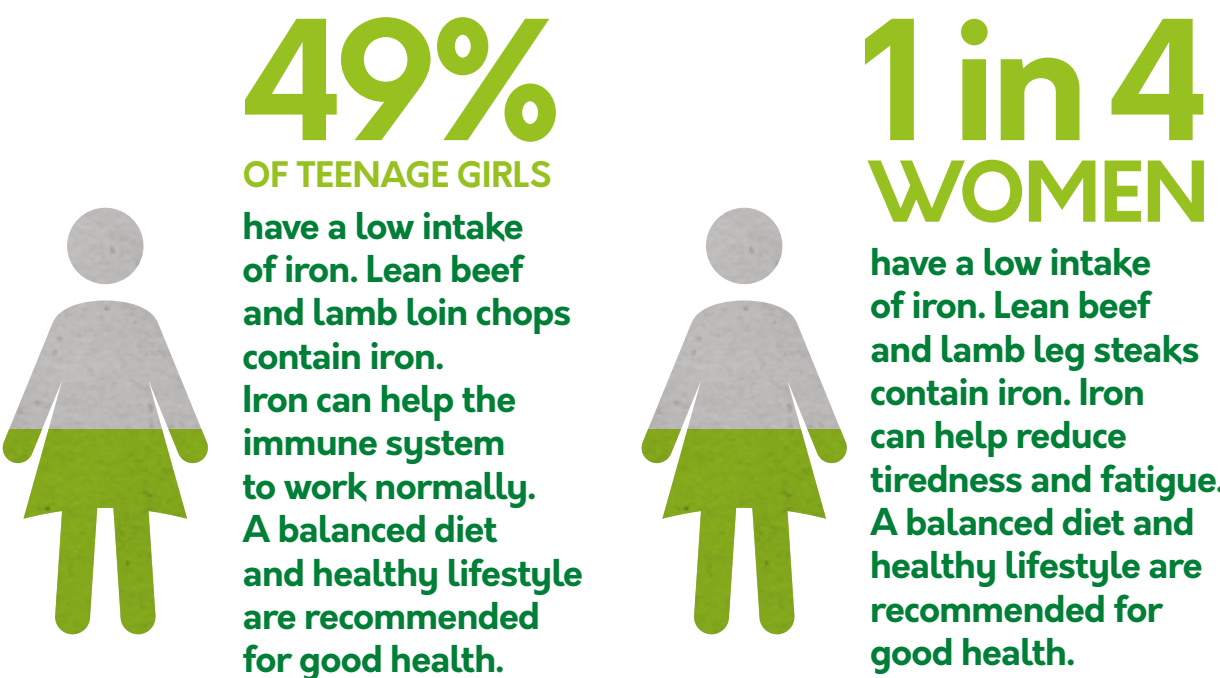
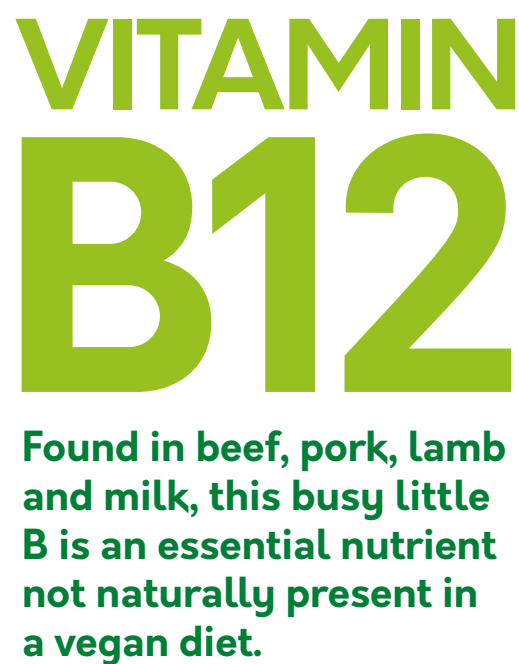
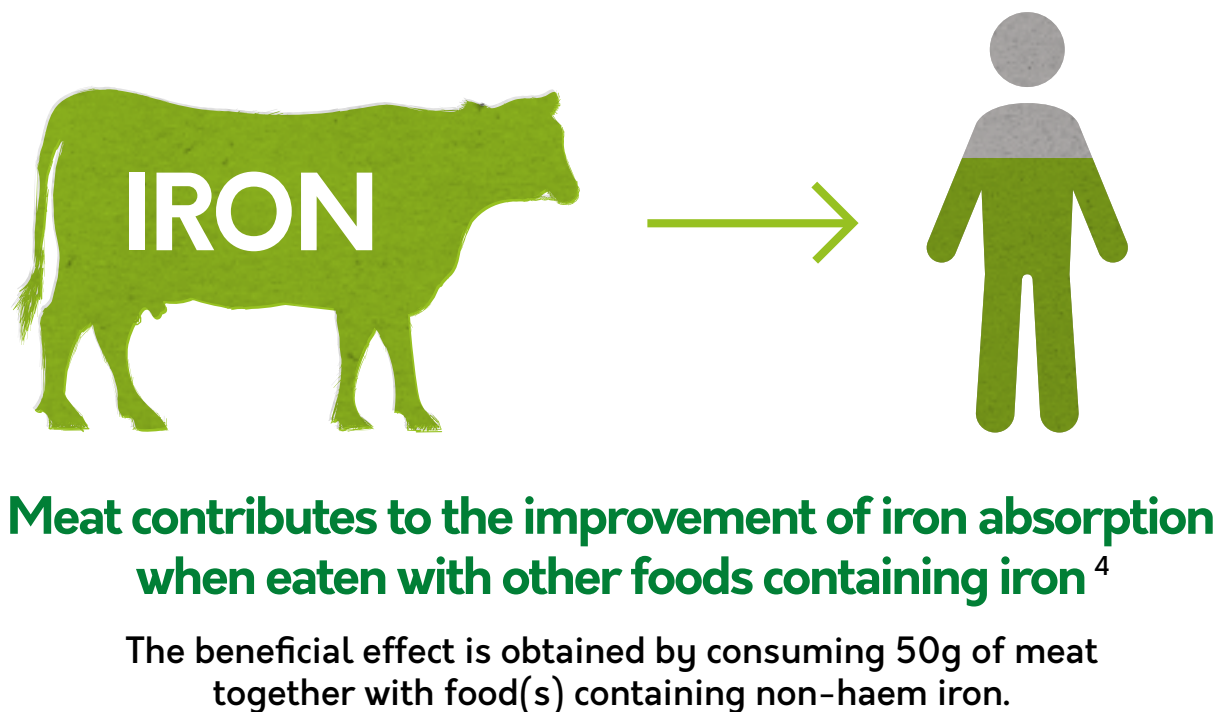
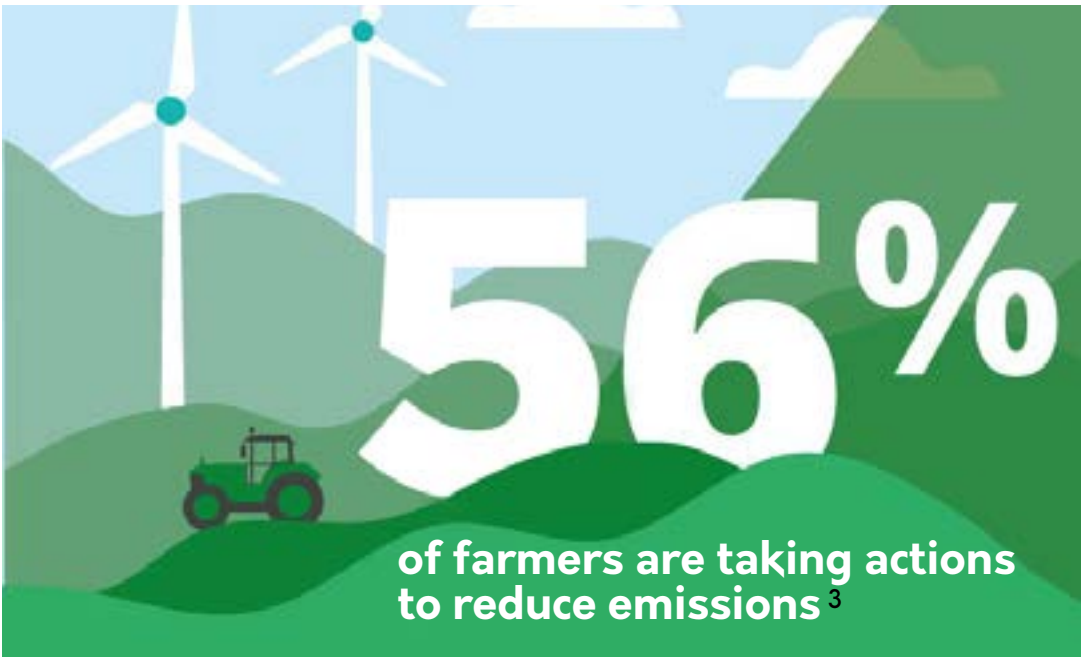
Our campaign will focus on three key areas of health and wellbeing, sustainability, and the benefits of supporting local. We will bust a few myths and provide easily digested facts on the role our industry plays in healthy diets and healthy landscape. The pack includes several assets and materials that can be used throughout the year, forming a common narrative for the British red meat industry. We hope the information and tools that we provide help you to join in the conversation in a positive way.

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PLEASE SHARE THESE SOCIAL ASSETS

[CLICK TO DOWNLOAD THESE SOCIAL ASSETS AND MORE](#)



- Fact 1: UNESCO IHE and AHDB
- Fact 2: UKGov: DEFRA 2016
- Fact 3: UKGov: DEFRA 2021
- Fact 4: Great Britain nutrition and health claims register
- Fact 5: UKGov: DBEIS 2019
- Fact 6: Great Britain Nutrition and Health Claims Register
- Fact 7: National Diet and Nutrition Survey
- Fact 8: Great Britain Nutrition and Health Claims Register
- Fact 9: DEFRA/National Statistics 2021
- Fact 10: QMS Cattle and Sheep Enterprise Costings 2022



KEEPING THINGS IN PERSPECTIVE

99%

In the 52 w/e 30 October 2022, 99% of shoppers bought a meat, fish or poultry product.

Source: Kantar

5.4%

Only 5.4% of the GB population claim to be vegetarian, 1.9% of the GB population claim to be vegan.

Source: Kantar FMCG Purchase Panel, Diets of Britain LinkQ Survey October 2021, 52 w/e 28 Nov 2021.

10%

10% of respondents to the survey participated in Veganuary in 2022.

Source: Based on a February 2022 Worldpanel Plus LinkQ survey of 62,650 responses.

71%

71% of people gave up within two weeks and only 18% successfully completed the whole month.

Source: Based on a February 2022 Worldpanel Plus LinkQ survey of 6,360 responses.

KEY MESSAGES ABOUT RED MEAT

Red meat as part of a healthy, balanced diet can make an important contribution to intakes of nutrients such as iron and zinc in the UK diet. It also provides high-quality protein and a range of other nutrients, including B vitamins, potassium and phosphorus.

Red meat is naturally rich in protein, low in salt and provides a range of vitamins and minerals that contribute to good health, including potassium, niacin (vitamin B3), vitamin B12 and zinc.

Meat and dairy contain vitamin B12, an essential nutrient not naturally present in a vegan diet.

Protein helps the maintenance of normal bones and growth in muscle mass.

Potassium contributes to normal muscle and nerve function and helps support normal blood pressure.

Vitamin B12 helps reduce tiredness and fatigue.

Zinc supports normal fertility and reproduction.

Red meat is naturally low in sodium (a key component in salt). Reducing consumption of sodium supports the maintenance of normal blood pressure.

Meat contributes to the improvement of iron absorption when eaten with other foods containing iron.

A varied and balanced diet and a healthy lifestyle are recommended for good health. If you currently eat more than 90g (cooked weight) of red or processed meat a day, the Department of Health and Social Care advises that you cut down to 70g.

GREENHOUSE GAS EMISSIONS

DEFRA:

Greenhouse gas mitigation practices – Farm Practices Survey England 2022 (published May 2022):

- In 2022, nearly 2/3 of farmers reported that they were currently taking action to reduce greenhouse gas emissions from their farm.
- The most common motivation for taking any action was that it was considered good business practice to do so (84%). This has been the case for the past ten years.

DEPARTMENT FOR BUSINESS, ENERGY, AND INDUSTRIAL STRATEGY:

2020 UK Greenhouse Gas Emissions:

- Transport was the largest emitting sector in the UK in 2020, responsible for almost a quarter of emissions (24%), Agriculture was responsible for 11%.
- Between 2019 and 2020 there was a 3% decrease in emissions from the agriculture sector, largely due to decreases in carbon dioxide emissions from liming, and both direct and indirect soil emissions of nitrous oxide.

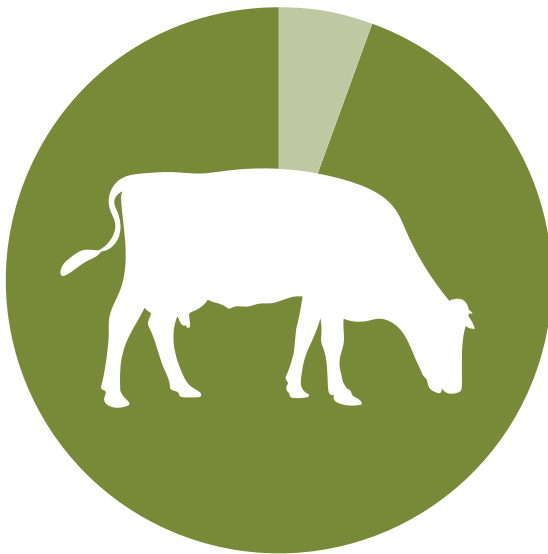
// The most common actions taken to reduce GHG emissions on farms were recycling of waste materials from the farm (82%), improving energy efficiency (78%) and improving nitrogen fertiliser application accuracy (63%). //



GREENHOUSE GAS EMISSIONS



CROPS
4%



LIVESTOCK
7%



RESIDENTIAL
16%



BUSINESS
18%



ENERGY SUPPLY
21%



TRANSPORT
24%

*SOURCE UK:
Emissions Data published by BEIS 2021 using *NAEI 2021. Agricultural emissions actually fell by 3% but the sector saw a percentage share increase due to reductions in transport emissions over the COVID-19 lockdowns.

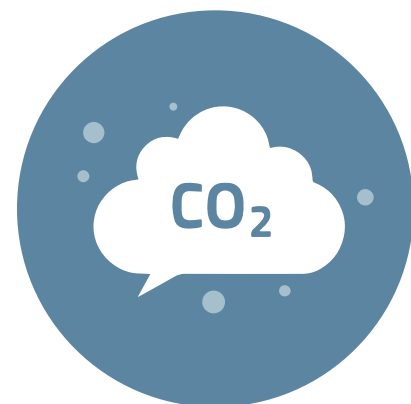
WHAT ARE FARMERS DOING TO BECOME MORE SUSTAINABLE?



Taking action to control soil erosion



Protecting peatland and moorland from damage by avoiding ploughing, drainage and over grazing



Considering reduced cultivation to protect farm soils and reduce carbon losses



Managing existing farm woodlands and considering new planting



Creating wildlife corridors along water margins, field margins and headlands



Protecting and where necessary restoring wetlands including floodplain management



Planting trees and wild flowers

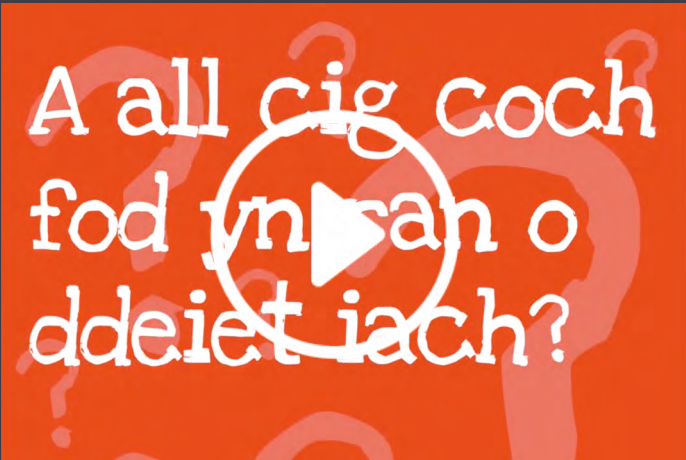


Ensuring farms are run efficiently – generally, a more efficient farm is a more sustainable farm

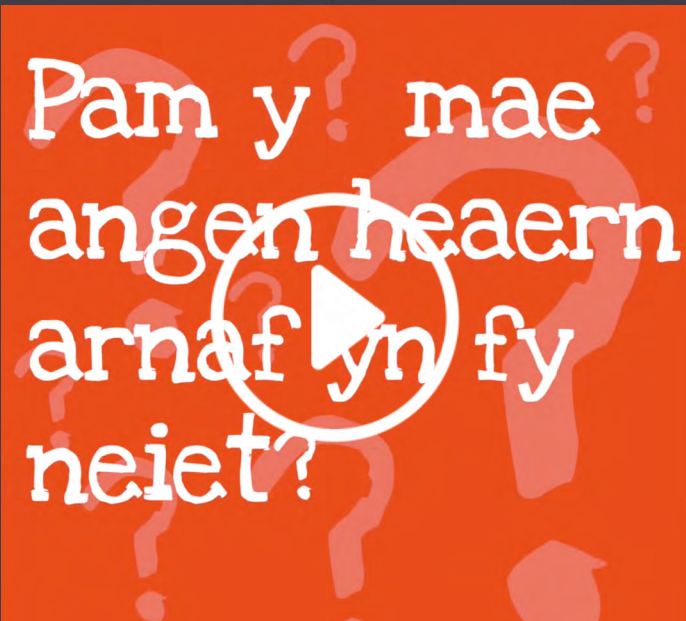
VIDEO RESOURCES



Why do I need iron in my diet? (English and Welsh)



Can red meat be a part of a healthy diet? (English and Welsh)



Farming with Field Cred - Douglas, part 1



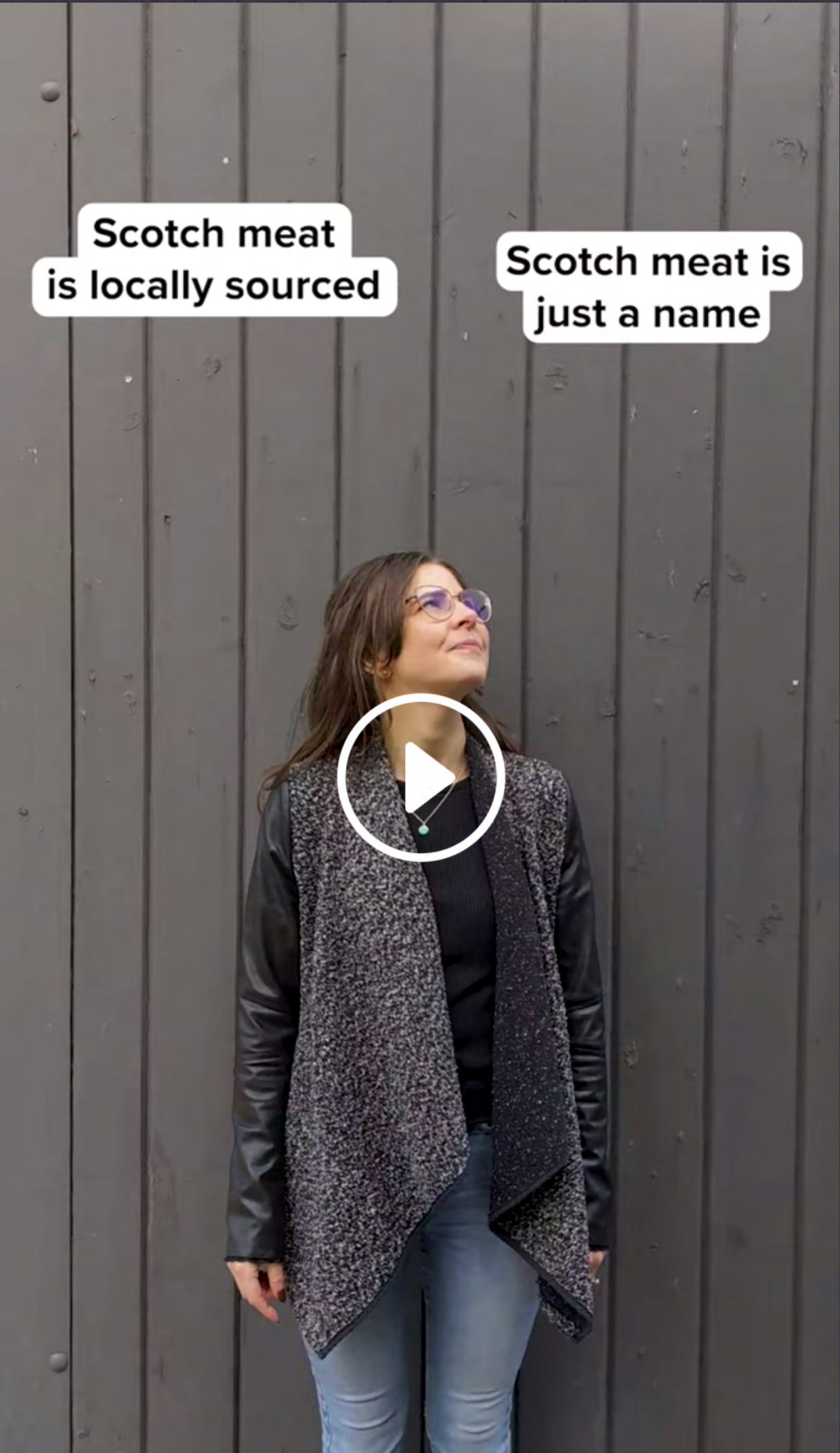
Farming with Field Cred - Douglas, part 2



Farming with Field Cred - Kay, part 1



Farming with Field Cred - Kay, part 2



Consumer myths around red meat

QMS ACTIVITY

Sustainability, quality assurance and our health credentials underpin our yearly marketing and communication plan, and in the month of January, these messages are more important than ever to communicate to our consumers.

This January, we'll be upscaling our activity and broadening our targeting to mass reach, with our 'Make it with Cred' campaign returning for 4 weeks of activity to further deepen understanding around what buying Scotch really means.

We'll focus on our brand proof points including respectfully reared, quality assured and locally sourced and our also key health messages of Vit B12 and high protein, encouraging consumers that when they eat meat, they should Make it Scotch.

71%

Campaign set to reach 71% of all adults in Scotland.



30 second TV advert shown across STV, Borders and STV/ITV Player.

A range of paid social and high impact digital adverts across Instagram and Facebook.



QMS HEALTH AND EDUCATION ACTIVITY



MISSION SUSTAIN

The game puts the user in the shoes of a livestock farmer and faced with decisions and challenges that will impact their farm's environmental, social and economic sustainability. The game forms part of 'learning for sustainability', which is embedded in the national curriculum.



CIRCLE OF LIFE

'The Farming Circle of Life' video has been designed to illustrate how our quality assured livestock farms, not only produce nutrient-rich red meat for us to eat, but also involve a range of interconnected natural cycles and ecosystems which benefit us all.



FARMING FOODSTEPS

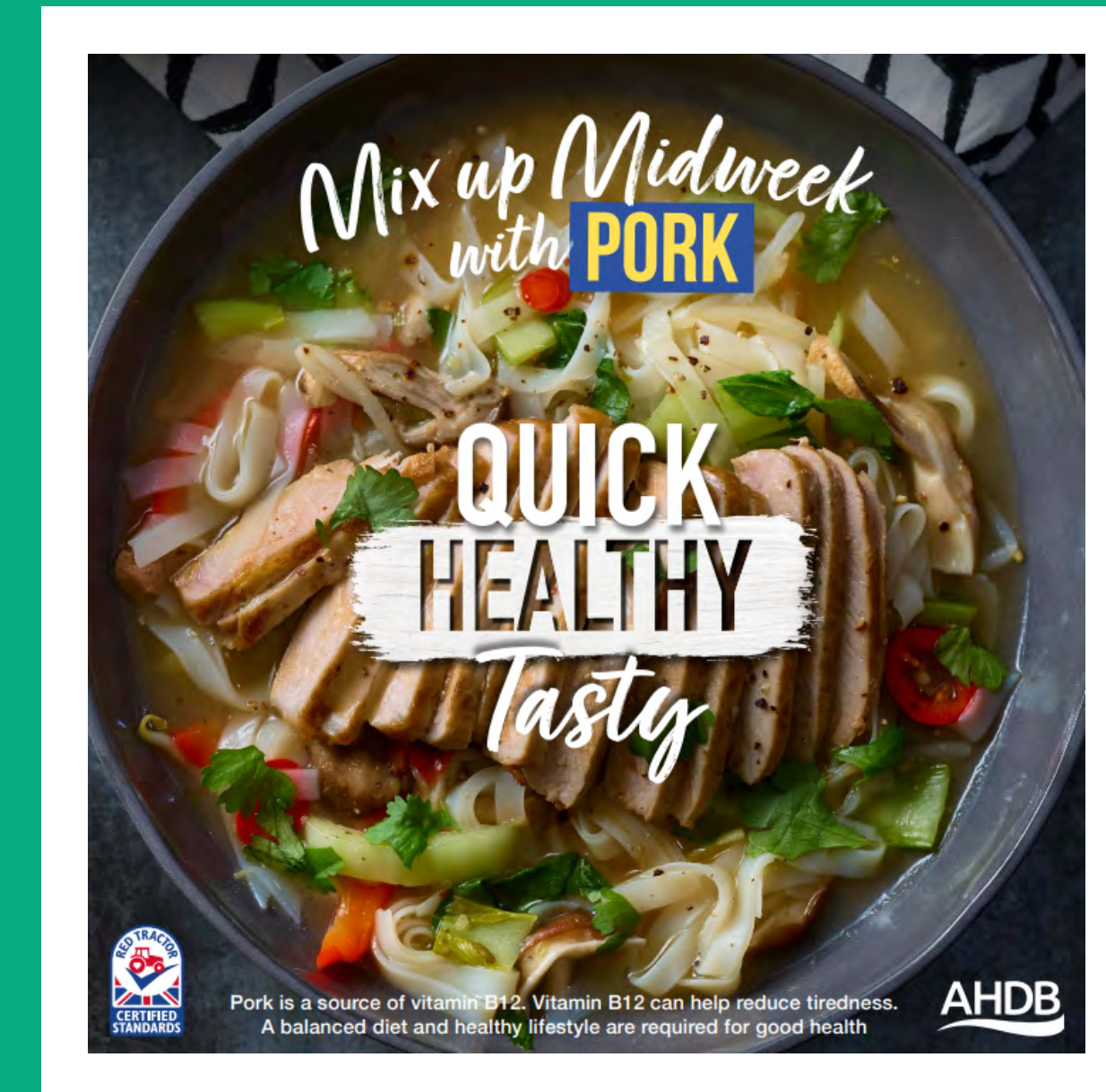
The digital initiative covers the journey from farm-to-fork and everything in between, including technology in farming, food production and health. Designed by Quality Meat Scotland (QMS), the platform also covers important messages around sustainability, the environment, food safety and careers.

AHDB ACTIVITY

LOVEPORK

LOVE PORK JANUARY CAMPAIGN

- The 'Mix Up Midweek with Pork' marketing campaign goes live from 23 January to 24 February
- Includes a TV advert, retailer activity, online and social media advertising
- Focus on leaner cuts of pork and demonstrate how pork can feature in delicious, quick, healthy meals during the week
- Will also target Gen Z (18-25 year olds) via influencers on social media channels.



AHDB ACTIVITY

*We Eat
Balanced*



ALWAYS ON SOCIAL MEDIA

- The 'We Eat Balanced' marketing campaign goes live from 26 December to end of January
- Will feature Nancy and her Grandad on TV, the consumer website, retailer activity, social media advertising, Video on Demand
- New PR campaign featuring a celebrity doctor
- Seeks to reassure consumers that meat and dairy from Britain can feature in a healthy diet, is produced to world-class standards, and is amongst the most sustainable in the world.



GET INVOLVED

Share our content, stay up to date with the campaign, and join in the online conversations by following the We Eat Balanced and AHDB social media accounts below.

- [@weeatbalanced](#)
- [@weeatbalanced](#)
- [@TheAHDB](#)

SHARE YOUR STORY

We are looking for beef, pork and sheep farmers to share their story as part of our We Eat Balanced campaign. Find out more and apply:
<https://ahdb.org.uk/web-stories>

HCC ACTIVITY

A new suite of video and social media resources centred on healthy eating and sustainability messages will go live, with assets featuring butchers, farmers and chefs.



← **HEALTHY RECIPES**
Video and social media content will focus on health, nutrition and healthy recipes. Sports stars such as Wales and Lions rugby player Ken Owens have recorded new recipe videos with the focus on meat as a key part of a healthy active lifestyle.

BIODIVERSITY
HCC will be launching results of surveys of biodiversity on Welsh farms, showing that upland sheep farms are thriving and diverse landscapes.

SOCIAL INFLUENCERS
Work to promote Welsh Lamb will use some of the most influential bloggers and content creators on social media.



<https://eatwelshlambandwelshbeef.com/recipes/chris-baber-steak/>



Livestock & Meat Commission

GOOD HONEST FOOD

LMC's Good Honest Food advertising campaign will relaunch in January. Fronted by local chef James Devine, the travelogue style campaign will appear on TV, radio, outdoor and digital platforms. Previous bursts of the campaign have proven successful in raising consumer awareness of Northern Ireland Farm Quality Assured (NIFQA) beef and lamb and educating consumers on the world leading quality production credentials that NIFQA beef and lamb are produced to. LMC aim to further build on awareness of the health, environmental and sustainability credentials of beef and lamb with the relaunch of the advertising campaign.

 @BeefandLambNorthernIreland

 @beefandlamb.ni

 @LivestockandMeatCommissionNI

 @LMCNI

BUDGET FRIENDLY BEEF AND LAMB RECIPES

In the face of ongoing rising costs, LMC is working to reassure consumers that nutritional meals incorporating beef and lamb can remain part of a staple menu. LMC will continue with the roll out of a recently developed series of budget friendly recipes. The social campaign provides a range of meal options, from family favourites, to fake aways and fine dining. Informative content takes the form of infographics and video.

ROLLING SOCIAL MEDIA PRESENCE

LMC will continue to share factual information across its array of social media platforms. Key messages centre around health and nutrition, care for the environment, sustainable and responsible beef and lamb farming.

Our consumer social pages are home to our campaign assets and lots of delicious recipes and informative nutritional infographics. Our corporate social media pages are home to our latest news releases, information on our education programme, statistical updates and more.



**FAKEAWAY
FOR
LESS!**

**MEXICAN STEAK &
BEAN BURRITO**

£2.62

PER PORTION

FOLLOW JAMES' JOURNEY

Discover the truth about beef
https://www.youtube.com/watch?v=uy_jjlhrvwa

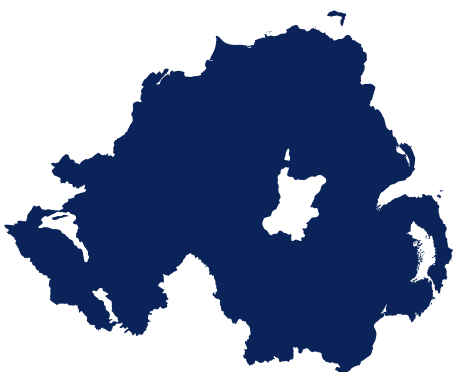


LMC EDUCATION ACTIVITY

POST PRIMARY SCHOOL
NIFQA COOKERY
DEMONSTRATIONS IN
2021-2022



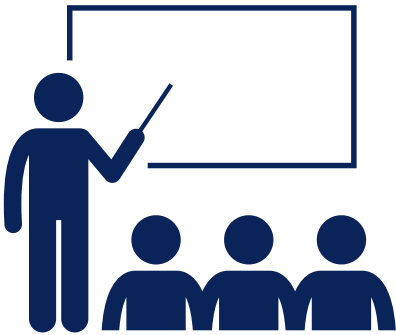
374
POST PRIMARY
COOKERY
DEMONSTRATIONS



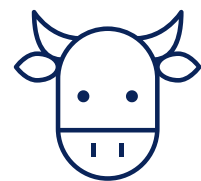
DEMONSTRATIONS
REACHED ALL
6
COUNTIES IN
NORTHERN IRELAND



EDUCATED
7200
KEY STAGE 3, GCSE
& A LEVEL PUPILS



MOST
DEMONSTRATIONS
WERE ATTENDED BY
YEAR 11
PUPILS



TOPICS COVERED
HEALTHY LIFESTYLE
MACRO/MICRONUTRIENTS
FOOD PROVENANCE
FOOD SUSTAINABILITY

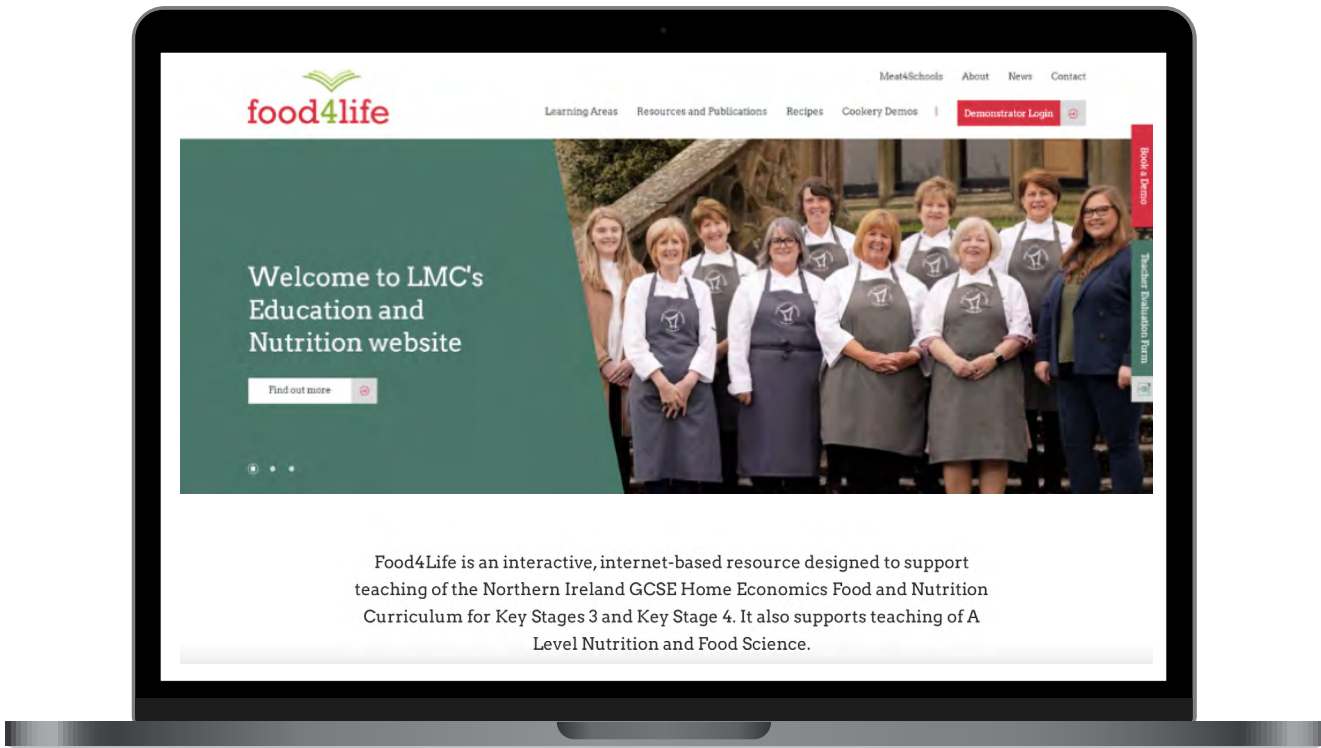
PRIMARY SCHOOL NIFQA COOKERY
DEMONSTRATIONS LAUNCHED IN 2021-22



82
PRIMARY COOKERY
DEMONSTRATIONS



EDUCATED
1800
KEY STAGE 2 PUPILS

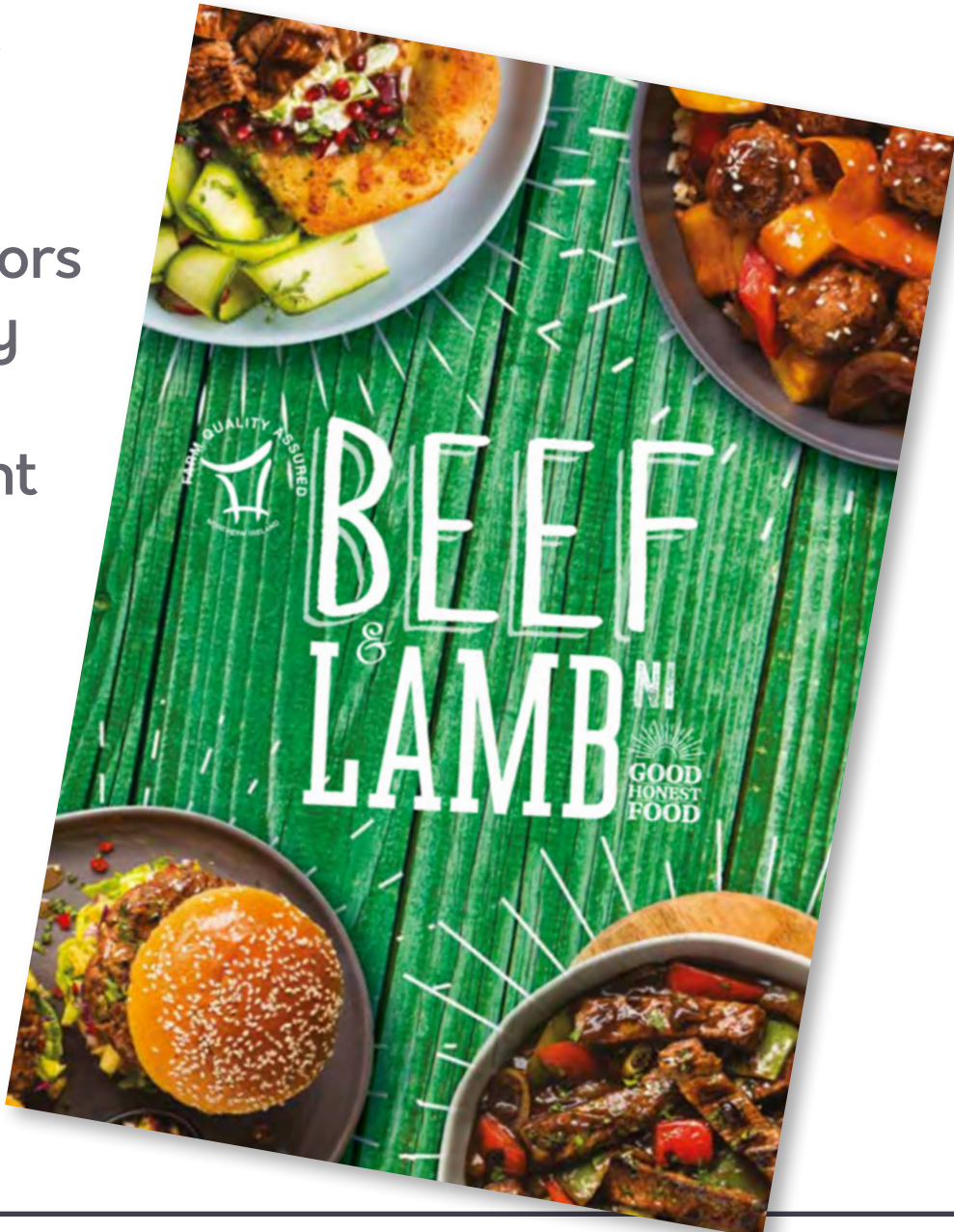


NEW EDUCATION WEBSITE LAUNCHED

In September LMC unveiled its interactive and updated education website – www.food4life.org.uk

PUBLICATION OF NEW RECIPE BOOK

The latest LMC recipe book is a compilation of our cookery demonstrators favourite Northern Ireland farm quality assured beef and lamb recipes, all of which have been tailored to complement the CCEA nutrition and food science (GCE) and food and nutrition (GCSE).



FOLLOW AND SHARE



Ensure you're following our social channels, plus we've recommended some influencers to follow too. This way, you can easily share and repost any content and key messages across your own social channels.



Joe Stanley
UK Beef Farmer
[@JoeWStanley](#)



Frédéric Leroy
Professor of Food Science
[@fleroy1974](#)



Frank Mitloehner
Animal Science
[@GHGGuru](#)



Graeme Tomlinson,
Fitness and Nutrition
[@thefitnesschef_](#)



Abi Reader,
UK Dairy Farmer
[@AbiReader](#)



Diana Rodgers,
[@sustainabledish](#)

Follow our channels and share our content throughout January (and beyond)

QMS

- [@makeitscotch](#)
- [@makeitscotch](#)
- [@makeitscotch](#)

AHDB

- [@WeEatBalanced](#)
- [@WeEatBalanced](#)
- [@TheAHDB](#)

LMC

- [@beefandlamb.ni](#)
- [@beefandlamb.ni](#)
- [@livestockandmeatcommissionNI](#)

HCC

- [@hccmpw](#)
- [@hccmpw](#)
- [@hccmpw](#)

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