



Working Hand in Hand with Nature

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MEDIA RELEASE – FOR IMMEDIATE PUBLICATION

Kirstie moved to tweet by farm's organic meat

PROPERTY princess Kirstie Allsopp was so sold on organic meat reared on the doorstep of her Devon home that she was moved to recommend it to her thousands of internet 'followers'.

The Channel Four star, co-presenter of the long-running *Location, Location, Location* as well as numerous spin-off shows, told the 40,000-plus people who follow her on Twitter how much she and her 'other half' enjoyed mince steak delivered direct from Peradon Organic Farm in Clyst Hydon, near Cullompton.

Kirstie, who lives in Broadhembury, near Honiton in East Devon, 'tweeted' to members of her cyberspace community: "Calling all Devonians, the organic meat boxes [from Peradon]... are a winner, just doing a spag bol for OH [other half], the mince steak is brilliant.

A passionate advocate of organic produce, the mother-of-four is a staunch believer that people should shop locally whenever possible - particularly for food. And with Jonathan and Louise Burrough's 250-acre farm just down the road she's practising what she preaches.

"The idea of meat being flown all over the world is pretty repellent," said Kirstie. "But, quite apart from that, Peradon's produce is absolutely delicious and it's really good value - there are all sorts of things you can do with the meat boxes. We got one last Friday, had burgers at a barbecue on Saturday, did kebabs for the children in the evening, when we had roast beef with guests, and then barbecued the sirloin yesterday."

The Burrough family only launched their business in January and sales have been increasing every month, with customers coming back time and time again.

"We're really delighted that Kirstie has tried our meat and enjoyed it so much. It's great that she is such an advocate for buying local and keeping down food miles," said 33-year-old Louise.

While understandably keen to see their business grow, the Burroughs - who have a 21-month-old son Harry and another child on the way any day now - are adamant the quality of their produce won't ever be compromised.

"Both our beef and lamb are of the highest-possible quality and whatever happens that won't change," said Jonathan, 32. "All the animals are from our farm and in terms of 'traceability' of your meat you just cannot get better."

“Aberdeen Angus cattle are renowned for producing exceptional quality beef. Ours is extra special because it is organic and hung and matured on the bone for 21 days before being cut, guaranteeing beautiful tenderness and fantastic flavour. Our lamb is hung for 10 days.”

Fitness trainer and mother Nicky Hutchinson, 30, of Thorverton, is just one of an ever-increasing group of satisfied customers who, like Kirstie, is only too happy to recommend the farm’s produce to her friends.

“It’s really good value and I feel confident my family is having the tastiest, most natural and nutritious meat there is,” said Nicky, whose 22-month-old son Ben is another fan. “I’ve even ordered boxes for friends living in London as presents.”

Peradon Organic Farm has been in the Burrough family since 1949 and Jonathan’s parents, though in their late seventies, remain actively involved in its running today. It has had organic status for almost a decade and the family’s deep-rooted commitment to animal welfare and the environment is at the heart of everything it does.

The farm sells boxes in all manner of sizes, as well as individual cuts, via its online shop, as well as through the Mole Valley Farmers’ website. Delivery is free nationwide. The family also attend several local markets, including those in Cullompton, Killerton, Kingsbridge, Ottery, Seaton, Sidmouth and Totnes.

To order, log on to www.peradonorganicfarm.co.uk, or call Jon and Louise on 01884 277682.

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*** PHOTOS ATTACHED OF THE BURROUGH FAMILY AND CATTLE AT THE FARM ***