

# GREAT BRITISH BEEF WEEK



AT THE OAK BARN RESTAURANT



## CERTIFIED STANDARDS

This logo is used for products where the certified ingredient makes up at least 95% of the finished product e.g. milk, fresh produce and meat.

The Certified Standards logo is our standard Red Tractor logo and tells you that the product you're about to buy has been assured from farms to pack and is traceable, safe and farmed with care. We do the work, so you don't have to.



## WHAT'S IT ALL ABOUT?

Great British Beef Week is returning for its 14th year this year. Created by farming group 'Ladies in Beef,' GBBW unites farmers, supermarkets, butchers, farm shops, pubs and restaurants to celebrate the versatility and exceptional taste of British beef, while highlighting the commitment and dedication of British beef farmers to sustainable practices.

## THE MISSION OF LADIES IN BEEF

- To work with the supply chain to champion Red Tractor farm assured beef.
- To increase consumer support for the British beef industry.
- To own and promote Great British Beef Week each year.



GBBW is not just about enjoying delicious meals, it also raises awareness about the importance of supporting the British farming community with the challenges they face. GBBW aims to raise awareness and support for the Red Tractor farming in the UK.

## DOING GOOD FOR ALL

Jilly Greed, who co-founded Ladies in Beef states:

"GBBW enables us to shine a light on all the aspects of the beef production process. Our farmers are passionate about the beef they produce and committed to delivering quality red meat for consumers to enjoy."

Environmentally friendly practices on the farm can be rewarding for both grass-based beef production and nature. It's not just about nurturing the soil and creating species rich pasture for cattle to graze and increase carbon download from the atmosphere. It's how you integrate and manage the land so there is food and habitat for wildlife too. Whether it's planting herbal leys, new hedges and trees or flowering pollen and nectar areas on less productive lands.

