

# QUALITY STANDARD BEEF & LAMB

FARM ASSURED QUALITY ASSURED BE ASSURED



Trevilley Farm  
make pasties  
and ready meals  
with their beef



# It's totally Cornish

**A**S YOU climb the steps into the Trevilley Farm Shop, a blackboard offers a clue to what waits inside: "Beef boxes, mixed beef freezer packs, everything 100 per cent Cornish". This is a farm shop founded on home-grown and local produce and proud of it.

Set up five years ago by Keith and Gill Barrett, the business grew out of a roadside stall and honesty box, which had sold the farm's vegetables and some flowers. Unable to keep up with demand, and recognising that Cornwall's food status was on the up and that they could be part of that growing movement, the couple decided to open a proper shop.

The vegetables were joined by beef and lamb reared on the farm, which remain an important element of the shop's appeal. The beef comes from the family's herd of South Devon and South Devon-cross cattle, slowly and extensively reared in the traditional way, mostly grass-fed, slaughtered at anywhere between 24 and 30 months old, then hung for a minimum of two weeks, producing a tender and succulent meat that, when cooked correctly, should melt in the mouth.

Keith is most particular about using a traditional breed and a local abattoir and processor.

"We have always said that 75 per cent of the

## Carol Trewin Food Editor

pedigree goes in the mouth," he explains.

"What happens when the animals leave the farm is as important as what happens before. The level of stress can affect the quality of the meat, and the people we use are a small business, very careful, and it makes a difference to the finished product."

The shop's success has meant that in addition to Keith and Gill, it now employs three family members – their son Jim runs the 200-acre farm, daughter Georgie and her husband Errol work in the shop – and three other staff. The product range has grown so that you can turn up for a piece of meat and come away with everything you might need to feed a family for a week, all grown, produced or processed in Cornwall.

"We were the first farm shop to be entirely Cornish and are getting products from more than 50 Cornish food businesses," Gill says.

In addition to fresh meat, the shop sends out beef boxes, and behind the shop is the kitchen where beef is transformed into delicious traditional Cornish pasties. For those with less time and enthusiasm for cooking from scratch, there is a range of pre-prepared dishes, ready to be taken home and reheated. Standards such as

cottage pie or bolognese sauce are joined by beef goulash or beef with black beans.

The shop has a loyal customer base of local customers.

"We like it when they say they come in on their way to the supermarket rather than after they have been there," Gill says.

"Cornish people are particularly supportive and proud of the local produce."

Errol adds: "Local food for local people is what we wanted to do."

"We want to make sure that this is not seen as elitist or expensive. Some of our lines are cheaper than the supermarkets, some more expensive, but they are getting a better product."

### FAVOURITE BEEF DISH

**Gill:** A traditional Cornish pasty, made properly.

**Errol:** Rib-eye steak served with mushrooms and Georgie's potato wedges.

**Keith:** Roast rib of beef, served with roast potatoes, Yorkshire pudding and gravy, nothing else to mask the flavour of the meat.

**Georgie:** Lasagne or cottage pie, made with our South Devon beef.

● Trevilley Farm Shop, Lane, near Newquay, 01637 872310, [www.trevilleyfarm.com](http://www.trevilleyfarm.com)