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About Meat South West

Established three years ago, Meat South West (MSW) is a trade organisation for the South West red meat industry. Its membership covers abattoirs, processors, producers and associated companies and organisations across the south west.

Its principal aims are:

- to improve the way the supply chain works and take cost out of the system by improving communication and understanding between the sectors within it
- to improve profitability for all sectors
- to improve product quality and the quality of service to customers
- to promote the South West as a region, renowned for producing good quality meat reared to high standards of health and welfare.

MSW brings farmers, abattoirs, processors and associated industries together in one organisation to improve dialogue, to put buyers in touch with suppliers and to help resolve industry supply problems.

MSW recognises that profitable livestock production is crucial to the region's farmers, to all those who enjoy the outstanding countryside and the diverse wildlife within it, and to the economy of the region. However, a profitable livestock industry can only be achieved if producers, abattoirs and processors work together as one industry to produce what customers want and to position the south west as the best source of high quality meat.

To this end, MSW operates a programme of activity that is agreed through extensive and ongoing consultation with the industry.

Much of the work of MSW is funded with public funding from SWERDA, via South West Food and Drink. As a result, this work is carried out to achieve pre-defined outputs within strict budget and schedule requirements. Further funding is also granted to MSW by EBLEX, with whom MSW works very closely to develop the red meat industry in the south west.