



FARMER SHARP'S HERDWICK MUTTON,
CUMBRIAN NATIVE BREED BEEF
& NATURALLY REARED PINK VEAL

FARMER SHARP

The Lake District's unusual combination of rich, lush pasture and dramatic upland fells provides a spectacular framework for the lakes that make this beautiful area so famous the world over. But far from being simply 'picture perfect', these grasslands also provide grazing for the herds of sheep and cattle that give us some of the finest meat money can buy.

Of course, it takes a special breed to thrive in the rugged conditions that a Cumbrian winter can create and locals like Andrew Sharp know just which beasts will yield the best results. For five generations, his family has raised and sold prime Herdwick lamb and mutton...a breed originally introduced by Viking settlers and later kept by Cistercian Monks.



ANDREW SHARP ~ FARMER SHARP

More recently, Farmer Sharp has also turned his attention to Cumbrian Native Breed Beef, using his legendary skills – as farmer and master butcher – to produce meat of outstanding taste and tenderness.

Hardly surprising, then, that his mutton, beef and veal – along with that of the other Cumbrian farmers in the co-operative he represents – now finds itself on the menu of some of Britain's finest restaurants ...not just at Northcote Manor and each of the Ribble Valley Inns, but at Gordon Ramsay at Claridge's and at Richard Branson's flagship restaurant, Babylon.

HERDWICK MUTTON

Herdwick sheep are hardy, short-legged, strong boned and stockily built...and they need to be to survive and thrive on the poor upland grass of the

Lakeland fells. Britain's hardiest breed, they feed on seedlings, leaves and rough bent grass...all part of the natural rearing that produces such extraordinary quality. Each animal is also 'over-finished' to ensure it has a superb fat cover, so it can be dry-aged for the optimum amount of time. This is the process that adds both flavour and tenderness so that it has the texture of new spring lamb, but all the full flavours associated with mutton.

CUMBRIAN NATIVE BREED BEEF

Native Breed Cumbrian Cattle – like Galloway, Blue Greys and Beef Short Horn – are hardy, resilient breeds that flourish on the rough grasses of the Lake District. Slower growing and smaller muscled than many of the uniform, modern cattle of today, they have a superb fat content which, as with the mutton, enables dry-ageing for between 4 and 6 weeks. During this period, the beef loses up to 20% of its weight, effectively concentrating the meat, intensifying the flavour and making the end product fabulously tender.

CUMBRIAN VEAL

Too often in the past, dairy bull calves were considered surplus to requirements...and destroyed. But not any more. Farmer Sharp and his co-operative of like-minded Cumbrian farmers have started to produce veal...with spectacular results. Unlike the continental style of veal farming, Cumbria's calves are naturally reared, fed on milk, kept in loose housing and bedded on straw. This quality of life, this caring, loving approach, is previously unheard of. But word is spreading fast about the outcome ...tender, pink Cumbrian veal, with the most delicate of flavours.



THE MUTTON RENAISSANCE



Mutton is undoubtedly one of the most delicious meats available to us today. But for years it became strangely 'unfashionable' and farmers struggled to sell their older animals.

The good news now is that we've re-discovered Mutton's wonderful flavours and it has returned to its rightful place as a firm favourite on the nation's plates.

Renaissance Mutton is established as meat from a traceable farm and from sheep that are at least two years of age, which have been finished on a forage based diet, and then matured for at least two weeks after slaughter.

As you might expect, Nigel Haworth is an active member of the Mutton Renaissance Campaign and has been instrumental in the revival of this fabulous food. If you'd like to find out more, discover where to buy mutton and check out recipes too, simply log on to www.muttonrenaissance.org.uk

Much of this newfound popularity is down to The Mutton Renaissance campaign. Launched in 2004 by the Prince of Wales to support sheep farmers, the organisation has helped set the standard for exceptional quality and provenance. Today,



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