

PICKSTOCK POST

A YEAR IN REVIEW



A SINCERE THANK YOU FROM ALL OF US AT PICKSTOCK

As 2025 draws to a close, we want to say thank you to every farmer who has worked with us this year. British agriculture has much to be proud of this year. Strong beef prices, continued confidence in home-grown production and the resilience of UK farmers have been clear strengths throughout 2025. Your commitment to producing high-quality cattle, day in and day out, enables our shared success. Partnership is where progress happens and we are proud to work alongside you.

2025 saw Pickstock's production output increase considerably as we serve more customers in the UK and overseas. We're proud to be supplying a growing mix of premium retail, foodservice and export customers, while continuing to strengthen our long-standing partnerships built over decades. This growth means we're sourcing more cattle than ever from you, our valued community of over 5,000 UK

farmers. Indeed, Pickstock demand for both prime cattle and cull cows remains strong and, as we move into 2026, we will continue to provide a secure, reliable and 100% British route to market. It's a direct investment back into UK agriculture: supporting rural economies, promoting high welfare standards and ensuring every cut we produce is 100% British.

A POSITIVE YEAR FOR BRITISH BEEF: BSE NEGLIGIBLE- RISK STATUS UNLOCKED NEW OPPORTUNITIES

One of the biggest milestones for our industry this year was the UK's achievement of BSE negligible-risk status, an important step that strengthens confidence in British beef worldwide. This

recognition is already benefitting British beef exports, with countries including:



JAPAN



SINGAPORE



USA



CANADA

either already recognising the new status or working through their final approval stages, which means we can export a greater range of products to these markets.

WHY THIS MATTERS FOR FARMERS...

- More outlets for prime cuts and offal.
- Better carcass balance.
- Stronger long-term demand for British cattle.
- A more resilient, future-proof supply chain.

According to AHDB (2025), UK beef exports grew again this year, reinforcing how vital export trade is in underpinning domestic farmgate value and utilising parts of the carcass that the home market may not fully absorb.

While we know work continues for Isle of Man, Jersey and Guernsey, we fully support the industry effort to ensure every region can benefit in time.

PICKSTOCK'S EXPORT PROGRESS: DELIVERING VALUE FOR BRITISH FARMERS

Alongside this industry milestone, Pickstock has achieved additional export approval that strengthen our contribution to UK export growth.

We are now approved to export to Singapore, adding to our established export markets. With support from UKECP, these approvals allow us to move more British beef into high-value international markets, a benefit that flows right back through the supply chain.

Export will never replace the importance of the UK market, but it plays a critical role in maintaining value and demand for the cattle you produce.

We have also made strong progress in developing new trade into Canada, completing successful product trials this autumn. These early results pave the way for regular full-container shipments beginning in 2026, an exciting opportunity to move more British beef into a premium, value-adding export market.

CELEBRATING BRITISH BEEF ON THE GLOBAL STAGE: WORLD STEAK CHALLENGE & ANUGA 2025

This year we were proud to showcase British beef internationally:

WORLD STEAK CHALLENGE 2025

Pickstock took home two Golds and one Silver for our Wagyu Gold ribeye, Angus Gold sirloin and Finest Welsh Country ribeye respectively, an achievement that reflects not just our work, but the high standards of British cattle farmers.



ANUGA 2025

At the world's largest food trade show, we joined AHDB in flying the flag for British beef. There was exceptional interest in the taste, tenderness and provenance of our products, reinforcing the global appeal of what we produce together.



GROWING OUR PRESENCE HERE AT HOME

2025 has also seen meaningful progress in the UK market including continued growth with existing UK retail customers (with this sector becoming more important to our business), successful site approval in Spring 2025 allowing the business to commence supply into Marks & Spencer and commencement of supply into even more Michelin starred restaurants, demonstrating the strength of our foodservice proposition. In addition...

WAGYU INTO TESCO FINEST

Our Wagyu steaks and burgers launched successfully into the premium Tesco Steakhouse range, marking a significant milestone and demonstrating retailer confidence in the quality we produce.



ANGUS RANGE AT DONALD RUSSELL IN SELFRIDGES

Our Angus Gold brand was chosen to feature on the Donald Russell counter in London's Selfridges, a clear endorsement of both the product and the farming behind it.



These wins underline that demand for premium British beef from Pickstock is strong and growing.

LOOKING AHEAD: OUR INTEGRATED BEEF SCHEME

In 2025, Pickstock purchased an Integrated Beef Scheme from Scotbeef, strengthening our long-term ambition to deliver a fully secure, consistent, 100% British supply chain.

As we move into 2026, we're excited to continue growing the Pickstock Integrated Beef Scheme, offering dairy farmers, rearers, growers and finishers a stable, transparent, data-driven pathway to producing consistent, high-quality cattle.

The goal is simple: a consistent, efficient, British supply chain delivering better returns for farmers and premium beef for customers.

If you're keen to learn more, please contact Gemma or Dylan.

MEET THE TEAM



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2026: EXPANSION INTO THE SOUTH WEST AND SCOTLAND

Also looking to next year, we are progressing plans to expand operations in: South West England (Dorset site) Scotland (Ecclefechan site)

Work has already begun on our new plant in Dorset and we are looking forward to working even more closely with our farming partners in the South West in 2026 and beyond.

This investment reflects our long-term confidence in the British beef industry and our ambition to offer farmers across the UK a reliable, high-welfare, 100% British route to market.

We hope this expansion gives even more farmers the opportunity to work with a fast-growing British processor with clear values and long-term commitment.

OUR SHARED COMMITMENT: WELFARE, SUSTAINABILITY AND CONTINUOUS IMPROVEMENT

High welfare and responsible production remain at the centre of how we operate and how our customers expect the supply chain to perform.

This year we have:

- Conducted detailed soil testing and regenerative trials at Brongain Farm.
- Shared findings of our McDonald's and Promar backed detailed soil testing.
- Featured in Farmers Weekly with our innovative calf health technology trials.
- Continued to invest in sustainability, genetics, data and welfare improvements.

SOIL TESTING



CALF HEALTH TECHNOLOGY TRIALS



OUR PROMISE TO YOU IS SIMPLE:

WE WILL CONTINUE TO INNOVATE, SHARE LEARNING AND WORK WITH YOU TO CREATE A SUPPLY CHAIN THAT IS RESILIENT, PRODUCTIVE AND FIT FOR THE FUTURE.

**THANK YOU FOR YOUR CONTINUED SUPPORT
THROUGHOUT 2025.
WE WISH YOU, YOUR FAMILIES AND YOUR
BUSINESSES A HEALTHY AND PROSPEROUS 2026.**

Greg Pickstock