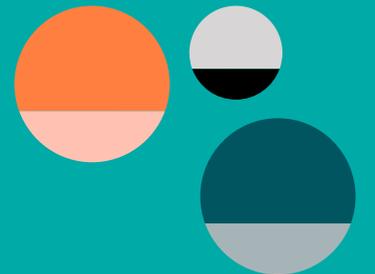




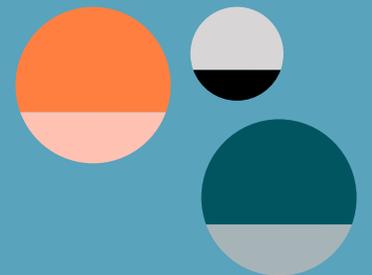
Company Presentation





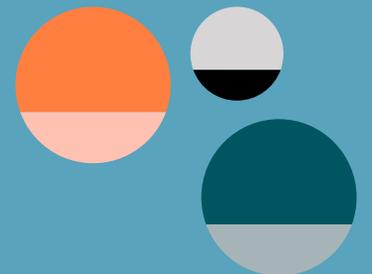
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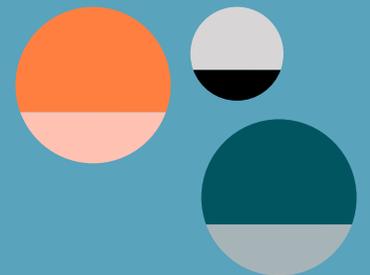


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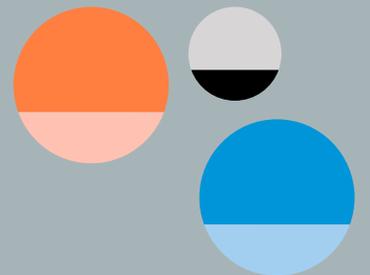


We've worked with clients from; ADAS, ABM, Advance Housing, Blackwell's, British Motor Heritage, Bruce Hardwood Floors, Croft Associates, Earthwatch, Ernst & Young, Guideposts Trust, Heinemann, Kyocera, Love Pork, Lynx Group, Meat Matters, Nielsen, NSF Agriculture, NFU, Office World, London/Oxford Airport, Oxfordshire County Council, OUP, Peter Jones, Scholastics, to WODC.





Examples of our work.



Red meat

Getting Everything In Proportion

Meat and HEALTH.com



Identified a link between red meat consumption and colorectal cancer risk to possibly include diet, alcohol, and obesity. This may reduce the risk. Some studies suggest that levels of physical activity

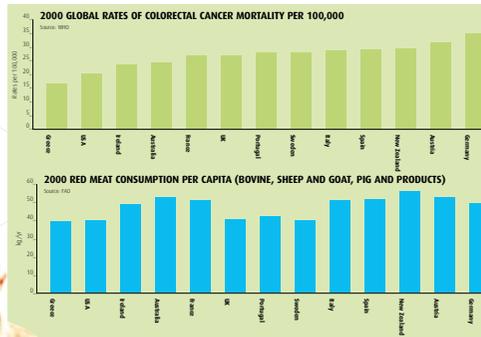
be regarded as strongly combined with low levels of physical activity, and low levels of physical activity, and low levels of physical activity.

Single studies, it is the World Cancer Research Fund that come this issue by

Meat consumption

Trends in consumption of individual meats vary widely. In developed countries there has been a general decrease in the amount of red meat consumed. This can primarily be attributed to a reduction in beef consumption during the mid to late 1990s. Conversely the incidence of colorectal cancer is rising.

A direct association between red meat consumption and colorectal cancer cannot be assumed. Red and processed meat intake is only one of a number of potential risk factors for colorectal cancer, the most established diet-related factors being overweight, obesity and low levels of physical activity.



"No single component or group of food substances seems likely to explain the high risk of colon cancer associated with Westernised societies."

Professor Iain Johnson

"Overall the evidence for a role for physical activity in colon cancer prevention is compelling. There is consistency across studies that have investigated colon and colorectal cancer."

Dr Lisa Miles BSc

"Meat plays a valuable role in our diet, for example as a source of iron and zinc. Only sustained very high quantities of meat consumption have been associated with an increased risk of cancer."

Dr Susan Jebb, Medical Research Council

Thus despite confusing publicity, there is wide agreement among experts on what is a healthy style of eating and the good news is that it doesn't mean giving up everything you enjoy. Healthy eating experts around the world recommend that lean red meat, consumed in moderation, can form an important part of a healthy, balanced diet.

Buying, cooking and preparing red meat

- Buy the leanest red meat (there's less waste) and choose trimmed, lean or extra lean varieties
- Check your fridge is operating at the correct temperature: between 0 and 4 degrees Celsius
- Cover and store raw and cooked foods separately. Store uncooked foods lower in the refrigerator than cooked ones
- Ensure that hands, surface and equipment are scrupulously clean before and after handling food and between handling raw and cooked foods
- Keep a separate hard, durable chopping board for preparing raw meats
- When marinating meat, cover and store in the fridge
- Defrost frozen foods thoroughly (unless otherwise stated) and do not re-freeze once thawed. When re-heating ensure that the food is piping hot throughout
- Cut visible fat off meat before cooking
- Dry fry meats and discard any remaining fat prior to further cooking
- Drain off fat from roast meats
- Skim gravies and sauces to remove any excess fat
- Grill, bake or microwave without adding fat
- Ensure burgers and sausages are thoroughly cooked and piping hot before serving
- When roasting a stuffed joint remember to weigh the joint after stuffing, then calculate the cooking time

Government healthy eating guidelines

- Base your meals on starchy food
- Eat lots of fruit and vegetables
- Eat more fish
- Cut down on saturated fat and sugar
- Try to eat less salt – no more than 6g a day
- Get active and try to be a healthy weight
- Drink plenty of water
- Don't skip breakfast
- Prepare and store foods safely

References

- Taylor Nelson Soles, Family Food Panel, 2006
- Food, Nutrition and the Prevention of Cancer: a global perspective. World Cancer Research Fund, 1997
- Getting the Balance Right www.meatandhealth.co.uk/consumer/docs/variety.htm
- Estimates of the cancer incidence and mortality in Europe in 2006. Annals of Oncology 2007.

Meat and HEALTH.com

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For further information contact

Meat and Health
Meat and Livestock Commission
PO Box 44, Winterhill House, Snowdon Drive,
Milton Keynes MK6 1AX
Telephone 01708 844131
Email healthenquiries@mlc.org.uk

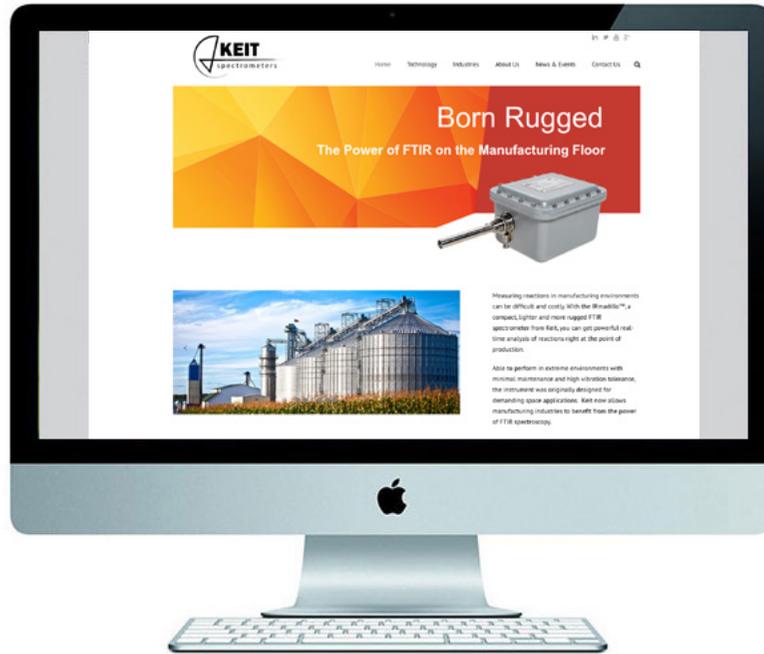


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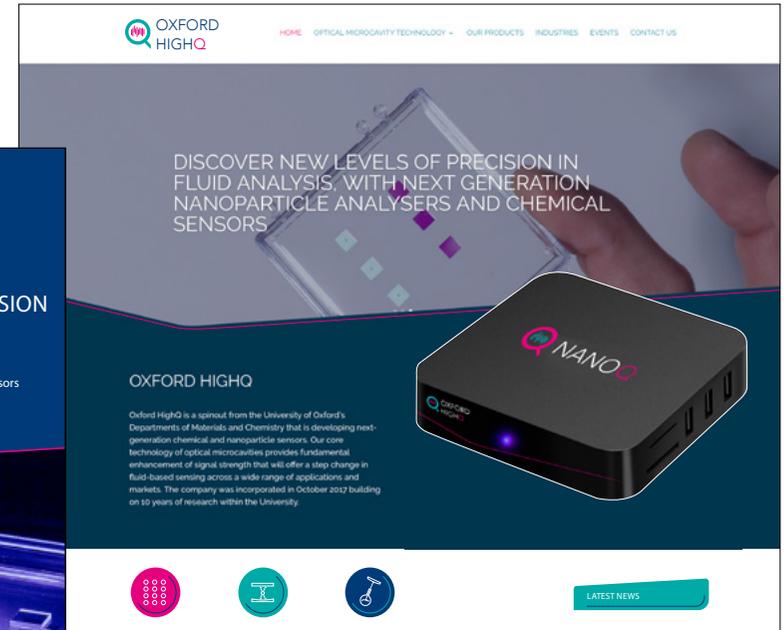
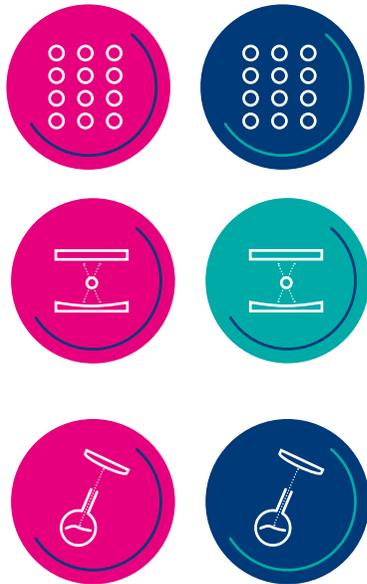
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