



**Fairfax Meadow Fun on the Farm**

Tuesday the 10th of May was a big day for Fairfax Meadow and it's premium lamb brand Casterbridge Cotswold Lamb. Following on from the successful launch of the product in October 2010, Fairfax Meadow with the help of EBLEX, The Cotswold Sheep Group and RWM hosted a day at Binley Farm, Kingscote in the heart of the Cotswolds for over 40 chefs and key purchasing staff, from some of the UK's top restaurants, pubs and hotels. The event was designed to allow the chefs and purchasers of the product an opportunity to see and understand the work and welfare involved in raising the lambs for Casterbridge Cotswold Lamb. The event was attended by celebrity chef Brian Turner who expressed his thanks to Fairfax Meadow Managing Director Gerry Wensley "Just wanted to say a huge thank you to you and your wonderful team for putting on such a great trip yesterday, thoroughly enjoyed the day! Please also pass on my thanks and regards to the farm team too. Well organised day! Thank you again"



Fairfax Meadow have recently been awarded the contract to supply to QMH Hotels. We are very pleased to have been awarded this contract and we look forward to a successful supply partnership with this well respected hotel chain.



Fairfax Meadow would like to offer our congratulations to this years Roux Scholarship winner Mark Birchall, of L'Enclume. Fairfax Meadow continue to be committed to the scholarship and we would like to wish Mark luck in his 3 month stage and for his future career.

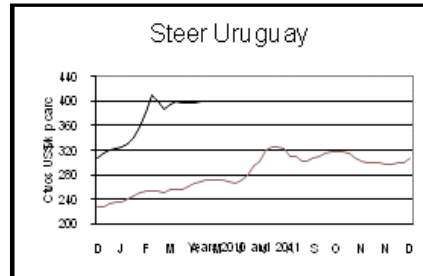
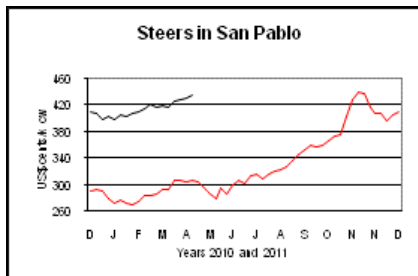
**Market News**

**Beef** - UK cattle price increases have steepened with levels now 14% higher than last year for R4L deadweight carcasses with market predictions saying these increases have further to run yet, Irish prices once again are even higher. All these increases in livestock prices are now being forced into the steak cuts and burger meat as fore-quarter and roasting cuts simply cannot be sold for any more money in this summer season. Imported beef prices remain very strong with very poor supply; 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 very difficult market conditions now until the end of the summer.

**Lamb** - June will see peak chilled lamb prices as new season lamb comes into the market however quality will be excellent. Imported lamb is expensive and is not good value, we do not expect these prices to ease for the foreseeable future.

**Pork** - Pork, bacon and gammon prices are now more stable, however hot weather will of course bring out the BBQ's and sausage meats such as shoulder and belly will rise.

**Poultry** - Chicken and turkey prices have risen once again, turkey in particular is bucking any previous trends with prices well above both last Christmas and Easter!



Cotswold lamb has stood up to the rigorous testing and quality standards of 3 Michelin star Restaurant Gordon Ramsay. Fairfax Meadow were exceedingly proud to have the newest addition to the Casterbridge family added to the menu at one of the country's best restaurants. Head Chef Clare Smyth said "We recently introduced Casterbridge Cotswold lamb onto our menu and we're really pleased with it. We always select the best ingredients available and we do daily quality checks. Quite simply it wouldn't be on the menu if it wasn't good enough"