

## Lloyd Maunder's award scheme

FOOD producers Lloyd Maunder have introduced a new award scheme for their 94 poultry farmers in the South West, to recognise and encourage best practice and improvements in production, health and welfare standards, year-on-year.

The first winners of the new awards were presented with their certificates by Andrew Maunder, the firm's commercial director, at the annual meeting of Lloyd Maunder Poultry Growers.

The winners were: Richard Turner of Penleaze, near Bude (West Country Free

Range Chicken Grower of the Year); Colin Davey, of Winkleigh Farm (Classic Chicken Grower of the Year); Peter Carr, of Landboat Farm, Cheriton Fitzpaine (Organic Chicken Grower of the Year); and Robert Lanning, of Devonshire Poultry Co, Windyridge, Okehampton (Corn-Fed Chicken Grower of the Year).

Lloyd Maunder is seeking to maintain its lead at the quality end of the business against the rising imports of cheap chicken from Asia and South America.

"We need to keep up our efforts to produce consistently top-quality products," said Mr Maunder. "It's beginning to pay off, especially since the introduction of our new slower-growing bird, the Devonshire, which has enabled us to win the Freedom Food accolade from the RSPCA and new orders from supermarkets. And our West Country Free Range Devonshire Red is proving so successful, both in supermarkets and in our own shops, we are making every effort to increase our production."

