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Bernard Matthews Boosts Turkey Exports

Bernard Matthews has announced a major boost to its UK based operation by supplying an estimated 1,000 tonnes of fresh British turkey from its East Anglian Farms to its sister company BM Oldenberg, based in Germany.

The turkey supplied by Bernard Matthews Farms in the UK will fulfil two substantial new contracts BM Oldenberg has secured with the third largest food retailer in Europe, and the continent's grocery market leader, worth an estimated €4.5million at retail.

The fresh meat will be used by BM Oldenberg to supply both businesses with marinated turkey steaks for the barbecue season. The company estimates this will equate to 1,000 tonnes of turkey breast meat over a full year.

Commenting on this key business win, and its impact for the Norfolk based company, Jeff Halliwell, Bernard Matthews UK Managing Director said, "we are delighted with this substantial contract win and the opportunity to supply our high quality British turkey to the European market.

"In order to satisfy very demanding German retailers, our farms and factory at Holton had to pass stringent quality audits, which they did with flying colours. We are therefore well positioned to guarantee the supply of fresh turkey meat, and to compete effectively with other European producers."

As part of the process the business had to undergo a strict audit from the German companies to achieve the QS Test Mark – a consumer protection kite mark that tracks every element of the process from farm to fork. By meeting the standards Bernard Matthews has become the first UK business to achieve the QS Test Mark.

For further details on Bernard Matthews Farms visit

www.bernardmatthewsfarms.com

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