



30 Celtic Pride producers met at Celtica Foods, Cross Hands on May 18<sup>th</sup> for the annual supplier meeting.

Producers were given a tour around the butchery. Edward Morgan highlighted the variations on carcass weight and their implications on steak sizes. Three hind quarters from light (280kg), medium (335kg) and heavy (400kg) carcasses were subsequently boned out and cut to 1" thick steaks. Their weights ranged from 200g to 420g, this variation is generally not welcomed by chefs.

A 'hip bone' hung carcass was shown. This method gently stretches and manipulates the muscle fibres to produce even higher quality primal cuts for steaks.

Key presentations were from

- Pip Nicholas, IBERS, presented a final summary of the Cantogther Project. Pip highlighted the different objectives adopted by 10 European Countries, including Wales, Spain and Ireland, to design innovative sustainable mixed farming systems. The aim was to address the challenge of limited natural resources, increase demand for food and climate change and share best practice across Western Europe.
- Dr Sara Morgan, IBERS, presented her final thesis on 'Grass Fatty Acids to Improve Beef Quality'. The Celtic Pride Scheme was a partner with Aberystwyth University in assessing and comparing levels of Poly and Unsaturated Fats, Omega 3 and Omega 6 fatty acids in meat that had been finished on different feeding regimes. Grass Fed beef, with a balancing ration, showed significantly higher levels of Omega 3 and Polyunsaturated Fats than cattle finished on other diets.
- Martin Blackwell from Direct Meats, Colchester. Martin has been buying 10-15 bodies of native breed Celtic Pride cattle for the past 8 months and spoke of the importance of building a brand to achieve a unique selling proposition. DMS export many cuts to Hong Kong, Dubai and, pending imminent approval, there are plans to export the beef to Singapore. Celtic Pride is being marketed to premium catering establishments in the South East and there are ambitious plans to increase sales. The Grass fed element was important to Martin and his sales team, this helps convey a positive message on the quality of beef.

Thank you to all for attending – a great day, for great produce