



Agriculture & Horticulture  
DEVELOPMENT BOARD

# Red Meat, where does it fit on the menu?

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## Who are the Agriculture and Horticulture Development Board?

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- Levy Board – Potatoes / Beef and Lamb / Pork / Dairy / Grain / Horticultural produce
- Report to DEFRA
- Activity includes R&D, Knowledge Transfer, Marketing and projects with Government, Universities and businesses in the agricultural market.
- Aims – rural sustainability, jobs, environmental enrichment, new technologies and the development of markets domestically and overseas



# Challenge the Supply Chain

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- Who supplies your butcher?
- What whole chain assurance is in place?
- Can the meat be delivered vacuum packed?
- What cuts of meat does the butcher have a surplus of?
- Are there any named farms in the supply chain?
- May I have copies of your recent FSA Audit?
- Visit your butcher, visit their supplier.
- Remember you are spending tax payer's money

# Challenge the Menu

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- “Which cuts of meat could I switch?”
- “Are there some cuts where I can get quick local supply chain wins on?”
- “Can I make more use of meat products such as sausages?”
- “Can I incorporate offal into dishes?”
- “Does meat need to be a centre plate protein or can it be used more efficiently as an ingredient?”
- Lots of small changes can up to **big** results.

# Red Meat and Health

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- Balanced diets
- Appropriate diets
- Rise of businesses such as Wiltshire Farm Foods
- Media and Red Meat based reports
- The crucial role of red meats in plugging the nutrient gap

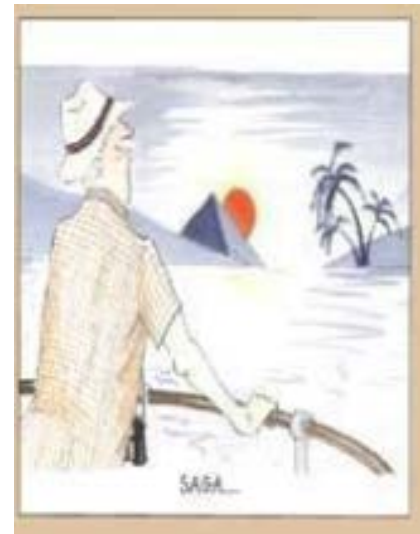
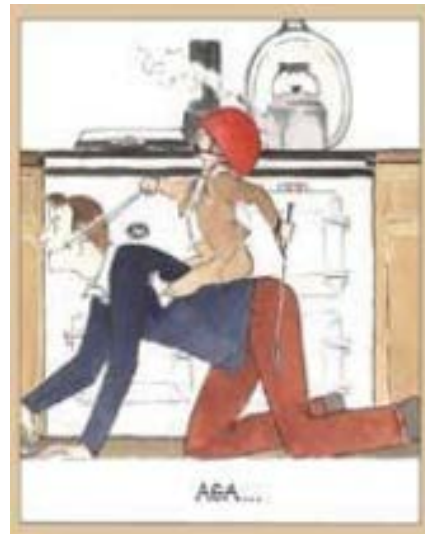
# Micro Nutrients

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# The Seven Ages of Man

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- Infants and pre-school children – birth to 4 years
- Pre-pubescent children – 5 to 12 years
- Teenagers – 13 to 18 years
- Adults of reproductive age – 19 to 50 years
- Pregnancy and lactation
- Middle age – 51 to 74 years
- Older age – 75 years +

## Infants and pre-school children – birth to 4 years

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- Brain – Iodine - Cognitive function
- Eyes – Vitamin A – maintenance of vision
- Blood Cells – Iron – red blood cells for energy
- Growth – Zinc – growth and development
- Bones – Vitamin D – Bones and teeth



## Pre-pubescent children – 5 to 12 years

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- Brain – Vitamin B6 – psychological function
- Nose – Vitamin A – the immune system
- Heart – Vitamin B12 – Red Blood Cells
- Muscles – Protein – body tissue and muscles
- Energy – Niacin – energy yielding metabolism

## Teenagers – 13 – 18 years

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- Hair – Zinc – health and body perception
- Brain – Pantothenic Acid – mental performance for exam time
- Teeth – Phosphorus – maintains normal teeth
- Skin – Vitamin B12\* - maintain healthy skin
- Fatigue – Iron – cognitive function and reduces fatigue

\*Vitamin B12 is also known as Riboflavin

## Adults of reproductive age – 19 to 50 years

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- Hair – Zinc – maintenance of healthy hair
- Brain – Niacin – positive influence on mood and mental performance.
- Hormonal activity – Vitamin B6 – regulates hormonal activity.
- Reproductive health – Selenium – for normal reproductive health\*
- Physical activity – Creatine – increases physical performance in successive bursts of short-term high intensity activity

\* Many adults have low intakes of selenium

## Pregnancy and lactation

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- Brain – Long-chain omega-3s – useful when oily-fish isn't an option
- Teeth – Phosphorus – strengthens the teeth which have been found to be weaker during pregnancy
- Blood cells – Iron – has a role in the process of cell division
- Foetal brain – Iodine – helps with the mental development in the foetus
- Fertility – Zinc – contributes to fertility and reproduction

## Middle Age – 51 – 74 years

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- **Tiredness – Iron** – helps reduce tiredness and fatigue.
- **Heart – Vitamin B12** – contributes to homocystein metabolism which may be important in reducing the risk of heart disease
- **Weight Control – Protein** – research shows that high protein diets can help support weight control
- **Bones – Vitamin D** – helps maintain strong healthy bones
- **Body Cells – Selenium** – protects the cells from oxidative stress

## Older Age – 75 years +

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- **Joints – Omega 3s** – can help alleviate pain and symptoms of inflammatory disorders such as rheumatoid arthritis
- **Fatigue – Vitamin B12** – helps reduce tiredness and fatigue
- **Bones – Vitamin D** – research shows that low Vitamin D levels are associated with a higher risk of falls
- **Muscle Strength – Protein** – as muscles decline a good quality source of protein can help to maintain their strength
- **Cells – Riboflavin (Vitamin B2)** – helps protect the cells from oxidative stress thus helping to slow the effects of ageing

# Health Claim Regulations

Nutrient	Beef	Veal	Pork	Lamb	Liver
Vitamin A	-	-	-	-	Rich Source
Vitamin B1	-	-	Rich Source	-	Rich Source
Vitamin B3	Rich Source	Rich Source	Rich Source	Rich Source	Rich Source
Vitamin B6	Rich Source	Rich Source	Rich Source	-	Rich Source
Vitamin B12	Rich Source	Rich Source	Rich Source	Rich Source	Rich Source
Vitamin D	Source	Source	-	-	-
Iron	Source	-	-	-	Rich Source
Zinc	Rich Source	Source	Source	Source	Rich Source
Selenium	Rich Source	-	-	Source	-
Potassium	Source	Source	Source	Source	Source

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Red Meat