

**B R I T I S H**

*P R E M I U M*

**M E A T S**



*Meat Suppliers to the Catering Trade*

## PRODUCT PROFILE

### BRITISH BEEF



British Premium Meats procure beef from all over the **UK**. In recent years, **Scotland, Northern Ireland** and the **West Country** have all shown us the high standard products they are producing which gave us an insight into what makes their quality beef.

Our visit to **Cleveland Meat Company** was an excellent opportunity to see the healthy herds of cattle that are being produced to supply customers all over the UK with naturally produced prime beef.

**Hardstones Farm** is a 360 acre farm situated on the outskirts of Darlington which lies between the Pennines and the Cleveland Hills. The farm is run by **William Wardman** who is responsible for the 600 cattle that are made up of excellent examples of Limousin, Simmental and Charolais Cross.

Limousin cattle are known for their muscular build, providing lean cuts of beef that have become popular with the modern market.

British Simmental cattle have grown to be the 4th largest beef breed in the UK and are a “dual” purpose breed that can be crossed successfully with any other breed.

Charolais cattle are often crossed with other breeds to produce a lean weighted finished product. Characteristics of these animals include a quiet temperament, highly adaptable to climate changes and excellent confirmation and muscle.

The cattle are well cared for and fed on crops that are grown on the farm. When it comes to moving the cattle on to market the area is blessed with a number of cattle markets that are held weekly. The close proximity of these markets helps reduce stress to the animals (which has been proven to lead to poor eating quality if not accounted for).

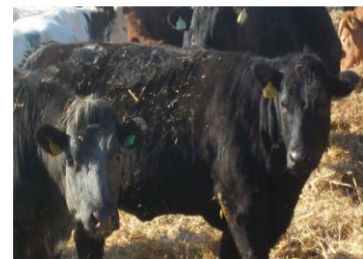
BPM stock a range of Cleveland Meat Company’s fresh products, that include all forequarter and hindquarter cuts.



Gary Hutchinson (B.P.M) & Michael Broad (Cleveland Meat Company) with some of Hardstone’s 12-18 month old cattle.



Hardstone Farm in the Tees Valley



Limousin Cattle