

# Be Proud



by promoting  
provenance, traceability  
& enhanced eating quality...

...promote the Quality  
Standard Mark Scheme  
on your menus.

# Be Proud

# to support



Be proud to support farmers and agricultural heritage by providing your customers with a fully traceable and assured product which can be directly traced back to the farms.

Unique farming and animal husbandry traditions have been part of their heritage for hundreds of years and are too valuable to lose. In order to keep this legacy of agricultural expertise we must support and be proud to support farmers.

## Get ahead of the competition

Use the Quality Standard Mark to put your business ahead of the competition. Shout about the provenance and traceability of the beef and lamb on your menu. Let your customers know you are serving products that are from an assured supply chain and that your business is helping by clearly highlighting the origin of the beef and lamb on your menu.



# Be Proud to serve



The EBLEX Quality Standard scheme gives chefs extremely high levels of assurance about the beef and lamb they buy and serve.

## Let the Mark communicate for you

Use the Mark to communicate your business ethics, commitment to quality and support for farmers.

Through sourcing assured Quality Standard Mark products you can make the following claims about the beef and lamb on your menu or wherever is most suitable in your establishment.

- Farm Assured
- Quality Assured
- Traceable back to farms
- Independently audited at every stage of production and preparation
- Guaranteed enhanced tenderness and eating quality



# Be Proud to use the Mark on your menu

Be proud of the Mark and highlight it on your menu. Use the Mark to let your customers know you are proud and confident about the quality and origin of the beef and lamb on your menu, and that it is produced to standards above that required by current legislation. You can demonstrate this by being a member of the Quality Standard Mark scheme.

Display your membership certificates at front of house and take time to explain to customers what you and your establishment stand for in terms of provenance and supporting farmers.



# How exactly does QSM benefit Catering

## Identifying Country of Origin

The Quality Standard Mark also tells you where your beef and lamb is from. For example meat from an animal born, raised and slaughtered in England will carry the Quality Standard beef or Quality Standard lamb Mark indicating English origin with the St George's flag. If an animal cannot meet all the criteria, for example it is born in Scotland or Wales, it will be able to carry the Quality Standard Mark but indicate British origin with the Union flag.

*A fully assured product from farm to chef*

## Consistent Quality

To guarantee the consistently high quality dishes that customers expect, chefs must be able to work with high quality ingredients. This not only gives confidence in the dishes they are producing, but also protects their reputation and that of their business.

As beef and lamb are central to so many dishes on most menus throughout the catering industry, it is essential that chefs ensure they are using quality suppliers whom they can trust. Suppliers of beef and lamb who are members of the EBLEX Quality Standard Scheme will be able to meet requirements over and above the current legal standards guaranteeing their customers a product of integrity and consistently high eating standards.

## Benefits from Sourcing Quality Standard beef and lamb

The EBLEX Quality Standard scheme for beef and lamb was developed to address key consumer concerns about the eating quality of red meat, relating to succulence and tenderness, and is the only scheme in the UK to cover eating quality.

The scheme sets standards for quality beef and lamb production higher than the legal and commercial requirements currently in place.

The standards apply throughout the supply chain and the preparation of the meat. They minimise the impact of animal age on eating quality so that product approved under the scheme provides you, the caterer with the potential for serving improved and more consistent quality beef and lamb. Only beef and lamb sourced from a fully assured and traceable supply chain approved by EBLEX can carry the Quality Standard Mark.

The Quality Standard Mark provides reassurance to your customers about the quality and consistency of the beef and lamb on your menu.

There is a body of research to indicate that the season of slaughter for sheep as well as the age for both cattle and sheep are key influences on eating quality. Important factors which the Quality Standard Mark scheme has taken into account.

## Mince Standard

All livestock must be from farms operating in compliance with a farm assurance scheme, and must be transported, slaughtered and processed in compliance with a quality assurance scheme.

Each such assurance scheme must have been approved by EBLEX.

Beef mince must contain a maximum of 20% fat (as measured by chemical testing using British Standard methods), approximately equivalent to beef having overall 85% visual lean prior to mincing (final mix stage).

Cattle of any age or sex are acceptable. Beef mince must be 100% beef with no added water, additives, fillers or other ingredients.

## Burger Standard

No meat other than beef may be used.

The beef may be obtained from cattle of any age or sex.

The beef used must be of a quality such that it would, if minced, satisfy the requirements of the EBLEX Quality Standard for beef mince.

The minimum beef content of the burgers is 70% (as defined by the Food Labelling Regulations 1996 as amended in 2003)

The manufacturer or processor must be a registered member of the EBLEX QSM Scheme.

All beef burgers must be produced and labelled in accordance with current legislative requirements.

## Getting the Mark on your menu

Research\* has shown that over 81% of consumers are likely to consider buying Quality Standard when buying their beef or lamb as it instils trust and guarantees provenance. Use the Mark to highlight the quality of the beef and lamb on your menu.

To get the Quality Standard Mark on your menu contact **Hugh Judd**, EBLEX Foodservice Project Manager on

**07966 083 164**

or call the scheme Hotline

**0800 781 4221**

\*Source: Millward Brown  
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