

Pasture-Fed Livestock Association Open Meeting

The Pasture-Fed Livestock Association held its first open meeting as part of the 'Prospectives 2013' theme and welcomed over 50 people. There was great interest in the PFLA's work and for the first part of the meeting some of the organisation's directors presented recent developments which are allowing it to gain momentum in its activities.

Herefordshire beef producer Jeff Glyn-Jones presented the perspective of an approved supplier and the value to him of pasture-fed status, saying it represented much more than purely economic value alone. William Barnard, coordinator of the PFLA's Somerset group talked about the labelling system. He showed examples of the labels now in use, allowing consumers to trace the Pastoral meat they buy right back to the farm and animal it came from.