

# Back *to* Tradition

In these days of food miles and animal welfare there is still a name you can trust in fresh meats. Based on our Oxfordshire farm, Field Farm Fresh delivers to a discerning catering trade our range of quality fresh meats. We grow and source the finest UK Beef, Lamb and other meat products to exacting standards of perfection.

Field Farm Fresh was started by the Morgan family with the original intention of supplying from it's superb herd (the largest in the UK) of Charolais cattle (see them in the fields surrounding our farm in Appleton)!

This is now supplemented by the purchase of quality UK Beef from surrounding markets, and is complemented with local lamb and other products, sourced from accredited local suppliers.

We go the extra mile to ensure our foods are the freshest and the best that are available. This attention to detail happily satisfies the industry's chain of trace-ability.

Meaning that we can honestly bring you quality meats from the local area.

With the guarantee that the minimum of stress, food miles and trauma are involved and that quality, integrity and provenance of product is always assured.

## *Traditionally Farmed*

The Charolais cattle and crosses thereof constitute what we raise on our Appleton Farm, supplemented by sourcing and buying from local markets in the Home Counties. These are the cattle that we then cut and process at Field Farm Fresh.

As well as buying the best of these breeds available on a weekly basis, we also buy only the best quality animals from the available stock, which are all of a similar make up. This is how we can offer consistent quality.



# Quality Brand *Quality Products*



Try our fresh cuts produced in the heart of the Oxfordshire countryside and taste the difference.

## *"Oxfordshire" LAMB*

Our Lambs are sourced from FABBBL assured farms, with the majority born and bred on our own farms at Appleton.

*Specialist Dry-ageing room* The latest innovation on our new £1.5m site is the conception of a further ageing unit, where the selected Ribs, Sirloins, Fillets and other beef products are dry-aged on the bone.

This process, demanded by top Chef's, gives the beef the extra quality associated

With beef traditionally hung. Which is good, flavoursome English beef with superb eating qualities-every time.

"Our customers want the provenance associated with local beef, but they also want us to go the extra mile and further age", says Dave Gomm, the General Manager.

"Most Chef's appreciate the benefits, and ask for 21-day aged, but with our new room, we can dry-age up to 35 days if required." "Of course there is a premium, but we find that quality establishments are prepared to pay for the guarantee that their meat is always extra-special"

"Our philosophy has always been provenance and quality, and the ageing room is the next step in ensuring that you won't buy better"

*Quality Delivery* We offer an unequalled delivery service to the catering trade and we can deliver our superb products nationwide-either direct or via our network of wholesalers.

With our distinctive packaging and strong brand, we are happy to deliver Oxfordshire's finest meats to your door.

*Quality Service* We have a dedicated team of specialist Butchers ready to cut and pack to your specifications. Whether you want whole Sirloins on the bone, a Rump of Lamb or Individual steaks-we guarantee satisfaction from farm to table.

*Unique Partnership* We listen to what our customers want! We cordially invite Chefs and Caterers to visit our new cutting hall. While you are here, see the Beef and Lamb in the fields. Visit the ageing room and see for yourself the quality. We understand the importance of provenance, of feeds, of food miles. Once you have seen and tasted the product, we will select, store and age your product to your exacting standards.



Field Farm Fresh -  
*Choosing the best  
makes life simple*