

Sun, rain,  
earth, eat

Feel good food from  
farmers who are doing  
what comes naturally



# Farming with nature

Pure Manx organic food is the great-tasting, feel-good result of farming with nature. It's 100% local, helps protect our soil and is kinder to our environment. These are the Island's organic farmers whose beef, lamb and Loaghtan is now **available at Shoprite stores, and Radcliffe butchers in Castletown.**



## **Andrew Moore, Balladoole Farm, Castletown**

### **Organic beef and vegetables**

Andrew's happy herd of Belted Galloway and Belgian Blue cows have a completely natural diet and mature nice and slowly, giving this lean meat a fantastic flavour. Andrew also offers a delicious range of seasonal organic veg and eggs. To find out more, call him on 822270.

## **Pheric Curphey, Ballanea Farm, Kirk Michael**

### **Organic beef and lamb**

The Curphey family have a mixed herd of Aberdeen Angus and Hereford & Limousin cross, as well as 300 sheep – Charollais, Texel and Gritstone. All the animals enjoy a GM-free diet and mature naturally slowly. You can call Pheric on 878132.



## **Adam Kelly, Carnane Organic, Douglas**

### **Organic beef, lamb and mutton**

Adam and family have 65 beef cows with an Angus bull, 850 Manx Loaghtan sheep and 100 Scotch Blackface sheep. Adam also grows all the feed for the animals organically on the farm. Tel 492534.

## **Andrew and Angela Qualtrough, Cronk Mooar, Lezayre**

### **Organic Loaghtan lamb**

Angela and Andrew have 100 pure-bred Manx Loaghtans ewes. The Loaghtan is slow maturing lamb, producing tender, delicious meat that's 23% lower in fat and almost 10% lower in cholesterol\* than conventionally reared lamb. Tel 814334.

\*Data from the Scottish Agricultural Colleges, May 2000

# More Pure Manx

To complement your Pure Manx meat, a mouth-watering selection of local seasonal veg, free-range organic eggs, herbs and more is available from these Pure Manx producers **at the Island's farmers markets and other selected outlets.**



## **Jenny & Stephen Devereau**

### **Staarvey Farm, Cronk y Voddy**

Organic free-range eggs and herbs. Also from Staarvey Farm, delicious preserves and condiments featuring mainly organic and local ingredients. Tel 801387 or 463822.

## **Dot & Robin Price, Purely Plants Produce**

### **The Dhoor, Lezayre**

Seasonal vegetables, eggs, herbs and willows. Tel 813358 or 470507.

## **Juan & Marie Cain, Ballahot Farm, Malew**

Organic seasonal fruit and vegetables from a beautiful walled garden in the south. Tel 823248.

## **Paul & Lindsay Hotchkiss**

### **Cooil Shellagh Farm, Kirk Michael**

Organic Loaghtan lamb and fleeces. Tel 872140 or 214000.



# Pure Manx peace of mind

Everything that carries the Pure Manx label has been certified as organic by Organic Farmers & Growers or the Soil Association. These are two of the UK-based organisations that inspect and certify farmers and producers.

From natural production to animal welfare, organic standards are among the highest food standards in the world. So when you buy Pure Manx you can rest assured that not only is it as Manx as Tynwald Hill, it's also organic through and through.

# Why Pure Manx?

## **Food for healthy appetites**

With organic food you can be sure of natural production and ingredients – for instance, everything is completely free of hydrogenated fats and hidden nasties like aspartame, tartrazine and MSG.

## **Creature comforts**

Organic standards insist that animals are given plenty of space and fresh air, which means they enjoy truly free-range lives. And to help keep the animals healthy, organic farmers have smaller herds and regularly move them to fresh pastures, rather than using drugs and antibiotics.

## **Natural pest control**

Organic farming uses nature's alternative to pesticides – insects and other wildlife as pest control.

This makes organic farms havens for bees, birds and butterflies.

## **Good for the earth**

Organic farmers keep the soil healthy by mixing crops and using soil-nourishing plants instead of chemical fertilizers. And because organic farming releases fewer greenhouse gases, it helps protect the planet that's home to us all.

## **GM-free**

You can be absolutely certain that your organic food hasn't been genetically modified – all GM crops and ingredients are banned under organic standards.

## **And last but not least...**

...all Pure Manx food comes from just down (or up) the road, which means it's about as fresh as you can get.

