



On the 24th of March, a delegation from Fairfax Meadow attended the BPEX Pork Product of the Year awards giving lunch, at Butchers' Hall in London.

Alan McGilveray and Chris Jacob were presented with a silver salver and a certificate for Second Place in Best Cured Product for our Sweet Cured Bacon with a Dijon and Mixed Herb Crust & Third Place in Best Innovative Pork Product for our Fillet of Pork with an Orange, Pistachio and Thyme Stuffing

Peach Pub Co have a peachy visit!

On the 15th March, 24 employees from Peach Pub Co visited our Kentish Town site had a tour & a meat cutting demonstration. The Head Chefs, GM's, front of house and kitchen staff were introduced to all the Fairfax team and given a cutting demonstration of their products so that they could gain an understanding of where their meat comes from and how it is prepared in order that they can communicate this to their customers. They then visited The York and Albany in Camden Town for a Casterbridge Beef sandwich. Everyone thoroughly enjoyed the day and it was a great success

Bank Holiday Service

With the upcoming Royal wedding there are two weeks in April which will have four public holidays. Fairfax Meadow are operating some reduced deliveries during this time please visit our website www.fairfaxmeadow.co.uk for more information

Market News

Beef - Cattle prices have shot up in the UK and Ireland with prices expected to rise further, particularly in Ireland where livestock shortages are biting. Prices are now back at record highs and 4% above last year. Fore-quarter lines such as chuck and LMC have weakened as suppliers focus their efforts on the hind-quarter. Beef roasting joints have unexpectedly moved up strongly as demand is high in Europe due to shortages of South American round cuts, this is a worrying trend and looks to be set through the Summer. The key markets are Italy using topsides in huge quantities for Bresaola and the beef roasters for cooked sliced beef using silversides and knuckles. All steak cuts have risen dramatically into April with producers struggling to meet demand following very short supply from South America coming at the same time as livestock shortages bite in Europe. Imported beef prices remain very strong with very poor supply and record livestock prices across the continent of South America, rib-eye is practically non-existent, whilst demand is strong, in particular from our European neighbours. In summary there is still a shortage of imported beef coming into Europe from any of the major beef exporting countries, cattle will be short across Europe and seasonal increases in demand will see prices rise. Forward projections for World beef supply make grim reading, we expect to see quite difficult market conditions for the first half of the year at least.

Lamb -Lamb prices in the UK have risen sharply as demand moves upwards once more in the face of dwindling end of season supply. Lamb now presents poor value for money as declining quality meets rising prices. Imported lamb is also very expensive, in particular leg meat as New Zealand has been producing chilled legs for the Easter demand from retailers.

Pork -As expected pork, bacon and gammon prices are now climbing across Europe, no cuts are exempt from these rises with bacon in particular rising fast. Pig meat is particularly hard hit by loss of production days around Europe in April due to public holidays which do tighten up supplies.

Poultry - Chicken and turkey prices are now being impacted by the Global rises in feedstuffs like soya, wheat and corn, these rises have impacted for April with breast meat being particularly strong

Meet The Farmer

Name	Location	Product
Richard Aves	Cross Green Farm, Theltenham	Farm Assured Pork

Richard Aves has been farming on the Suffolk-Norfolk border for the past 50 years.

The family-run business has 300 acres of farmland, including 70 acres of sugar beet and ancient grassland. Breeds are a Landrace and Duroc cross, and there are 3,000 pigs kept on the farm, including 240 sows.

