

BOOTH'S CASE STUDIES

Herdwick Lamb

Booths is Britain's first food retailer to ensure that 100% of its Lakeland Herdwick lamb is 'Freedom Food' accredited.

Booths is backing the Freedom Food scheme to offer its customers clear assurance of Herdwick quality and provenance, as well as the animal's welfare standards.

Nationally recognised as an industry leader for its support of regional producers, Booths has teamed up with farmers across Cumbria as part of the scheme, including Ian Knight, a young farmer from Church Stile Farm in the Wasdale valley, who has supplied Booths with Herdwick since 2006. Ian says: "Getting Freedom Food accredited has added an extra dimension to our Lakeland Herdwick lamb. Our customers already knew that Herdwick has a fantastic flavour and comes from the heart of the Lake District, but Freedom Food has enabled us as farmers to demonstrate that it is also produced to the highest welfare standards."

The Knight family first farmed at Church Stile in 1898 following in the footsteps of the Fletcher family who farmed before them for 300 years. Ian Knight is the fourth generation of the Knight family at Church Stile, which extends to around 400 acres.

Nigel Cokell, Fresh Meat Buyer for Booths, says: "Our commitment to Freedom Food Lakeland Herdwick gives our customers the assurance of the highest level of animal welfare, plus the knowledge that they're getting the best tasting, locally sourced product."

Selling to Booths, the farmers receive a premium above the auction market price for their product. This will help secure the future of the threatened breed. Beatrix Potter, living in the heart of Herdwick country, used money from her Peter Rabbit series to buy up farms and protect the breed. Much of her work continues today through The National Trust, which was given the farms when she died in 1943. By introducing customers to the lamb, Booths is able to play its part in safeguarding this unique piece of ancient heritage.