

Meat



We expect all our suppliers to adhere to our [Ethical Trade Requirements](#). Over and above this we have a number of commitments which we are working collaboratively with our suppliers to achieve. This statement outlines our commitment concerning meat.

Target

By 2025 all meat and meat ingredients used across our business and in the products we sell will be from certified organic farms*

Deadline

2025

What is meat?

This document focuses on meat derived from agricultural livestock across all offerings and includes when included as an ingredient of processed products.

What's the problem with meat?

Livestock farming contributes [18%](#) of greenhouse gas emissions worldwide. According to [WWF](#), beef production is expected to increase by around a further 13% by 2028, when already the world's land footprint for just beef and leather covers an area estimated to be nearly four times the size of Western Europe.

The production of meat and leather contributes significantly to global deforestation. According to [WWF](#), cattle ranching and soybean farming are driving approximately two-thirds of deforestation in the tropical forests of South America. According to a recent [WWF](#) report, a third of the current UK beef and leather land footprint was located in high-risk countries such as Brazil where beef production is one of the main drivers of deforestation and conversion, especially in the Amazon.

[75%](#) of all soy produced globally becomes feed for domestic livestock. Soy production in Brazil has historically been a major contributor to deforestation of the Amazon rainforest and it now threatens its neighbouring biodiverse savannah landscape, the [Cerrado](#). This is occurring both through forest clearance to make way for industrial-scale soy farming and from the development of infrastructure (roads and ports) to support soy expansion. This infrastructure attracts other developers, causing further forest clearance and perpetuating a cycle of mass deforestation.

What is Selfridges' position on meat?

We are committed to addressing the impact of commodities that are known to be a significant driver of global deforestation and working with our partners and suppliers to encourage transparency and a transition to more sustainable agricultural and production practices.

In the lead-up to our target deadline of 2025 when the following criteria will become mandatory, we encourage our partners and suppliers to:

- Source meat from the EU, preference UK or Irish.
- Source meat certified to [Organic \(EU standard\)](#) or Organic (EU standard) plus further regenerative agricultural practices in line with both:
 - [The Regeneration International's definition](#)
 - [The requirements of the Regenerative Organic Certified standard](#)
- While there are feed stipulations within the [Organic EU standard](#) (from p.103), 100% pasture fed as defined by [The Pasture-Fed Livestock Association](#) (preference to be certified to the Pasture for Life standard) which meets the Organic EU standard stipulations is preferred.

We will lead by example in 2020 by transitioning our meat counter to exclusively certified organic meat.

We believe in "less meat, better meat", therefore we will provide more meat-free and plant-based options on our restaurant menus.

*In exceptional circumstances we will review non-organic certified supplier environmental practices which meet the same standards as our criteria or higher. This is expected to be for wild/game meat only.