

FARMISON & CO

PRESENTED BY

Pierre Koffmann
PIERRE KOFFMANN



Exclusive Range for  **wellocks**

Exclusive Range for

 **wellocks**



FARMISON & CO
eat better meat

FARMISON & CO

eat better meat[®]

AN INTRODUCTION...

We have come a long way since our founding in 2011. From humble beginnings, within 13 years we've transformed accessibility to better meat, and won Online Butcher of the Year for the third time.

Farmison & Co's commitment to exceptional meat and celebrating British culinary heritage is in our DNA. Based in Ripon, surrounded by the beauty of the Yorkshire Dales and North York Moors, we continue our dedication to quality and tradition.

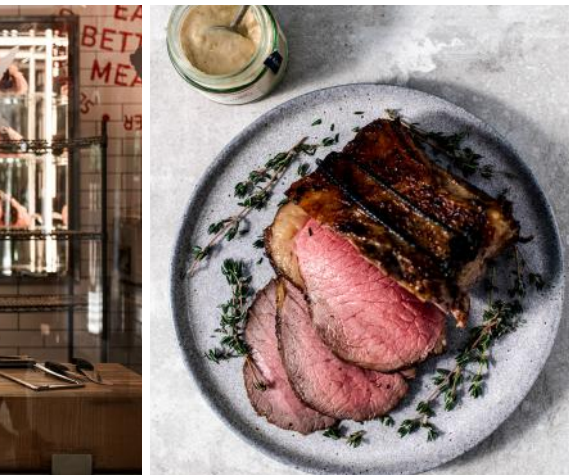
FARMING THE TRADITIONAL WAY....

We've built close relationships with our suppliers, cemented by years of cooperation. Our supply chain is built on trust and respect for the expertise of farmers, and we pay a fair price for their craft.

Our trusted suppliers do things the old-fashioned way. That means high welfare standards. Our meat is always British and free range, and the animals graze on pasture and natural feeds in the great outdoors. We do not use growth promoters, and do not support the use of routine antibiotics.

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HERITAGE BREEDS MAKE THE DIFFERENCE

Ten years ago, the list of vulnerable rare beef, sheep, and pork breeds was worryingly long. Since then, we have widened the chef's access to heritage breed meat. Working with our farmers, we have encouraged them to breed and rear more of these wonderful creatures.



TRADITIONAL HIGH QUALITY MEAT...

With the home cook in mind, we immediately realised that the quality of meat is strongly linked to traditional farming practices, and the expertise and pride of the Master Butcher. We are used to hearing the refrain, "this is how meat used to taste," as we roll back the damage of industrialised practices in food.

From day one, traceability of produce for the chef and the idea of having core values we weren't going to compromise on have been built into our supply chain. Industrial farms and supermarkets just can't cut the mustard when it comes to flavour.

PASSION TO EAT BETTER MEAT

Taste is everything. Without it there would be no Farmison & Co. It is this passion from the chef's and where better meat comes from that sparked the idea that has grown into our award-winning butchery today.



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TRACEABILITY AT THE FOREFRONT OF OUR WORK...

We are proud to be industry leading in meat traceability, as well as food provenance. Ten years ago, you may recall the horse meat scandal which shocked supermarket customers when horse DNA was found in products labelled otherwise. This revelation highlighted precisely what we, Farmison & Co, were saying at the time, that the meat supply chain was opaque and unfit for purpose.

Since that day, we have continued to strive for excellence in providing high quality meat to UK chefs through our farming the future initiative. Launched in 2023, our D2C packs now carry a traceability QR code, providing full traceability from farm to table. These can easily be used via a smartphone to reveal more information about your products including the food miles, video footage of the farm, and information about the breed.

CLASSIC BUTCHERY SKILLS...

We are safeguarding the future of butchery, taking on new apprentices and investing in our state of the art dry aging store. Our Master Butchers oversee the maturation process, and cut the hanging meat to order so your meat arrives in prime condition. They pass on the tricks of the trade to the younger generation of butchers coming through.

The expertise of our butchers is matched by Jeff Baker, our in house Michelin-starred chef. Jeff writes a recipe for every cut in our range, and collaborates with our butchers to produce new and exciting chef-prepared cuts.



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COMMITTED TO WORKING TOWARDS A SUSTAINABLE FUTURE...

At **Farmison & Co**, we are passionate about generating a positive impact for both people and the planet by producing local, healthy and tasty products. We provide purpose into every part of our business, as our focus stands for environmental protection and stakeholder engagement.

AWARD WINNING BUTCHERY

Working with local farms and smallholdings in a range of schemes to improve the biodiversity and quality of the landscapes. This can include planting hedgerows, conservation grazing and encouraging the annual return of wildflowers.

REGENERATIVE FARMING

The rotation of herds on pasture provides our farmers time to regenerate the topsoil to help promote fertile soil that leads to a healthy environment.

FOOD MILES

Our closest supplier is a mere 7 miles away, who is a family run farm spanning for generations. Keeping food miles to a minimum is especially important to us as it not only reduces our carbon footprint, but also reduces the stress on our animals.

HIGH WELFARE

We source our heritage breeds from farmers and producers with exceptionally high welfare standards. We are always free-range with minimal human intervention unless required. Antibiotics are only administered if entirely necessary and only to the individual animal, not the whole herd or flock. The same applies to all the species we source. We have rules in place to limit the amount of time on the road for the animal, to minimise distress.

KEEPING IT LOCAL

Our operation may seem large, but in fact it is very local to our home in Ripon, North Yorkshire.

BRITISH BREEDS

We procure our breeds in a sustainable way. Many of the breeds we offer are listed on the Rare Breeds Survival Trust - this means they're on a numbers watchlist showing the rarity of the species. By producing a demand for them, we're helping with the resurgence of numbers and supporting the remaining farmers who continue to produce them. We work with Breed Societies, such as the Galloway Society, to help farmers find new routes to market. In 2021 we financed the foundation of two new herds of rare breed White Park and Gloucester cattle.

NOSE-TO-TAIL

We believe that to pay respect to the animal, you eat all of it, otherwise known as eating nose-to-tail. This minimises food waste and allows different cuts of the animal to be appreciated for their intrinsic qualities. This is reflected in our range including a selection of offal & bones across multi species. The harvesting of by products such as chicken skin for chicken schmaltz and beef fat for beef dripping.

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EAT BETTER MEAT - OUR QUALITY



AWARD WINNING BUTCHERY

In 2021 we won Online Butcher's Shop of the Year, our third time winning the award, which shows just how well we're on with our mission to encourage the nation to Eat Better Meat. We've gone on to collect more awards, from the Best Independent Retailer 2018 at The Observer Food Monthly Awards, to two Farm Shop & Deli Awards 2017 and 2018, being shortlisted for the The Gold Grocer Specialist Online Retailer of the Year, and more recently, Great Taste Awards 2023 where we received 3 stars on one product! We were also thrilled to be awarded innovation of the year in early 2022 for our Saucepan Ready Range.

WE USE HERITAGE BREEDS TO PRESERVE THEM

The British Isles has some of the finest beef, pork, and lamb breeds in the world, bred to perfection in the 18th and 19th centuries, to yield more marbling and fuller flavour. Our mission is a return to the nation's table of our heritage breeds, with a founding principle of Farmison & Co being that the more we demand them, the more farmers will rear them.

DELIVERED FRESH, NOT FROZEN

We cut and dispatch to wherever you are in the UK. In most cases that's 48 hours maximum. Our products are dispatched from our Master Butchers direct to your door, preserving the integrity of our meat ready for home cooking or freezing.

OUR FARMERS

We know our network of farmers, we've known them for years, and we know that by working with them closely every

day, everybody wins. We get to send you the best meat, and our trusted farmers can rely on a fair price, and trust in our support for traditional husbandry. That means no rushing, no artificial rubbish, and common sense farming.

THE PRICE IS RIGHT

When we do the sums and price our produce up, we want you to enjoy better meat, and this shouldn't break the bank. We also pass on a fair price to our farmers, that not only covers the sleepless nights, sore feet, and the stress of lambing and calving, but rewards the pride our farmers feel in the crafting of better meat.

WE ARE MASTER BUTCHERS

With us, expect classic butchery, and with every mouthful expect exceptional quality. We're masters of dry aging meat on the bone, to relax the meat to tenderness and ensure intense, savoury flavour. All our prime beef is dry age matured, with our meats cut fresh specifically for your order and not before, for optimum quality.

MICHELIN QUALITY BUTCHERY FIT FOR THE TOP TABLE

Our farmers command big reputations among chefs, with our heritage breed herds and flocks in the Yorkshire Dales supplying world famous kitchens. Our mission is to widen access to better meat, so that the top table can be anyone's table, and prime meat can be enjoyed without the price tag.

100% SATISFACTION GUARANTEE

We want you to enjoy every mouthful of your order. If however, you feel a product does not live up to our usual high standards please get in touch.

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FARMISON & CO PRESENTED BY PIERRE KOFFMANN BRANDING


New eco packaging and launched our new circular economy scheme for polystyrene packaging. We are already making solid inroads in reducing the amount of plastic we use to package our products, from our sausages to whole chickens. We are at the forefront of testing new materials which have a more environmentally friendly footprint and we are fully committed to constantly invest in and innovate, including the return and re-use of packaging wherever possible.



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FARMISON&CO PRESENTED BY PIERRE KOFFMANN		
Exclusive to  wellocks		
BREED:	PACK WEIGHT:	USE BY:
		Scan to track this product's journey & discover recipes!

FARMISON&CO PRESENTED BY PIERRE KOFFMANN		
Exclusive to  wellocks		
BREED: Heritage	PACK WEIGHT: 16 x 150gr	USE BY: 13/08/24
Steak & Bone Marrow Burgers		
Full ingredients See www.farmison.com Batch: 100001679020		
Allergens: SULPHITES	PLU4828	CUT IN GB 2686
ITM106232 Run ID: 		
Store between 0° and 4°C		

FARMISON&CO PRESENTED BY PIERRE KOFFMANN		
Exclusive to  wellocks		
BREED: Heritage	PACK WEIGHT: 3.5kg	USE BY: 13/08/24
Chicken Supreme Free Range F/T		
Allergens: SULPHITES Full ingredients See www.farmison.com Batch: 100001679020		
ITM106232 Run ID:	PLU4828	CUT IN GB 2686
		
Store between 0° and 4°C		

FARMISON&CO PRESENTED BY PIERRE KOFFMANN		
Exclusive to  wellocks		
BREED: Heritage	PACK WEIGHT: 7kg	USE BY: 13/08/24
Whole Middles of Lamb (Chine & End)		
Full ingredients See www.farmison.com Batch: 100001679020		
Allergens: SULPHITES	PLU4828	CUT IN GB 2686
ITM106232 Run ID: 		
Store between 0° and 4°C		

FARMISON&CO PRESENTED BY PIERRE KOFFMANN		
Exclusive to  wellocks		
BREED: Heritage	PACK WEIGHT: 2.5kg	USE BY: 13/08/24
Lamb Merguez Sausage		
Full ingredients See www.farmison.com Batch: 100001679020		
Allergens: SULPHITES	PLU4828	CUT IN GB 2686
ITM106232 Run ID: 		
Store between 0° and 4°C		

FARMISON&CO PRESENTED BY PIERRE KOFFMANN		
Exclusive to  wellocks		
BREED: Heritage	PACK WEIGHT: 2.5kg	USE BY: 13/08/24
Wiltshire Cure Back Bacon Unsmoked		
Allergens: SULPHITES Full ingredients See www.farmison.com Batch: 100001679020		
ITM106232 Run ID:	PLU4828	CUT IN GB 2686
		
Store between 0° and 4°C		

OUR AMBASSADORS



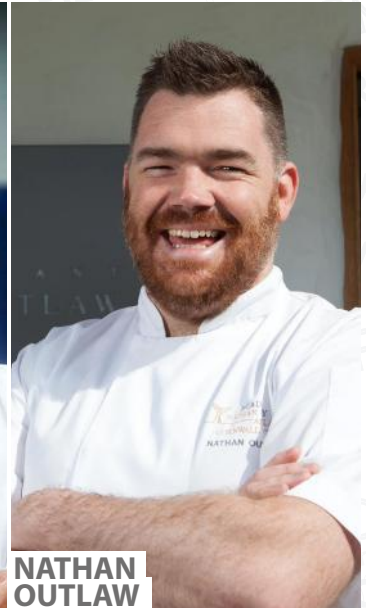
**PIERRE
KOFFMANN**



**MARCO
PIERRE WHITE**



**PAUL
AINSWORTH**



**NATHAN
OUTLAW**



**JASON
ATHERTON**



**JOSH
EGGLESTON**



**TOM
BROWN**



**TOM
KITCHEN**



THE FALLO RESTAURANT

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STEAK & BONE MARROW BURGERS



RIBEYE STEAK 32 DAY DRY AGED



LAMB MERGUEZ SAUSAGES



**CHICKEN SUPREME
FREE RANGE FRENCH TRIM**



PREORDER

**WHOLE BEEF STRIPLIN
UNTRIMMED HERITAGE BREED**



**CHICKEN WHOLE LARGE
FREE RANGE**

INITIAL LAUNCH PRODUCT RANGE

Exclusive to  **wellocks**

MEAT RANGE

SPECIES	CATEGORY	PRODUCT CODE	PRODUCT RANGE	UOM	PACK WEIGHT
BEEF	OTHER	P0025290	Diced Beef Chuck Heritage Breed	KG	5kg
BEEF	STEAKS & CHOPS	P0025310	Côte de Boeuf	KG	450g
BEEF	STEAKS & CHOPS	P0025311	Sirloin Steak 32 Day Dry Aged	KG	225g
BEEF	STEAKS & CHOPS	P0025273	Whole Fillet Larder Trimmed	KG	1.8kg
BEEF	OTHER	P0025274	Steak & Bone Marrow Burgers	KG	16 x 150g
BEEF	STEAKS & CHOPS	P0025313	Ribeye Steak 32 Day Dry Aged	KG	225g
BEEF	ROASTING	P0025314	Whole Beef Striploin Untrimmed Heritage Breed	KG	6-7kg
BEEF	STEAKS & CHOPS	P0025277	Cubed Ribeye Roll	KG	2.5kg
BEEF	OTHER	P0025278	Osso Bucco	KG	10 x 300g
SAUSAGES	SAUSAGES	P0025279	Lamb Merguez Sausage	KG	2.5kg
LAMB	STEAKS & CHOPS	P0025280	7 Day Aged Lamb Rack French Trim	KG	700g
LAMB	OTHER	P0025315	Whole Middles of Lamb (Chine & End)	KG	3-4kg
LAMB	OTHER	P0025316	Short Saddles (inc/ex chump inc/ex Breast)	KG	1.25-1.5Kg
POULTRY	STEAKS & CHOPS	P0025283	Chicken Supreme Free Range French Trim	KG	2 x 215g
POULTRY	STEAKS & CHOPS	P0025284	Chicken Fillets Skinless Free Range	KG	2 x 150g
POULTRY	ROASTING	P0025287	Chicken Whole Large Free Range	KG	1.8-2.1Kg
SAUSAGES	SAUSAGES	P0025288	The English Breakfast Sausage	KG	2.5kg
SAUSAGES	SAUSAGES	P0025289	The Nidderdale Sausage	KG	2.5kg
BACON	BACON	P0025269	Wiltshire Cure Back Bacon Smoked	KG	1kg
BACON	BACON	P0025270	Wiltshire Cure Back Bacon Unsmoked	KG	1kg

Products highlighted are **PRE ORDER**



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INITIAL LAUNCH PRODUCT RANGE

Exclusive to  wellocks



DICED BEEF CHUCK
HERITAGE BREED



CÔTE DE BOEUF



SIRLOIN STEAK
32 DAY DRY AGED



PREORDER

WHOLE FILLET LARDER TRIMMED

INITIAL LAUNCH PRODUCT RANGE

Exclusive to  **wellocks**



**STEAK & BONE
MALLOW BURGERS**



**RIBEYE STEAK
32 DAY DRY AGED**



PRE ORDER

**WHOLE BEEF STRIPLIN
UNTRIMMED HERITAGE BREED**



PRE ORDER

CUBED RIBEYE ROLL

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INITIAL LAUNCH PRODUCT RANGE

Exclusive to  wellocks



INITIAL LAUNCH PRODUCT RANGE

Exclusive to  wellocks

PRE ORDER



SHORT SADDLES
(INC/EX CHUMP INC/EX BREAST)

**CHICKEN SUPREME FREE
RANGE FRENCH TRIM**



**CHICKEN FILLETS SKINLESS
FREE RANGE**



**CHICKEN WHOLE LARGE
FREE RANGE**

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INITIAL LAUNCH PRODUCT RANGE

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THE ENGLISH BREAKFAST SAUSAGE



THE NIDDERDALE SAUSAGE



WILTSHIRE CURE BACK
BACON SMOKED



WILTSHIRE CURE BACK
BACON UNSMOKED





We are delighted to introduce Farmson & Co presented by Pierre Koffmann, an exclusive range for Wellocks.

A partnership built upon the shared ethos that exceptional dishes begin with the finest ingredients, together, we are committed to delivering the best to chefs who truly appreciate the craft & authenticity of the farmer and the skills of a butcher.

WELLOCKS CUSTOMERS

View the range and order stocked products, log into Wellocks Chef Ordering System. To place an order for a pre-order product, call Wellocks Chef Support team via **08444 993 444** or email **sales@wellocks.co.uk**.

Not a **Wellocks** customer yet? Then please contact the team on **sales@wellocks.co.uk**