



IT'S GOOD FOR YOU
and your business
24-26 January 2011
NEC BIRMINGHAM

Fairfax @ Hospitality

Fairfax Meadow exhibited at the Hospitality Show at the NEC in Birmingham. We were pleased to see so many of our existing customers there and meet many potential new customers. Chef cooked a wonderful menu everyday from sausages at breakfast time, a sampler of our Casterbridge fillet medallion, delicious hand made kebabs, stuffed chicken fillets and our succulent turkey paupiettes for all the visitors to try.



Valentines Specials

Want to add that something extra to your Valentines menus? Then our February specials could be for you we have fillet steaks and chateaubriand. Contact us at enquiries@fairfaxmeadow.co.uk for further information.



Market News

Beef – Whilst cattle prices are high in UK and Ireland and continue to rise the wholesale meat trade is slow which has kept a lid on most prices for February.

Fore-quarter cuts of beef have risen in price to record levels and is the only part of the side making money.

Beef roasting joints have now reached their peak prices but forward projections are for these high levels to now remain through until after Easter 2011. Imported rib-eye is still in demand across Europe due to short supply from Uruguay and Argentina so prices remain very strong. Rump and striploin prices are stable into February whilst fillets have remained stronger than expected.

Imported beef prices remain very strong with very poor supply and record livestock prices across the continent of South America (see below), rib-eye is practically nonexistent, whilst demand is strong, in particular from our European neighbours.

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 – As expected British lamb prices have stabilized, however within the carcass shoulders have risen sharply whilst best ends have eased back.

Frozen lamb moves from one issue to another as the terrible weather in Australia takes a significant toll on their lamb programmes, we already have severe shortages from New Zealand so we do expect further rises in prices.

Pork - Pork prices are temporarily weak in Europe due to over-supply which means pork is the best value in the market, the only cut showing any sign of rising prices is the fillet.

Bacon prices have risen slightly whilst gammon is stable.

Pork continues to be the best value for money

Poultry - Supply of chicken continues to be good, keeping prices stable.

Meet The Farmer

Name	Location	Product
Oliver Heywood	Moor Farm , York	Ridings Reserve Lamb

Oliver Heywood's farm concentrates exclusively on sheep production, meaning every effort is made to maintain and improve the quality of the flock. Animal welfare takes a high priority. Lambs are born, raised and finished solely on grass and, to reduce travelling time and avoid undue stress for his animals, Oliver is committed to supplying all his lambs to his local processor, Ridings Reserve.

