

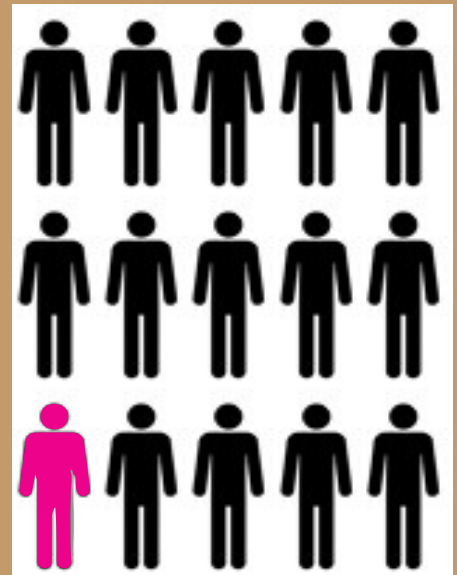
Horse? Those against say “neigh”

In January 2013 horsemeat was found in beefburgers in selected UK supermarkets. As the investigation progressed, it transpired that the use of horsemeat instead of beef was more far reaching than first feared. Public confidence in meat products declined. By mid February almost a third of the British public had stopped buying meat ready meals and one in fifteen had given up meat completely. Around half of the population thought that all meat imports to the UK should be banned, yet just one in three thought the current UK Government had responded to the crisis well.




31%
agree that
they have
stopped
eating meat
ready meals

8% have stopped eating meat altogether as a result of the reports of horsemeat in British food



53% agree all meat imports should be banned until we are sure of origin



33% disagree all meat imports should be banned until we are sure of origin

