



beefandlambfromspain.com



LAMB AND GOAT
FROM SPAIN,
NATURALLY
IRRESISTIBLE





LAMB AND GOAT MEAT FROM SPAIN, PREMIUM MEAT

Lamb from Spain is the brand found on the finest sheep and goat meat from Spain, where our cuisine, cultural and natural heritage and Mediterranean lifestyle are beyond compare.



The brand is the product of years of effort, tradition and excellence, and is based on the following pillars:

- **EXTRAORDINARY PLEASURE.** Ingredients that provide an extraordinary gastronomical experience, with mild and delicate flavors and remarkable tenderness resulting from our conscientiously grain-fed light and suckling lambs and kids.
- **HEALTHY FOR THE ENTIRE FAMILY.** We are committed to providing healthy products, which is why we produce low-fat meats that are an excellent source of minerals, vitamins and high biological value proteins.
- **RAISED IN SPAIN, WITH LOVE.** Respect for our animals and the commitment of our livestock operators to animal welfare means that our animals are bred without hormones, additives or artificial processes, yielding 100% natural meats.
- **SAFETY FROM START TO FINISH** of our products, guaranteed by the European Production Model, the strictest and safest in the world.





IRRESISTIBLE QUALITY MEATS: LAMB AND GOAT FROM SPAIN

World-renowned cuisine is only possible with the finest ingredients, exemplifying the success of our gastronomy and Mediterranean lifestyle.



Lamb and goat meat are characterized by their extraordinary and unique flavor. A delicate flavor that is esteemed by the finest chefs and meat lovers. Hallmark meats, bright in color and with remarkable flavors and nuances that set them apart from the rest, allowing them to be enjoyed without condiments or complex preparation that conceals their flavor.



Other attributes that give our brand exceptional value are:

- Health
- Naturalness
- Food safety

Health, which we obtain from young, low-fat meats that maintain their full flavor as a result of our grain-fed regimen. Naturalness, achieved by not adding any products during production or preparation, for clean label meats.

And food safety, guaranteed by the European Production Model, the strictest in the world, where health, prevention, biosecurity, handling and traceability of the entire production process are carefully controlled.



WHAT MAKES US DIFFERENT?

Compliance with the European Production Model, the diversity of breeds, the variety of meats depending on the age of slaughter, and in particular, the production and distribution of meat from young animals that have been fed on highly nutritional grains and oilseed give beef, lamb and goat from Spain their unique flavor and tenderness, for juicy, easily digestible, high quality meat.



The natural quality of our meats: the animals are not given any unauthorized products (antibiotics or growth hormones). Other benefits: food safety guarantee, animal welfare, sustainability, traceability and transparency.



Compliance with the European Production Model (EPM), the strictest in the world. Natural meat, with no additives.



Matchless texture and flavor. Greater product control: parametric feeding (even safer than the EPM).



Grain fed animals. Food safety guarantee.



Healthier meat with a lower fat content. Mild texture and flavors. Tender, juicy meat.



A variety of meats depending on the age of the animal. Primarily young animals, including the youngest on the market. Meat that is high in quality, juicy, flavorful and easily digestible.



A variety of organoleptic nuances. Exclusive, iconic and versatile products.



Native biodiversity.



A STARRING ROLE IN OUR CUISINE

Lamb and goat meat are essential ingredients of the MEDITERRANEAN DIET, considered one of the healthiest diets in the world, in combination with fruits and vegetables, fish and olive oil.



Lamb and goat meat is very versatile, offering multiple gastronomical possibilities. The wide array of organoleptic qualities and the variety of flavors and textures of each cut of meat range from the tender, juicy and easily digestible meat typical of suckling and light lamb, which is pink in color and low in fat, to the red and flavorful meat from mutton. We are also witnessing the increased popularity of new formats and cuts, as well as the inclusion of bones and offal in both fine dining and traditional dishes such as soups, stews and hot pots.

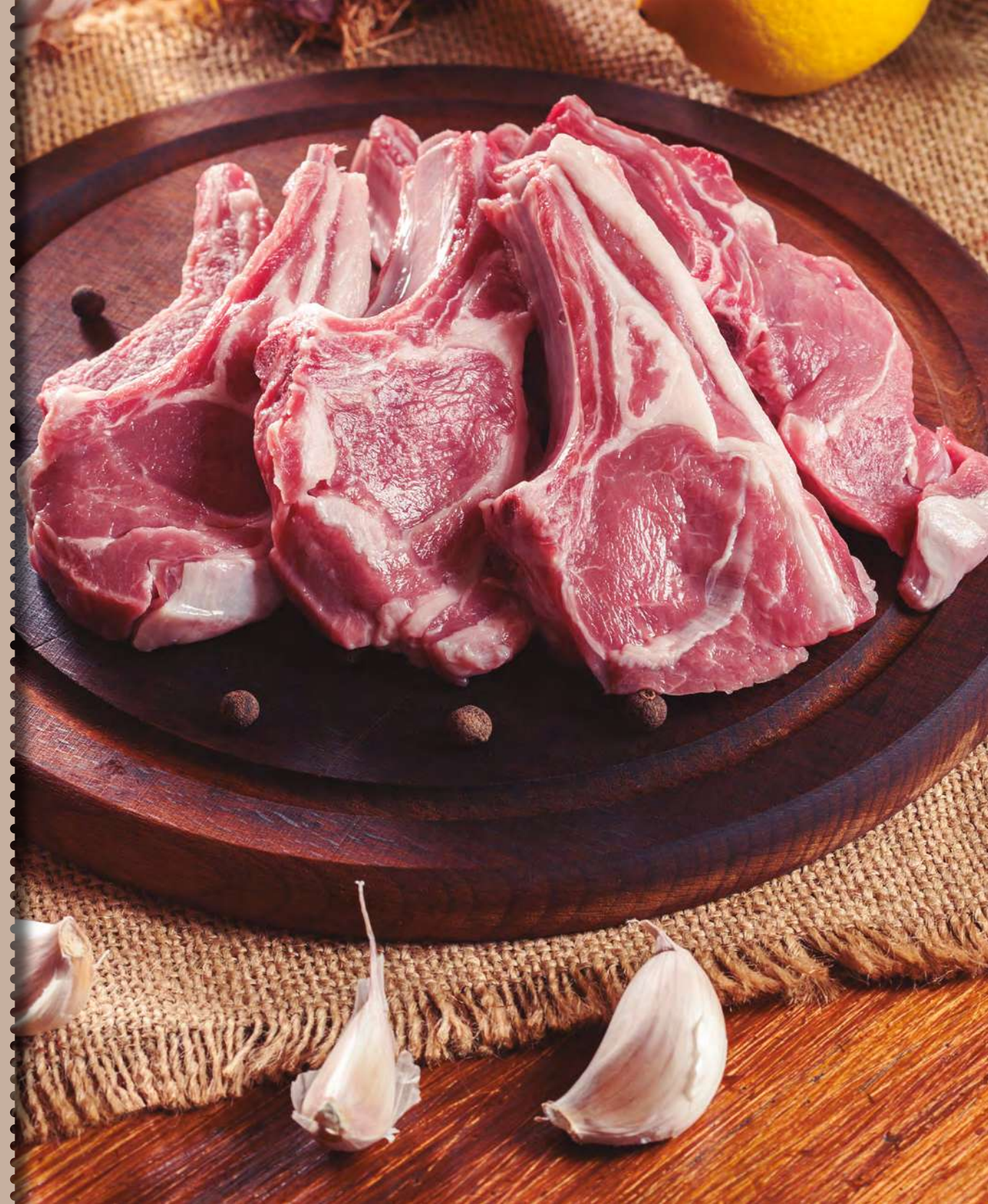
Our meat is widely enjoyed by consumers and professional chefs as a star ingredient in both new and traditional dishes, gaining prestige in the circles of international haute cuisine. It is likewise able to meet consumer demand for dishes that are quick and easy to prepare.



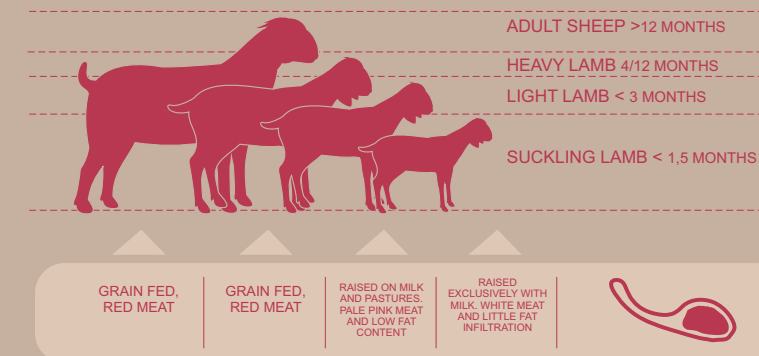


A DIFFERENT TYPE OF MEAT FOR EACH CONSUMER

The versatility of our meats provides a wide variety of options, and all of them are delicious. The variety of possibilities depending on the age of the animal and the nuances obtained through a diet of grains, together with strict compliance with the EUROPEAN PRODUCTION MODEL, yield a product of outstanding quality.

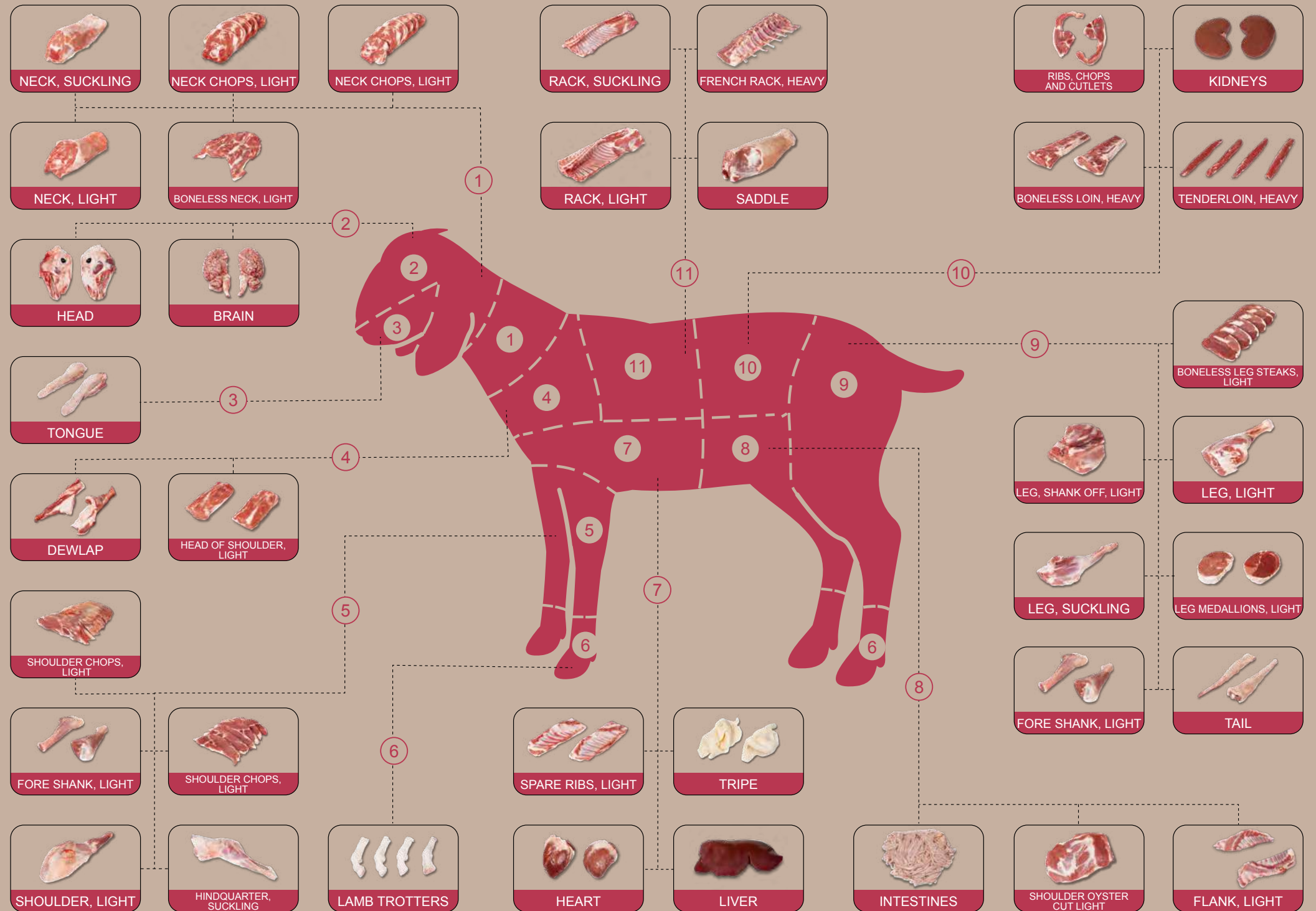


- Different possibilities, depending on the age of the animal:



- **GRAIN FED MEAT:** The animals are fed on a diet of the highest quality and highest nutritional value grains and oilseed, which are grown and produced locally.
- **Strict compliance with the EUROPEAN PRODUCTION MODEL,** the strictest farm to fork management system in the world, for a full guarantee of product quality and safety.
- **END RESULT:** tender and juicy meat, mild in flavor and easily digestible, and considered by the world's most prestigious chefs as premium meat, playing a starring role in both traditional cooking and haute cuisine.

SPANISH CUTS OF LAMB

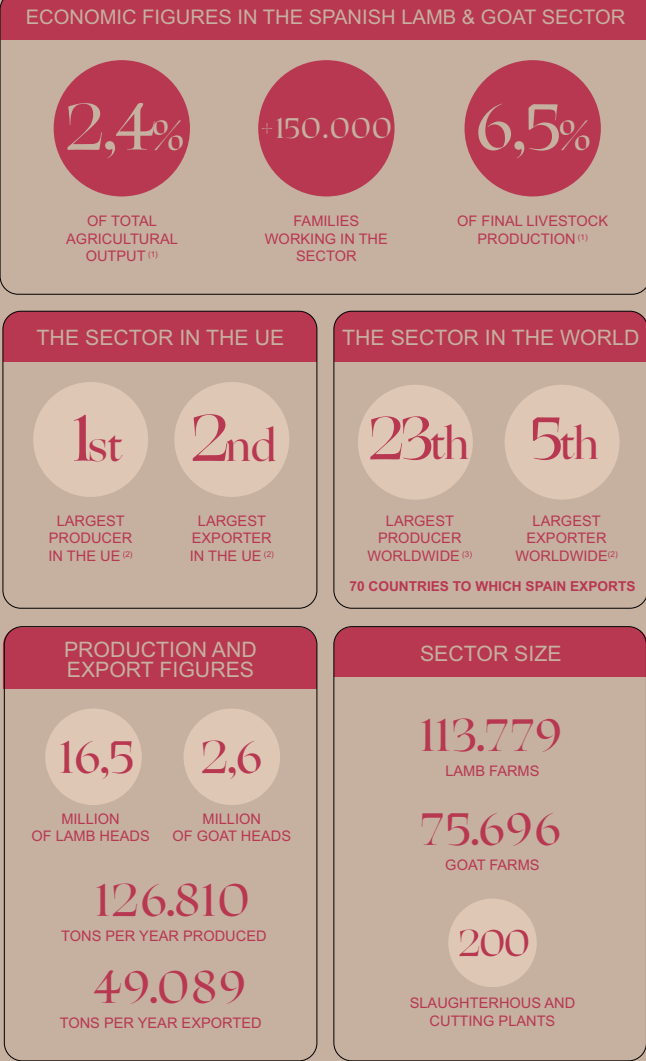




OUR SECTOR IN FIGURES



LAMB AND GOAT FROM SPAIN IN FIGURES



(1) SOURCE: MAPA 2020 (2) SOURCE TRADEMAP 2019 (3) SOURCE: FAS/USDA 2017



EUROPEAN PRODUCTION MODEL

Our meats fully comply with the requirements established in the EUROPEAN PRODUCTION MODEL (EPM), which establishes the highest quality and food safety standards in the world for our sector. The sustainability of our sector is based on strict compliance with the demands of the European Production Model.



PILLARS OF THE EPM APPLIED TO LAMB AND GOAT FROM SPAIN

- 1 Animal Health and Feed Management.** Healthy animal rearing and meat production are done in compliance with EU legislation on transmissible animal diseases and biosecurity measures at livestock establishments and processing plants. One of the cornerstones of these measures is feed management, which prohibits the use of growth promoters (hormones and antibiotics).
- 2 Animal Welfare.** The sector is fully committed to animal welfare, and follows the strictest regulations worldwide. Better animal welfare means increased output and a higher quality product. The lamb and goat sector in Spain is a world leader in animal welfare, and the sector has created a certified label to this effect.
- 3 Sustainability and Respect for the Environment.** The EPM guarantees the protection of Mediterranean grasslands, pastures and mountain meadow ecosystems, home to water resources, soil sustainability and biodiversity. The sector is fully committed to preserving the environment, and extensive sheep and goat farming provides numerous environmental benefits.
- 4 Traceability and Food Safety.** Traceability makes it possible to follow the path of a product throughout the entire chain, from farm to table, ensuring the healthiest, safest and highest quality products. European traceability requirements from farm to table ensure safe, healthy, high quality food, with maximum respect for the environment.



SUSTAINABILITY: A STRATEGIC PILLAR FOR OUR LIVESTOCK SECTOR

Our livestock production comes primarily from extensive farming models, helping to keep the rural environment active and alive. The sustainability of this sector is based on the ENVIRONMENTAL, SOCIAL and ECONOMIC benefits that extensive farming and grazing provide for the territory and the landscape. The benefits of this production model ARE ENJOYED BY THE CONSUMER as well, in the form of natural, sustainable meat.



Environmental Benefits:

- Grazing is essential for maintaining mountain meadows, pastures and other grasslands.
- It is used in disadvantaged areas, helping to preserve and enrich the landscape and preventing some of the most obvious risks, such as wildfires.
- Extensive grazing systems are among the most efficient in terms of energy use and resources, and they support biodiversity when the animals transport seeds.



Social Benefits:

- This economic activity helps to consolidate the rural population.
- The activity is passed on from generation to generation, with the integration of young people.
- Cultural benefits: Spain is one of the few countries in the world that maintains the tradition of migratory livestock herding.
- Spain has the most extensive network of livestock trails in the world, with more than 125,000 kilometers that have been declared Intangible Cultural Heritage of Humanity.



Economic Benefits:

- This production is only possible in a rural environment, promoting employment in our towns and villages and providing the cornerstone for their survival.



TRACEABILITY AND FOOD SAFETY: A GUARANTEE FOR THE CONSUMER



Traceability provides the consumer with complete product information on the label, offering a comprehensive health and sales guarantee of the product to be consumed.



Traceability guarantees the continuous communication of information for each phase of the production process, from the livestock establishment to the point of sale, offering a maximum food safety guarantee for the consumer. It is based on the requirements established in European regulation and the European Production Model.

Traceability begins with the control of livestock establishments and finalizes at the point of sale. It includes transport, slaughter and dressing, veterinary inspection of carcasses and control throughout the entire cold chain, from slaughter and airing of the carcass to distribution. The information is entered into a database (RIIA) which includes the individual identification of every animal that enters the production chain, thus providing a full food safety guarantee for all products that reach our tables.

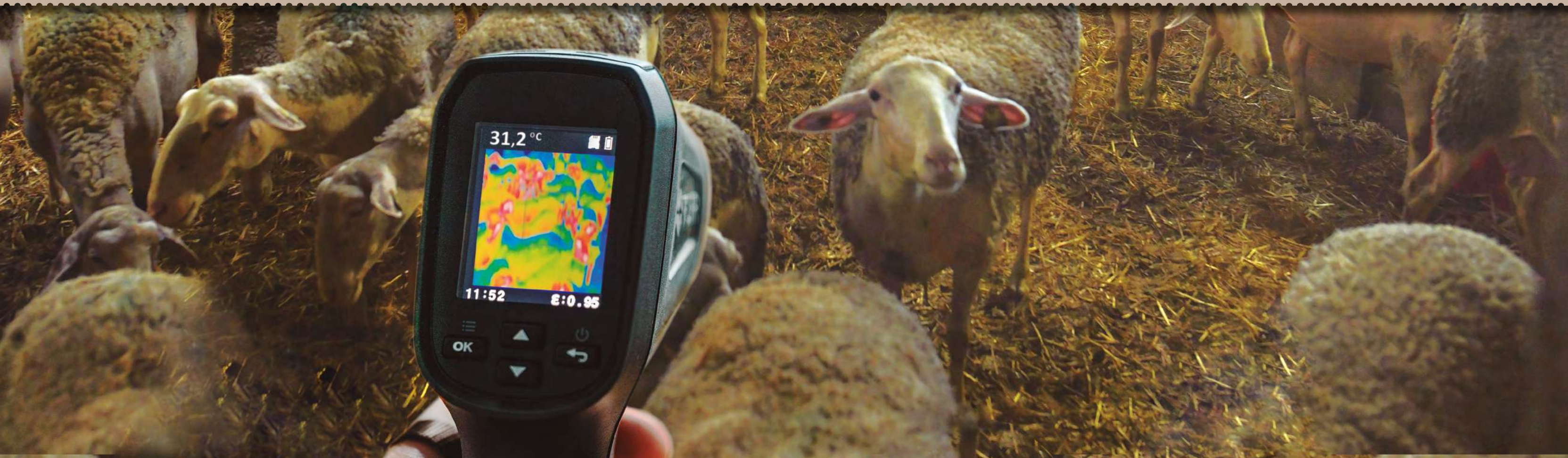


R&D&I AS THE BASIS FOR EXCELLENCE

The Spanish meat sector reasserts its commitment to promote and develop research programs designed to identify and provide technological support for the innovation processes involved in the value chain of our products.

This venture represents a tool for expanding beyond our borders and distributing our products in foreign markets, as well as for enhancing environmental sustainability and animal welfare.

Thanks to state-of-the-art technology, and to the commitment of our livestock operators to animal welfare and the protection of our planet, our products are currently available in more than 70 countries.





A MODEL OF FOOD SUSTAINABILITY

The inherent characteristics of this type of livestock operation mean that our livestock establishments are considered **FAMILY FARMING OPERATIONS**, which represents both a step towards achieving the **UN Sustainable Development Goals (SDG)** and a strong reason for preserving and promoting this type of establishment.



THE CONSUMPTION OF LAMB AND GOAT FROM SPAIN CONTRIBUTES TO:

- 1 Creation of a political environment that promotes and supports family farms.
- 2 Support for the younger generation, ensuring generational sustainability of family farming.
- 3 Promotion of gender equality in family farming and leadership roles for women in rural settings.
- 4 Maintenance of family farming organizations, together with their capacity for generating knowledge, representing members of society and providing inclusive services in the urban-rural continuum.
- 5 Enhanced socio-economic inclusion, resilience and wellbeing for family farmers, rural homes and communities.
- 6 Furtherance of the sustainability of family farming towards food systems that are resistant to climate change.
- 7 Consolidation of the multi-dimensionality of family farming to achieve social innovation that contributes to territorial development and to food systems that preserve biodiversity, the environment, and local culture.



LEADERS IN ANIMAL WELFARE PROTOCOLS



Social development has brought with it a shift in the paradigm of animal health and animal welfare.

As the organization responsible for sheep and goat livestock in Spain, we have focused our efforts on combining the philosophy of an activity backed by thousands of years of tradition—raising animals to feed the population—with the ethical and social demands of the 21st century. These efforts have led to the creation of the “Compromiso Bienestar Animal” animal welfare label, the goal of which is to maintain a maximum level of animal protection from farm to abattoir, helping to enhance and maintain the competitiveness of livestock operations by providing an animal handling model that goes beyond the requirements established in the European Production Model.

It is clear that by satisfying the demanding regulations established for animal welfare, we can provide higher quality meat and expand our production and distribution to include new markets.

