



USK VALE POULTRY LTD

Quality British FREE range
and Barn Reared turkeys



Welcome to Usk Vale Poultry



USK VALE POULTRY was established thirty years ago by a traditional dairy and sheep farming family, wishing to diversify and supply local butchers with quality Christmas Turkeys grown in the heart of Monmouthshire.

Like most solid family run businesses, the company has grown slowly and has been able to create a market throughout mainland UK and the Channel Islands. This has been achieved by keen dedication and attention to detail in both the growing and processing of the turkeys, enabling us to produce birds of award winning standard for quality butchers.

For the past twenty years we have also been supplying catering butchers throughout the year. However, in 2008 the decision was made to withdraw from this market, which has become increasingly dominated by imported breast meat, to concentrate all our efforts on the production of Christmas turkeys for the specialist retail butcher.

With the consumer's increasing desire for knowledge about the provenance of their food we feel we are able to offer the traditional butcher a product not available to the supermarket; one that is both premium quality and home produced.



THE consistent quality of our turkeys has been recognised by the National Quality Turkey Awards, having won this competition three times and been runners up on several occasions. Turkeys are assessed on many aspects, from presentation and hygiene to meat yield and of course that all important eating quality and taste.





WHITE BARN REARED TURKEYS

TURKEYS are reared on our own and other local farms in Monmouthshire and adjacent counties, by experienced stockmen who have been growing turkeys for us since the early days of the business.

Traditionally reared in open farm buildings with natural light and ventilation, paying particular attention to the birds health and welfare.

We grow birds to maturity and therefore use smaller, slower growing specialist breeds such as Roly Poly's and Plumpies which, as their name imply, are birds with superb confirmation and a high proportion of breast meat. By growing birds to maturity they also have a good sub-cutaneous layer of fat to enhance the

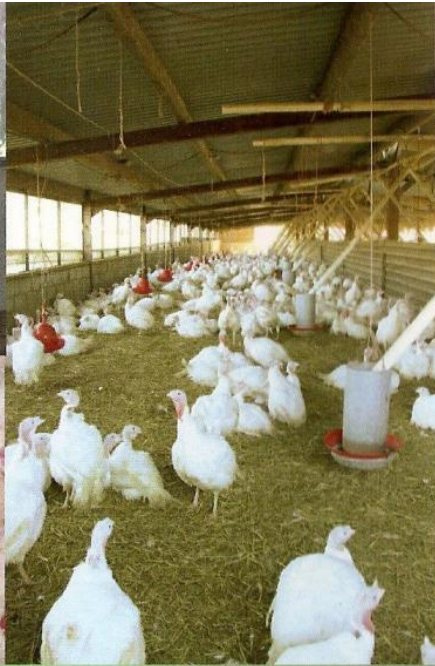
superb flavour.

Our feed rations, which are milled locally, contain around 70% grain and are formulated to help maintain optimum health and growth.

All of these factors help us to achieve a succulent, fine textured, full flavoured meat with enhanced eating quality, which you will be proud to serve to your customers.

Our barn reared turkeys are gas flushed to give maximum shelf-life and are usually packed in multi boxes, graded by weight, with between two and four per box, depending on size.

We can also supply them singly, in which case they will be packaged in the same way as the BRONZE FREE RANGE.



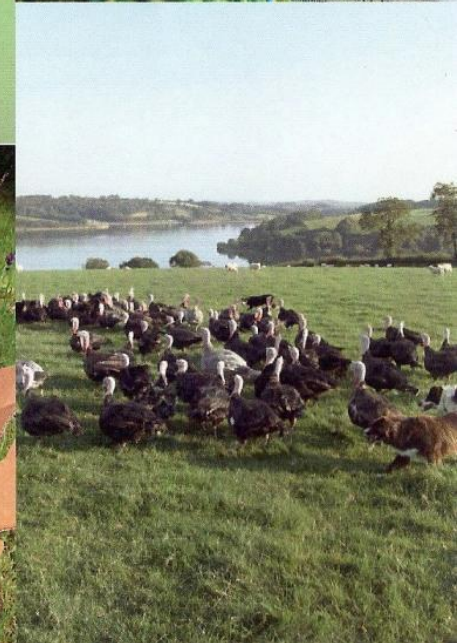
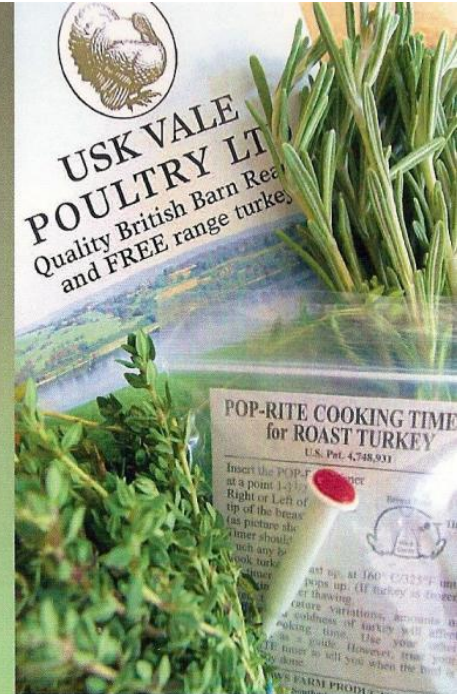
BRONZE FREE RANGE

WE also produce Bronze Free Range Turkeys for customers wanting that something extra special for Christmas.

These are, of course, grown to the same exacting standards as the white birds in terms of welfare and husbandry. Once again we use specialist breeds which are grown to maturity. These birds are allowed to roam on outside pastures in the glorious Monmouthshire countryside, foraging from six weeks of age.

This freedom to exercise helps develop and improve the quality of meat, giving it superb flavour and texture, whilst giving the birds themselves an enriched way of life.

These Free Range birds are delivered to you in individual bespoke, carry home presentation boxes, ready for you to hand directly to your customer. Within the box is a bouquet of herbs, a recipe leaflet with cooking instructions and pop up cooking timer to ensure that this premium product has every opportunity to achieve its full potential.





USK VALE POULTRY LTD'S PROCESSING FACILITIES

WE have gradually upgraded our on-farm slaughterhouse and cutting room, both of which are now fully E.C. licensed.

This allows you to tell your customers with confidence that the turkeys you retail are grown in a traditional way to exacting standards and are then

processed to meet full E.U. regulations in terms of both hygiene and welfare, in a modern hygienic environment.

Once processed the turkeys are



matured for a minimum of ten days in order to enhance their natural flavour and improve their eating quality.

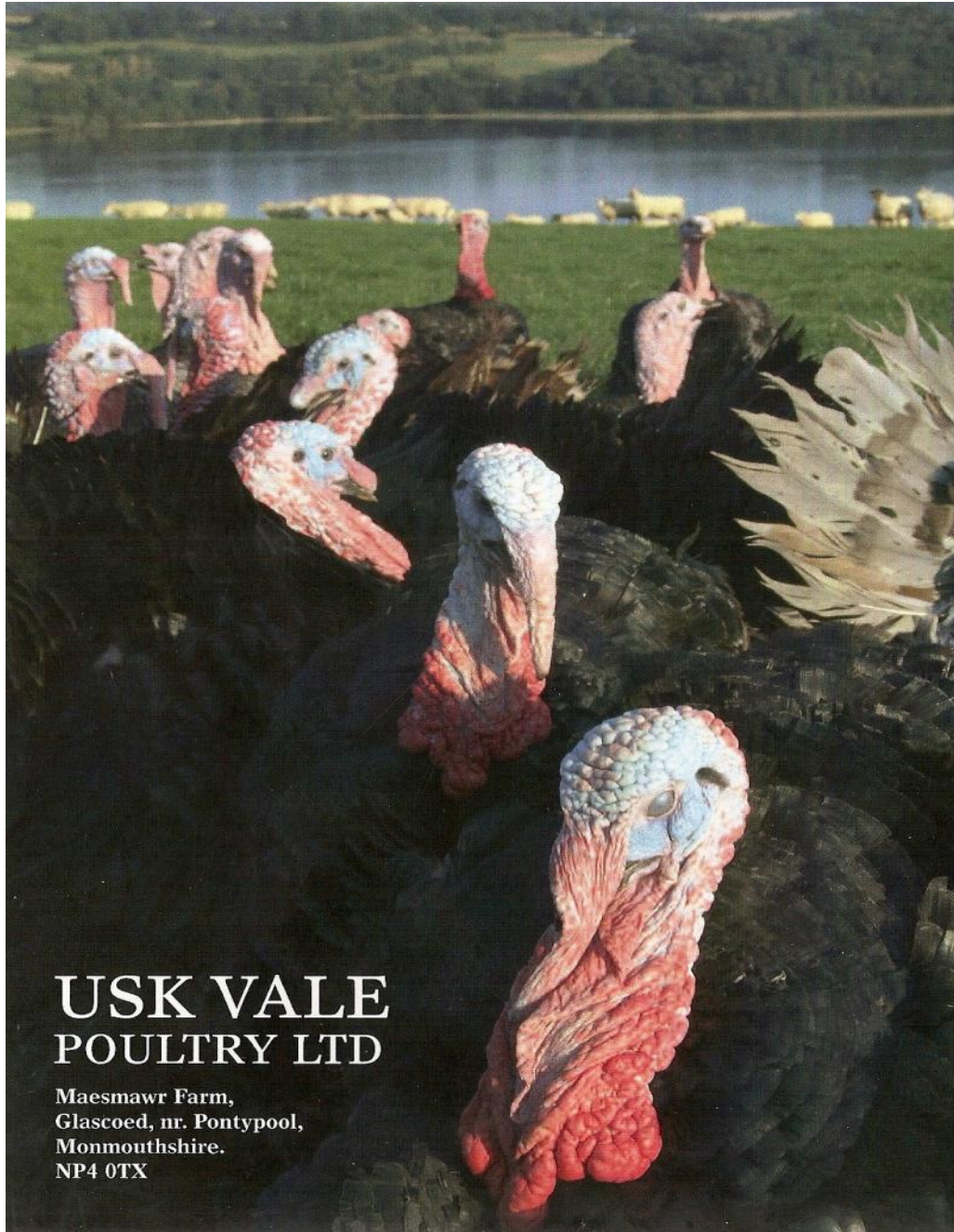
They are also gas flushed to ensure optimum freshness up until Christmas Day. Each box is batch coded to give full traceability back to the farm of origin. Should your

customers wish to track back even further, birds can be traced to the hatchery and even the farm upon which the egg was laid. All of which are, of course, in the UK.



When you purchase an Usk Vale turkey you can be assured of:-

- *A British Product, fed primarily on British feed, thus reducing food miles and at the same time helping sustain the rural economy.*
- *A mature slow growing bird for a better flavour.*
- *Traditionally reared by traditional farmers.*
- *Compliance with all codes of animal welfare.*
- *Full independent inspection in a modern E.C licensed slaughterhouse.*
- *Our commitment to making every turkey of award winning standard.*



USK VALE POULTRY LTD

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