



**IT in Manufacturing Award**

Following on from our success earlier in the year being named Catering Butcher of the Year, Fairfax Meadow is proud to have been awarded, The Manufacturer magazine's IT in Manufacturing Award for 2011. Tony Carlisle and his team submitted the application based on our further expansion of our Microsoft Dynamix AX system so that it integrates into every area of the business. On Winning the award Tony said "We are delighted to win as it is a very important award, given by a prestigious magazine. It was very much a team effort so I would like to congratulate all the team"

**Market News**

**Beef** - As we approach the end of the year, we would expect the beef market to be strong with a high demand for most cuts and traditionally rising prices. However the current economic climate across Europe has lead to this seasonal rise in volumes being lower than in previous years. Prices have remained firm but this lack of demand has not seen them rise to the levels forecast.

The prices for hind quarter cuts are remaining firm but stable going forward. Fillet being the exception as strong demand has inflated the price. Fore-quarter meat is currently in very high demand as it represents value for money for many foodservice and retail consumers.

In 2012 we are expecting the demand for fore-quarter meat to continue and the price of these cuts to stay strong. The high demand has been fueled by increased exports, feather blade and ribs are good examples. Most forequarter cuts remain perceived good value, especially to retail consumers and the manufacturing sector. Burger consumption continues to rise and any increase in this large sector will add to the existing upward price pressures.

Hind quarter costs should remain steady for the first half of the year.

**Lamb** -British Lamb is currently in good supply, having seen no repeat of last years inclement weather. There are several retail promotions on Legs of Lamb for the festive period which has caused a short term rise in the price. The quality of general lamb may start to decline as we approach the very end of the season which will lead to some rises in price for high quality lamb products. Imported Lamb still continues to represent poor value for money with no indication that the price will decrease in the near future.

**Pork** -Pricing for pork, bacon and gammon is currently stable and represent great value especially when compared against red meat.

Pork legs are always in demand for December to satisfy the increased sales for Christmas hams and gammons. The forecast for January and February is for no change as demand will remain strong reflecting the competitive position pork and gammon represent .

**Poultry & Game** -Turkeys are currently excellent quality and sales are strong as usual for December. Prices for fresh turkey are higher than last year, which has been well publicized, but there is sufficient volume available to meet sales.

Chicken prices are currently stable, as the UK poultry industry switches its attention to Turkey. There is no indication that this will alter going forward and whilst imported prices are not forecast to change any major exchange rate fluctuations will have significant implications.

Game exports to Europe are strong this year which has increased the price of Game , however quality is excellent and therefore game is good value for money



We do our best to provide you as full a service as we can over the festive period. Contact your local representative or email [enquiries@fairfaxmeadow.co.uk](mailto:enquiries@fairfaxmeadow.co.uk) for further information.



Congratulations to Katie Davidson, on the successful completion of her advanced apprenticeship in Customer Services.

Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday
23rd December Normal Service	24th December Restricted Service Customer Services 9am-3pm NO ORDER PLACEMENT	25th December <b>Closed</b>	26th December <b>Closed</b>	27th December Restricted Service Order Placement 8am-12pm NO DELIVERIES	28th December Normal Service	29th December Normal Service
30th December Normal Service	31st December Restricted Service Customer Services 9am-3pm NO ORDER PLACEMENT	1st January <b>Closed</b>	2nd January Restricted Service Order Placement 8am-12pm NO DELIVERIES	3rd January Normal Service	4th January Normal Service	5th January Normal Service