



UK Science
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SUSTAINABLE BEEF QUALITY FOR EUROPE

A Workshop for Industry & Scientists

Welcome to Milan

Sponsor

British Embassy, Rome

Organisers

Dr Linda Farmer, Agri-Food and Biosciences Institute, UK

Professor Antonella Baldi, University of Milan, Italy

Dr Kees de Roest, Research Centre on Animal Production, Italy

Dr Laura Nuccilli, British Embassy, Rome





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Welcome to the meeting

Dr Laura Nuccilli, British Embassy, Rome

Welcome to Milan

Professor Vittorio dell'Orto, University of Milan, Italy

Aims of the Meeting

Dr Linda Farmer, Agri-Food and Biosciences Institute, UK





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Goals

To provide an opportunity to

- to exchange knowledge between scientists and industry across Europe
- to strengthen links between beef scientists and industries in Italy, UK and Europe
- to generate ideas for joint research priorities



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Session A. Beef and the role of eating quality

Chair: **Nigel Scollan**, University of Aberystwyth, UK

- ***A retailer view of beef quality***
 - Ray Bowe, Head of Food Safety and Quality, Musgraves
- ***Consumer perceptions & the role of science in the beef industry***
 - Declan Troy, Teagasc, Ireland
- ***Eating quality of European beef***
 - Sarah Bonny, INRA, France, and Murdoch University, Australia
- ***Understanding consumer beef eating quality preferences***
 - Linda Farmer, Agri-Food and Biosciences Institute, UK



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Workshop 1

How can Europe get the best value out of its beef?

What are the challenges?

What are industry's goals?

How to deliver consumer needs?

What does the industry need?

What are the knowledge gaps?



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Session B. Improving quality in practice

Chair: Antonella Baldi, University of Milan, Italy

- ***Beef quality - an industry approach***
 - Jonathan Birnie, Dunbia, UK
- ***Application of beef quality research in Italy***
 - Vittorio Dell'Orto, University of Milan
- ***Meat Standards Australia - 15 years***
 - Rod Polkinghorne, Birkenwood, Australia
- ***Improving beef quality in Poland***
 - Jerzy Wierzbicki, Polish Beef Association, Poland



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Session C. Sustainability of the European beef industry

Chair: **Sinclair Mayne**, Agri-Food and Biosciences Institute, UK

- ***The beef market in Italy and Europe***
 - Kees de Roest, Research Centre on Animal Production, Italy
- ***Future of European beef - a scientist's perspective***
 - Nigel Scollan, University of Aberystwyth, UK
- ***Meat consumption, trends and quality - a market perspective***
 - Maeve Henchion, Teagasc, Ireland



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Workshop 2. What needs to be done to ensure sustainability of the European beef industry over the next 10 years?

What are the challenges?

What are industry's goals?

Where are the knowledge gaps?

*Where is a concerted approach needed
(and where individual company approaches)?*



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Session D. Tools for delivering quality beef

Chair: Kees de Roest, CRPA, Italy

- ***BovIS - Providing feedback to farmers***
 - Steve Morrison, AFBI, NI, UK
- ***Practical steps towards improved quality in France***
 - Isabelle Legrand and Christophe Denoyelle, IDELE, France
- ***A Scottish system for integrated measurement of meat eating quality***
 - Rainer Roehe, SRUC, UK
- ***A European 3G beef quality system?***
 - Jean-Francois Hocquette, INRA, France



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Session E. Conclusions and way forward

- *Overview of workshop findings*
 - David Farrell and Terence Hagan, AFBI, NI, UK
- *Further discussion as required*
- *Introduction to Eurobeef*
 - Linda Farmer, AFBI, NI, UK
- *Chairman's summary and close*
 - Kees de Roest, CRPA, Italy