



## National Sheep Association 'Make More of Mutton'

PRESS RELEASE

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### **NSA EVENT SHOWS POTENTIAL OF QUALITY MUTTON**

Mutton is a meat with great potential, but quality is essential. This is the message from a National Sheep Association event of practitioners from the quality mutton supply chain held at the Well Hung Meat Company in south Devon as part of the NSA's 'Make More of Mutton' initiative. The purpose of this NSA project is to assist existing and potential mutton producers to expand the market for the meat.

Careful selection of suitable ewes is crucial for quality mutton, according to Tim Budden, whose Higher Hacknell Farm has been producing the meat for many years. It is not simply a potential disposal route for normal cull ewes, but a specialised quality market requiring well-fleshed and well-finished ewes, according to Tim.

Quality was again the watchword when processing and selling mutton, according to another speaker, Tom Bourne Thomas Bourne of online meatbox delivery firm the Well Hung Meat Company. Carcass selection, careful hanging and butchery, as well as attractive presentation were all important elements of successful marketing of the meat. If done well, the superb eating experience will bring customers back again and again, according to the experience of WHM.

Someone who has also been championing quality mutton from her kitchen at Percy's Restaurant near Beaworthy in Devon, is Tina Bricknell-Webb. She explained that whilst slow-roasted mutton and stews were a classic and delicious way to cook mutton, with the best quality meat and selected cuts in skilled hands, fast-cooking can also produce superb results, demonstrating the versatility of quality mutton.

To demonstrate this versatility, as well as the depth and complexity of quality mutton's flavour, local chef Tom Welch produced a range of delicious mutton dishes to round off the event.

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Phil Stocker, Chief Executive of the NSA said afterwards “This event has demonstrated admirably that the eating quality of the final product depends on producing quality both on the farm, during processing and in its retailing and catering. If done well all along the chain, the consumer can rely on enjoying a superb meat dish every time, and experience an almost lost gem of British cookery. Our recent survey of the quality mutton sector has shown that it is in generally good health, with increasing demand. We are grateful to AHDB Beef and Lamb, HCC and LMCNI for financing this mutton initiative, which we hope will assist in the development of a quality ewe market, with price stability for hard-pressed sheep farmers.”

The event marked the launch of the Make More of Mutton’s website [www.NSAMutton.org.uk](http://www.NSAMutton.org.uk). NSA Mutton project manager, Bob Kennard, said “The website will assist in our aim of passing on technical information to the quality mutton supply chain, and to improve communication along the chain. The website has a section on point-of-sale material for quality mutton retailers; a market place for anyone in the supply chain looking to sell or buy quality mutton; and a section on the latest scientific data on mutton as a meat and a farm product. Our recent survey confirmed that there was a need for such a channel of communication, and as time goes on, the information in this resource will expand, and we hope practitioners in the supply chain will make use of it in various ways to improve the availability of quality mutton.”

Ends

#### **Notes for Editors**

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