



**Fairfax Meadow commended for IT in Manufacturing award**

After successfully being shortlisted for The Manufacturer IT in Manufacturing Award 2010, Fairfax Meadow were pleased to have won a commendation.

Fairfax Meadow has embarked on an ambitious long term IT strategy to drive operational efficiencies throughout the whole organisation. At the heart of their plan is the implementation of a new ERP solution, Microsoft Dynamics AX, which runs throughout the business connecting all functions, processes and departments.

Tony Carlisle, IT Manager for Fairfax Meadow commented, "I am delighted for the whole of Fairfax Meadow. It is great to see our hard work rewarded."



**Fairfax @ Hospitality**

Fairfax Meadow are exhibiting at this years hospitality show come and visit us on stand 1156 we will be showcasing our chefs' select range and there will be a range of products for you to taste! please visit [www.fairfaxmeadow.co.uk](http://www.fairfaxmeadow.co.uk) for further information



**Happy New Year**

May we take this opportunity to wish all our customers a happy new year and a healthy & prosperous 2011

**January Sales**

Fancy something warming and excellent value for money? Then our January sale is for you. On offer we have a range of basted joints, perfect for carveries and Sunday roasts.

For further information please email: [enquiries@fairfaxmeadow.co.uk](mailto:enquiries@fairfaxmeadow.co.uk) or contact your local sales representative

**SALE**



**Market News**

**Beef** – Cattle Prices have started rising sharply in the UK and Ireland whilst cattle numbers fall, Availability of beef is therefore short and prices high. Forequarter cuts are rising in light of the extremely cold weather. Imported beef prices remain very strong with supply limited

**Lamb** – After the supply difficulties pre-Christmas caused by the snow we should see British lamb stabilize for the next few months, however this poor weather will cause delays in the New Season timings so expect prices to rise March-April.

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 for February.

**Buy British and try cuts such as shoulder rather than leg**

**Pork** -Pig prices are now rising across Europe as growers steadfastly attempt to move back into profit per pig with rising feed prices continuing to impact, this will result in upward pressure on pork cuts however weak demand is currently off setting this movement keeping prices level.

**Pork continues to be the best value for money**

**Poultry** - In the short term there is plenty of chicken in the market, this good supply is holding prices back, however values Will climb with the impact of soaring feed prices breast meat will be most affected as we will also see the normal seasonal switch from dark meat demand to white meat demand this month.

**Thighs and Legs represent much better value as demand has fallen**

January's Best Buy  
Pork continues to represent the best value for money.

**Meet The Farmer**

Name	Location	Product
Jilly & Edwin Greed	Fortesque, Devon	Casterbridge Beef

Jilly and Edwin maintain a suckler herd of 70 south Devon and Blonde cattle. The Calves are fed on a diet of cows milk and grass for the first 5 – 6 months of their life they are then fed on cereal through the winter before moving back to grass the following spring and the finished on diet of grain to control their protein intake. Jilly is a big advocate of the system stating that the control of feed leads to a much higher quality product.

