



Tom Hind

Agriculture Director



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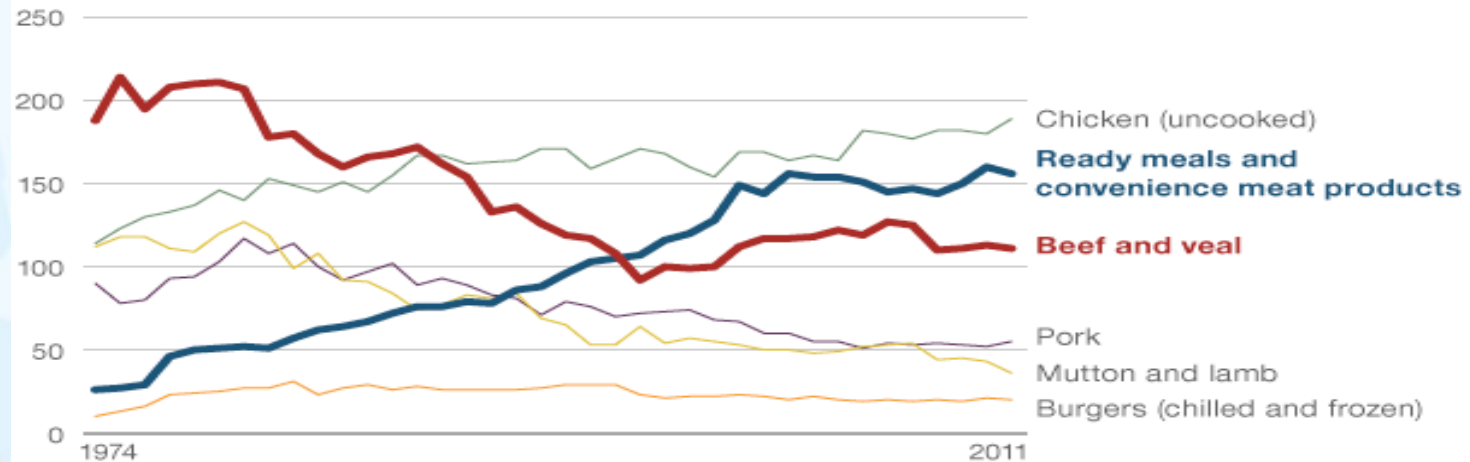


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UK meat consumption 1974-2011

Meat purchased in the UK (1974-2011)

UK averages per person per week, in grams*



*Food brought into the household only

Source: Defra



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UK per capita consumption of meat 2000-2012

(kg per person)	Beef and veal	Lamb	Pig meat	Poultry	Total meat
2000	18.5	6.6	23.6	30.0	78.8
2008	20.2	6.0	24.7	28.5	79.4
2009	18.3	5.6	24.5	28.9	77.3
2010	18.8	4.9	24.3	30.7	78.7
2011	18.2	4.7	24.9	31.3	79.0
2012	18.1	4.4	25.4	31.4	79.3

Note: Includes meat in meals eaten both in and outside the home. Includes imported meat products.

Source: Defra



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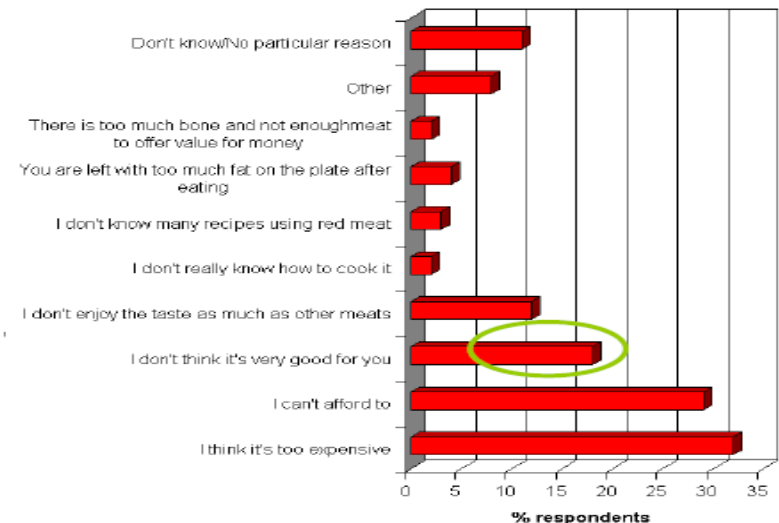
Why people don't eat beef and lamb regularly



Lamb



Beef



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Thank You for listening



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