

Blade Farming Ltd celebrates 10 years of top quality beef production



This week Brian Turner along with a host of beef farmers and calf rearers made up the audience of more than 150 people celebrating 10 years of beef production. John Cross (EBLEX), Michele Banik Rake (McDonald's) and Humphrey Grimmett (Pfizer Animal health) all gave speeches on how Blade has made it to this milestone. Richard Phelps explained "We have reared more than 75,000 head of high health calves during this period and we are well on track to rearing 50,000 head per year by 2015. The company covers the whole of the UK including Northern Ireland through our relationship with Southern Counties Fresh Foods and Linden Foods. The key to our success is to invest and improve on our production models and to continue to offer beef producers a forward price contract. Blade were the first to do this and are still unique in the UK". Brian Turner explained that by following the customer and understanding what makes a high quality steak is vital to a long term business opportunity. His steak is supplied by Blade through the Casterbridge beef brand owned by Fairfax Meadow. Blade supplies Southern Counties Fresh Foods in the South of England through a long term price contract. The Angus cattle are on a special meat quality contract with a minimum price and a "tracker" premium price that is always above the abattoir base price.

Blade calf rearers and finishers had the chance to walk around the 500 head Aberdeen Angus beef unit owned by the Hook family near Witney, Oxfordshire. The farm has been involved with Blade for 5 years and is now set to expand the Angus beef unit further.

Brian Turner is pictured above cutting the anniversary cake with the Blade team.

The Blade team would like to thank Pfizer Animal Health for their support of our 10 year anniversary.

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