



# NEWSLETTER

Issue 1 - Winter 2020

LOCALLY FARMED

## Happy Christmas from Isle of Man Meats!

A very Merry Christmas from the Isle of Man Meats team, and welcome to our new Newsletter which is packed with all the latest news about our products, producers and retailers. We can't wait for the big day to arrive, and there's no better way to celebrate than with the finest quality Manx beef, lamb or pork. Read on to find details about how to

**#MakeSureItsManx** this festive season and exciting news about our 'Meat & Greet' Christmas campaign! We've even got a delicious Manx beef recipe, kindly provided by the Cook Shack, which you can create using local produce that would make a fabulous festive feast for all the family. Just thinking about that makes us feel hungry! But we've

got a big appetite for social media too so please make sure to follow us on Facebook, Twitter and Instagram, and find recipes from some of the Island's finest chefs at [www.ionmeats.com](http://www.ionmeats.com)



## Meat & Greet this Christmas and New Year

We're very lucky in the Isle of Man that it looks as though families and friends on the Island will be able to celebrate the festive season together. It's all about meeting and greeting our loved ones, and this year has shown that it's something that we can't take for granted – so we have created our Christmas and New Year campaign around the theme of making this year's celebrations extra special. If you're looking for ideas for a family feast, try this tasty recipe kindly provided by Manx chef **Georgie Revill** from the **Cook Shack**.



The key to this recipe is the quality, so Make Sure It's Manx when ordering from the butcher or supermarket!

### Ingredients

- 1 sirloin of Manx beef off the bone, weighing 2.5kg
- 1 onion, peeled and sliced
- 1 level dessert spoon mustard powder
- 1 level dessert spoon Laxey Mills plain flour
- 1 tablespoon of dried oregano or rosemary
- Freshly milled black pepper

### Method

1. Take joint out of the fridge an hour before cooking. Preheat oven to 465°F/240°C/gas 9. Combine the mustard powder, flour and dried herbs then dust this all over the surface of the fat, and then season with some freshly ground pepper. Place the joint in the oven with the sliced onions underneath. After 20 minutes turn the heat down to 375°F/190°C/gas 5, and continue to cook for 15 minutes per lb (450g) for rare, plus 15 minutes extra for medium-rare or 30 minutes extra for well-done.
2. During cooking, baste the meat with the juices three or four times. To see if the beef is cooked to your liking insert a thin skewer and press out some juices: the red, pink or clear colour will indicate to what stage the beef has cooked.
3. Remove the cooked beef to a board but leave it to rest for at least 30 minutes before carving, you can cover with tin foil to keep

it warm. This resting period allows most of the juices which have bubbled up to the surface of the meat to seep back into it, and the meat itself firms up to make it easier to carve.

4. Serve with Yorkshire puddings and roast potatoes. Meat juices can be added to gravy.
5. If you have any leftovers, the beef is delicious served cold in a sandwich.



[Click here to find more delicious Isle of Man Meats recipes.](#)

# Super value, supermarket offers



[Shoprite](#) has some great value offers to celebrate the season of goodwill with friends and family, but without breaking the bank. You can also find our products at [Tesco](#) in Douglas, and at [Co-op's](#) Christian Street store in Ramsey.

We recently celebrated one year since we partnered with Tesco, and of course we have a growing number of independent butcher's shops across the Island stocking a wide range of beef, lamb and pork products.

Click on any name in the list to the right to find your nearest butcher's shop and pop in ASAP to place your Christmas orders.

[A&J Quality Butchers, Douglas](#)  
[Andreas Meat Co, Andreas](#)  
[Ballakarran Meat Company, Union Mills](#)  
[Ballakelly Farm, Andreas](#)  
[Harding's Quality Meats, Onchan](#)  
[Harrison & Garrett, Douglas](#)  
[Lee Mayers, Kirk Michael](#)  
[Mal's Butchers, Port Erin](#)  
[Manx Local Butchers, Pulrose](#)  
[No. 16 Victoria Street, Douglas](#)  
[Radcliffe's, Castletown](#)  
[Tate's Traditional Butchers, Peel](#)  
[Tommy Campbell, Willaston](#)  
[W.E Teare, Ramsey](#)

# Primestock Show celebrates Manx farmers

For generations the annual Primestock Show has been a celebration of the top quality livestock produced by Manx farmers. It was a two-day event this year and we were proud to host the Young Farmers Competition, and the carcass section of the show, for the second year running at the Meat Plant. Day one, at Central Marts, was for the prime beef cattle and lambs categories. The show was organised by the Royal Manx Agricultural Society in association with the Southern District Agricultural Society. Of course, the standard of competition was very high as usual, giving the judges a tough job – so to keep them going chef Maciej Mierzejewski was at the event and served beef stew (using Manx meat of course) with crusty Noa Bakehouse bread. Judge David Cain had a very difficult task to select the winners.

A massive congratulations to:

**Trevor Quirk and family** – Cronk y Voddy - Limousin heifer (Beef)



**The Rothwell family** – Beltex pair (Lamb)

**Shaun Dean** – Bayview Farm (Pig)  
 For the Young Farmers section, supported by **Trade Distribution Ltd**, congratulations to **Nathan Mealin (1st)**, **Emily Craine (2nd)** and **Sarah Moore (3rd)**.



Top left: All the winners at the 2020 Primestock Show

Bottom left: A packed ringside for the lamb championship judging

Above: Young handler Fergus Quayle's entry being inspected by judge Henry Watterson with dad Davy Quayle looking on



## We're 'Oscar' winners!

The **Great Taste Awards** are widely considered to be the world's biggest and most trusted awards for the food and drink sector, and the industry's equivalent of the Oscars.

Every year the **UK's Guild of Fine Food** invites the industry to apply for the accolades which are judged by a panel of over 500 experts including chefs, buyers, food writers and retailers. Winners receive 1, 2 or 3 star awards which all indicate a product of exceptional quality. We won a 2-star award this year and, like every Oscar winner, we must say a big thank you to our producer! So please give a big hand to John and Fiona Anderson from **Knockaloe Beg Farm** for supplying the half shoulder of lamb which won the award.



John and Fiona Anderson

# Meet our famous farmers

It's amazing what claims to fame we find out when writing profiles about our fabulous Manx farmers! Who would have known that Glendown Farm in Port St Mary was once used as a location for a movie starring Hollywood legend Sean Bean? Glendown is one of our 220 Manx producers that rear top quality livestock. It's the hard work of farmers day in day out that allows us to offer the finest quality meat. Check out the 'Meet our producers' features on our website – just click the links:

- [Glendown Farm, Port St Mary](#)
- [Bayview Farm, Ballamodha](#)
- [Ballalaa Farm, Niarbyl](#)
- [Curragh Beg Farm, Bride](#)
- [Lheakerrow Farm, Andreas](#)

We will be posting more producer profiles in the months ahead, so keep an eye on our website and social media channels – and you might find out the answers to more quirky Manx questions at your next local pub quiz!



Glendown Farm



The team at Glendown Farm



The Cormodes from Curragh Beg Farm

# Take a butcher's at...



## TATE'S TRADITIONAL BUTCHERS, PEEL

In every Newsletter we will be introducing you to one of the growing network of Isle of Man butcher's shops which we're proud to work with. To kick things off, say 'hi' to Steve and Lorraine from Tate's Traditional Butchers in Michael Street, Peel. The shop opened in March 2018 and today they run it with help from their children Ryan and Millie, and keen young shop assistant, Amelia. Master Butcher Steve, who grew up in Suffolk, has more than 40 years' experience in the meat trade, and he's picked up a number of awards along the way. Tate's is well known for making speciality products, including haslet, haggis and faggots – and for their fascinating gallery of historic photos of Peel. Creating new ham and bacon flavours is Steve's passion. This Christmas customers can look forward to loads of festive treats to tickle their taste buds including bacon flavoured with Jack Daniels and honey, or mulled cider, or you can try brandy and cinnamon ham. Tate's pièce de résistance this year is Manx blackberry and apple jelly bacon – it's cured for six weeks, but when you hear Steve talk about how good it is, you can tell it's well worth waiting for!

[Click here to follow Tate's on Facebook](#), or check out their [website](#)

# Investing in the future...

With our butchery apprenticeship scheme



The skills of Master Butchers have been handed down from one generation to the next for centuries. However, as we have seen in many other industries, traditional artisan skills can be lost because today's generation of school leavers have so many opportunities when choosing their career path. It has never been more important for the meat industry to invest in training, and that's why we have partnered with [M.E.A.T Ipswich](#) to offer a butchery apprenticeship scheme here on the Island. Look out for more details soon on our website and social media channels.



# Meet the team: Our Graham's a safe pair of Hands!

**MANX MEANS...**

**“Graham's pride in provenance”**

Graham works closely with local producers, butchers and retailers to build in quality from pasture to plate. His commitment is pivotal to the continued supply of award-winning, fully traceable beef, lamb and pork from lush green fields to island customers. Thank you, Graham!

Visit [www.iomfoodanddrink.com/deliveries](http://www.iomfoodanddrink.com/deliveries) to find local producers who can deliver to your doorstep

Food Matters

Graham Hands, Sales and Dispatch Manager

Isle of Man Food & Drink

In the first in a series of staff profiles in the Newsletter we focus on our Sales and Dispatch Manager Graham Hands.

He's well-known in the Island's food and farming sector because he's our longest serving employee with 38 years under his belt working at the Meat Plant. But his profile was boosted further this year when he featured in an Isle of Man Food & Drink 'Food Matters' campaign during lockdown to celebrate the great work that was done by all essential workers in the food industry. Graham leads our Sales and Dispatch team and works closely with producers, butcher's shops and other retailers to make sure that the supply chain runs smoothly from pasture to plate.

*Top: Part of the online campaign promoting Isle of Man Food & Drink 'Food Matters' which featured Graham*

*Bottom: Graham Hands with his sales and dispatch team colleagues*



## Movers & shakers

A warm welcome to **Fiona Noone** who has joined us from Barclays as an Admin Assistant. And congratulations to **Joanne Colquitt** whose role within the admin team

has changed – she is now the main point of contact for sales invoices, customers, and credit control. Congratulations also to our **Finance Director, Jodie Bufton** who will shortly

be taking maternity leave – we will be introducing you to our Interim Financial Controller very soon.

## 2021 calendar competition

A massive 'thank you' to everyone who entered our calendar competition. We had lots of great images to choose from and received hundreds of superb pictures of farming scenes and animals. Many thanks to the calendar sponsors:

**A&J Quality Butchers, Tommy Campbell Traditional Quality Butchers, Tate's Traditional Butchers, Ballakelly Farm, Andreas Meat Co., Radcliffe's Butchers, W.E Teare, Manx Local Butchers, Lee Mayers Traditional Butchers and Bacon Curers, The Co-op, Shoprite, and Tesco.**

We will be announcing the competition winners very soon – they will all receive a tasty Manx meat pack.



# A BIG thank you

...to all of our producers, retail partners, and our growing number of loyal consumers on and off-Island for Making Sure It's Manx this year. A round of applause too for our distribution partners **TDL** and **Northgate Foods**. 2020 has been a tough year for everyone all over the world. But thanks to the support of our fantastic Isle of Man Meats team who went above and beyond the call of duty this year, **DEFA**, and all of our businesses partners and customers, we're pleased say that working together has enabled us to be in a strong position and we look forward confidently to 2021 and beyond.



## See you at Christmas Artisan Island!

Make sure to visit the Isle of Man Meats stand at the Christmas Artisan Island event in Villiers Square, Douglas, on December 12 and 13. Our chef Maciej will be there with tasty winter warmer recipes for you to try!



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That's all for now. Have a Happy Christmas and New Year – and look out for our next Isle of Man Meats Newsletter in the spring.

## Make sure it's Manx

See our story at [www.iommeats.com](http://www.iommeats.com)

