

The Grocer

Focus On: Meat & Poultry by Aidan Fortune (aidan.fortune@wrbm.com)

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The UK's meat suppliers are bigging themselves up. The British Meat Processors Association has launched a website designed to promote the benefits of domestically sourced meat. Its aim is to help consumers "navigate the confusing and often contradictory opinions, pseudo-science and genuine science" about meat. What are those messages, and why is it important for suppliers to address them as Brexit and recession loom?

Key themes

- **British meat:** why has the BMPA kicked off its campaign? What challenges are suppliers facing, and how will they tackle them? What are examples of the UK meat industry – in terms of supply chain, animal welfare, environment and so on? What is the industry doing to debunk such claims? Has fake news hurt sales for any suppliers?
- **Lockdown legacy:** meat & poultry suppliers faced mixed fortunes during the pandemic. Foodservice sales were hit hard, but supermarket sales soared. Who was hit hardest, and how did others survive? How's the sector looking post-virus?
- **Plant-based:** how are meat & poultry coping in the face of veganism? What moves are being made to keep carnivores interested? And which brands have joined the plant-based trend? How are they getting on?
- **Brexit:** the transition period is almost over. What are the industry's main concerns for the coming 12 months?
- **Food standards:** what's the latest on fears of lower quality meat – such as chlorinated chicken – becoming available from the US and elsewhere, post-Brexit?
- **Food waste:** is red meat the latest frontier in the fight against food waste, as new advice suggests looking 'use by' dates for fresh and frozen cuts?
- **Covid Christmas:** how's it looking for meat suppliers – particularly in poultry?

Kantar data: Using Kantar data, we explain the recent fortunes of the various meat & poultry sectors

4 x innovations: We identify four new products or product ranges that have not appeared in The Grocer before including launch date, RSP and image of each.