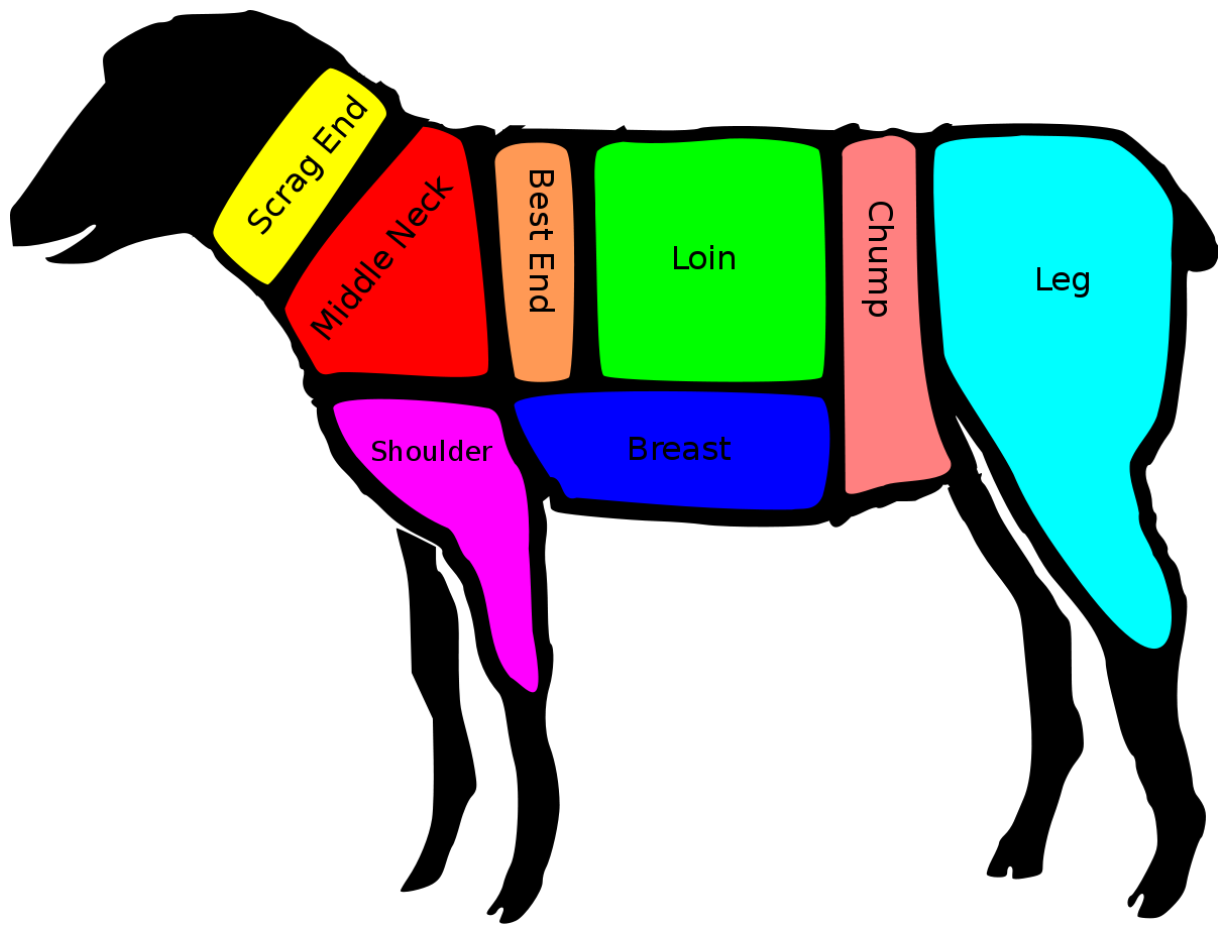




Cuts of Lamb



What is lamb, exactly?

A sheep in its first year is a lamb and its meat is also lamb.

How does lamb go from being a sheep to being food?

"The animal dies -- it happens quickly, so the animal isn't afraid. Then the butcher turns it into food."

Sheep produce meat (Lamb)

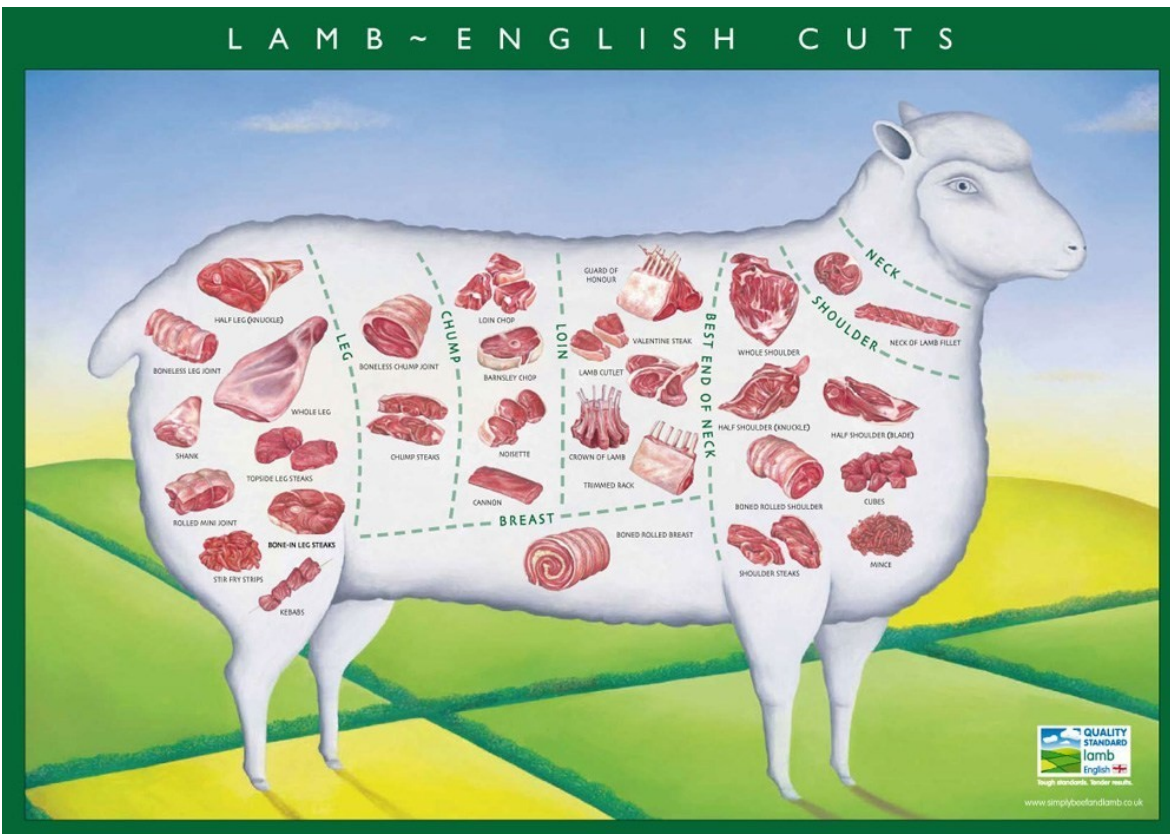
Lamb provides a more varied diet for the family and is a very sweet meat.

k i d s

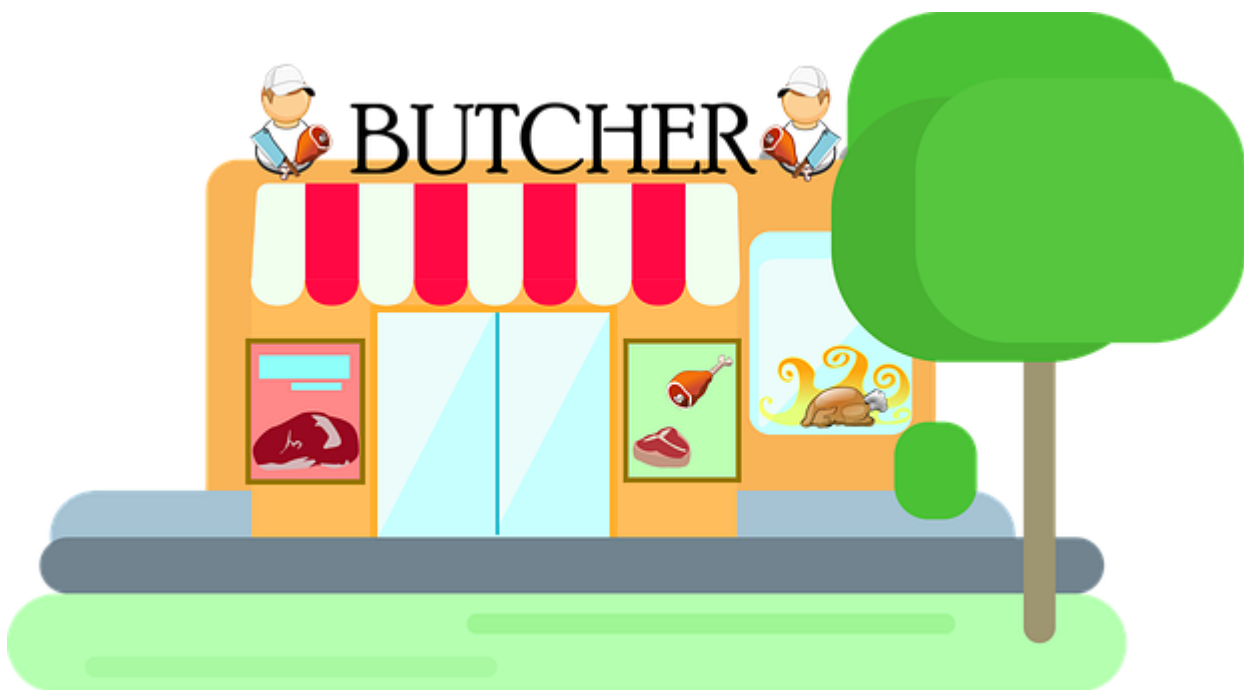
Country



L A M B ~ E N G L I S H C U T S



BUTCHER





Why buy British Lamb?

Locally produced -UK, some of the highest welfare standards in the world and improves the way that sheep are reared.

The distance between farm and shop is smaller than for imported Lamb. Local meat means fresher meat with a smaller carbon footprint.

UK farming practices are known to be some of the most sustainable and environmentally friendly in the world

Free-range with their feed growing at their feet, lamb is arguably the most ecologically friendly meat we eat. The Red Tractor logo is a perfect way to tell if the produce you're buying has been produced at the highest standard with the lowest impact on the environment. The Red Tractor scheme encourages farmers to protect and maintain the environment by offering their mark of quality, making the end product more appealing to the consumer.



Sourcing locally helps you know that the food you are buying is fully traceable back to the producer and that you are supporting your local economy.

When looking to purchase Lamb, keep an eye out for marks such as the Red Tractor logo. It indicates that the food can be traced back to farms producing under Assured Food Standards (AFS).

With #LoveLambWeek now being in full swing, it seems only right that we provide you with reasons to buy British Lamb.

