

Goat climbs to top of menu



Herefordshire farm promoting hot food trend premium British kid goat meat and supplying top chefs, restaurants and BBC Food Awards

CELEBRITY chefs and TV shows that set a new trend to eat kid goat meat in Britain, have helped double business for one Herefordshire farm.

The high quality meat from Trecorras Farm near Ross-on-Wye was also served as the main course at the BBC Food & Farming Awards night last month.

Owner Julie Joseph, who bought the farm with her husband John in 2010, says their kid goat business has gone from local to national in a very short space of time.

"We have had a fantastic year and are extremely proud of our achievements," said Julie. "We produce premium British kid goat meat by nurturing our animals and providing the best environment we can to enable them to grow and thrive.

"Our meat is valued by our chef and restaurant customers and we are very excited to be developing some innovative new kid meat products. We are also working closely with chefs and food writers to produce recipes which celebrate and make the most of this fabulous meat."

Trecorras Farm has recently become a member of the respected Slow Food movement which links the pleasure of food with a commitment to the community and the environment. Slow Food is appreciated and sought by discerning chefs as a mark of quality and care.

The Joseph's passion for the environment and for food with provenance - produced to high welfare standards and in a sustainable way - resonates with chefs and restaurants.

Trecorras now supplies chefs locally and nationally direct from the farm and with meat that is respected for its flavour and consistently high quality. Julie advises on the best ways to prepare

and cook the delicious meat and in turn chefs are reciprocating with recipes and cooking tips. Julie is passionate about promoting and raising awareness of kid meat.

Kid goat meat has been overlooked in the UK but is now acknowledged for its tenderness, delicate flavour and nutritional qualities – it is lower in fat than chicken and high in iron and protein. Kid meat is to goat as lamb is to mutton. It has become a hot food trend and a big hit with chefs.

Julie and John’s “eureka moment” occurred over a glass of wine with neighbours from the adjacent dairy goat farm! Soon afterwards the Josephs led their first group of kid goats through the fields to Trecorras and the adventure began. One year on and business is definitely on the up, like kid goat meat which is a hit on menus nationwide.



Left to right: Julie and John Joseph of Trecorras Farm, Kid goat burger served at The Thomas Cubbit, London SW1W 9PA, Duo de Chevreau, colombo et carre roti aux figues served at Toi et Moi, Herefordshire HR2 0JJ.

Notes to Editors:

- Trecorras Farm is located between Ross-on-Wye and Monmouth near the English/Welsh border.
- The kid goats produced are supplied by the neighbouring high-welfare dairy goat farm.
- Trecorras’ goats are only sourced from the neighbouring farm and not transported in from elsewhere.
- Trecorras Farm only produces British kid goat meat, unlike some other UK based kid meat suppliers.
- Julie and John Joseph acquired the farm in 2010.
- Their backgrounds are in rural planning, development and agriculture.
- The kid meat is supplied to customers direct from the farm – wholesalers or third party suppliers are not involved.
- Trecorras supplies kid meat to chefs and restaurants.
- Kid meat is not to be confused with or compared with goat meat. Like lamb (as opposed to mutton), kid meat has a tender, delicate flavour.
- Kid meat is a tasty, highly nutritious meat that is low in saturated fat, high in protein and iron.
- Goats do not require intensive farming systems. They are housed in spacious, open barns so that they can express natural behaviours such as jumping and playing.
- Goats are charmingly inquisitive, social animals.

Slow Food UK



Slow Food is a global, grassroots movement with thousands of members around the world that links the pleasure of food with a commitment to community and the environment. It was founded in 1989 in Italy.

"We are a not-for-profit organisation seeking to promote a better way to eat, celebrating the rich food traditions of the different nations that make up the UK, and protecting our edible biodiversity. We engage members of the public, food producers, chefs, businesses, academics and a global network, spreading and enacting our philosophies internationally and locally."

BBC Food Awards



The BBC Food & Farming Awards were launched in 2000, to mark the 20th anniversary of Radio 4's The Food Programme.

The mission statement is "to honour those who have done most to promote the cause of good food".

The first judging team included Derek Cooper, the founding presenter of the Food Programme. Subsequent judges have come from a cross-section of the food world - chefs, academics, retail analysts, writers and campaigners.

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