

Meat: the business Teachers' notes



Introduction

Meat: the business is a 25 minute video which aims to provide insight into the business of farming, processing and retailing of red meat. The resource has been designed for A-level students, although aspects can be used at GCSE level.

The video has been divided into two episodes and it is usually helpful to show students each episode in its entirety, followed by general discussion.

A second viewing can be focused on one or more sections. There are various short sections in the video. These sections, along with links to supportive resources, are highlighted in this guide.

Episode one

Episode one focuses on the life cycle of livestock, feed intake, sustainability and the health and welfare of livestock. Beef, sheep and pig farmers are featured, providing authentic examples of the work that goes into producing red meat and red meat products.

The merits of the Red Tractor Farm Assurance Scheme are also outlined, highlighting the importance for consumers to know where their meat comes from and how livestock are reared. In addition, the Protected Geographical Indication (PGI) status of Welsh Beef and Lamb is explained.

Note: Some animals have colours on their fleece or hide. This may be to help the farmer identify which animals have undergone a particular treatment, e.g. medical treatment. The pig farming footage includes aspects of artificial insemination.

Farming

| Section/content | Topics | Additional resources | Key questions |
|--|--|---|---|
| Beef farming 00:17 - 02:53 mins | Life cycle of cattle Sustainability | <p>Meat in a green world - an interactive PowerPoint presentation to help students gain an understanding of the challenges posed by climate change to livestock farming in the UK</p> <p>Tackling climate change through livestock - a podcast outlining aspects of sustainability.</p> <p>Beef farming - a short video about a career in beef farming.</p> | <ul style="list-style-type: none"> Outline the life cycle of the livestock. What strategies does the farm employ as sustainable measures? |
| Sheep farming 02:53 – 05:01 mins | Life cycle of sheep Traceability | <p>Sheep farming - a short video about a career in sheep farming.</p> | <ul style="list-style-type: none"> Outline the life cycle of the livestock. Why are the animals tagged? What measures are in place in order to ensure livestock can be traced through meat production? |

| | | | |
|--|--|---|---|
| Pig farming 05:01 – 09:17 mins | Life cycle of pigs Health and welfare | Pig farming - a short video about a career in pig farming. | <ul style="list-style-type: none"> • Outline the life cycle of the livestock. • How does the farmer maintain the health and welfare of the livestock? • Define freedom farrowing. • What is the transponder used for? |
|--|--|---|---|

Food assurance schemes

| Section/content | Topics | Additional resources | Key questions |
|--|--|--|--|
| Assured Food Standards 09:17 – 10:55 mins | Aspects of the Red Tractor food assurance scheme for English livestock farmers | Food safety and security - a podcast outlining the development of the Red Tractor scheme. | <ul style="list-style-type: none"> • What is the aim of the Red Tractor scheme? • What does the Red Tractor scheme cover? |
| Protected Geographical Indication (PGI) 10:55 – 12:20 mins | Aspects of the food assurance scheme for Welsh beef and lamb | | <ul style="list-style-type: none"> • What is the aim of the PGI scheme? • What are the main requirements of PGI Welsh Beef and Lamb? |

Episode two

The second episode looks at the nature of livestock markets and the stages in the processing of livestock in abattoirs and meat plants. The key roles undertaken by butchers are also outlined. In addition, a food marketing expert explains the importance of marketing the tougher cuts of meat and provides a case study about sausages.

The episode ends with a nutrition scientist focusing on the nutritional aspects of red meat.

Note: This episode includes edited footage of the slaughter of livestock in abattoirs.

Processing

| Section/content | Topics | Additional resources | Key questions |
|--|--|----------------------|--|
| Livestock market 00:00 – 2:00 mins | Activities and purpose of the livestock market Health and welfare of livestock Online auctions | | <ul style="list-style-type: none"> Why are livestock sent to market? Describe the stages of the animals passing through the market. |
| Abattoir/Meat plant 02:00 – 05:05 mins | Stages of the slaughter process Health and welfare of livestock Ageing of meat Storage life of carcass meat | | <ul style="list-style-type: none"> Explain how slaughter can be humane. List the stages of slaughter. Explain why meat must be hung following slaughter and dressing. |

Food retailer

| Section/content | Topics | Additional resources | Key questions |
|--------------------------------------|--|---|---|
| Butcher 05:05 - 07:11 mins | Role of butcher Butchery methods Hygiene practices | <p>Red meat manufacture - an interactive PowerPoint presentation where students can explore the topics: primary processing of red meat; sausage production; and burger production.</p> <p>Sausage manufacturer - a short video about a career as a butcher.</p> | <ul style="list-style-type: none"> Describe the jobs which butchers may undertake. What different cuts are shown? Why is personal hygiene important? |

Food marketing
07:11 - 11:17 mins

Addressing the supply chain challenge to market tougher cuts of meat.

[Marketing and new product development](#)

- an interactive PowerPoint presentation where students can explore the topics: food marketing; new product development; and product lifecycle.

- What is the most popular cut of beef?
- How are tougher cuts of meat marketed to suit consumer needs?
- Describe how the range of sausages available for consumers changes when compared to the cost.

[Food marketing](#)

- a short video about a career in food marketing.

[UK Food consumption and production](#)

- a podcast outlining food market trends in the UK.

Consumer

| Section/content | Topics | Additional resources | Key questions |
|--|---|---|---|
| Nutrition information 11:17 - 14:56 mins | Healthy varied diets Nutritional value of red meat | <p><u>Nutrition and red meat</u> - an interactive PowerPoint presentation where students can choose to explore the areas of: macronutrients; micronutrients; satiety; and consumption guidelines.</p> <p><u>Nutrition scientist</u> - a short video about a career in nutrition science.</p> <p><u>Red meat in the diet</u> - journal article from the <i>Nutrition Bulletin</i>.</p> | <ul style="list-style-type: none"> • List the nutrients which are provided by red meat. • Describe the function of protein in the body. • What is the difference between essential and non-essential amino acids? • Explain the different types of fat provided by red meat. • What can consumers do to reduce the amount of fat provided by meat in their diet? What has the food industry done? • Recall the guidelines for red meat consumption. |

Further information

The table below provides further information about the different topics addressed in the podcast as well as career information and recipes.

| Topic | Websites |
|-------------------------------|--|
| Livestock farming | <p>Agriculture and Horticulture Development Board http://www.ahdb.org.uk/</p> <p>British Pig Executive http://www.bpex.org.uk/</p> <p>English beef and lamb executive http://www.eblex.org.uk/</p> <p>Hybu Cig Cymru – Meat Promotion Wales http://hccmpw.org.uk/</p> |
| Food assurance schemes | <p>Red Tractor http://www.redtractor.org.uk/</p> <p>Quality schemes http://ec.europa.eu/agriculture/quality/schemes/index_en.htm</p> |
| Livestock markets | <p>Livestock at farm shows and markets: welfare regulations https://www.gov.uk/farmed-animal-welfare-at-shows-and-markets</p> |
| Abattoirs | <p>Slaughter of livestock: welfare regulations https://www.gov.uk/farm-animal-welfare-at-slaughter</p> |
| Butchers | <p>The Meat Training Council http://www.meattraining.org.uk/</p> <p>The Institute of meat http://www.instituteofmeat.org/</p> |
| Food marketing | <p>Food and Drink Federation https://www.fdf.org.uk/</p> |
| Nutrition | <p>Association for Nutrition http://www.associationfornutrition.org/</p> <p>British Dietetics Association http://www.bda.uk.com/</p> |

British Nutrition Foundation
<http://www.nutrition.org.uk/>

Recipes

Beef and lamb recipes
<http://www.simplybeefandlamb.co.uk/>
<http://eatwelshlamb.co.uk/>

Pork recipes
<http://www.lovepork.co.uk/>
