



Good Practices, Good Products, Good People

Selected to supply Jamie Oliver's

Recipease Cookery Schools!



Newsletter Summer 2013

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...to our Summer newsletter. In the wake of the latest national food scare knowing the **real provenance** of the meat you buy has been highlighted again.

Our customers already have that peace of mind and all the benefits of buying direct from the people that produce their meat. Honesty and ethics have always been at the core of our business —as we farm and produce all our own **Freedom Food Accredited** free range pork to the highest welfare standards in the country.

Also by selling it ourselves in person our customers have the complete assurance that they are buying exactly what they think they are. Once again this has proven to be a rare thing as most retailers have been caught out – if you are not sure – just keep asking where has it come from – don't presume a 'premium labelled', 'local' product is actually that.



We are delighted to be able to announce that we have been selected to supply Jamie Oliver's **Recipease** Cookery Schools, Cafés and Retail Outlets which are based in London and Brighton.

We are even more honoured that they have put our name on their menu!

It's particularly good to work with Jamie Oliver's Recipease project as it is so much more than just another outlet for the group. Recipease is about getting people involved in food and cooking, whether a novice or a regular cook. Recipease combines a cookery school, café and retail area to make a **great food hub** for people to be able to have a lesson, eat something delicious, buy a meal to take home or just browse and get inspired about good food.

"Recipease is all about getting truly fantastic food on your table. That means everything that goes into our



Jane pictured at Recipease Notting Hill with day manager, Pietro, on a recent visit.

dishes is **high-quality stuff** from **equally passionate suppliers**" Jamie Oliver states. With pork in particular he comments on why they source high welfare outdoor reared "pigs that are allowed to roam free and wallow lead a happy life".

For a really clear, concise explanation of pig welfare see jamieoliver.com/bacon/pigwelfare



Select Lincolnshire - Are you selecting the best?

Select Lincolnshire is raising the profile of Lincolnshire – whether it is signposting local produce within the County, sending the best of Lincolnshire's food and drink across the UK or promoting and attracting investment into the County.

The new look Select Lincolnshire includes the former Tastes of Lincolnshire, Select Lincolnshire and Visit Lincolnshire – all three established projects brought together under one banner making a formidable team to celebrate the very best of what Lincolnshire has to offer.

Look out for the lovely new logo to help you select the best of Lincolnshire.





Jane and Terry received the People's Choice Award from Amy Morley of Lincolnshire Co-operative, sponsors of the Award.



Visitors to the farm shop can see our Lambs in the fields and our free range Maran chickens in their idyllic 5*Star accommodation and woodland!

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New products from the farm ...

We now produce our own Home Grown British Blue Beef – Zwartble and Charollais Lamb – Maran Free Range Eggs

British Blue Beef – reared on our farm for 3 years, we now have a limited supply of our own Beef, matured for 3 weeks before sale. Packs and individual cuts are available from the farm shop or to order for collection from farmers' markets. We are now also taking advance orders for Beef packs ready for this Autumn. If you would like more details please phone the shop or ask for details at your next farmers' market.

Zwartble and Charollais Lamb – superb quality and flavour, bred and reared on grassland on our farm.

Half Lamb Packs include: Leg Joints, Shoulder Joints, Chops, Cutlets, Neck Fillet, Stuffed & Rolled Breast, Liver and Kidney. Total weight approx. 10kg. £7.50/kg. Individual cuts available from the farm shop.

Free Range Eggs – from our free range Maran chickens. Lovely, thick brown shells and dark coloured yolks – true signs of genuine free range eggs. Available all the time, throughout the year, from the farm shop or phone to pre-order for collection from any of the farmers' markets. We just wanted to take this opportunity to say a great big

Thank You!

to everyone who voted for us in the Lincolnshire Food & Drink People's Choice Award.

We were genuinely shocked to be joint winners of this 'on-line voting only' award – as we didn't tell our customers that we see face-to-face or even our own staff and Terry & I already had our own favourites to vote for!

The awards dinner was held at the DoubleTree by Hilton Hotel, where our free range pork loin was served for the main course to 240 diners from the world of Lincolnshire Food & Drink and the media. The pressure was on.... but Head Chef, Phil Henson and his team did us proud, delivering a stunning meal!





Country Homes & Interiors Magazine, April 2013

We were really happy to find we were featured in this popular national lifestyle magazine, as "Food Masters" in their Food Notes page and it's great to see our Lincolnshire Haslet given some more national recognition as well.

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