

Beef2Compete

A Thematic Network for the Future Competitiveness
of the European Beef Industry

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What is Beef2Compete?

EU funding - Thematic Networks:

- “to stimulate knowledge exchange ... smooth the transition to a knowledge-driven agriculture”
- “fostering cross-border knowledge exchange”
- “most urgent needs of specific sectors, ... including where primary production needs to improve its linkages to the supply chain”

Beef2Compete is a bid for a Thematic Network on beef

Beef2Compete vs EuroBeef

- EuroBeef - scored well but was not funded
- Have learned from feedback
- Beef2Compete has a greater focus on primary producer and covers a wider range of issues.



Why?

EU beef

- Long history of beef production
- 3rd in the world - 7.7 million tonnes
- Serious challenges
 - Diversity, environment, eating quality, nutritional value, authenticity
- Need a coordinated approach



Objectives?

- Encourage interaction and knowledge exchange...
- Collate existing knowledge on four areas...
- Identify and prioritise “toolbox” of proven developments...
- Stimulate the spread and uptake of innovations...
- Encourage a coordinated approach to challenges...



Four Themes

1. Sustainable beef

Production efficiency
Welfare practices
Environmental impact
Economics



2. Trusted beef

Effect of farming on:
Nutritional quality
Safety
Authenticity



3. Meeting Consumer Expectations

Rearing beef for
consistently good eating quality



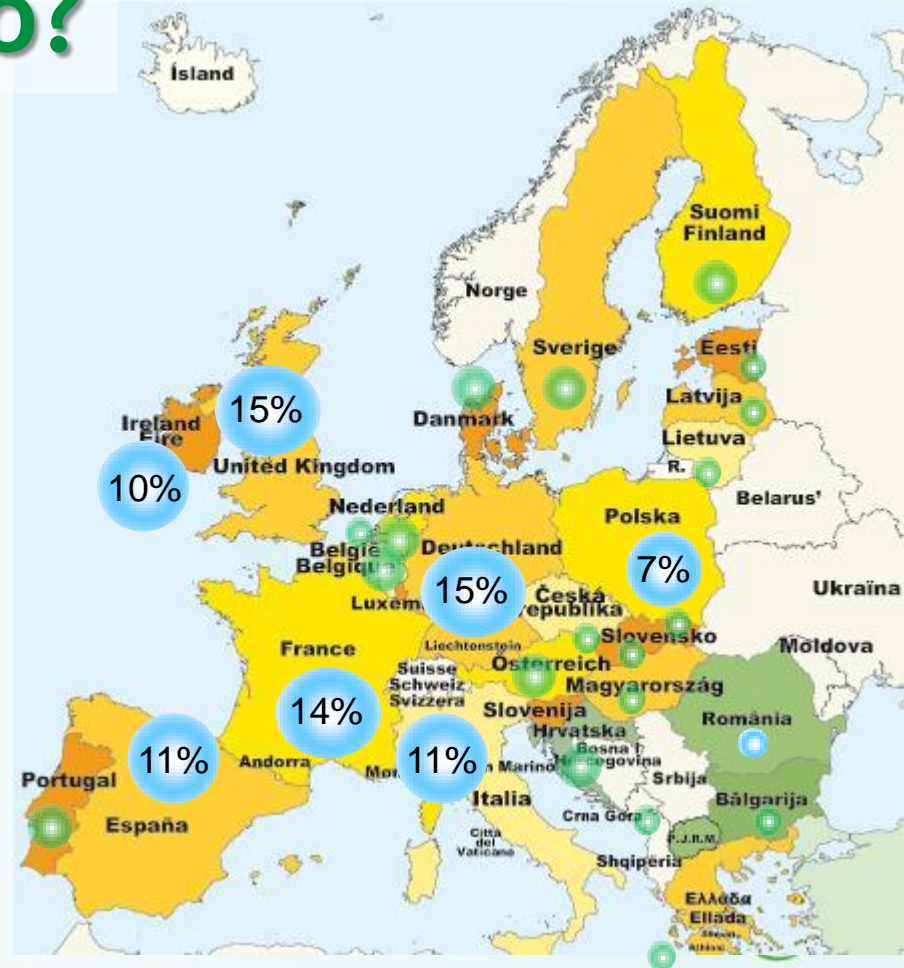
4. Connected Supply Chains

Supply chain mapping
Best QA schemes
Value based trading
Supply chain communication



Who?

Organisation	Country
AFBI	UK
AHDB	UK
Asoprovac	Spain
ACEBOP	Romania
CRPA	Italy
IDELE	France
INRA	France
Teagasc	Ireland
PBA	Poland
QUB	UK
THUN	Germany
UECBV	Belgium
UNIZAR	Spain
Representatives of primary producers and supply chain	Eight countries



What will we do?

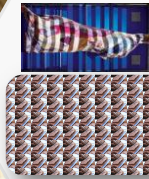
- Regional meetings with representatives of primary producers and others
 - Identify main issues and best practice
- Identify best scientific developments
 - Existing science ready for application
- Transfer knowledge widely
 - Tours, demonstrations, fact sheets, webinars



What will be the benefits?

- Inform farmers (and rest of the supply chain) about tools to optimise European beef production
 - For efficient, environmentally friendly, safe, nutritious and tasty beef
- Communication network for the beef industry and beef scientists across Europe

**DECISION
SUPPORT
TOOLS**



**MEASURE
MONITOR
MANAGE**



Industry input

- To identify the issues of greatest challenge
- To suggest examples of best practice
- To prioritise scientific recommendations

...will be vital!

