

Select Lincolnshire Producer of the Year moves into new purpose built premises

Select Lincolnshire Producer of the Year, Redhill Farm Free Range Pork, has moved into new state of the art premises built on the family farm near Gainsborough. The new development has created fit for purpose production facilities and a new farm shop predominantly to showcase Redhill Farm's national award winning free range pork products to visiting chefs and food writers as well as being a light, airy retail environment for customers. The project makes the most of the rural setting and enhances working conditions for the owners and staff.



“Every single part of everyone’s job will be improved by this new building,” comments MD Jane Tomlinson. Before, we had an inefficient, awkward layout, and everything had been built around the farmhouse. Now, we have built what we need rather than coping with what we’ve got. We are still the same business, just with much nicer premises!,” adds Jane.

Redhill Farm Free Range Pork is now firmly established as one of the UK’s leading free range pork producers achieving a Gold Great Taste award for every product it farms, produces and sells.

Clients include Jamie Oliver, TV Chef James Martin and the 5-star Goring Hotel in Belgravia.

However, the majority of the business remains local, selling in person to customers at Lincolnshire farmers’ markets. Jane Tomlinson was instrumental in establishing farmers’ markets in the county over a decade ago and the company still takes part in 20 rural markets each month.

The new, improved premises will enable Redhill Farm to develop new products such as continental style and British charcuterie. The new retail “shop on the farm” is reassuringly understated, and will include a select range of high quality products from like-minded producers and businesses but its primary role is to showcase the company’s own products rather than replicate the usual large scale, high volume farm shop.

“In our rural setting customers are definitely coming to the farm specifically to buy our free range pork. We don’t need to have a café or children’s activity centre, these are more than catered for already in our area, instead we aim to encourage customers to visit our neighbouring market towns and places to eat, to support more of our local community rather than just our own business,” comments Jane.

The shop will now open five days a week, Tuesday to Saturday. Weekdays 9am-5pm and Saturday 9am to 3pm. For more details please visit www.redhillfarm.com