



newsletter

Winter 2011

Merry Pure Manx Christmas

IN RECENT months the Manx Organic Network has made big strides forward in the supply and quality of local organic produce, particularly meat.

Pure Manx meat selection boxes – the perfect gift

Under our Pure Manx Organic brand, we've just launched a range of organic beef, lamb and Loaghtan selection boxes. Priced from £45 to £105, any one of the boxes makes an unusual gift that's guaranteed to go down well – and a great way to support our organic meat producers this Christmas.

The selection boxes can be given in the form of a gift card (as shown here) redeemable by the recipient at Radcliffe Butchers in Castletown. Alternatively you can pre-order a box direct with Radcliffe's.

You'll find full details under 'Stop Press' on our website – www.manxorganicnetwork.com



Where to buy Pure Manx Organic

OUR ORGANIC producers of eggs, vegetables and herbs have been working hard over the year to increase their product ranges and availability. The Island's regular farmers markets now offer the best choice ever of local organic produce.

We've also made real progress in the more complex area of organic meat supply, and now have a certified chain from field to fork. This means that the meat is guaranteed 100% organic: from farmers such as Adam Kelly in Douglas and Pheric Curphey in Kirk Michael, through the strict organic processes adhered to by Isle of Man Meats at the meat plant, right through to our newly certified retailer, Radcliffe Butchers of Castletown.

Getting your hands on some of the finest meat known to man couldn't be simpler. You can:

- Shop in-store at Radcliffe Butchers, Malew Street, Castletown
 - Shop online at www.radcliffebutchers.com
 - Shop by phone with Radcliffe's on 822271
- FREE delivery on online/phone orders of £25 or more.

Radcliffe's second-to-none personal service ranges from helping you decide which cuts would be best for you to organising delivery to your door – anywhere on the Island. Don't forget you can use your MON Meat Club member's discount of 5% on any organic meat boxes featured on Radcliffe's website.

New MON website

STAY UP to speed with all things Manx organic at our new website –www.manxorganicnetwork.com

You'll find the latest news, a list of organic suppliers around the island, a link to our Facebook page...and much more. Why not bookmark the site now – and if you're on Facebook, 'like' us and help us grow at www.facebook.com/manxorganicnetwork

We all have pride in our wonderful Island, where there is increasing support for everything local. While purse strings are pulled that little bit tighter these days, we can still choose organic and get great value – for instance, by selecting cheaper though often more flavoursome cuts. We may pay a little more, but we get a lot more back in quality, flavour,



tenderness and the feel-good factor of making the best choice all round...Manx organic.

Here's to a great Christmas and New Year.

Janet Bridle, Chair, Manx Organic Network



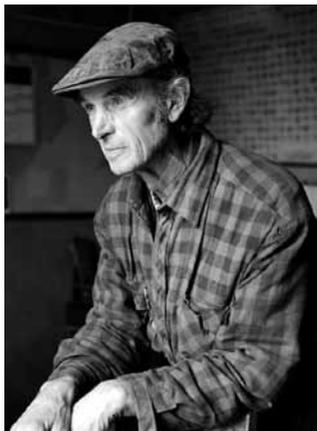
End of an era at Balladoole

ORGANIC FARMING in the Island was dealt a huge blow with the death of Andrew Moore, who had farmed organically for 18 years at Balladoole near Castletown.

Andrew died on September 22 at the age of 70 after a short illness. He was born on the farm that he inherited from his father Stuart and grandfather William, an MHK who took over the farm in 1910 – although the Moore family had been running it since 1870.

An exceptional student at Castle Rushen High School, Andrew could have chosen any

profession. But he decided to devote his life to farming at Balladoole, where he tended his herd of Belted Galloway cows and produced delicious organic vegetables.



Janet Bridle says, 'I met Andrew almost as soon as I got off the boat 12 years ago and it was a meeting that was so fortuitous. I was looking for organic meat and vegetables, Andrew was producing them on my doorstep. We became firm friends over the years and spent many a pleasurable hour putting the world to rights over a couple of glasses of cherry brandy. We miss him dearly.'

Radcliffe Butchers: exclusive retailer of Pure Manx Organic meat

IN AN important development for organic in the Isle of Man, Radcliffe Butchers in Castletown has been certified to sell organic meat.

Radcliffe is the only retail outlet in the island to have this certification, which was awarded by UK-based organic certification body Organic Farmers & Growers.



But because organic is a relatively new introduction, it needs the support of MON members to make sure the meat is there to stay.

Chris Lennon, who heads up the business, says, 'It is a shame people think "expensive" when they see organic, because it's not much more expensive. We hope all Manx organic supporters will buy the meat to enable us to keep on selling it and paying for certification.'

Organic farmer Pheric Curphey adds, 'Having a certified butcher creates additional confidence in the product and where it's come from,' says organic farmer Pheric Curphey, 'Radcliffe's have an excellent reputation on the Island and people know they will be buying the best. They also have an all-Island delivery service, so people don't have to drive "all the way to Castletown".'

Staarvey Farm update – and appeal for fruit!



IF YOU GROW organic plums, redcurrants, quinces or pears, Stephen and Jenny Devereau at Staarvey Farm want to buy them! These fruits are all difficult to find in the Island and Staarvey are keen to source them for their ever-expanding range of jams and syrups.

Jenny and Stephen are the only island producers of potted herbs – all certified organic. Staarvey Farm's organic free range eggs are now a familiar fixture in a whole range of outlets, ranging from the farmers markets to Tesco. The Devereaus already supply their salad greens to restaurants such as 14North in Douglas, and are planning to do the same with the herbs in the near future.

Stephen says, 'From the feedback we had at the Food & Drink Festival, it's clear that people are increasingly hungry for local produce. For many, it's definitely a big bonus if that produce is also organic.'

Butch Buttery cooks up a Pure Manx storm

USING PURE MANX organic beef and lamb, famed Manx chef David 'Butch' Buttery created some mouth-watering delights for visitors to the Island's Food & Drink Festival in September.

Butch, who founded and ran the acclaimed Tanroagan restaurant in Douglas until 2006, showed how cheaper cuts of meat like brisket can be just as tasty as the more expensive ones – especially with meat of such fine quality as Manx organic beef and lamb.

'Organic has a lighter texture, a great depth of flavour'

'I was very, very impressed with the meat and the crowd absolutely loved it – they were queuing up for it,' he says. 'The different between organic and non-organic meat is the same as the difference between wild and farmed fish. Organic has a lighter texture, a great depth of flavour. It's slow-grown, you can tell the animal has had exercise. It's all in the diet – what you put in is what you get out.'

Butch coated the brisket in a blend of cumin, Dijon mustard and coriander paste and slow-roasted it. He also cooked shin beef, in a stew of paprika, roast tomato with a tin of Bushy's beer to break down the fibres. His breast of lamb was



shredded and served with yoghurt and beetroot in pitta bread, while a shoulder was braised in a bottle of Rioja with garlic and Staarvey Farm organic herbs.

Says Butch, 'We need to be prepared to pay a bit more for the best meat – Manx organic meat. We've been weaned to eat a lump of meat every day but we don't need to. It can be made to go a long way. With brisket, you can have it as a roast on Sunday then keep it going for a whole week – slice it, roll it up, stuff it with something. Brisket with horseradish or sauerkraut is fantastic.'

Manx Organic Network in a nutshell

Aims and objectives:

- To raise awareness of the benefits of organically produced food and sustainable agriculture.
- To promote Manx organic farmers and growers by encouraging consumers to buy locally produced organic food.
- To create a network of local resources, information and advice.

- To encourage the Manx Government to continue and increase its support for organic production.
- To develop an identifiable Manx Organic brand.

Contact:

To find out more, contact Janet Bridle: jbridle@manx.net or call 835436

