



THE BRITISH GAME ALLIANCE LEVY

INVEST IN STANDARDS

THE LEVY IS A VOLUNTARY 50P PER BIRD SHOT, TO BUILD A SELF-REGULATORY SHIELD AROUND GAME SHOOTING.

The BGA is a not-for-profit assurance scheme and marketing board for all game shoots and the meat they produce. Established in 2018, at the core of the BGA's work is the introduction of independently-audited assurance to the game shooting sector, a tool without which the future of game shooting would be in serious doubt.

At the launch of the BGA, 10 Downing Street told the shooting community to embrace self-regulation enthusiastically, or someone else will regulate us.

The BGA, its members and supporters, are trying to make a self-regulating shooting sector a reality. BGA Standards are credible. Game meat bearing the BGA logo now appears in major supermarkets, giving consumers confidence that it has been produced on estates subject to assured high welfare and environmental standards.

The BGA also runs its 'EatWild' campaign, helping people outside the shooting community to find game stockists and cook it in new and exciting ways, growing the market for that assured product. This work is relevant to every shoot, whether they sell game or not, and to every Gun. More people eating game means more people supporting game shooting.

The more people who understand that game is assured and self-regulated, especially people in the media and in the corridors of power, the more secure the future of game shooting will be.

The COVID pandemic rocked shooting, and throughout 2020 and into 2021 the BGA worked to help its member shoots and game farms, registered processors and stockists to adapt to the rapidly changing conditions. The BGA promoted game in a new way, encouraging people to bring it into their kitchens by embracing

box delivery schemes and the BGA-assured game they can now find in their supermarkets. The BGA built strong ties with Defra, ensuring the game sector had a seat at the table at which food and farming policy is discussed while navigating not only COVID but also BREXIT. They have also expanded the Assurance Scheme

with specific standards for game farms and small shoots, helping safeguard the future of shooting by growing the availability of credible self-regulation. If you would like to read more about the BGA's most recent work and achievements, visit: www.britishgamealliance.co.uk/updates



“THE BGA, ITS MEMBERS AND SUPPORTERS, ARE TRYING TO MAKE A SELF-REGULATING SHOOTING SECTOR A REALITY.”

SHOULD YOU HAVE ANY QUESTIONS REGARDING THIS PLEASE DO GET IN TOUCH OR VISIT:

WWW.BRITISHGAMEALLIANCE.CO.UK FOR FURTHER DETAILS.