

Blonde Beef on its way to Marks and Spencers

Having met with the M&S Agriculture Manager a number of months ago, M&S has undertaken extensive meat eating quality assessments on Blonde sired beef over a 4-month period. As a result of this detailed analysis of eating quality attributes, M&S will be adding Blonde d'Aquitaine Bulls to its approved Beef Breeds sire list later this year. Commenting on the inclusion of Blondes, M&S agriculture manager Steve McLean said "in accepting Blonde cattle into the M&S supply chain, we are recognising the good eating quality attributes we identified through extensive trials and are confident that M&S customers will benefit from the breeds inclusion".

Caroline Jackson breed secretary for the British Blonde Cattle Society said "I am delighted with the positive outcome following the time and effort that has been put into trailing Blonde Beef, resulting in the inclusion of Blonde cattle onto the buyers list for Marks and Spencer's. I believe this will increase our market share within the beef industry".

