

MAKE MORE OF MUTTON



The Make More of Mutton Initiative

A favourite of the Duke of Wellington and Mrs Beeton, mutton was at one time more popular in this country than beef, and was eaten in both palaces and cottages alike, across the UK.

Now new energy has been put into the promotion of quality mutton in an initiative from National Sheep Association (NSA). The new project - 'Make More of Mutton' - extends the work of the Mutton Renaissance Club, an initiative of HRH The Prince of Wales. It has funding from EBLEX, HCC, and LMSNI.

The work helps the quality mutton market by assisting producers, processors and retailers to further popularise the delicious meat.

The aim is to make quality mutton once again available to all, as it was as recently as 60 years ago.



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Primary Objectives:

- To increase the popularity of quality Mutton amongst UK consumers and increase its availability through specialist meat retailers and caterers.
- To enhance incomes of participating sheep farmers, particularly in the upland areas.
- To monitor financial viability along the mutton supply chain

Secondary Objectives:

- To seek solid peer-reviewed scientific evidence to support possible health and environmental benefits of Mutton.
- To create a global centre of excellence on information relating to Mutton.
- To provide information and guidance on technical aspects of Mutton production.
- To help ease imbalances in supply and demand for quality Mutton
- To act as a clearing house for market enquiries for Mutton.

“The haunch is a joint of mutton frequently served up at large and elegant entertainments”

John Chalmers Morton 1875



Are you are a mutton producer, processor or retailer? If so, we'd like to hear from you. Please contact Project Manager Bob Kennard at:

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www.NSAMutton.org.uk

