Natural Goodness from the North Highlands

SFMTA members Harrold Brothers, based in the High street in Wick, have been appointed by Mey Selections to offer catering butcher services to foodservice customers in the North Highlands. Neil Harrold was presented with the signed Mey selections Licensee Certificate for display in the family-run shop premises in March 2007.

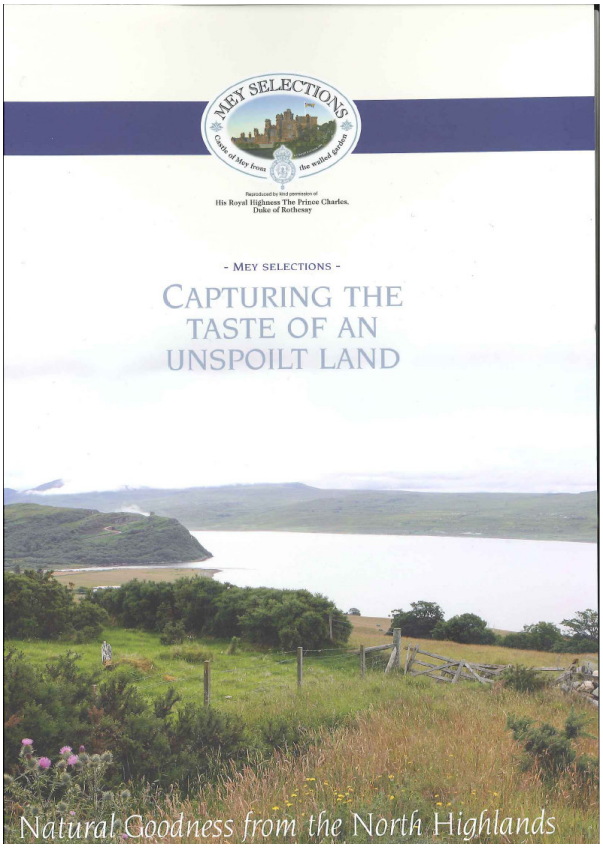
Since then more and more hoteliers and restaurants have realised that they have a source of Mey Selections award winning beef, lamb and mutton. Harrold Brothers offers a delivery service to restaurants and hotels right across the North Highlands.

Harrold Brothers pride themselves in only offering the best quality meat, all locally produced and consistently aged and prepared through Dunbia's Mey Selections operations at Dornoch in Sutherland. It is the skill and application of the Harrold's team in Wick that ensures that the quality of meat and best service to customers is always guaranteed.

The Castle of Mey is located on the coast of Caithness, Scotland about six miles west of John O'Groats. His Royal Highness The Prince Charles, Duke of Rothesay is the President of the Castle of Mey Trust. In 2005 he launched the North Highland Initiative, which aims to promote the economic development of the North Highlands of Scotland. One of the aims of the Prince's Initiative is to foster closer connections between farmers, fine food producers and consumers.

Mey Selections is the brand name of North Highland Products Ltd, the company formed by Caithness farmers to select and source supplies of the highest quality farm and food products from the North Highlands. All Mey Selections products originate from within 100 miles radius of the Castle of Mey.

Wick butcher, Neil Harrold is always ready to cut the finest steaks



The North Highlands is a part of Scotland that has a long history of quality livestock production using traditional systems on smaller family farms and crofts. Traditional beef breeds such as; Aberdeen Angus, Charolais, Limousin and sheep breeds such as Cheviot, Texel and Suffolk dominate production. All Mey Selections cattle and sheep are part of the meat industry's quality assurance scheme. Quality Meat Scotland Livestock is guaranteed to be born and reared in the region, within 100 miles radius of the Castle of Mey.

Mey Selections products, as the name suggests, are selected from herds and flocks where stockmen have daily contact with their livestock, ensuing the highest welfare standards. The high health status of the region and the predominantly grass diet results in a rich quality product traceable back to individual farmers who are all part of a farm assurance scheme.

Mey Selection is committed to using the highest standards of food production to produce the highest quality foods, so delivering its vision of bringing natural goodness from the North Highlands to an increasing number of discerning consumers. By extending the range of products to include sustainable supplies of fresh fish and shellfish through local harbours, as well as bakery and other products, they deliver only top quality foods to discriminating customers – at the same time, ensuing a sustainable future for local farmers and food producers.

Pictures below show Harrold Brothers shop in Wick High Street a snapshot of their display, and Geraldine Harrold with husband Neil and his father, John.

Cattle sold under the Mey Selections label meet strict qualification requirements on breed, conformation, fat cover, weight, and sourcing from local farms. The sheep breeds reared in the North Highlands are well suited to make the best of the heather covered ground and the fertile pastures of the region. This produces hardy sheep able to cope with the long winter months, flourishing in the longer summer days to raise healthy, natural lambs.

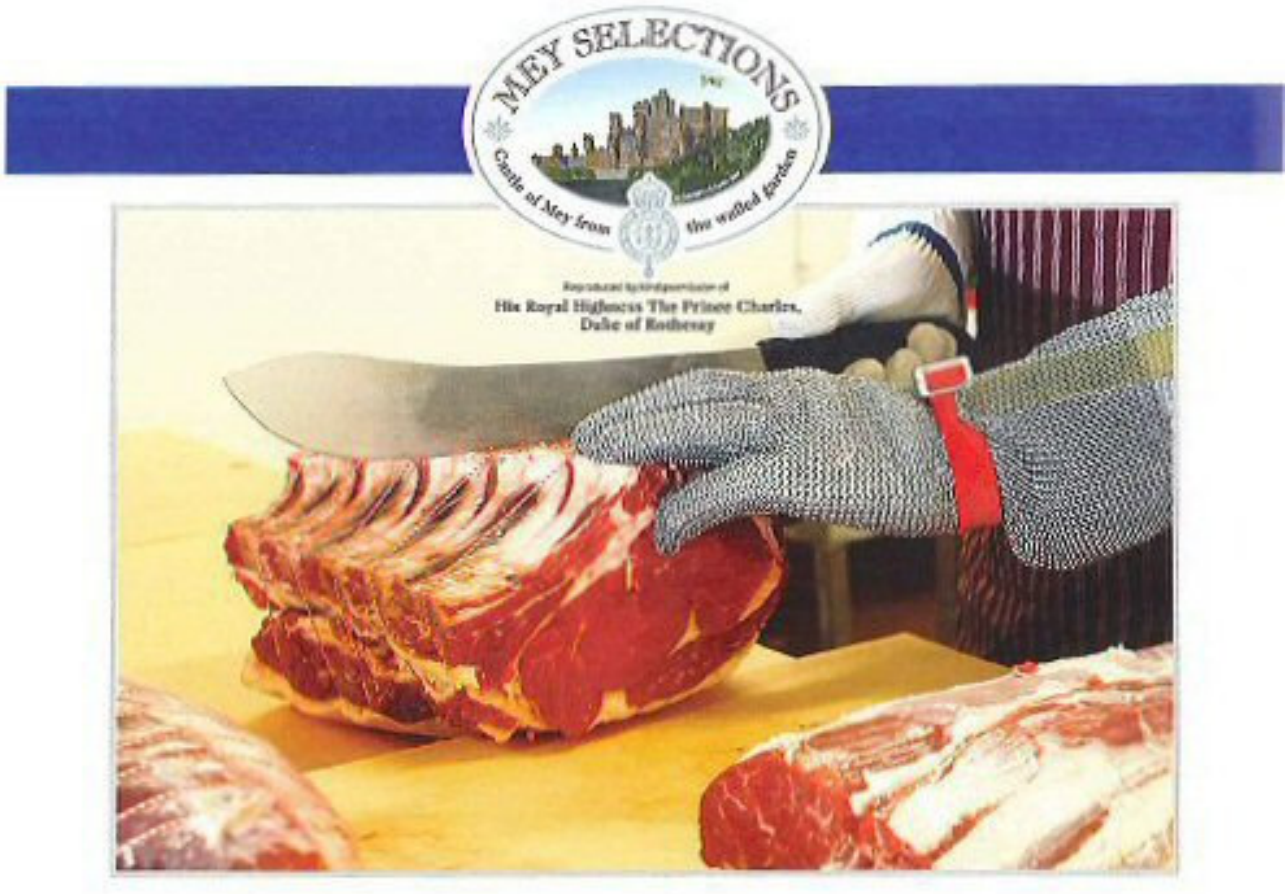
Mey Selections beef is given extra flavour through the processing techniques of dry ageing, slow chilling and a hip suspension method during early maturation. All beef is fully matured on the bone for 14 days. The result is some of the finest tasting Scotch beef and lamb available. This was recognised when Mey Selections beef Rib Eye Steak was awarded best Fresh Meat Product in the national 2006 Supermeat Awards judged by the *Meat Trades Journal*.

Dunbia, Mey Selections exclusive processing partners, has been involved with the brand since its inception and has developed the standards and the supply of beef and lamb through retail and food service markets.

By ensuring dedicated boning/cutting and chill facilities in Dornoch, Sutherland for Mey Selections, Dunbia retains its commitment to local producers that has been so much part of its origin success and culture.

Returns to farmers are boosted through premiums paid by Dunbia for Mey Selections livestock. A guaranteed premium above the Scottish average prices is paid to members of Mey Selections giving these farmers direct local access to premium markets in the UK. In 2005/06 this boosted farmers' premiums in the North Highlands by around £37 per head of cattle and £3 per lamb.

Mey Selections Promise: In creating this product today we have tried to safeguard the environment for our children tomorrow. The profits from Mey Selections will benefit the people and businesses of the North Highlands.



Scotland Food & Drink Excellence Awards 2008

The *Collaboration in Supply Chain* Award recognised the value and unique benefits brought about by the way Mey Selections collaborates with all its producers, shares some packaging/set up costs and shoulders all the design and marketing costs, including a website and negotiations with national retailers.

In this way, Mey Selections delivers its vision of bringing the natural goodness of the North Highlands to an ever-wider range of discerning customers, at the same time ensuring a sustainable future for local farmers and food producers. The collaborative approach extends right across the supply chain; with abattoirs in Orkney, Dornoch, Inverurie and Elgin, with 5 distilleries, almost a dozen fine food producers right across the territory, and with almost 400 farmers, is unique.

Mey Selections Scoops Top BBC Award

Mey Selections won the Best Retail Initiative award at the end of November at the NEC in Birmingham. The award, given by Radio 4's food and farming programme is seen as the Oscar of the food and farming world and it acknowledges Mey Selections outstanding achievement with customers on a national scale.

Celebrity chefs, Jamie Oliver and Ainsley Harriott were at the awards ceremony and Dr John Strak, Managing Director of North Highland Products, was there to accept the award, in front of an audience of 250 people, from Jimmy Doherty, the star of the TV programme, Farming Heroes. John Strak said,

"This is an amazing achievement. We were nominated by the listeners of Radio 4 and the judges are the experts of the food and farming world. After just three years of trading Mey Selections has reached an audience and customer base of millions through Sainsbury's and our on line web shop. This award is a testimony to the quality of the products we sell and the hard work and commitment of our farmers and fine food suppliers. Every day and every week of the year, we show commitment in the livestock and food and drink products we offer to our customers."