



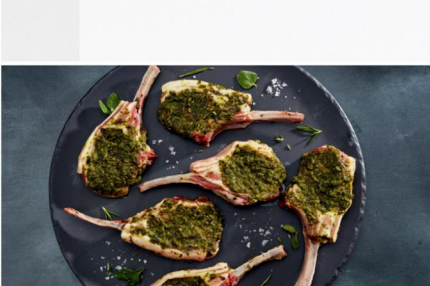
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*Images depict previous winning products.



Contents

Newsletter Spring 2022

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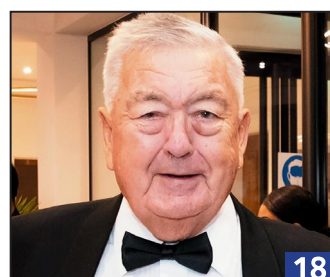
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The Newsletter is a publication containing news and information regarding forthcoming events, and articles on technical, managerial and historical subjects; together with items of general and topical interest to members.

Thanks to all who have advertised and written articles in this edition.

Thanks to Phil McCarthy for his photography.

Organisations wishing to sponsor future editions please contact carla@butchershall.com



THE BREWSTER BOARD	4
THE MASTER'S MEMOIRS	5
CITY FOOD LECTURE 2022	6
CLERK'S JOTTINGS	7
FINE ARTS	8
BOAR'S HEAD CEREMONY	9
COURT LUNCHEONS	10
WCB CORPORATE PARTNERS	11-12
IOM / WCB AWARDS	13
WCB NUFFIELD SCHOLAR	14
GARY BAKER AWARD	15
MENTORING / WEBINARS	16
SOCIETIES	17
LIVERY ANNOUNCEMENTS	18
CARVERY LUNCHEONS	19
DATES FOR YOUR DIARY	20

THE BREWSTER BOARD

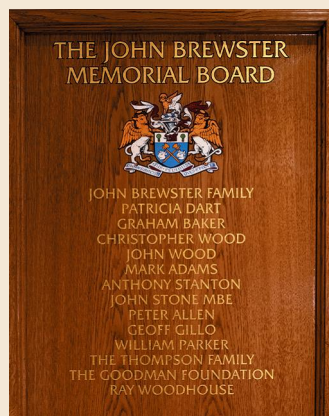
P /M John Brewster OBE represented the best in our industry and our Livery. He was greatly admired due to his approachability, his forthright views and philanthropic outlook. He was a remarkable man, renowned for his hard work, sage advice and counsel for the Livery, the Smithfield Market Tenants' Association and the City of London's Court of Common Council.

Shortly before he died, John approached the Court and said that he would like to make a donation of £10,000 towards the recent refurbishment of the Hall, for the future benefit of the Livery and its members.

To recognise this extremely generous gift, the Court



PM John Brewster OBE



commissioned the John Brewster Board and, immediately, a number of Liverymen and their families contributed alongside John and made identical donations. So far, 14 individuals and families are featured on the board and there is an opportunity for a further 6 names to be added to the board. Please contact Warden Peter Allen for further information.

The Brewster Board is proudly displayed on the ground floor of the Butchers' Hall. A Board acknowledging the major donors that gave so generously to the 1996/97 Butchers' Hall Building appeal is in situ above the stairwell between the ground floor and the lower ground level.

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I have arrived at the halfway point, a time to reflect what has been and to look forward to the next six months.

My last words were published on December 1st and made reference to a bumpy road ahead, but little did I know we were in effect going to be closing down again due to new Government guidelines. Like so many Liverymen, I was disappointed the Christmas lunches did not take place. These events signify the start of festivities for so many Liverymen and their guests. The last external event I attended in December was the Nine Lessons and Carols at St Bartholomew the Great. Singing carols whilst wearing a mask is not to be recommended, however it was a truly wonderful service. If you have not attended, I would urge you to do so this year.

January 2022 brought new beginnings, optimism and a busy diary. The January and February Court Luncheons were well attended and enjoyed by all. The fascinating speakers, excellent food and wonderful company made for a superb atmosphere in the Hall and, as Fellowship is such a big part of the Livery, this is to be celebrated.

I have made no secret of the fact that I wanted the Boar's Head Ceremony to take place during my year as Master. I wished to return to the format of processing from Butchers' Hall to Mansion House and literally stop the traffic.

THE MASTER'S MEMOIRS

MUSINGS AT HALF TIME



The Lord Mayor dons his WCB Apron

There were challenges in achieving this and I am very grateful to Liverymen Peter Sturge MBE and Greg Lawrence CC and the Smithfield Markets Tenants' Association for their support in making this happen. We should never forget our history and traditions in the City of London. It is also a wonderful event; we are

very honoured to be welcomed into the Mansion House by the Lord Mayor to consume a magnificently prepared Boar's Head.

Those of you who have visited the Hall in recent weeks may have noticed two new boards in the reception area. All major donors are recorded in the Golden Book,

which is on display. However, it was agreed that a board be commissioned to acknowledge those donations made in the 1990s, at the time of the last major refurbishment. The second board acknowledges the donors who have generously given in more recent times. Both these boards were commissioned some time ago, but the issues around lockdowns delayed their installation. I am delighted to see them in situ and offer my personal thanks to all those who support the Livery. Please read the article opposite to find out more.

A highlight of February was to welcome our Corporate Partners to a special lunch at the Butchers' Hall, which provided the opportunity to showcase our Hall and demonstrate the versatility of the space available to hire.

I spoke at Common Hall of the need for the Livery to survive, revive and thrive. It is true that we are still very much in survival mode and the support of Liverymen and the wider industry is greatly appreciated.



Welcoming Minette Batters with Asst Buitelaar

Strong attendance at this year's City Food Lecture

The 2022 City Food Lecture took place on 17th February and was given by Ash Amirahmadi, Managing Director of Arla Foods UK, the biggest dairy firm in the country, as well as being a cooperative owned by 2,300 UK farmers. Arla has connections right across the food chain and, although he was talking about his experience in the UK dairy sector, many of his comments were highly relevant for the meat industry. The Lecture is organised by a committee from the seven food-related Livery Companies; the organisers will have been encouraged by the attendance of 500 delegates in London's Guildhall, as well as a further 300 who joined virtually.

The subject for the lecture was: 'Food's Defining Decade: Finding a Way to Feed the World while Protecting the Planet'. Ash Amirahmadi urged the food industry to grasp the opportunities it has during the coming decade to respond to two key challenges: firstly, feeding a growing global population; secondly, producing and distributing food in ways that meet the challenge of climate change, as well as the growing consumer concerns on health and animal welfare. He acknowledged that the dairy and meat sectors were facing particular challenges at this time. All parts of the food industry had generally performed well for the public during the COVID pandemic and had won plaudits for this; it now needed to build on this success in meeting these new objectives. In doing so, food businesses also needed to recognise the critical importance of their people in this process.

Turning to what needed to be done, he emphasised that although all sectors of the supply chain had to play their part, there was a critical role for farmers – not least because 80% of



Ash addresses CFL 2022

emissions were attributable to the farming sector. His own experience with Arla, however, was that, when he had started to look at how to address the climate issue, there was a lack of appropriate on-farm data. The company had worked hard at getting the necessary information from their own farms – experiencing good co-operation from their members – and embarked in April 2020 on data

collection from up to 200 datapoints on their farms. Although they were encouraged to discover that Arla's carbon emissions were already well below national and international averages, they are now committed to reducing their carbon footprint by a further 30% by 2030. In his closing comments, he emphasised the critical importance of 'linking farmers and consumers together.'

There followed a lively panel discussion, chaired by Charlotte Smith, the *BBC Countryfile* and *Farming Today* broadcaster. The panellists were Rich Clothier, Director of Wyke Farms; Fraser McKevitt, Kantar's Head of Consumer Insight; and James Lloyd-Jones, founder of Europe's largest vertical farm. Subjects covered a wide number of areas ranging from the 'consumer reluctance to pay additional costs for climate-friendly food' to the 'need to find a satisfactory comprehensive but simple labelling system'.

Past Master HRH The Princess Royal concluded the event by raising interesting challenges about achieving net-zero carbon emissions and sustainability targets. She thanked the speaker, panellists and organisers of the Lecture – ending with the comment that the City Food Lecture continues to prove that it was possible to have an interesting open debate on fundamental important issues.

BOB BANSBACK OBE



HRH The Princess Royal meets the Master

In the Summer 2021 Newsletter I was decidedly downbeat. In the last Newsletter in Autumn 2021 I was optimistic that all of Covid was behind us and that the sunny uplands of Nirvana were upon or nearly upon us. Where am I going in this edition – well hopefully upbeat but with a real tinge of stark financial reality. The Christmas and New Year rise in Omicron infections, combined with the Government's rather confused messages of what could be done by groups and individuals at Christmas, caused some event chaos. Our fully booked Hall Christmas events diary emptied overnight, both our own Christmas events were cancelled, and we closed for the Christmas period, rather dispirited and frustrated. Come the New Year, though, and with great relief our booking diary is starting to resemble something close to normality; Livery events, both ours and those liveries using our Hall, are happening. Corporate bookings are taking longer to recover but are on their way. Talk about a rollercoaster 12 months.

Finances

Firstly, let's cover the reality of life in a Livery that needs the Hall to sweat its assets through events. The financial situation could be better – a lot better in truth. The Master will be writing to you all by the end of March, pointing out what our finances are like and how you can all assist – of course a significant number of you are helping us in our Survive year but we do need more of you to step up to assist us turning round our financial state. We have just been through a very objective and thorough budgetary process and, taking into account the downturn in the venue management forecast, which is significantly behind last year's five-year plan for venue management, we remain for a second (and possibly third year), in the Survive mode. Revive kicks in now in years three and four and beyond becomes the Thrive years. One of our rental floors remains empty – more on that later – and we are expecting significant increases in electricity and gas prices when we emerge from our fixed-rate price in June this year.

Clerk's Jottings

'That light at the end of the tunnel was a train coming towards us!'



A photo says it all – it's great to be back in the City

Venue Management

Bovingdons are on top form and are producing extremely high-grade events for our customers and ourselves. Their food offering is first-class, they have now a resident chef in the Hall and are growing their sales and marketing team. The Carvery remains popular but there are spaces available in most of the dates – so do book in through the website and come and enjoy our grass fed, 30-day aged beef. Wedding bookings are increasing and corporate companies are slowly emerging from their imposed isolation from fun. We just need more bookings!

Rental space

In my last column I had hoped that we would have had the 4th floor occupied by the end of October/early November. Fate decided that the potential tenant was given a better offer and they stepped away in the week before signing – and without any apology or explanation. Needless to say, we were not amused. And closely following that significant

disappointment came the run-up to Christmas and the Omicron scare – and viewings dropped away to nothing. We are now seeing a return of the eager office hunter so I fervently hope that a potential tenant will be eagerly looking at stepping into the 4th floor before too long.

A plea

So – we move on into another year of Survive, better informed,

more resilient and with improved financial information. With your help and support we will get through the Survive years and emerge stronger and more focused. When our Master writes to you in March, ask yourself what you can do more for our Livery. I look forward to your continuing support of this wonderful organisation which is the Butchers' Company – your Company.

Proud to support The Worshipful Company of Butchers



An Old Badge

A jeweller in Beverley, Yorkshire contacted the WCB office to offer The Company a 'Butchers' badge that he had bought as part of a job lot. If we did not want it, the badge would be melted for bullion. The House and Fine Arts Committee are not currently purchasing any items, so I stepped in and offered to buy the badge, for myself, and was given permission to do so. It is 18ct gold and, after giving it a new ribbon, I now wear it at appropriate company events instead of my own medal.

From the pictures you can see that the first owner was Edward Hart CC and that he was Master in 1884-5. In the same year, Mr. Hart was also Master of The Worshipful Company of Loriners, which was his 'mother company'. The letters CC indicate that he was a Common Councillor of the City of London.



Records show that he was elected to represent the ward of Coleman Street in 1863 and was a member of The City of London Corporation Lands Committee. He became Chairman of that committee in 1874/5. I understand that Smithfield Market was commissioned in 1866 and completed in 1868, with the Poultry Market following in 1875.

These dates and the proximity of Coleman Street to the Markets indicate that he was probably very much involved in the building of Smithfield Market. He was a lawyer by profession and I wonder if Harts Corner was named for him or his family. I have not been able to connect him to the Harts Butcher's Business, but if anyone has more information, please let me know.

The other interesting attribute of this medal is that its design is identical to the modern silver gilt Past Master's badges that are still presented to Masters' at the end of their term of office. It is pleasing to think that these have been the same for at least 138 years.

When I am finished with it, the WCB will have it. In the meantime, I will wear it with pride.

PM MARK ADAMS

HAMMING UP HISTORY



Towards the end of 2021, Britain faced a shortage of butchers, and ministers were discussing plans to ease visa restrictions to avoid a shortage of pigs in blankets, hams and Christmas fayre. Legendary *Times* cartoonist, Peter Brookes, promptly took the opportunity to dissect a pig and label the cuts for Prime Minister Boris Johnson.

The Master and Deputy Master have donated a copy of this print, which in time will satirically reflect a small event of social history.

PM IAN KELLY

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The Butchers' Tradition returns to the City streets

In around 1343 the Butchers of the City of London had an issue. Getting rid of their waste products was creating a bit of a 'stink' in the City of London. Londoners complained – and quite rightly so!

The Lord Mayor of London decreed that a piece of land was made available for the said waste to be disposed of into the River Fleet. In return, the Livery company would be levied an annual rent, which was payable in the form of a Boar's Head. This evolved into the Livery tradition that we all know and love today, when the Boar's Head is processed ceremoniously each year from the Butchers' Hall to Mansion House. However, it has to be said that we no longer use the land and the Lord Mayor is no longer our landlord, but a deal is a deal and we continue to pay our dues!

The Boar's Head that we walk through the City today isn't a real one, as it once was, for health and safety reasons. However, the one waiting for us and ready to eat at Mansion House is real and expertly prepared by the Food Defence School Food Services Training Wing. Times have changed and



Our rent is paid in full



Through the streets we go

we now need to have security marshalls to stop the traffic and guide us through the City streets safely. We are extremely thankful to Liveryman Peter Sturge MBE and The Smithfield Markets Tenants' Association, who each donated the funds needed to make this day possible.

The day started with a fine sausage and mash supplied by The British Premium Sausage Company. We were entertained by The Epping Forest Pipe Band playing pipes and drums. After a delicious meal, we marched to Mansion House led by the Master, the Clerk and members of the Court, dressed in their gowns and bonnets, all to the sound of the pipe band in front of us. As the Master had hoped, we did stop traffic in the City!

We were welcomed by the Lord Mayor, who was gifted a Butcher's Company apron by the Master, to carve the cooked Boar's Head in correct attire. We were all able to enjoy a slice of the Boar, which was quite delicious and presented brilliantly.

It was a real privilege to be a part of this ceremony again, alongside fellow Liverymen. Parading through the City, as so many others have done before us, and being a part of that tradition and history shows just how resilient the City of London is. It is history and tradition that will help us to bounce back even better after the previous two years. We are such an important part that story.

If you have not been able to attend this special ceremony yet, I cannot recommend it enough. Make sure you come along next year, if for nothing more than to see the smiling faces of the City workers and tourists who come to see us marching down the street with the band in front of us, wondering why a Boar's head is being paraded so proudly through the City.

LIVERYMAN RICHARD BOOTH

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Raise a dram to Batters and Burns

The February Court Luncheon was a spirited affair that got off to a lively start with a Burns Night recital truly worthy of being piped-in by Pipe Major Simon Bredin. The mighty haggis, courtesy of Macsween, was given the traditional address to the national dish of Scotland. 'Tae the haggis' may have needed some interpretation for a cross-section of Liverymen and guests, but there was no translation required for us all to enjoy the excellent Yorkshire pork, with crackling and pigs on blankets generously supplied by JSR Farms, donated by Liveryman Bernard Hoggarth and cooked to perfection by Bovingdons.

On behalf of Liveryman Andrew Duff, who stood down due to illness, Liveryman Neil Stoddart OBE undertook the task of introducing the guests during luncheon and gave a very warm



Left: Minette Batters; Right: Tae the haggis

welcome to; The Master Pewterer, The Master Apothecary, The Immediate Past Prime Warden Dyer and The Master of the York Guild, each accompanied by their Clerks. We were pleased to welcome three new Liverymen to the Company – Tim Hewens, Tudor Savulescu and Sarah Cheale.

In keeping with the fulsome energy provided by the haggis address and satisfying meal, our principal guest and NFU President Minette Batters captivated the Hall with a passionate post-prandial address on the importance of collaboration in the industry.

Over the last four years, Liverymen will have not failed to see Minette in the mainstream TV, social and print media, not only fighting hard for the interests of her farmer and grower members, but increasingly for the food industry that connects great British food to the consumer. She also co-founded 'Ladies in Beef' and 'Great British Beef Week'.

We were reminded that Ladies in Beef was officially launched with assistance from many members of the Livery and former Clerk, Commodore Tony Morrow CVO, at a very special event in the presence of Past Master HRH The Princess Royal in the same room in which we were dining. Whilst the memory was treasured for our guest speaker, it reminded us all what a very special place our Hall is for the meat industry.

LIVERYMAN PHIL HAMBLING

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A celebration of our core values



Starting the year as we meant to go on, the January Court lunch was a celebration of our core values of fellowship, charity and education.

The Gary Baker Award winners from 2020 and 2021, Rachel Heath and Megan Cole, received their accolades. The Harper Adams MREs WCB – sponsored students from 2020 and 2021, Harriet Gregory and Susan O'Neil, were also welcomed.

It was a slightly shaky start to proceedings when both the guest speaker and the proposer had to step down at very short notice, so we were indebted to Mary Garley, Ambassador for Meningitis Now, and Liveryman

Mike Attwood for taking the baton and standing in. Mary recalled her experience of the disease which crippled her family and explained how they had all learned to deal with the loss of their granddaughter with the help of the charity.

Teach First representatives were unfortunately not able to attend, however it was the Master's privilege to present both of our main charity partners with financial support from the General Charities in the sum of £20,000 each.

The Master also welcomed new Liveryman Marcus Fincham. Thank you to Liveryman Peter Wood for sponsoring the steak and kidney in the glorious suet pudding, provided by G. Simpson Butchers, and also arranging sponsorship from Greene King for the 'Abbot Ale' served during the Stirrup Cup.

Corporate Partners Spotlight



G Mondini is a world leader in tray sealing technology. A family-owned company originating from Brescia in Northern Italy, this year marks 50 years in business for the company.

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In 2020 we celebrated the opening of our cutting-edge UK facility. Our Customer Experience Centre represents our core commitments to quality of design and innovation – it is a valuable space for collaboration and a hub where experts from across the UK can come together to craft and

develop new innovations for the future. Based in Stone, Staffordshire, this facility allows us to deliver this at a local level – developing the UK market and supporting our vision of bringing the food industry together.

Equipped with a mock-supermarket and demo centre, our Customer Experience Centre provides a unique opportunity to

experience our technology and solutions first-hand and through the eyes of end-users.

The past three years have seen our service and after-sales infrastructure developed significantly to further improve the support our customers receive. Our new state-of-the-art training facility allows us to deliver first-class, professional G Mondini training to engineers across the UK – maximising skills and ensuring safe, efficient use of all G Mondini machines.

This year, our 50th, will see a wave of new technologies launched to the UK market – built specifically to maximise business opportunities for our customers and directly solve problems the industry collectively faces.

G Mondini is a proud supporter of the Worshipful Company of Butchers and we look forward to continuing our support as a Corporate Partner.

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Corporate Partners Lunch

On the 17th February the Master, Past Masters and members of the Court & Enterprise team welcomed our Corporate Partners to their inaugural lunch at Butchers' Hall. This annual event enables our Partners to meet, and network, and allows us to show them the excellent facilities and opportunities that Butchers' Hall has to offer.

On arrival the Corporate Partners were taken on guided tours of the Hall, ably led by The Master, The Clerk, PM Mark Adams and Warden Gwyn Howells. The tour incorporated the Reception Rooms, Court Suites, Great Hall and the Roof Terrace. Lauren Cromarty and Steve Newstead from Bovingdons were on hand to demonstrate the hidden features of the Hall; the screens, lighting, AV and sound systems.

Sometimes we take for granted and assume all delegates and guests that visit the Hall know what we have to offer. This event has confirmed that this is not the case and many of the Partners were introduced to the excellent facilities available for meetings and functions for the first time.

The tour ended with a Duménil Champagne reception before guests ascended to the Great Hall for a special Carvery Lunch. The Master welcomed the Corporate Partners, confirming this was the start of their journey. She encouraged them all to make full use of the facilities and hoped to see them in the future on a regular basis.

As part of the day, Lindsay Poole (from Wine Poole) introduced the fine wines which had been selected for the menu and Liveryman Russell Allen (from Aubrey Allen) introduced the



Up on the Roof



L:R Eefje, Neil and Rob - Thermotrafic



Lindsay speaks at the Hall

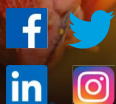
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artisan cheese board, which Aubrey Allen had supplied. It was so lovely to meet Lindsay in person as most of us are only acquainted with her company during the brilliant Zoom tasting events in lockdown! The magnificent beef donated by Aubrey Allen needed no introduction.

The lunch was concluded with some final words from renowned Chef Brian Turner, whose opening comment was that it was good to see a menu without a "vegetarian option!"

As with all successful events held at Butchers' Hall, most attendees moved onwards to the Butchers' Hook and Cleaver where the banter, networking and relationship building continued to grow. It was great to see.

My thanks to Warden Peter Allen and fellow enterprise team members, Bovingdons, and especially Carla, The Deputy Clerk, for coordinating the event.

For any further information on the Corporate Partner Scheme please contact carla@butchershall.com or click on 'The Company' tab on www.butchershall.com

LIVERYMAN SIMON HOUSE

CORPORATE PARTNER UPDATE

We are pleased to announce that Dawkins International Ltd and EFCIS Ltd have joined the Livery as our newest WCB Corporate Partners.

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The Annual Prizegiving returns, and is better than ever

After COVID forced last year's event to be cancelled, the IoM and the WCB were finally able to celebrate and thank some outstanding members of the meat industry at their prestigious Annual Prizegiving in Butchers' Hall.

Despite some sections being hit hard by COVID 19, the meat industry worked relentlessly throughout the pandemic to serve local communities and the wider British public.

It was then a fitting tribute and an honour to welcome a very special guest this year, HRH The Princess Royal, Past Master of the Worshipful Company of Butchers and Fellow of the Institute of Meat.

Over a hundred guests gathered in the Livery Hall to see apprentices, training providers and employers receive their awards, presented by Her Royal Highness and Liveryman Keith Fisher (F.Inst.M), Chief Executive of the Institute of Meat.

Also presiding over the awards was The Master, following in HRH The Princess Royal's footsteps as one of only three women to have held this post.

In total 12 awards were given, as detailed below:



The Master accepts her Fellowship



The IoM/WCB Award winners

The category winners each received a cheque for £250, a framed certificate and a year's free membership of the Institute of Meat.

The overall winner, 'Champion Meat Apprentice of the Year', Austin Howell of Priory Farm Shop, Redhill, Surrey, received a winner's

trophy and certificate, a year's free membership of the IoM and an additional cash prize of £500.

Howell impressed the judges with how quickly he had progressed from being a young apprentice to taking the first step on the management ladder with his employer.

Also celebrated on the day was the awarding of seven new Institute of Meat accredited Master Butchers. In the last three decades of the awards fewer than 60 butchers have been awarded accredited Master Butcher status as the awarding criteria is rigorous and applications are invited only from very experienced and skilful butchers. The new IoM Master Butchers are:

Marc Murphy (MB.Inst.M) – Dunbia Group

Jason Moore (MB.Inst.M) – Newlyn's Farm Shop, Hook

Peter Howarth (MB.Inst.M) – Booker Group

Kevin King (MB.Inst.M) – Booker Group

Roy Mason (MB.Inst.M) – Booker Group

Roderick Frew (MB.Inst.M) – Barr's Butchers, Ballymena

John Mutch (MB.Inst.M) – Cutting Edge Services, Chorley

The Master was also awarded a Fellowship of the Institute of Meat on the day, and Food Hygiene Consultant, Paul Bache MBE, became a Fellow.

The awards are of course about celebrating success, but the Institute of Meat is also about fellowship. This is especially important in the hard times we've had recently and we're all looking forward to a brighter year ahead, including the happy occasion of the Queen's Platinum Jubilee.

Chairman of the Institute of Meat, Liveryman Bill Jerney added; 'I've been involved with the prize-giving for many years, but it has never felt more important to acknowledge and reward achievement. These apprentices really stepped up to the plate in unprecedented times. I'm especially delighted that HRH The Princess Royal joined us to congratulate them.'

For more information about the prizegiving, or how to nominate an apprentice please contact Sheryl Horne at the Institute of Meat on info@instituteofmeat.org

AWARD	SPONSOR	WINNER
Best New Apprentice	Seymour Manufacturing International Ltd	Sarah Porter
Best Retail Butchery Apprentice	National Craft Butchers	Josh Huitson
Best Independent Retailer Meat Apprentice	Edkins Family and WCB	Robert Darling
Best Multiple Retailer Butchery Apprentice	IoM	Letitia Redfern
Best Meat Processing Apprentice	Oakfield (Foods) Ltd	Leon Edwards
Best Abattoir Worker / Apprentice	ABP Food Group	Ionela Bacioiu
Best Apprentice Showing Management Potential in a Manufacturing Environment	Worshipful Company of Poulterers	Sean McGrath
Best Meat Apprentice Showing Real Management Potential	Jenkins Family and WCB	Austin Howell
Lord Graham Endeavour Award	Meat Trades Journal	Jonty Larkin
Best Company Training	Windsor Food Machinery Ltd	Cooper Foods (Andover) Ltd
Best Meat Training Provider of the Year	WCB	M.E.A.T. (Ipswich) Ltd
Champion Meat Apprentice of the Year	Meat Management Magazine	Austin Howell

Rob Havard is WCB's 2022 sponsored Nuffield Scholar. He is an organic beef producer whose farm is near Droitwich in Worcestershire. In addition to the small acreage under his ownership, he is responsible for a business adjoining his land; this includes up to 1,000 acres of extensive pasture on which there are 400 cattle, including 90 pedigree Aberdeen Angus cows, under various tenancies and contract farming agreements. The main enterprise involves the sale of pedigree breeding stock, semen and embryos from his grass-fed regenerative farming system. Most of his customers are small-scale beef producers in the central counties of England.

Big challenges facing smaller English beef producers

Rob's Nuffield topic is entitled 'Evaluation of Beef Cattle selection methods for profitability in grass-fed farming systems'. There are big challenges facing smaller English beef producers and he plans to use his scholarship to explore best

Introducing the 2022 Nuffield Scholar

practice in different countries, with a view to identifying ways of improving profitability for himself and his customers. In his experience to date, he has found a distinct lack of consensus on appropriate breeding selection methods for pasture-fed cattle, and this has provided a particularly strong motive for wanting to pursue his Nuffield project. In order to do this, he is not wanting to confine his studies to beef genetics only, as he feels there may be important lessons to be learnt from other livestock sectors, such as broiler chickens.

Different lessons to be learnt from various parts of the world

Rob intends to make visits to other parts of the UK and Ireland to explore the use being made of Estimated Breeding Values (EBVs) and Best Linear Unbiased Prediction (BLUP) technology and its impact on cattle farming; he also plans to visit beef breeding experts in North America. In Argentina and Uruguay, he hopes to find out how low input husbandry and environmental adaptation are used to select best performing types. Finally, in New

Zealand and Australia, he plans to assess how the harsher treatment of bulls and cows can inform breeding decisions.

Convinced there is a good future for British beef production

Underlying his business objectives is Rob's strong conviction that there is a good future for UK beef production. For several years, beef producers in England have relied on the Basic Payment Scheme (BPS) to supplement their returns and provide them with a small profit. The situation is now changing with the exit from the EU's Common Agricultural Policy and the decision by the UK Government to revert to a new policy based on public money for public goods. In view of this, it is vital for beef producers to make necessary adjustments to their enterprises.

Rob was awarded his Nuffield Scholarship by the Duke of Gloucester at the Nuffield Conference in late November, which was attended by the WCB Master and Clerk.

BOB BANSBACK OBE



Rob Havard

Megan Cole – Gary Baker Award Winner 2021

Megan Cole was presented with the 2021 Gary Baker Award after a very competitive interview process in a field of five selected for interview.

The Gary Baker Award is administered by the Butchers' Company in conjunction with Harper Adams University, and is presented to a student at Harper who is carrying out an undergraduate degree that has relevance to the meat and livestock industry and has completed the third year – the compulsory industrial placement year – of their four-year degree course. The student is required to demonstrate their intention of pursuing a career in the meat industry by submitting a report to show their understanding of the meat sector, the value of their placement year and their future career plans.

Megan is currently in her final year at Harper Adams University – studying for a BSc degree in Agri-business. Megan describes herself as “passionate about British farming, learning how produce is sourced sustainably and how it can be developed to suit consumer requirements, whilst cutting down on our carbon footprint”. From an early age she understood the importance of good animal welfare and husbandry. In her spare time, she would travel around with her father, a livestock salesman, and learn about animal welfare and good husbandry and the links with carcase quality. These experiences, as well as her time working on beef and dairy have had an important influence on her career path.

Took on a role as Quality and Technical Analyst

Megan spent her placement year at ABP's Ellesmere plant, located in North Shropshire, which supplies beef and retail products

to British major retailers. Her role as quality and technical analyst meant that she had responsibilities as part of a team, ensuring that correct procedures were taking place and documented. She was involved in a number of other quality and technical responsibilities at further stages in the chain, including assessing how changes might be made to maximise the customers' quality requirements.

She was also involved in a range of trials to test variables which impact on the consistency and quality of the product. This required her to improve her personal and communication skills with other departments in the company including staff from

planning, operations, technical and NPD; this also helped her to develop greater expertise in time management, teamwork, team leading and data analysis. Finally, it showed her the important role of carcase balance in managing a profitable meat company.

Keen to join ABP's Graduate Trainee Scheme

When Megan has completed her degree, she is keen to join ABP's graduate trainee scheme with the goal of becoming a technical manager. The scheme has been a training ground for a number of Harper graduates; it has the aim of preparing them for a career within the food industry in a junior

management role. The programme encompasses many aspects of ABP's business including procurement, production, food safety and finance. It normally lasts for two years but, depending on the graduate's career objectives, it can last for a longer period. Megan received her award from the Master of the Butchers' Company at a WCB Court lunch at the Butchers' Hall in January alongside Rachel Heath, who was the 2020 Gary Baker Award winner (see Newsletter Winter 2021). Rachel was unable to attend the Hall to receive her award last year due to COVID restrictions.

BOB BANSBACK OBE



Rachel and Megan hold the Gary Baker Award with PM Graham Baker

WCB launches Mentoring venture



Mike Attwood

The Worshipful Company of Butchers is proud to announce the launch of a Mentoring Programme. Giving something back is the aim of many Liverymen and this scheme will provide this opportunity. Our Mentoring Programme will:

- Provide mentoring for young butchers and younger Liverymen at WCB.
- Attract and nurture the next generation of Meat Industry professionals, so that they are

retained within the Industry.

- Provide a pipeline of potential Liverymen for the future.
- Enhance the reputation of WCB and the added value provided by WCB to our Industry.

All mentors will receive training and central support to ensure the experience provides as much value as possible for both mentor and mentee.

Mentees will receive invaluable support, advice and guidance from industry professionals who are members of our Livery, with immense experience, knowledge and skills that they wish to impart.

Liveryman Mike Attwood is leading the training programme.

If you would like to sign up to the Programme as a Mentor or a Mentee, please contact clerk@butchershall.com to register your interest.

WEBINARS ZOOM ON

As we all begin to resume our lives with a return to attending in-person events, many of us are all 'Zoomed out'. However it cannot be denied that the ease of attending an event at a touch of a button keeps us all connected. Our newly launched **Young Butchers' Choice Cuts Webinars** are scheduled to take place monthly. Each Choice Cuts webinar is free to attend and will last for only one hour. Led by Professor Jude Capper (ABP

Chair in Sustainable Beef and Sheep Production) and chaired by Dr Claire White (Senior Veterinary Adviser for the NFU), the topical discussions have so far included 'Veganuary' and 'Does red meat production use too much land?'. Look out for the next topic and join the conversation.

Our quarterly Industry-led webinars, **Lunchtime Bites**, are scheduled to fit in your working week and allow all to attend in

the middle of the day. Our inaugural event with Liveryman Katharine Haenelt was a great success and the next date for your diary is 16th March, with a speaker to be announced soon.

Do 582,538 Veganuary participants amount to more than a hill of beans?

JOIN THE NEW YEAR'S REVOLUTION

- Slightly smaller than the population of Sheffield
- If all participants were UK-based they would comprise <1% of the UK population
- Average of 2,787 per participating country
- 62% of participants already vegan, vegetarian or pescatarian

Source: Created by Dr. Jude L. Capper, 2021. Information from: <https://veganuary.com>



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I am delighted to be able to inform members of the Society, potential members and enthusiastic golfers alike of the dates of the many competitions that are available for us to take part in this year:

Top of the list for us all must be the Heart of the Meat Trade Golf Day that is intended to be held at Belton Woods Golf Club near Grantham on 23 June, an event being organised by the Company that will be open to all people associated with the meat trade. More details will be provided soon but please keep the date free.

Other dates for the diary – in chronological order – include:

The Prince Arthur Cup – Walton Heath Golf Club – Thursday 19 May

Following two disrupted years, the

premier inter-livery golf competition returns to its usual May date. We played well in last years' competition but even so finished 14th having been placed 3rd at the half-way stage. This is a competition that suits players with a handicap of 18 or lower alongside knowledge of the Old and New courses. It is also one for fitter golfers as buggies are not available for the 36-hole alternate shot format. A fine lunch however tends to perk up flagging players at the halfway stage.

The Horners' Trophy – Ashridge Golf Club – Wednesday 15 June

A well-organised event at a glorious club near Berkhamsted, Hertfordshire. The day will commence from 7.30am with coffee/tea and bacon rolls, followed by a shotgun start at 9.00am, 18 holes of golf with the

best two stableford scores counting and lunch afterwards. The cost of £500 per team sounds high but might be considered worth the money for the view from the clubhouse terrace alone – and we have won the trophy on three occasions within living memory!.

The Marketors' Livery Fellowship Golf Day – Verulam Golf Club – Monday 4 July 2022

The club at St. Albans lays claim to being the home of the Ryder Cup on the basis that seed merchant and club captain Sam Ryder donated the trophy for the first official match between Great Britain and the USA. The day will include coffee/tea and bacon roll on arrival, 18 holes of golf, a putting competition and also a virtual hole 'Ryder Cup Challenge', all rounded off by a three-course dinner including wine and prize

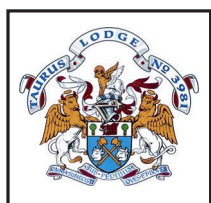
giving. The cost will be £90 per player or £360 for a team of four.

The Loriners' Golf Day – Sundridge Park Golf Club – Monday 25 July

LOGVEC – Hartley Wintney Golf Club – Friday 28 July

The Lord Mayor's Charity Day – Moor Park Golf Club – Wednesday 14 September

The Covid-19 situation appears to be improving at a pace, which should mean that we ought to be able to play at least one event as a Society this year. I shall keep you informed of progress on this front but in the meantime, should any golfer be interested in taking part in one of the inter-livery competitions – either as a team or as a member of a "Harlequins" team - please do not hesitate to contact me via the WCB office and I shall liaise with the organisers.



I am delighted to report that all being well, Taurus Lodge will celebrate

the first 100 years at the regular meeting on 28th March 2022.

The Lodge was actually founded on 1st December 1919, and the Centenary meeting was planned for March 2020.

Sadly, Covid rather interrupted our plans.

The first Worshipful Master of Taurus Lodge was W. Bro. W. Fred Bonser MBE. Fred also served in the prestigious office as Master Butcher. Indeed, he was the first of some 27 Worshipful Masters who were also Master Butcher.

For the Festive Board of the Centenary meeting, we are planning to replicate that of the very first meeting in 1919. That particular feast, consisted of eight courses accompanied by seven wines or liqueurs. Sadly, neither wallet nor waistline would accommodate that sumptuous meal. But the Chef at Butchers' Hall is working hard on a menu which will resonate with today's palate, whilst maintaining tradition.

The 'spiritual' and traditional

home of Taurus is of course Butchers' Hall. However, for various reasons associated usually with work on the Hall, it has not always been the case.

Other venues have been:

Grosvenor House Hotel
Sion College
Armourers' Hall
Innholders' Hall
Old Charterhouse
Wax Chandlers' Hall
The aggregate of these 'outings' has only been 15 years. There has been 'no place like home' for Taurus Lodge in 85 of the first 100 years.

Taurus Lodge is the private Lodge of the WCB.

We are always ready to accept members of the Livery as Joining Members (ie members of other Lodges) or as candidates for initiation into Freemasonry via Taurus Lodge.

Those who wish to discover more about Freemasonry can do so by looking at the website of the Metropolitan Grand Lodge (www.metgl.com). Additionally, the Secretary of the Lodge, Ted Hoefling, can be contacted on 07921 777559 or via email to edward.hoefling@btinternet.com.

WCB SHOOTING SOCIETY - Clay pigeon shooting is now starting to fill the diary, with events happening over the next few months. Check the www.butchershall.com events page for details of upcoming sporting opportunities.'

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Livery Announcements

Richard Michael Cracknell

1942-2022

Born in Croydon in 1942, Richard was a tough, determined, indomitable, meat industry champion whose contribution is acknowledged by all.

Remembered with great fondness for his influence, charm and joie de vivre, Richard lived life to the full ... and more!

That Liverymen and industry people at large will never forget him is evidenced by the vast outpouring of tributes received.

A broad career spanning an apprenticeship in a butcher's shop at J Lyons, a frozen meat plant in Grimsby, a bacon factory in Stirling, a Perth abattoir and General Management with Dalgety Meats in Blisworth provided Richard with great industry grounding for the role he'll be remembered for most, as Managing Director of ABP UK. Before retiring in 2009, Richard's influence and thinking brought about significant improvements in the quality and nature of the industry he loved.

He met his wife and lifelong partner Tric at a party in London. A team in the full sense, the family



grew with sons Andrew, Iain and daughter Beth together producing nine grandchildren... and the adoration was mutual!

Broadening his horizons and engaging in wider vital industry matters, Richard was appointed Vice, and later President, of the then Federation of Fresh Meat Wholesalers. While no one could have predicted the repercussions or the media onslaught from the Government's statement on BSE on 20th March 1996, it became clear, very quickly, that the issue was a major one. Richard, faced with the demands of running a business, plummeting consumer demand, banned Beef exports and representing a very frightened industry, worked with other organisations to seek a solution and this was a tribute to his energy

and commitment. Whether working with the industry in discussions with Government, negotiating with retailers or seeking to reassure frightened farmers Richard invariably found the time. Nor did he lose his sense of humour!

Joining the Worshipful Company of Butchers, at the heart of the industry, as a Liveryman in 1995, came naturally. That he'd embraced the Livery principles of Fellowship, Charity and Education throughout his career meant he never thought twice about supporting the Livery in the widest sense. He loved the fun, fellowship and camaraderie of Court Lunches.

An appointment to the Court as an Assistant from 2009 to 2013 meant Richard carried on his commitment to the industry. Taking care, pleasure and great pride, even when in poorer health, to introduce, propose and nurture new generations of industry personalities as Liverymen, Richard never stopped giving to the industry.

We are raising a glass to you "Dear Boy."

WARDEN GWYN HOWELLS

OBITUARIES

The Company is sad the report the deaths of:

Alan Dann,

Liveryman since 1984

Anthony Luckhurst,

Liveryman since 1996

P/M Ray Woodhouse,

Liveryman since 1979

Frederick Tottman,

Liveryman since 2002

John Killian,

Liveryman since 1990

Ralph Henry Barrass,

Liveryman since 1980

Richard Cracknell,

Liveryman since 1995

WCB 200 Club Lottery

Join our 200 Club lottery and pay £10 per ticket, per month, to be assigned a number and be in with a chance of winning a cash prize each month!

Recent Winners:

October 2021

Andy Dalton

Norman Hatcliff

November 2021

Neil Stoddart OBE

Russell Allen

December 2021

The Providitor

The Master

January 2022

P/M Andrew Parker

John Mabb

February 2022

Graham Palfrey

Mrs Valerie Thompson

Contact clerk@butchershall.com for an application form to join.

Time to go off piste and go curling

On Friday 11th February, the Master, consort Tony Evans, Liverymen and friends of the Worshipful Company of Butchers joined 16 other livery companies for the inaugural inter-livery curling championship at the Langham Hotel. It was perhaps a surprising location for the impromptu event, organised by the 'Younger' Ironmongers in lieu of the annual inter-livery skiing championship in Morzine, which had sadly fallen



The Master throws a stone

victim to French COVID travel restrictions in January.

Possibly hoping to emulate the ongoing success of our GB Olympic curlers in Beijing, 29 teams descended on the curling club for a knockout-style

tournament. The two WCB teams were not deterred by a lack of prior experience, feeling in quite sound company with much of the field – and overcoming this minor limitation to some success! Nevertheless, it was an early exit for Butchers 1 team against a strong Ironmongers side, but Butchers 2 team made it all the way to the quarter finals, only missing out on the next round by a matter of inches! Players and guests were kept well fed and watered with suitably

'après' fare whilst the tournament progressed, with the Salters team eventually being crowned victorious.

All agreed that it was another well-organised inter-livery fellowship event, hopefully to be repeated, though the word on many lips was the dates of the 2023 ski championships. Mark your diaries for 25-27th January 2023 as the Butchers ski team will be looking for volunteers!

DR CLAIRE WHITE



Carvery Lunches

Famous for serving a fabulous Carvery lunch, places are filling up fast for upcoming dates at Butchers' Hall. Don't miss out on your midweek Roast Beef experience for only £66 per person, served at 12.30pm for 1pm. We are currently taking bookings for:

23rd March
13th April
11th May
25th May
15 June
19 June

Book your table online at
www.butchershall.com/carvery-lunches

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2022 Meat Awards now in full swing



Liveryman Graham Yandell, the Publisher of *Meat Management* magazine, wishes to remind Liverymen that voting and nominations for entering products into this year's MM Meat Industry Awards are now open.

Graham said: "I do hope everyone will take the opportunity to vote online, and of course, the WCB is a past winner of the Best Trade Organisation category. There are also plenty of Liverymen who may get votes and be a potential winner of the prestigious Excellence Award – every vote counts.

"In addition, I hope many manufacturers, processors and retailers will enter products. There

are 10 product categories and you have to be in it to win it! Our finalists and winners usually see a big increase in sales, so if you make or sell great products now is the time to enter. It is quick, easy and free at the website."

The popular black-tie awards ceremony takes place at the Hilton Birmingham Metropole on Thursday 15th September and tickets and table reservations are now booking at the MM website.

To vote, or nominate products for entry, go to www.meatmanagement.com/awards. More detailed information can be obtained by email from Sharon Yandell: sharon.y@yandellmedia.com.



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DATES FOR YOUR DIARY

March

16 Lunchtime Bites Webinar

April

1 Annual United Guilds Service at St Pauls Cathedral & Lunch at Butchers' Hall

8 The Court and Livery Lunch
Guest Speaker: Bede Corry, New Zealand High Commissioner to the UK.

12 Choice Cuts Webinar

For more information and to make your booking for these events, please visit the Events bookings page at www.butchershall.com.

May

6 The Court and Livery Ladies Lunch
Guest Speaker: The Lady Mayoress

13 The Master's Fundraising Charity Dinner at Guildhall
In aid of our Hall and Farms for City Children

16 LEJOG – 12-day Cycling Event from Land's End to ohn O'Groats, raising funds for the Hall and Farms for City Children.

24 Choice Cuts Webinar

June

10 The Court and Livery Lunch



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