



NEWSLETTER

Autumn 2021

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Triple crown!

Isle of Man Meats honoured at 3 big awards

For the first time in our history we have won a 3-Star Great Taste Award, widely recognised as the food industry's equivalent of The Oscars. We have been awarded several Great Taste Awards in previous years, but this is the first time that Isle of Man Meats has been given the highest possible 3-Star rating. In total, we won six Great Taste Awards this year - a 3-Star award in the matured rib of beef category, plus two 2-Star awards (short leg of lamb and belly pork categories), and three 1-Star awards (in the ribeye steak, shoulder of lamb and shoulder of pork categories). We are the only IoM producer to win a 3-Star award this year. All 3-Star winners now go forward to the prestigious Golden Fork Awards which will be announced at the Fine Food Show North on October 17th.

But that's not all. We were also finalists in the Best Beef Product category in the Meat Management Industry Awards - and have been shortlisted for a prize in the Great British Food Awards (they're announced on October 28th and judges include celebrity chefs The Hairy Bikers, Monica Galetti, and Raymond Blanc to name but a few). In both the MMIA and Great British Food Awards it was our matured rib of beef which tickled the judges' taste buds. All of these achievements show the UK industry's high regard for our products and brand - and in turn that means it's also a recognition for all of our key stakeholders too.



"What an absolute stunner of a joint. Expertly butchered and prepared. The rendered fat delivers so much buttery, beefy flavour. The meat is tender and delicious. Fabulous."

Great Taste judges' comments on our 3-Star award-winning rib of beef.



Keep up to date with all our latest news through our social media channels



Festival fun

Thanks to everyone who visited us at the Isle of Man Food & Drink Festival, and to the hardworking team at Lee Mayers Traditional Butchers who joined us on our stand, we're sure many of you picked up some of his famous sausages! We're very proud to be one of the festival sponsors and, as always, it was fantastic to be part of an event that has done so much over the years to promote and celebrate the growing number of Manx producers and retailers.



UK customers love Manx meat!

Customers from London to the north east of England, down on the south coast, and in Guernsey are now enjoying top quality Manx meat thanks to our strategic partnership with Northgate Foods. They supply the world-famous Smithfield Market in London, plus major wholesalers and distributors including Plantation Pigs. Commenting on the quality of our meat, Paddy Norris from Plantation Pigs says he and his customers have been impressed by the taste, tenderness and perfect proportion of fat content.

Among those customers are the award-winning Bramptons Butchers & Cheese Shop in Brighton, and Forest Stores in Guernsey.

Bramptons owner Paul Williams says: "Traceability and sourcing meat from farms which rear livestock in a natural environment

are very important to us and our customers, and those were major factors in our decision to stock Isle of Man Meats products. In my view, both as a butcher and a chef, the quality of Isle of Man Meats beef is truly stunning."

Courtney Loveridge, Butchery Manager at Forest Stores, said: "Customers now come in and specifically ask for Isle of Man Meats beef and lamb, which we sell as joints, steaks and burgers. The quality of the products, and the consistency of supply, are both important for us."

As our Chair Tim Baker says, those comments are gratefully received but are now typical of the feedback we're getting. It shows just how far the business has come since it was restructured in 2018.



Paul Williams who owns the award winning Bramptons Butchers & Cheese Shop in Brighton.



Courtney Loveridge, Butchery Manager at Forest Stores in Guernsey

NVQ scheme: Investing in the future

Our new NVQ butchery training scheme is now up and running as part of our investment in the future of the Island's meat industry. It's in partnership with M.E.A.T Ipswich, a leading provider of high-quality training. Successful trainees will receive an NVQ Level 2 in Meat Processing - a qualification based on continual assessment. It can take anything from six months to two years to complete, depending upon each individual trainee's experience, skills and ability to learn. Phil Parsons, our Plant Director, said: "Traditionally, the skills of local butchers have been handed down from one generation to the next but - as we have seen in many other industries - there's now a risk that these skills could be lost because today's generation of school leavers have so many opportunities when choosing their career path. That's why we have decided to set up this excellent new training scheme." Stuart Rae, an experienced local butcher who also has an NVQ qualification, is the course mentor. The first two trainees are Alistair Barnes and Mitchell Wells whose training will focus on the skills and knowledge they need to work in the Meat Plant. Very soon a third trainee will begin the course - their training will focus on helping them to pursue a career in the retail sector.



Left to right are NVQ trainees Alistair Barnes and Mitchell wells, and course mentor Stuart Rea.



Cafe Profile: The Shed & Little Shed

Offering hearty, wholesome food that's made using top quality local produce has been a recipe for success for Bev Clegg and her husband Richard who own and run both of these popular eateries. The Shed, which first opened its doors in 2017, is now an award-winning destination established as a focal point for Laxey locals and visitors from further afield. Its success led to the opening of its younger sibling the Little Shed in Dhoon Glen in the autumn of 2020. The Shed's pièce de resistance is a delicious sub with tender, slow-cooked Manx beef from Andreas Meat Co. It's always on the menu at weekends alongside a range of locally sourced pies, paninis, ice creams and coffee. "Our regular weekly order is around 10kg of silverside," says Bev. "The quality is always excellent, we've never had a problem. Our customers like the fact that we use Manx beef, and they often ask us where it's from and how we roast it overnight to make it so tender." [Click here to read more about Bev and Richard's inspiring backstory](#) - or [here for the latest news about The Shed on Facebook](#).



Richard and Bev Clegg

Take a butcher's at...

WILLASTON BUTCHERS



Above:
The Willaston Butchers
team. Left to right,
Kevin Turton, Willie Gale,
and Stuart Littlewood.

Willaston Butchers may be a new name on the high street, but customers are still welcomed by 3 familiar, friendly faces behind the counter. The shop in Snaefell Road was renamed in August following the retirement of local legend Tommy Campbell who had been in the meat trade for more than 60 years. He's now taking a well-earned break and has passed the baton to Stuart Littlewood, Kevin Turton and Willie Gale.

Kevin and Stuart now own and run the business and are continuing the shop's long tradition of serving customers old and new who love their top quality home-made burgers, sausages, meat pies, steaks and Sunday roast joints. They're also continuing to sell vegetables and eggs from Manx farms - and using Manx flour to make their delicious range of home-made meat pies and fruit pies which are baked fresh every day. But

there are a few changes too - a bright new logo which shows their commitment to supporting local producers, plus the fact that the shop now takes card payments.

From everyone at Isle of Man Meats we wish Tommy a long and happy retirement, and say a massive thank you for his remarkable contribution to the trade and local community. We also wish the Willaston Butchers team the best of success in their new venture.



Find them on Facebook
facebook.com/willastonbutchers
for the latest news.

Dates for your diary

November 11th: Employment & Skills 2021, Villa Marina

This is a great event run by the Department of Education, Sport & Culture which allows young people at key transition points in their lives to meet potential employers. We'll be there - so if you're interested in a career in the meat industry please come and talk to us about career and training opportunities, including our NVQ butchery training scheme.

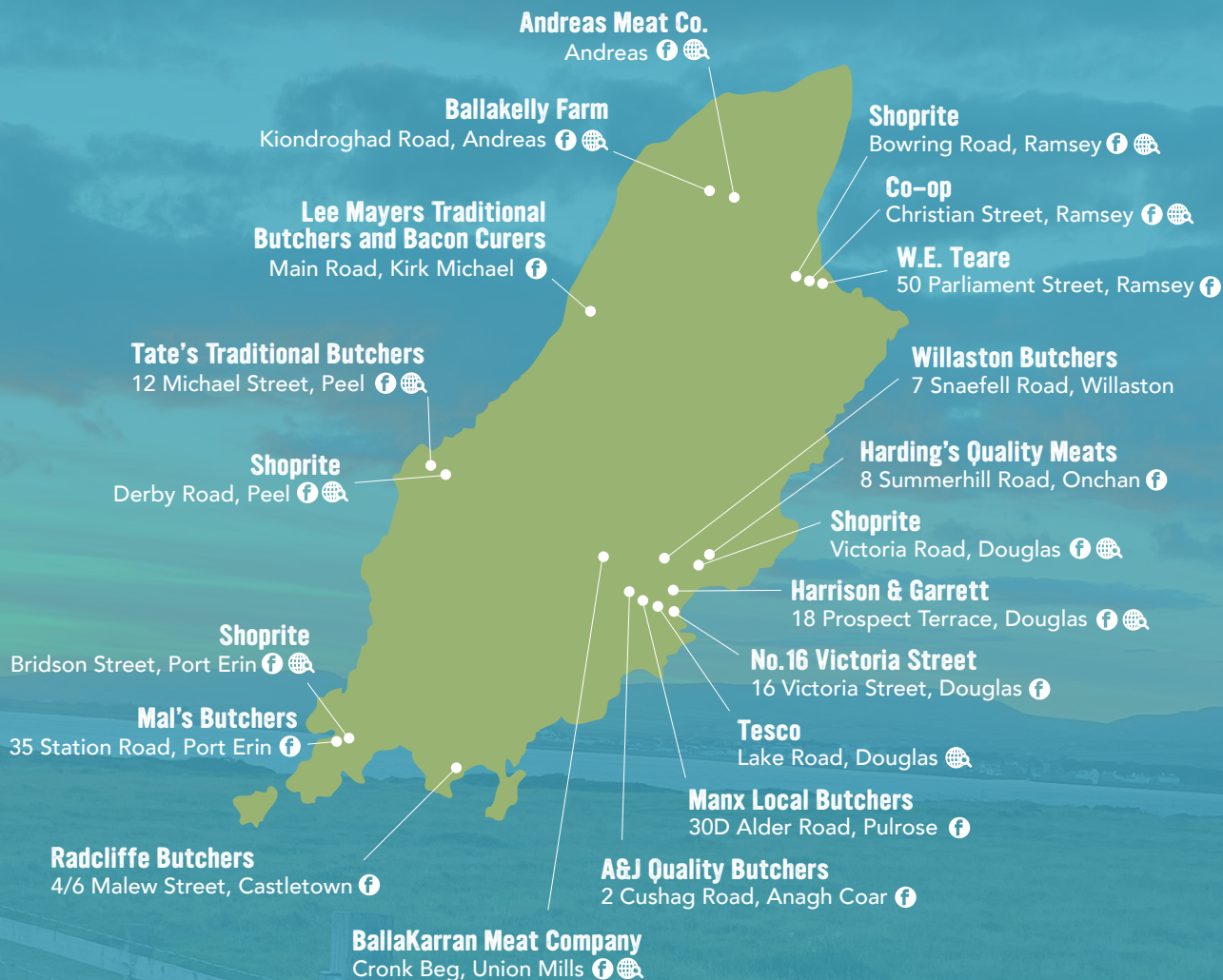
Primestock Show

Always a highlight of the Island's farming calendar, this is pencilled in for November 23rd and 25th. The dates are to be confirmed at the time of writing, but we'll definitely be there!

That's all for now folks

Our next Newsletter will be out in early December when we'll be counting down the days to Christmas! Until then, a big thank you from everyone at Isle of Man Meats for your continued support.

Our local retailers



Make sure it's Manx

See our story at www.iommeats.com



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