

The Grocer

Focus On: Meat & Poultry

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Climate concerns are not new to the meat industry, but in recent months they have been the subject of renewed pressure. How is the industry working to address these issues?

- What are the latest climate concerns?
- Are they changing shopping habits?
- What is the industry doing to address these issues?
- Who has made the most progress?
- Is grass-fed meat better from an environmental perspective?
- What about agroforestry?
- What are the environmental upshots of beef vs pork and chicken?

British bred vs imported

- How much better for the climate is British grown meat over imported?
- What portion of meat consumed in the UK is domestically produced?
- What kinds are imported?
- How have recent trade deals affected meat imports?

Lab grown meat

- Have recent findings on the climate strengthened the argument for lab grown meat?
- How close are we to lab grown meat at scale? What technological developments are necessary? And how much investment?
- What about regulatory hurdles?
- How would lab grown meat compare in price to conventionally raised meat?
- What lab-grown products are selling – and what traditional products are their competitors?
- And how does it fit into welfare concerns?

Innovation

- We will profile four new products or ranges. We need launch date, rsp, and a hi-res picture of each.