

The Grocer

Focus On: Meat and Poultry

By Kevin White Kevin.White@thegrocer.co.uk

Publishing: 4 February 2023

Advertising deadline: 20 January 2023

Submissions deadline: 13 January 2023

Campaigns to buy British are increasingly salient in an era concerned about the transport costs for food. The trouble is that, in the case of meat, rising production costs are making it harder for retailers to source their meat locally. So how are British supermarkets changing their meat sourcing in the current economic climate? What shifts in shopper choices will they have to adapt to? And what does it all mean for the future of sustainable and ethical meat?

British sourcing: With input costs affecting the production of British meat, retailers have an increasing incentive to look elsewhere. How will it affect the provenance of meat on supermarket shelves?

Trade deals: As the international trade environment continues to shift after Brexit, how is it affecting meat sourcing for British supermarkets? And what impact are export rules having?

Shopper attitudes: A recent survey from Compassion in World Farming revealed that most British adults thought factory farming puts profits ahead of the environment. Can the industry shift these perceptions? And what effect will it have on sales?

Suppliers: In December, Dawn Meats announced plans to reach net zero operational emissions across its business by 2040. What commitments are being seen across other suppliers, and what impact will it have?

Christmas: How did meat sales fare over Christmas? What was the impact of the turkey shortage, and how did other meats profit as a result?

Innovations: We will profile 4 new products or ranges that have ideally not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each