

Fairfax Success at BPEX pork product of the year Competition

Fairfax Meadow entered 12 products into the BPEX pork product of the year category and won 8 gold awards, 1 silver award and 2 bronze awards. Our Sweetcure Bacon with a Dijon and mixed herb crust took second place in the best cured pork product category and our fillet of pork with an orange, pistachio and thyme stuffing took third place in the best innovative pork product category. Congratulations & Thanks must go to Alan McGilveray & Chris Jacob for all their hard work on the recipes for the products in this competition.



Bank Holiday Service

With the upcoming Royal wedding there are two weeks in April which will have four public holidays. Fairfax Meadow will be dispatching information shortly about opening times and deliveries over these days. If you require any further information in the meantime please email enquiries@fairfaxmeadow.co.uk



Market News

Beef – Cattle prices are high in the UK and Ireland with prices expected to rise further, particularly in Ireland where livestock shortages are biting. Fore-quarter lines such as chuck and LMC are showing signs of weakening as suppliers focus their efforts on the hind-quarter. 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 climbing into March 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, 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 -As last month 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 -February's oversupply has rapidly turned around with the EU stepping into the market with an aid to private storage scheme removing any excess product and more. This APS scheme will lead to rising prices in the short to medium term with all cuts including bacon and gammon prices rising across Europe.

Poultry - Chicken and turkey prices are now being impacted by the Global rises in feedstuffs like soya, wheat and corn, these rises will impact in March.

Meet The Farmer

Name	Location	Product
Richard Gale	Binley Farm, Tetbury	Casterbridge Cotswold Lamb

Richard Gale is a third generation farmer at the beautiful 600 acre Binley farm. The Farm is within the Cotswold Area of Outstanding Natural Beauty and is 800 feet above sea level in the Cotswold Hills. The family have been breeding sheep for over 80 years at Kingscote near Tetbury in Gloucestershire. The sheep are all native breeds, which lamb in the spring and graze the rolling limestone pasture throughout the summer. Home produced hay, silage and forage brassica crops are all topped up with cereals and vegetable protein during the winter months when fresh forage is in short supply. Investing in machinery and technology capable of doing the more mundane tasks has enabled the Gales to concentrate on managing the sheep and ensuring the highest welfare standards. The farm is independently inspected each year and meets the exacting standards of the Red Tractor quality assurance mark.

