



PRESS KIT

The Business

National award-winning farmers and producers of free range pork based in Lincolnshire on a small family owned farm where good farming practices are at the heart of the business. Redhill Farm pigs are naturally reared and are allowed to root and wallow and grow slowly at their own pace.

The success at Redhill Farm is based on simple artisan principles. This honest approach is carried through from the ethical animal husbandry to every stage of the production process using simple hand skills to produce pork of proven quality with genuine provenance.

Building strong customer relationships based on credibility, reliability and honesty is key to the business. This extra care and attention from farming through to retail has earned Redhill Farm an outstanding reputation. The Company is affectionately known at Farmer's Markets as "the stall with the queue".

The Founder and Managing Director, Jane Tomlinson

Jane Tomlinson, (44), is the Founder and Managing Director of Redhill Farm. Her husband Terry Tomlinson is a national award winning pig farmer and pioneer of high welfare, outdoor pig farming. Jane and Terry have 3 children, George, Giles and Hazel.

Jane began Redhill Farm Free Range Pork in 1998 when her children were aged 4 years, 2 years and 3 months to ensure she and Terry could continue farming, fearing the loss of her family home and livelihood in the midst of a crisis for British pig farmers being forced out of business by cheap imports.

Jane was incensed by the confusion and dishonesty with the labelling and selling of cheap, low grade imported pork, packaged and then legally labelled as British pork.

Jane developed a small pork pack for the family and using a leaflet she pushed through doors began selling to surrounding villages and the WI. Customer response was overwhelming and within 3 months sales were so strong that Jane and Terry had full-time jobs responding to customer demand.

In the beginning, Jane personally drove her Redhill Farm pigs to local slaughter, then took them to a local butcher and made up the packs on her kitchen table, delivering the packs in her car with her young children.



Jane's Background

Jane founded the Farmer's Market movement in Lincolnshire and actively ran six local markets, inspiring and encouraging other local farmers to sell direct to the general public. She was awarded the **NFU Regional Farming Woman of the Year** in recognition of these achievements. She is a Founder Member of Tastes Of Lincolnshire and was actively involved in its establishment and is an Ambassador for Select Lincolnshire and a Slow Food Member

Jane has given significant personal time over the years to the successful establishment and running of local farmer's markets as she believes passionately that this is the only way to ensure the public can confidently buy British product without any confusion. The customer can ask the farmer any question about how the meat is produced and what the product contains and get honest answers.

What is different about Redhill Farm Free Range Pork?

Redhill Farm pigs are a Duroc breed crossed with Landrace which make good hardy outdoor pigs and good mothers. The Duroc provides marbling which keeps the meat succulent and being outdoors they put on weight slowly and build up muscle. Jane only uses female meat to avoid any "boar taint" and ensures sweet, succulent flavour.

Careful breeding and the highest standards of animal welfare produce the very best pork. Redhill Farm has never had any disease and the pork is a premium product.

The product range currently comprises sausages, free range pork, dry cured bacon, hams, pork pies, Haslet and seasonal products and is used in many quality restaurants and hotels by the UK's most discerning chefs and eaten at the table of people who appreciate good, honest food.

Redhill Farm's on-farm butchery ensures traceability and only the very best ingredients are used in the award-winning recipes.

The Independent newspaper selected Redhill Farm Lincolnshire Sausages as one of THE TEN BEST Sausages in the UK (14 January 2008)



Awards Summary - National Recognition

Winner Countryside Alliance Local Food Award for East of England 2010

Tastes of Lincolnshire BIG Sausage Festival 2010 – Lincolnshire's Favourite Sausage

The Oscar Brown Perpetual Challenge Cup 2010 Lincolnshire Agricultural Society

Tastes Of Lincolnshire Grower of the Year 2010

British Pie Awards – Reserve Champion 2009

The Independent – The Ten Best Sausages 2008

NFU Regional Farming Woman of the Year 2001

Farmers Guardian Young Farmer of the Year 2000

Great Taste Awards: Fine Food Oscars/Food Producer Michelin Stars

2010:

2* Gold	Oak Smoked Streaky Bacon
2* Gold	Oak Smoked 100% Pork Sausages (Gluten Free)
1* Gold	Lincolnshire Pork Pie
1* Gold	Free Range Belly Pork
1* Gold	Dry Cured Ham
1* Gold	Dry Cured Collar Bacon

2009:

1* Star Gold	Fresh Free Range Pork
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2008:

1* Star Gold	Plain Free Range Pork Sausages
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2007:

3* Star Gold	Pork & Real Ale Sausages
1* Star Gold	Oak Smoked 100% Pork Sausages

How many staff?

Jane and Terry Tomlinson – Directors

3 full-time butchers

2 part-time pie makers

1 part-time farm shop/ordering

2 full-time stockmen



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