



Where does red meat come from?

OBJECTIVE

Understand the origin of red meat (beef, pork, sheep or goat), the path to reach the plate and reflect on more informed, responsible and moderate choices.

YOUR MISSION

Choose a red meat product that you regularly consume and investigate its origin.

Step 1 - Identify the product

- **Type of meat:** beef ☐, pork ☐, ☐ sheep, ☐ goat
- **Cut or Product:** _____
- **Method of purchase:** ☐ fresh ☐ frozen ☐ prepared

Step 2 – Verify the source

Check the **packaging**, butcher's label or the available information and record:

- **Country of birth of the animal:** _____
- **Country of creation:** _____
- **Country of slaughter:** _____

(If the information isn't complete, mark what you can find.)

Step 3 – Imagine the trip

Reflect on the path of the flesh until it reaches you:

- Was the animal born, raised and slaughtered in the **same country**?
- Do you think this meat came from **near** or **far**?
- What impact can a long journey have?



REFLECTION:

Step 4 – Conscious Choice

Tick what applies:

- Local/national origin
- European origin
- Origin outside Europe

FINAL REFLECTION

It answers the following questions:

1. Why is knowing the origin of red meat important for **the environment, animal welfare and sustainability**?
2. Does this information change the way you think about **red meat consumption**? Why?

FOODWISELAB TIP

In the Mediterranean dietary pattern, red meat is consumed in **small portions and less frequently**, giving priority to foods of plant origin, fish and legumes.