

About Meat South West



Meat South West is a trade organisation working with and on behalf of the South West meat industry. Meat South West brings farmers, abattoirs, processors and associated industries together in one organisation to improve dialogue, to put buyers in touch with suppliers and to help resolve industry supply problems.

Meat South West has a vision to develop the South West as a renowned, natural source of beef, lamb and pork that offers consistently good eating quality, together with high levels of traceability, animal welfare and care for the environment, delivered through an industry that works together to provide quality service to all its customers and improve the profitability of all sectors of the supply chain.

Meat South West also acts as an industry focal point with knowledge - relevant activity in region. As a result, Meat South West is a source of information for the industry, an information exchange point and provides a signposting service for further advice. Meat South West plays a vital role in the region's meat industry in facilitating communication between all sectors of the supply chain.

As a focal point, the organisation provides a central hub for communication helping to create opportunities for liaison among the industry. This also enables Meat South West to easily consult the industry about its activity. It is seen as essential to the success of Meat South West that it is steered by the industry it represents.

Meat South West's key objectives are:

- To improve communication and co-operation between and within all sectors of the region's meat industry and to help improve efficiency, competitiveness and profitability
- To improve efficiency of production, carcase yield, product quality and customer service to help reduce costs and increase revenue within all sectors of the supply chain
- To promote and generally raise awareness of the availability and quality of meat and meat products from the region
- To act as a focal point for the region's meat industry, facilitating communication and providing an information resource
- To work with associated organisations to maximise the resources available and avoid duplication



"The EU Protected Food Name Scheme ensures that Britain's culinary heritage is guarded, with goods produced in a traditional manner being recognised and imitations avoided."

Registration can help producers take advantage of consumers' increasing awareness of the importance of regional and speciality foods and registered products are entitled to carry an EU Protected Food Name symbol, helping consumers recognise the product as traditional, authentic and of distinct quality and origin.

Meat South West is an ideal candidate for the scheme. The South West's climate, landscape and soil conditions combine to grow rich grass all year round, making it ideal land to graze the South West's breeds on and consequently give the meat its unique taste. Livestock production is crucial to the region, it safeguards the environment and heritage. The red meat sector alone provides the South West's economy with £3billion per annum and 28,000 jobs. Heritage, quality and character are synonymous with South West Meat".

Irene Bocchetta, Food from Britain's EU Protected Food Name Manager.

Meat South West has been and is currently involved with numerous activities to assist the meat industry. These include:

- A study into the Sheepskin Industry which culminated in a workshop gathering together all those within the chain for the first time to discuss the fifth quarter and its problems, future options and importance within the whole sheep industry. The report into the industry can be viewed on the website: www.meatsouthwest.co.uk
- The on-going application for a protected food name for South West Beef & Lamb is a vitally important project that Meat South West has been working on for some time. The PGI (Protected Geographic Indication) is seen to be vitally important for the region
- Direct retail workshops for those looking at supplying direct to the customer. The workshops look at areas such as butchery, packaging, legislation and routes to market. Meat South West hope to be able to host further such events due to the over-whelming demand.

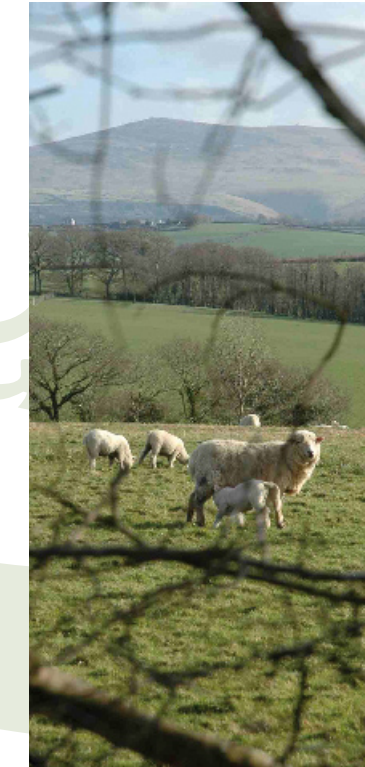


- Food service sector workshops looking at carcase utilisation, product development and the supply chain. The aim being to ultimately add profitability and improve the efficiency of the supply chain as well as communication throughout
- Conferences such as the "Working Towards a Brighter Future" on 26th February 2008 in association with the South West National Farmers Union and South West Regional Development Agency
- Workshops in association with EBLEX focusing on specific technical issues such as sheep lameness, cattle respiratory problems, cattle handling, cattle and sheep selection and marketing, cattle and sheep better breeding advice, farm walks
- The dairy beef project launched in the spring 2008 offers technical advice to dairy farmers on beef sire selection, calf rearing including health and nutrition as well as marketing of dairy beef cattle or calves

Meat South West Activities

"I attended the course to increase my awareness & understanding of the challenges involved with direct retail, but not with any particular expectations as to how the course would benefit my existing farming business. I would encourage anyone who is seriously considering direct retail, to attend this course as a very useful starting point. It gave a clear insight into the skills & knowledge that are needed in direct retail, and was very informative & interesting."

John Uglow, Collacott, North Petherwin, Launceston



Cattle Handling Workshop:

"This was a practical course about getting cattle sorted, treated, weighed NOT about selling bigger and better handling systems. I was surprised how once you identified the main sticking points in your system they can often be remedied quite easily & cheaply. By adding one gate I have found it so much easier to move my calves through. Strangely if it is good for the cattle, it is better for the people too!"

Sue Peach, Drywell Farm, Widecombe-in-the-Moor, Devon

Sheep Breeding Event:

"It was very impressive to see how such an intelligent low-input system, with its emphasis on selection of animals 'fit for purpose', can deliver such high standards of welfare and profit. We are now adopting a similar selection process to Peter Baber to improve management/profitability of the ewe flock. We also have a better understanding of the value of buying in recorded rams with traits we particularly value - high growth rates and resistance to worms."

Shelagh Longley, Dury Farm, Postbridge, Yelverton, Devon

Membership Opportunities

"If we are to sustain a healthy meat industry in the South West it is important that all sectors of the industry from farm to plate work together, Meat South West can and does provide a vital catalyst to facilitate this."
Steve Turton, Artisang and Westaways

As a member of Meat South West there are many great benefits to you and your company. Not only does this include those benefits listed below, but Meat South West has within the organisation a huge wealth of knowledge and expertise of the industry.

Membership benefits include:

- Support and technical advice and expertise
- Access to members only events and workshops
- Workshops and events tailor made for members
- Information, advice and facilitation
- A members only area on the Meat South West website
- Early warning of industry events
- Information for young people – training, industry placements, careers etc
- Membership special offers – which includes such things as free legal advice
- Opportunity to see case studies and specific businesses
- Walk the chain events
- Meet the buyer events
- Member and industry directory
- Meat South West aims to be the gateway to modern business

As Meat South West is working for and on behalf of your industry by becoming a member it gives you the opportunity to influence the direction of not only Meat South West but in turn the future of the industry. Have your say and become a member.

For further information or to become a member contact:

01837 880443

info@meatsouthwest.co.uk

or visit the website

www.meatsouthwest.co.uk



Member Pack

