



**The Traditional Breeds  
Meat Marketing  
initiative has been  
successfully developed  
over 15 years**

# **Marketing Is The Answer**

- **Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably**

# Creating a Niche Market

- Identify USPs
- Identify likely users (end customers)
- Identify way to market
- Obtain endorsements
- Promote product
- Link producers to outlets

# How TBMM Operates

Set up as conservation measure for rare/traditional breeds

Accredits independent butchers/farm shops to market meat from pure bred stock (beef/lamb/pork)

Links producers and butchers

Sets standards and prices

Certifies all stock

Promotes the eating qualities of rare breeds

# What are Rare & Minority Breeds?



- Rare & Minority Breeds of British origin
- They largely went out of fashion because they did not suit intensive farming conditions or the drive for standardised conformations.
- They are part of Britain's rich heritage.

# The Decline of Traditional Breeds

<b>Breed</b>	<b>1973</b>	<b>2002</b>
Aberdeen Angus	17000	11500
Belted Galloway	900	1400
Devon	8000	1534
Dexter	500	3000
Hereford	50000	6500
South Devon	25000	11500
Sussex	10000	2000
Welsh Black	23000	9000

# The Move to Continental Breeds

<b>Breed</b>	<b>1973</b>	<b>2002</b>
Blonde d'Aquitane	26	8500
British Belgian Blue	-	10000
British Charolais	644	15000
Limousin	-	17000
Simmental	324	8900

# The Change in the Retail Sector

	1977		2002	
	No.	% Red Meat	No.	% Red Meat
<b>Butchers Shops</b>	25300	63.7%	7960	16.0%
<b>Supermarkets</b>	3990	18.2%	6044	73.0%

# Mass Market Profile

- Standardised conformation
- Lean meat
- Insufficiently hung
- Centralised slaughter (high Food Miles)
- Price driven
- Anodyne presentation
- Mis-labelling of origin

# **Result –**

Supermarket domination and buying behaviour resulted in little or no market for traditional breeds.

# Why Did We Start the TBMMS?



Without a viable market for non-breeding stock, there was little or no incentive to keep traditional breeds and numbers were static or declining as a result.

**This is real conservation**

# The Time is Right for Traditional Breeds

- Extensive systems, marginal land, low input
- Niche markets
  - Locally Produced
  - Welfare friendly; extensive systems
  - Proven environment benefits
  - Conservation/heritage
  - Healthier – omega-3
  - Sustainable

# Why do Traditional Breeds Taste Better?



- They mature more slowly allowing the meat to develop a better flavour.
- They only thrive in non-intensive, low input farming systems.
- The independent butchers we accredit prepare and hang the meat properly.

# Don't Take Our Word For It!

- Dexter Beef – *“It was quite simply the best beef I have ever tasted”* Aaron Patterson, Hambleton Hall, Leics.
- *“Once you try Gloucestershire Old Spots pork you’ll turn your back on the tasteless dried up intensively reared pork forever.”*

Derek Cooper, BBC R4 Food Programme

- Manx Loghtan lamb – *“...Delicious tender meat with a little hint of game.”* Mark Hix, The Ivy and Le Caprice
- *“Middle White pork has the crispiest skin and the best flavoured fat to accompany its fantastic tasting meat.”*  
Michel Roux, Le Gavroche

# As Different as Apples and Pears

- Each breed has its own eating qualities
- Every one knows the difference between a Cox's apple and a Granny Smith or Golden Delicious
- The same genetic differences and thus taste, texture and flavour exist between various breeds of livestock
- With full traceability and certification, we promote each breed by its unique qualities

# Backed Up By Scientific Proof

- We work with Bristol University doing research into eating quality between breeds, different farming systems and varying butchery techniques.
- Positive results for rare breed beef, lamb and pork.



# TBMM Aims-

1. To create an effective market for traditional breeds.
2. To pay prices to encourage more traditional breeds to be kept.
3. To promote the superior eating qualities found in many traditional breeds.

# Conservation in Action

- **Gloucester Cattle**

	1975	1985	1995	2005
	>150		>250	
Cat.	1	1	2	2

**2007 Cat 4 > 750**



# Conservation in Action

- **Gloucestershire Old Spots Pigs**

	1975	1985	1995	2005
	>100	>167	>167	500+
Cat.	1	2	2	5
<b>2007</b>	<b>Cat 5</b>	<b>500+</b>		



# Means-

1. To accredit selected independent butchers to carry stock.
2. To link producers and butchers with each other.
3. To authenticate stock supplied.



# Independent Butchers are also a Rare Breed!



# Requirements from Producers

High Welfare

Non-intensive

Beef & Lamb – primarily grass fed

Pure bred from registered parents

# Why Only Pure-Bred?

Helping conservation – the original intention of this scheme.

Eating quality consistency.

Strong marketing argument to the consumer.

# Benefits for Consumers

Eating Quality

Traceability

Named Breeds

Local – Low food miles

High Welfare

Helping conservation

# Unique Certification

— YOUR ASSURANCE OF —

## *Purebred Traditional Meat*

Total traceability, high welfare standards from non-intensive farming  
to give the very best eating quality.

### British Beef

### Purebred Longhorn Steer

Grassfed in a non-intensive system.

Born 08 April 1999  
in England.

Raised in Hertfordshire.

Reference Code CS01-002215 / UKTJ121800162

Slaughtered in Hants, UK

Slaughterhouse No. 6060

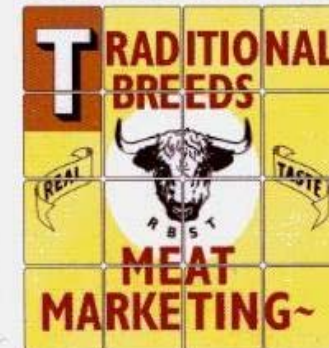
Cut in these premises

Signed



Date 11 October 2001

Product assured by the  
Rare Breeds Survival Trust



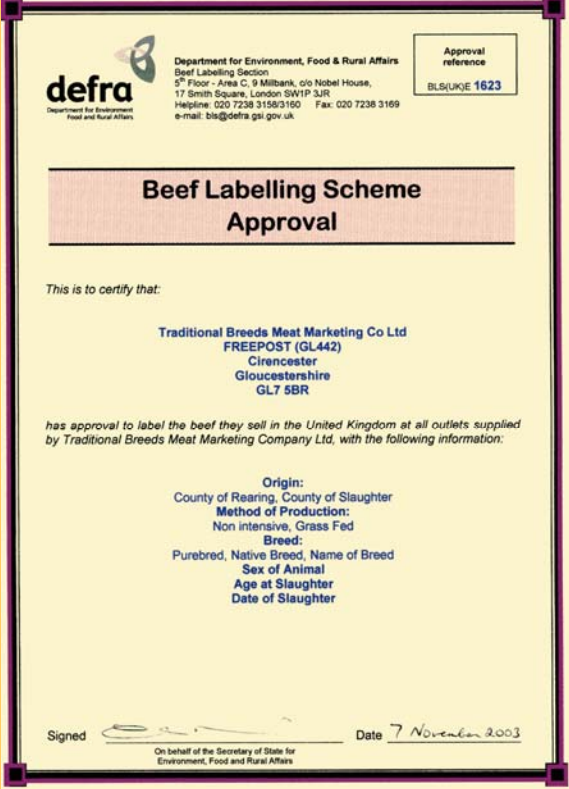
Accredited Butcher

R.B.S.T National Agricultural Centre, Stoneleigh Park, Warwickshire CV8 2LG

Registered Charity No. 269442

# Beef Labelling

- Licensed by Defra
- Independently audited every year



The image shows a formal approval certificate from Defra. It features the Defra logo and contact information for the Beef Labelling Section. A central box highlights the title 'Beef Labelling Scheme Approval'. The certificate certifies that Traditional Breeds Meat Marketing Co Ltd, located in Cirencester, Gloucestershire, has approval to label beef in the UK. It lists specific details such as origin, production method, and breed. The certificate is signed and dated 7 November 2003.

**defra** Department for Environment, Food & Rural Affairs  
Beef Labelling Section  
5<sup>th</sup> Floor - Area C, 9 Millbank, c/o Nobel House,  
17 Smith Square, London SW1P 3JR  
Helpline: 020 7238 3158/3150 Fax: 020 7238 3169  
e-mail: [bls@defra.gsi.gov.uk](mailto:bls@defra.gsi.gov.uk)

Approval reference  
BLS(UK)E 1623


**Beef Labelling Scheme  
Approval**

*This is to certify that:*

**Traditional Breeds Meat Marketing Co Ltd**  
FREEPOST (GL442)  
Cirencester  
Gloucestershire  
GL7 5BR

*has approval to label the beef they sell in the United Kingdom at all outlets supplied by Traditional Breeds Meat Marketing Company Ltd, with the following information:*

**Origin:**  
County of Rearing, County of Slaughter  
**Method of Production:**  
Non intensive, Grass Fed  
**Breed:**  
Purebred, Native Breed, Name of Breed  
**Sex of Animal**  
**Age at Slaughter**  
**Date of Slaughter**

Signed  Date 7 November 2003

On behalf of the Secretary of State for  
Environment, Food and Rural Affairs

BLS 6 (Rev. 5/03)

