

Goatober and Slow Food Week



Herefordshire Kid Meat Goes Slow in Goatober

OCTOBER looks set to be a busy month for Trecorras Farm, producers of premium British kid goat meat. The farm is delighted to be supporting Slow Food week, which takes place during the first week of October, and Goatober, a month long celebration of delicious kid meat, which launches in the UK this year. The two initiatives have the same aim – to promote and celebrate our rich food traditions.

Goatober is well established in the USA where goat dairy and meat producers work together to promote this delicious and under-valued meat and to highlight the plight of billy goats.

Goatober builds on the growing popularity of kid meat and John and Julie Joseph are asking chefs and restaurants to join this national campaign and serve kid goat on their menus.

The Josephs supply this tasty and versatile meat to chefs and restaurants locally in Herefordshire and also in London. They have just launched a Merguez sausage and will shortly be taking Slow Food to a new level with their Charcuterie products which are made exclusively for them by Gloucestershire artisan charcuterers Native Breeds Charcuterie. The products contain 100 % kid meat and uses only organic ingredients.

Go on- go Slow in Goatober and try some kid meat. Post photos, recipes, reviews and recommendations using #Trecorrasfarm, #Slowfood and #Goatober and spread the word.



Left to right: Trecorras Farm Premium British Kid Meat logo, Trecorras Farm Charcuterie, Air Dried Trecorras Farm Leg with Cherries and Pistachio served at The Thomas Cubbit, London SW1W 9PA.

Notes to Editors:

- #Goatober is an annual campaign every year in October in the US. #Goatober is the brainchild of Heritage Radio Network Executive Director, Erin Fairbanks, and renowned New York cheesemonger, Anne Saxelby. In 2010, [Heritage Foods USA](#) partnered with a dozen goat dairies around upstate New York and Vermont to purchase their unwanted males, who, as unable to produce milk for dairy products, are euthanized at birth. Over 50 New York City chefs agreed to feature goat on their menu for the full month of October and the campaign's success has continued to grow to year on year.
- Goat producers in the UK are uniting to launch a similar annual campaign here.
- Chefs, restaurants and cooks are being encouraged to prepare kid meat dishes and publicise via social media and mainstream media using the hashtag #Goatober.
- National press and BBC Radio 4 Food Programme are already committed to covering the initiative.
- Trecorras Farm is located between Ross-on-Wye and Monmouth near the English/Welsh border.
- The kid goats produced are supplied by the neighbouring high-welfare dairy goat farm.
- Trecorras' goats are only sourced from the neighbouring farm and not transported in from elsewhere.
- Trecorras Farm only produces British kid goat meat, unlike some other UK based kid meat suppliers.
- Julie and John Joseph acquired the farm in 2010.
- Their backgrounds are in rural planning, development and agriculture.
- The kid meat is supplied to customers direct from the farm – wholesalers or third party suppliers are not involved.
- Trecorras supplies kid meat to chefs and restaurants.
- Kid meat is not to be confused with or compared with goat meat. Like lamb (as opposed to mutton), kid meat has a tender, delicate flavour.
- Kid meat is a tasty, highly nutritious meat that is low in saturated fat, high in protein and iron.
- Goats do not require intensive farming systems. They are housed in spacious, open barns so that they can express natural behaviours such as jumping and playing.
- Goats are charmingly inquisitive, social animals.

Slow Food UK



Slow Food is a global, grassroots movement with thousands of members around the world that links the pleasure of food with a commitment to community and the environment. It was founded in 1989 in Italy.

"We are a not-for-profit organisation seeking to promote a better way to eat, celebrating the rich food traditions of the different nations that make up the UK, and protecting our edible biodiversity. We engage members of the public, food producers, chefs, businesses, academics and a global network, spreading and enacting our philosophies internationally and locally."

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