



# Easter News

## Welcome

Welcome to the Easter edition of our newsletter.

Firstly, with Spring having well and truly arrived, I thought I would take this opportunity to let you know about when we will be changing over to spring lambs. Last week I caught up with Martin Falder at Bretby, so far he has been very pleased with the lambing season and is particularly proud of how his early lambs have been gaining weight. With the sunshine now arriving, the grass is beginning to grow so the lambs should continue to feed well up on the Derbyshire hills. We are aiming to switch over fully in the last week of April, however we do have a few available for Easter if you require, please let me know as there are not many about so it will be on a first come first serve basis.

In this edition of the newsletter we are launching our own Bacon product as well as sending a reminder out about our open day on the 27th April.

In the final section there is something quite different for you all to think about, it may not be for you but could be an interesting angle to look at.. I will let you read on!

Finally, although we have not launched this as an official product yet we are now sourcing some very good quality mutton. With lamb prices at record highs this could be a very good alternative to offer your customers as it is a lot more economical and is not all that widely available. Please let me know if this is of interest, as it has been a great success in the few butchers who have tried it so far.

**Best wishes and have a very happy Easter.  
George**



## New Product... Packington Free Range Bacon



### Medium Rare is pleased to announce the launch of our own bacon.

Made solely from Packington Free Range gilts our bacon is available smoked or un-smoked in 5lb catering packs. The bacon is dry cured in the traditional way and left to hang before smoking or slicing so to enhance the full flavour of the Packington Free Range Pork.

Whether you cure your own bacon and would like a free range option or are just looking to source a high quality product we believe you will not be disappointed.

**Please call the office if you would like to try a sample and to find out prices.**



## Medium Rare Open Day Monday April 27th 2009!

We would like to welcome all customers and prospective customers to Medium Rare HQ in Staffordshire for the afternoon of Monday the 27th 2009. With only a month to go to this please make sure that you have marked this down in your diaries. Many thanks to those of you who have let us know numbers for the day already, there are still plenty of spaces available.

The afternoon will follow the format of previous open days, kicking off at 12pm with coffee and a few presentations at the office before heading out on a coach around the farms, in particular Packington free range pork and poultry. We are very passionate about what we do here at Medium Rare and would strongly urge as many of you as possible to come along and meet first hand the farmers behind your products as well as seeing first hand how your meats are produced to the highest of welfare standards to ensure maximum taste.

**Please RSVP to Sonya in the office to ensure that we have a spot reserved for you.**

## Something different for your shops

**Recently I came across an artist named Imogen Man.**



Trained in Italy she specializes in farmyard animals and is now selling some of her pieces in a butchers shop in London, close to her Fulham studio. This has been a huge success, selling prints and especially note cards. Although this is a bizarre option for a butcher it certainly brightens the place up and can be a good earner. Her studies of sheep, goats, cows, ducks, geese, pig, chickens and rabbits have a natural joy to them.

**For more information please contact Imogen on 07900 928 126 or go to [www.imogenman.co.uk](http://www.imogenman.co.uk)**

# Our Products



## PORK - Packington Free Range Pork

Packington Pigs are produced by ourselves in a natural stress free environment that has the right qualities to produce award winning pork. RSPCA Freedom Food accredited Packington Pigs are a Duroc, Landrace, Large White cross naturally finished to ensure a good covering of fat resulting in excellent eating quality. The pigs are hand selected to ensure that you are supplied with only gilts of the exact weight and fat covering you require.

### Whole Carcasses

Bacon > 70kg
Pork < 70kg
Backs
Hog Roasts

### Cuts - Bone In

Loins - Short Cut
Tenderloins
Belly
Middles
Shoulders
Legs
Trim 65VL
Trim 85VL

### Bacon

Streaky Bacon
Back Bacon
Oak Smoked Streaky Bacon
Oak Smoked Back Bacon
(All supplied in 5lb packs)



## LAMB - Bretby Lamb

The Falder Family have been farming lamb for over 100 years in the South Derbyshire hills. Martin Falder prides himself on the traditional methods of sheep farming with all lamb being grass reared with no feed concentrates or artificial additives. Bretby Lamb's are a Charollais cross North Country Mule, typically weighing between 18 – 22kg grading out as U & R 3L's.

### Carcasses

Whole Lambs
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### Cuts

Lamb Shanks
Lamb Legs
Lamb Fronts
Lamb Rack
Lamb Loin Ends Pairs
Lamb Saddle



## POULTRY - Packington Poultry

Packington Chickens are also farmed by ourselves at Lower Farm, Dunstall. We pride ourselves on rearing truly free range chickens that meet the highest of welfare standards, along with great texture and flavour. The birds are delivered in trays of 8 and have an average carcass weight of 2 kg, perfect for a family roast.

### Carcasses

Whole Birds - Gas Flushed
Whole Birds - Fresh with giblets
Whole Birds - Fresh
(All supplied in trays of eight birds)

### Cuts

Filletts - 10kg
Legs - 10kg
Wings - 10kg



## BEEF - Medium Rare Beef

Sourced ourselves from farms across Staffordshire and South Derbyshire, Medium Rare Beef is reared on a natural feed of grass, hay, root, cereals and free from additives and hormones. Medium Rare Beef is selected from only animals under 20 months, weighing about 270 – 300 kg to ensure consistency, matured in the traditional way and hung on the bone for a minimum of 21 days, this process allows the beef to naturally develop its distinct and succulent flavour.

### Bone In

Sides
Hind Quarter
Fore Quarter
Full Roast
Hip & Loin
Chine
XX Loins
Topbit
Rumps

### Boxed

Topside
Rumps
Chuck
Oxtail



## BEEF - Ridings Reserve Yorkshire Beef

Ridings Reserve beef is drawn from Farm Assured farms across Yorkshire, selecting only the best 2 abattoir grades R and U to ensure a thick eye muscle and consistent sized cuts. Traceable from field to plate all Ridings Reserve beef is extra matured in the traditional way on the bone for 10 – 14 days before being boned to a Larder Trim Spec of the highest quality.

### Boxed

Silverside	Heel
Topside	Knuckle
Boneless Rump	Oxtail
Boneless Striploin	Rump Tail
Brisket	Shin
Chuck	Double LMC
Chuck Tender (bola)	Single Muscle LMC
Cod Fat	85VL
Fillet (chain off)	95VL
Fillet (chain on)	
Fillet Head	
Fillet Untrimmed	
Ribeye	



## VENISON - Medium Rare Venison

Sourced ourselves from the Wooten Estate in Staffordshire, Medium Rare Venison is farmed to the highest standards.

### Whole Carcass

