



Most British beef is from grass-fed cattle grazing on natural grassland.	In the North American system of cattle rearing, cows are grain-fed in a CAFO (concentrated animal feeding operation), with little access to grassy fields.
Milk from grass-fed cattle contains far more omega-3 fatty acids (desirable), and far less omega-6 fatty acids (undesirable) than milk from industrially raised cattle.	Rainforests in South America are destroyed to create grassland for cattle grazing.
European countries import more than £435 million worth of beef from Brazil each year.	Cattle grazing on natural grassland add manure and organic matter to the soil and encourage plants that help absorb and store carbon to grow.
Methane is a potent greenhouse gas, but it does not last long in the atmosphere. For each kilogram released today, only 1g will still be there in 120 years.	Britain has some of the highest welfare standards in the world to regulate how our beef is produced.
Beef cattle in the UK are not fed growth-promoting hormones. Antibiotics are only administered to cattle for health reasons if prescribed by a vet.	The distance between each UK farm and UK shop is smaller than for imported beef. This means UK produced meat is fresher and has less of a carbon footprint for transport.



<p>Carbon dioxide is a greenhouse gas that lasts in the atmosphere for a long time. For each kilogram released today, 100g will still be there in 400 years and 1g will be there in 1200 years.</p>	<p>Many burgers and ready meals contain beef from South America. Most tinned beef from UK supermarkets comes from Brazil.</p>
<p>Beef is naturally rich in protein, and it provides eight essential vitamins and minerals that support good health and well-being.</p>	<p>Cattle and sheep farmed on grassland mixed with fast growing trees offset greenhouse gas emissions by 60-100%.</p>
<p>Burger King have said: "Our goal is to eliminate deforestation within our global supply chain, and we are working toward this".</p>	<p>McDonald's have said it aims to eliminate deforestation from its global supply chains by 2030 and that it had "made a commitment not to purchase raw material from any farm in the Amazon ... linked with deforestation".</p>
<p>Cattle grazing on natural grassland releases significantly less methane (a greenhouse gas) compared with cattle fed a on concentrated animal feed.</p>	<p>The carbon footprint of a kilogram of British beef has been estimated at around 17 kg CO₂ equivalent compared to a global average of 46 kg CO₂ equivalent per kilogram.</p>
<p>Industrial farming of cows on poorly manage grasslands causes soil erosion, and water and air pollution.</p>	<p>Industrial cattle farming is common in North America and South American countries. Industrial cattle farming is rare in the UK.</p>