

Rural Economy and Land Use Conference

January 2006

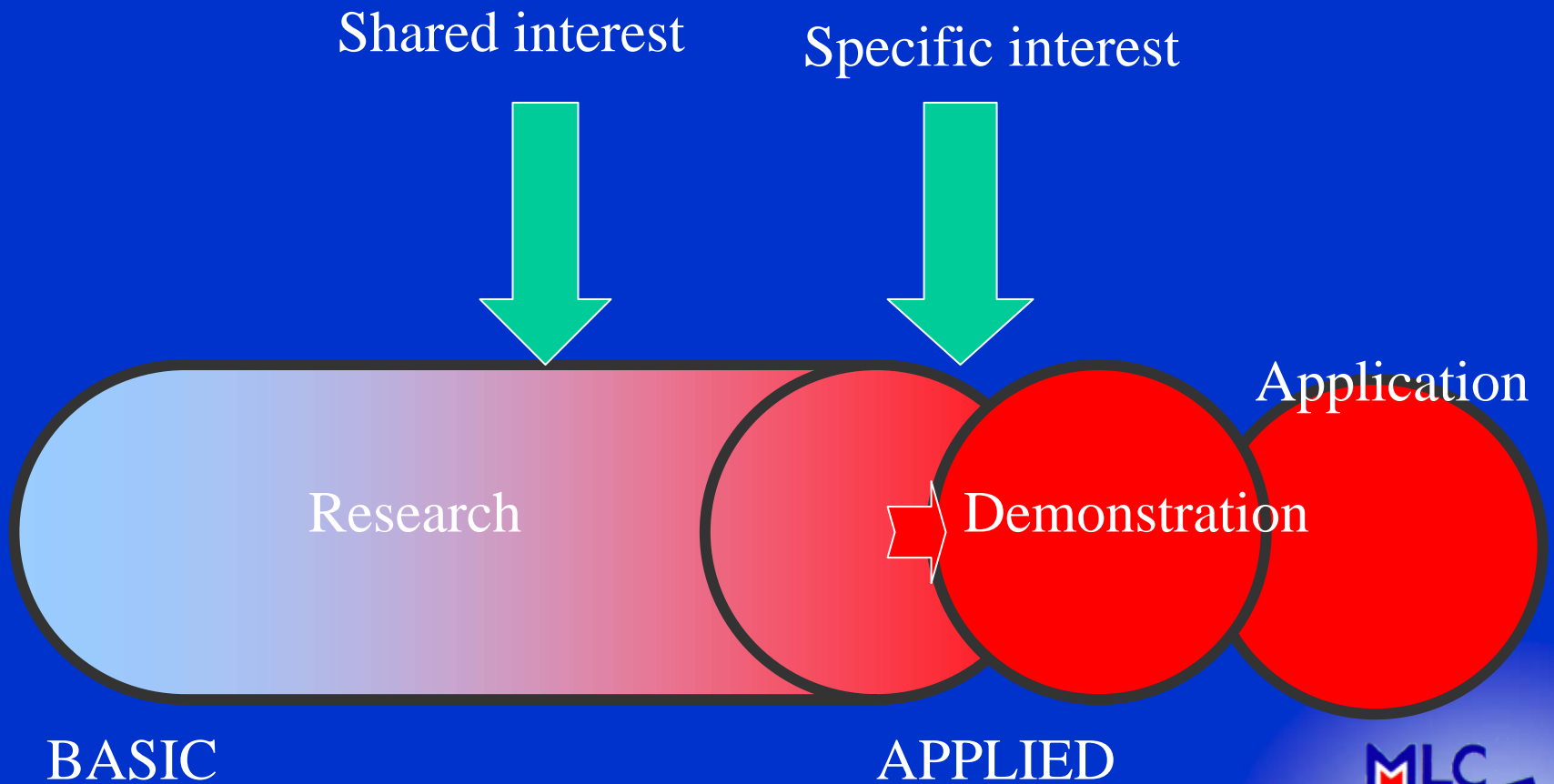
‘Mechanisms of Commercialisation’

Mike Attenborough

Meat and Livestock Commission



Who is the customer for levy research?



What to fund?

Important		Areas for research investment
Unimportant		
	Undeliverable	Deliverable

General Themes

Animal production systems

Meat Quality

Animal well being



General Themes – by need

- Reduced production costs - inputs
- Better disease control
- Better welfare
- Improved eating quality
- Sustainable land use
- Improved integration



General Themes – by discipline

Breeding /Genetics

Feeding /Nutrition

Health/Welfare

Human Nutrition

Meat Quality

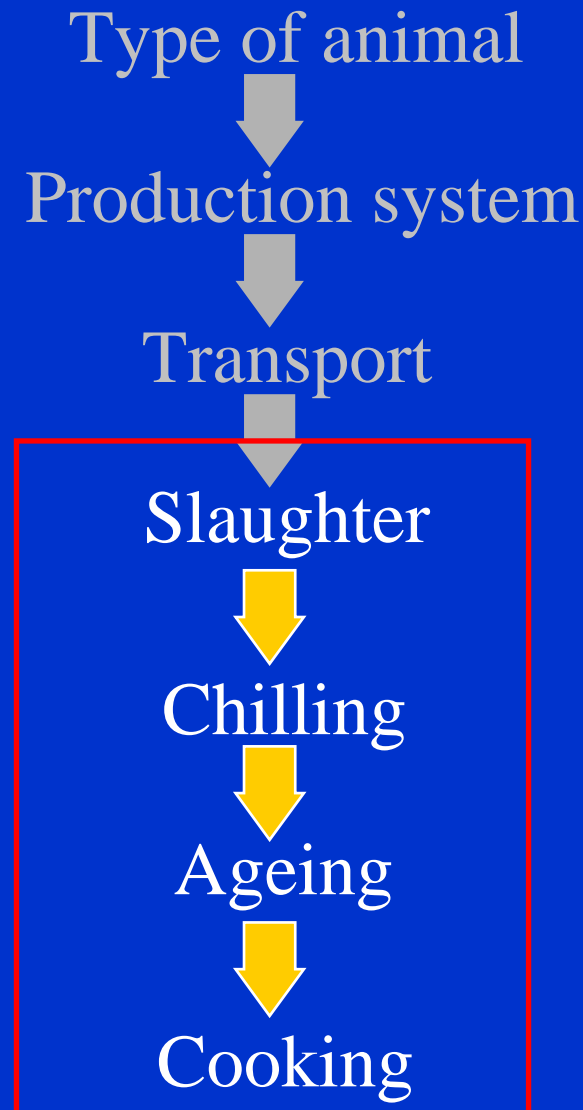
Systems



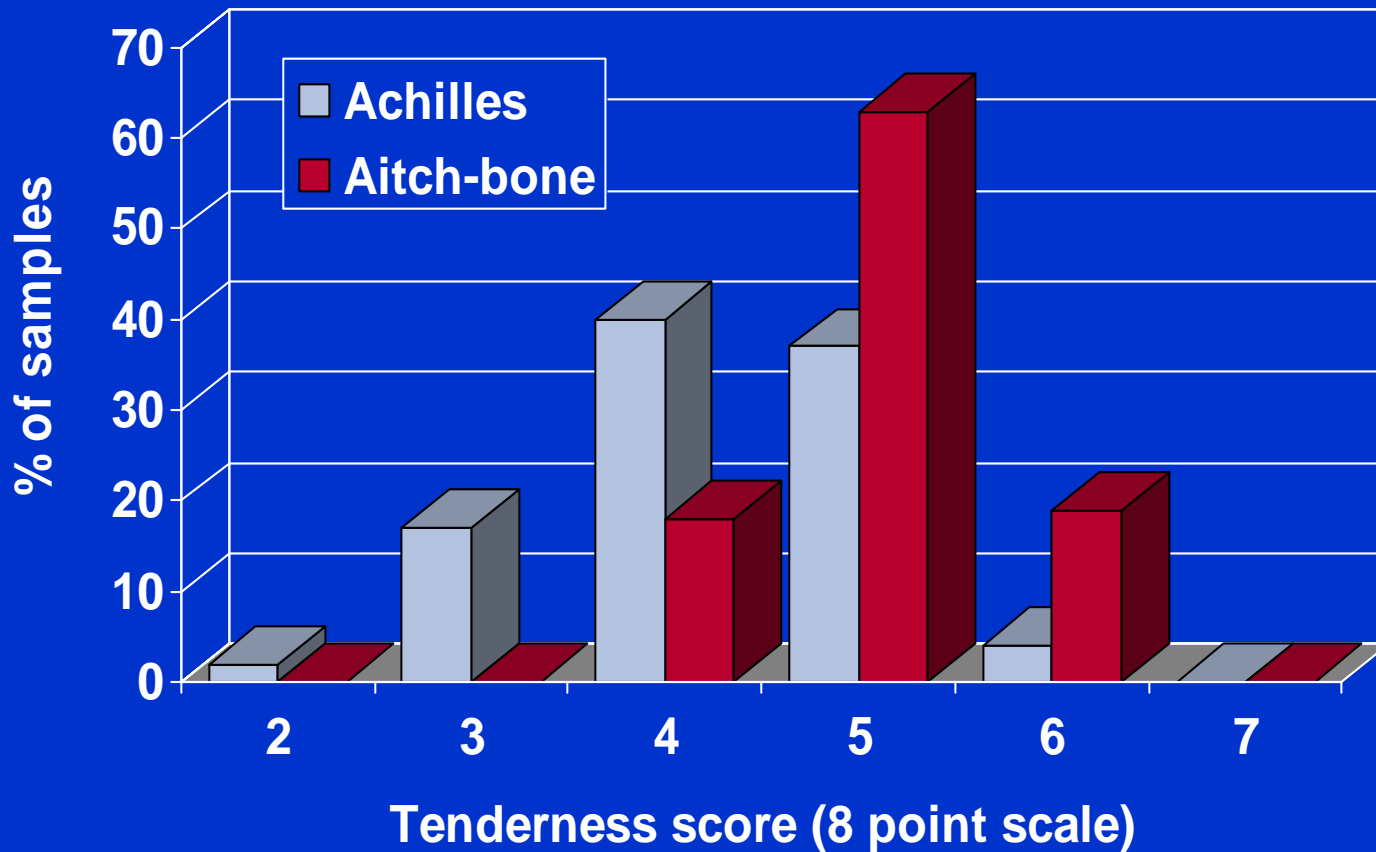
Matrix of Needs

	Costs	Disease	Welfare	Eating Quality	Land Use	Integration
Breeding	✓	✓	✓	✓	✓	✓
Feeding	✓			✓	✓	✓
Health	✓	✓	✓			✓
Human Nutrition				✓		✓
Meat Quality				✓		✓
Systems	✓	✓	✓		✓	✓

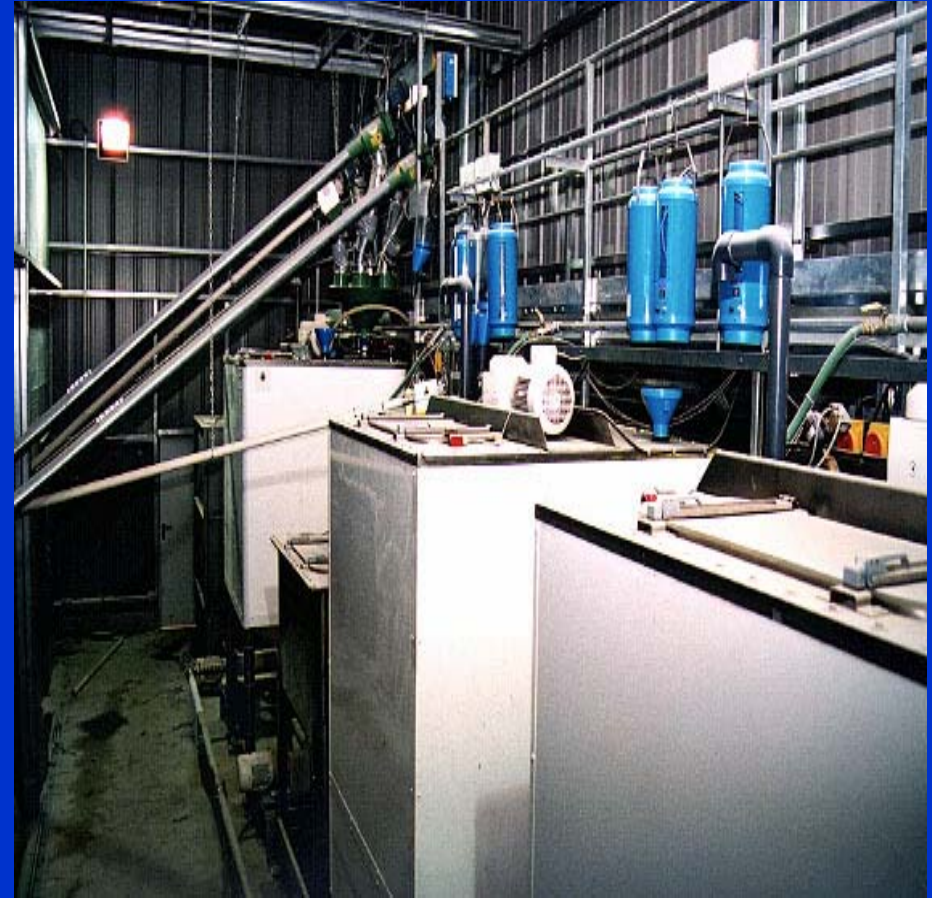
MLC Blueprints for meat eating quality: Conception to Consumption Chain



Distribution of Sensory Tenderness Scores for Beef Loin by Suspension System



Stotfold New Research Facility



- 800 finishing places
- Straw v fully slatted

- Liquid feeding system



Production Trial 1

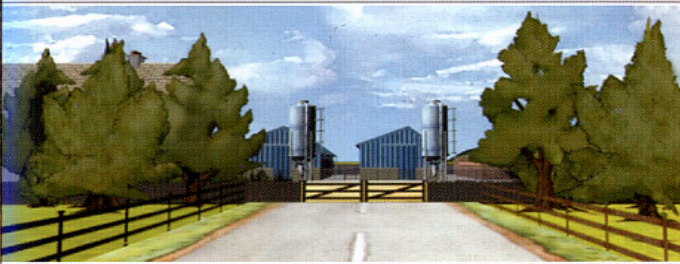
General summary

- Liquid feeding offered a 12% improvement in overall FCR compared with dry
 - *finishing, liquid-fed, straw-based: 18% better than dry*
- Overall water use (*drinking & feed*) 19% lower with liquid feeding
- No notable differences in carcass quality
- Gut health generally superior in liquid-fed pigs as indicated by the higher LAB:coliform ratio compared with dry-fed pigs



Technology interaction

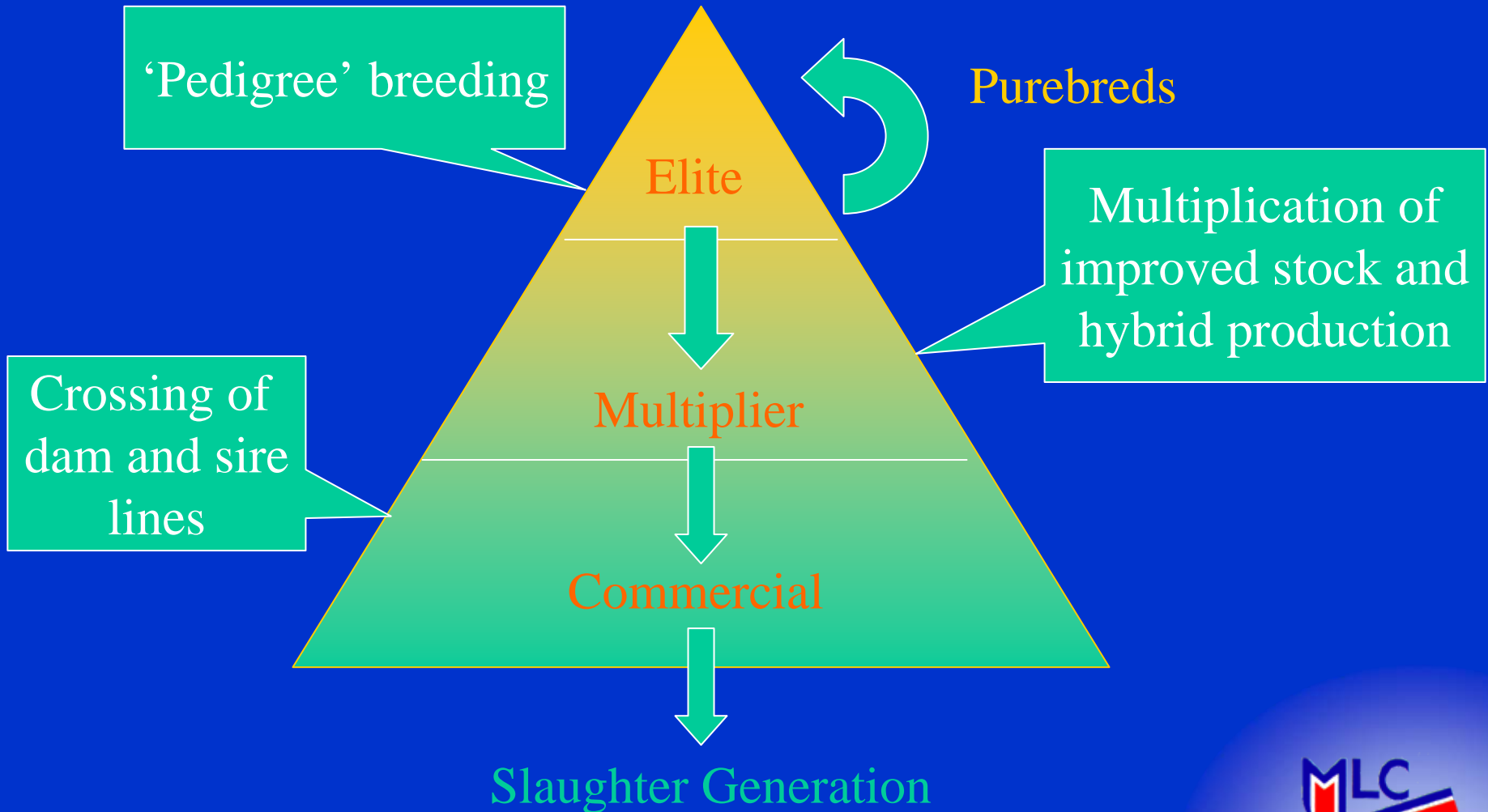
Pig Enterprise



Interactive Training Package



Ruminant Breeding Pyramid



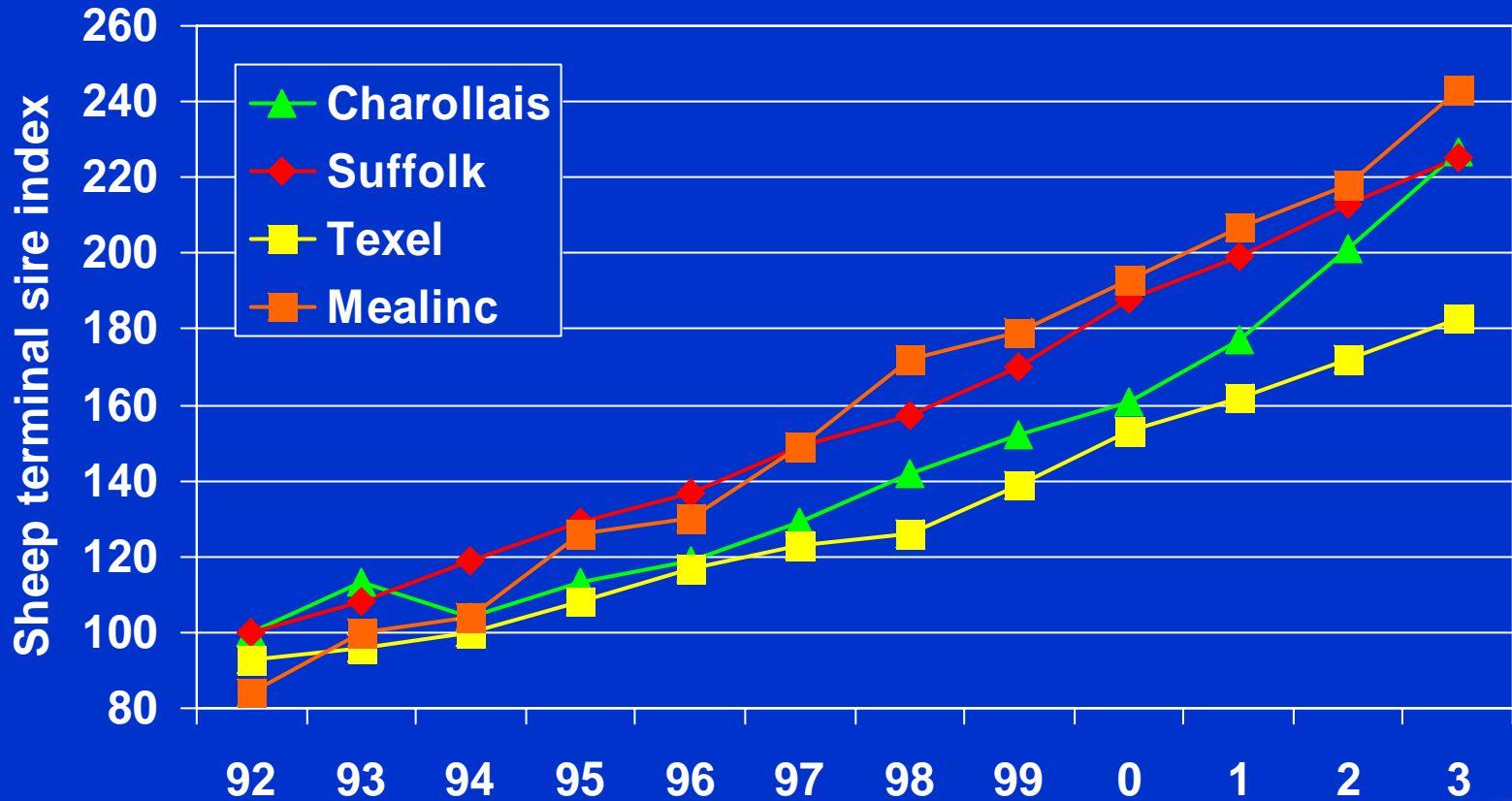
Signet breeding services

– delivering benefit to the industry

- 35% uptake by beef breeds
- 16% uptake in pedigree sheep
- Worth £5.4 million per annum to sheep industry and £8.1 million per annum to the cattle industry (2003)
- Production efficiency also delivers environmental benefits



Sheep Terminal Sire Breed Index Trends



MLC Approach to Diet and Health

- Balanced plate
- Importance of micro-nutrients
- Important differences between meat and meat products
- Labelling
 - Nutrient profiling
 - Guideline Daily Amounts
 - Portion size/consumption frequency
- Meat industry role in reducing fat and salt levels in meat products



enjoying a healthy diet is all about

getting the balance right

fruit &
vegetables

bread, other
cereals & potatoes



meat, fish &
alternatives

milk & dairy
foods

foods containing fat,
foods & drinks containing sugar



- Select a variety of foods from each group in the proportions shown
- Eat at least 5 portions of fruit and vegetables a day
- Eat foods containing fats and sugars sparingly and select lower-fat options where possible
- Use less salt
- Drink plenty of fluid - 6 to 10 cups or glasses a day



There are no healthy or unhealthy foods - only healthy or unhealthy diets

- enjoy your food!



The British Dietetic Association supports this food selection guide as a useful tool to convey the principles of a healthy and balanced diet for adults and children over five years of age.

This food selection guide is based on "The Balance of Good Health" with kind permission of the Food Standards Agency.

Thank You

