



Local Farm wins big at Good Housekeeping Food Awards

Earl Stonham, Suffolk

Wednesday, 22nd May 2013

Suffolk based Earl Stonham Farms is named Best Small Meat Producer 2013 in *Good Housekeeping* Magazine Food Awards



Andrew Deacon and his team at Earl Stonham Farms are delighted to announce that they have been named Best Small Meat Producer 2013 in the prestigious national Good Housekeeping Food Awards at an awards ceremony at Lancaster House in London on Wednesday night for their Wagyu beef burgers.

Now in their 9th year, the annual Good Housekeeping Food Awards are made up of reader and expert-voted categories. Readers vote in their thousands to make sure their favourite brands top the polls. The expert panel awards, including Best Small Meat Producer, were decided on by the Good Housekeeping Cookery Team.

‘The result of the care and attention Andrew and his team lavish on his Wagyu cattle is obvious in the spectacular meat he produces’, says Good Housekeeping Cookery Director Meike Beck. ‘The Cookery Team were unanimous in their vote for his Wagyu burgers – they’re an undeniably delicious taste of affordably luxury’.

In October 2012 the farm won the highest rating for beef in the country for its Wagyu sirloin steak at the national Great Taste Awards, into which over 8000 food products of every type were entered.

Andrew Deacon said “This is really wonderful honour for my team at the farm. 7 years ago we set out specifically to produce beef which really surprised the eater. We wanted them to say that our beef was the best they had ever tasted and we wanted it to speak for itself, aided by nothing but a little added salt - and we are making really good progress. We have supplied meat for some time to top chefs like Raymond Blanc, Heston Blumenthal and

Galton Blackiston in Norfolk, but we also supply meat for burgers to gastropubs and restaurants around the country which really knock customers' socks off! Small though we are we think this is meat of which Suffolk can feel truly proud.

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Notes to Editors

Earl Stonham Farms is based right in the heart of Suffolk at Earl Stonham and Creting St Mary and has been England's only commercial producer of Wagyu beef for the past 4 years. It has 500 acres of pasture and arable land dedicated to the production of exceptional beef. Most of what the cattle eat is grown on the farm.

Wagyu is a Japanese breed of cattle famed for it's propensity to store fat within it's muscles which results in a high level of fat marbling in the meat – this creates a succulent, intensely beefy taste. The fat is unusual in that it is rich in monounsaturated fat with 25% less saturated fat than normal beef.

Wagyu cattle are very slow maturing, they graze on pasture at the farm for two years and are finished for up to 12 months, on mainly farm grown crops, at the farm's specially built cattle unit in Creting St Mary. Conventional cattle are slaughtered at between 15 and 18 months. The farm is an active participator in the national SAC total cattle health scheme in which our animals' good health is constantly monitored by our staff and our retained vets.

For more information contact: Andrew Deacon 07768 366560 or see background information on www.earlstonhamfarms.com