

## **AWARD-WINNING BEEF FARMERS PUT ENVIRONMENTAL DRIVE AT HEART OF NEW FARM**

- ***Tori and Ben's Farm opens brand new butchery and farm shop to cope with unprecedented demand***
- ***Farming couple announce plan to restore 35 hectares of land to ancient parkland as part of partnership with Natural England***

*Melbourne, Derbyshire* - An award-winning farming couple have announced not one, but two, exciting new developments to their already successful business that rears and sells what they dub the 'world's best beef'.

Tori and Ben Stanley, founders of Tori and Ben's Farm in Melbourne, Derbyshire, have announced the opening of a brand new state of the art butchery and farm shop to cope with the unprecedented demand for their old English Longhorn beef. In an exciting development for the farmers, they have partnered with MasterChef the Professionals finalist Sven-Hanson Britt to develop their current offering and create an exciting food experience at the new butchery. Tori and Ben have always delivered a real farm to fork experience for their customers, insuring the highest quality and care at every stage of the journey. Their new partnership with Sven-Hanson Britt will allow them to take this to the next level, all the way to the plate.

The couple, who were declared Beef Innovators of the Year at the 2016 British Farming Awards, rear their own prizewinning Longhorns at their family farm in Melbourne, Derbyshire, selling their meat alongside their Jacob lamb and other rare breeds at farmers markets across the region and beyond.

They are now opening a new butchery and farm shop at Chantry Farm Shop. Set within 10 acres of beautiful grass land upon which their animals will roam, the new flagship store with ample parking will allow Tori and Ben to offer a wider range of cuts and meats, including home-made charcuterie and a much more bespoke butchery experience.

It will be the home for Tori and Ben's butchery team led by head butcher Vince who will show customers the full range of butchered cuts of beef and lamb produced on their farm, and alongside Tori and Ben's Longhorn beef and Jacob lamb, there will be a full selection of free range pork and chicken supplied by friend Rob Mercer of Packington Free Range.

Tori, Ben and Sven are keen to use the butchery to its full potential and are currently building an outside cooking area with charcoal grill and wood fired oven as well as a Miele kitchen indoors.

These areas will eventually play host to events and popup dinners where Sven, Tori and Ben can really celebrate the beautiful produce from their farm.

Tori Stanley said: “We’ve been blown away by the huge demand for our Longhorn beef, as well as some of the other rare breeds we rear, butcher and sell.

“At our current farm shop, we’ve seen how important it is for people to see where their meat comes from and learn about how it was reared, who’s behind it, and how best to cook it. Our new shop will be a haven for food lovers where anyone can come and ask questions about their meat whilst enjoying a coffee, sausage roll or bacon roll all made from produce from the farm.

The new shop isn’t the only big development for the award-winning couple taking the farming world by storm.

The Stanleys have just entered into an agreement with Natural England to return part of Park Farm Melbourne back into the ancient parkland it once was when King John hunted this area in the 16th Century.

As part of the agreement, 35 hectares of arable land will be restored into parkland to allow Tori and Ben to expand their Longhorn herd whilst fulfilling their long-term ambition of being able to produce the finest quality beef at the same time as enhancing their environment and leaving behind a long-term legacy.

As part of the plan, the land will be planted with oak and ash trees, the same species that would have been there in King John’s time, as well as wild flowers that will in turn attract more songbirds and bees and encourage the growth of flora and fauna.

Tori added: “For us, it’s never been about just selling meat. We care about how we rear our animals and think that has a direct impact on how the meat they produce tastes. We also care about the land we farm and what’s left behind long after we’ve gone. It’s all part of our 25-year mission to produce the best beef in the world.”

“That’s why we’ve entered into this agreement with Natural England to return part of the farm to the ancient parkland it once was. Hopefully the land that we leave behind will flourish and become a lasting legacy to what Tori and Ben’s Farm stands for.”

ENDS

### **Notes to Editors**

1. Please find attached an image of Tori and Ben Stanley for media use.
2. Tori and Ben Stanley have won several awards for their Longhorn cattle and Jacob sheep, including Beef Innovators of the Year at the 2016 British Farming Awards and Breed Champion at the Derbyshire County Show in 2015.

3. The new flagship store will launch on 2<sup>nd</sup> October 2017. The shop's address is Tori and Ben's Butchery, Kings Newton Lane, Kings Newton, Derbyshire, DE73 8DD. Tel: 01332 865698/ 01332 585575. To find the farm, head out of Melbourne on Pack Horse Lane then take a left towards Derby on Main Street, Kings Newton.
4. For further details on either the new shop or the parkland partnership with Natural England, please contact [enquiries@naturalengland.org.uk](mailto:enquiries@naturalengland.org.uk) with referral to Hannah Ridgen
5. Shop Opens 2nd October 2017
6. Parkland restoration starts January 2018
7. Shop Opening times Monday Closed, Tues-fri 8-6 Saturday 8-5 Sunday 10-4
8. Tori and Ben would like to thank Guy Salmon Land Rover Northampton and Miele GB for their support with the project.