



# MEADOW QUALITY

---

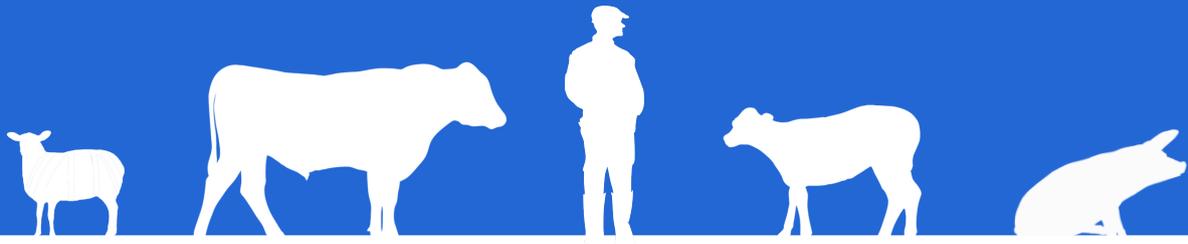
LIVESTOCK TRADING SINCE 1975



The Old Wheat Store, Newhouse Farm Business Centre, Langley Road, Edstone, Warwickshire, B95 6DL

Registered in England No. 1238138

| VAT Registration No. GB 997 3240 79



## Why we're the #1 farmer-owned, professional full-service livestock marketing company...



### Expertise

Our team are specialists in marketing all livestock

**10,000+**  
customers across  
the UK



**60%**  
of sales agreed  
within 7 days



### High Welfare

40 highly trained & experienced livestock handlers



**500,000+**  
trades per year

**Security**  
financial security  
from our schemes



**Infrastructure**  
two Red Tractor Assured  
collection centres



For more information, visit:  
[www.meadowq.co.uk](http://www.meadowq.co.uk)



# Welcome to Meadow Quality



**We are a farmer-owned, professional multi-species livestock marketing business. We help British farmers to buy and sell livestock across the UK.**

Established over 45 years ago, we have developed a reliable network of over 10,000 British farmers, nationwide. Through our relationships, we facilitate livestock trading throughout the UK supply chain, from the breeder to the processor.

Our industry-wide perspective has been developed over years of trading in the multi-species livestock marketplace. This experience is what makes us a trusted partner to our customers. We use our extensive knowledge of the UK's livestock industry to maximise the value of our customers' livestock.

We pride ourselves on being innovative, forward-thinking market leaders, working with progressive farmers to advance the systems and standards for the UK's livestock industry.

Our mission is to improve and safeguard the livestock farming industry and maximise returns for British farmers through expert advice, welfare-friendly systems and intelligent marketing solutions.

The Meadow Quality Team.



 **SUPERIOR™  
SIRES**

  
**IBES**  
INTEGRATED BEEF EXPANSION SCHEME

**MOMENTUM™** 

 **Genus**

 **RBS**



**MEADOW QUALITY**

LIVESTOCK TRADING SINCE 1975

# Our People

Meadow Quality has four divisions - cattle, calves, sheep and pigs - each operated by a highly trained and experienced team of livestock trading specialists.

## The Field Team

The UK wide Field Team offer on-farm selection for all types of livestock to help maximise their value for our farmer producers.

We have a strong digital presence via our website and social media platforms, offering our producers access to the national livestock market.

Monitoring market changes across the country enables our Field Team to provide up-to-date prices for both deadweight and liveweight markets.



## The Office Team



Our customers are supported by a friendly, experienced and dedicated office team, always on hand to provide administrative assistance, answer questions and facilitate your secure payments.

Our team of livestock administrators manage the livestock transactions and record animal movements to ensure the traceability and transparency of the UK's supply chain.



Our accounts and finance team process livestock transactions, offering our customers 100% security on payments. Finally, our marketing department works across the business to share expertise and insights, to keep our customers up-to-date.



# Our Mission

**Our mission is to maximise value and returns for British farmers through efficient, sustainable and welfare-friendly systems, expert advice and intelligent marketing solutions.**

## Why?

As farmers ourselves, we have total dedication to supporting the British agricultural industry and the farmers within it. We strive to deliver instructive insights and outstanding results to customers up and down the country.

Beyond our day-to-day trading operations, we are pioneering efficient, welfare-friendly whole life integrated schemes as part of the industry's move towards net zero carbon farming.

Our forward-thinking approach has made us market leaders in our industry for livestock performance, service quality and smart marketing. Partnering with other progressive and ambitious industry leaders, we are driving the future of the livestock agriculture sector.



# Sell with us...

## Contact us

When you have livestock for sale, use our interactive UK map to find your local Fieldsperson, or call our office team on 01789 734100 to start the conversation.

## On farm visit and valuation

One of our team will visit your farm to provide a professional valuation for your livestock. We will agree a price with you during the visit, so you know the return you can expect *before* selling through us.

## We'll take care of the rest

Once we've found your buyer, our team will process the deal and arrange payment, protecting you from the risks of direct selling and ensuring 100% security on payments. If necessary, we can even arrange haulage for you.

## You get paid

You receive payment for your livestock. It's really that simple!

# Buy with us...

## Contact us

Looking for livestock? Contact us using the details below and tell us what you need. We are experts in sourcing quality livestock from welfare-friendly, Red Tractor Assured farms.

## We'll take care of the rest

We will source livestock that suits your business needs, for the price you want to pay. Using our nationwide network of reliable British farmers, we are able to draw all types of livestock to fit your requirements.

## Delivery

We arrange for one of our trusted and approved hauliers to deliver the livestock direct to your farm. We will also deal with all the relevant paperwork for you.



## Baby Calves - Beef & Dairy | Reared Calves TB Restricted | Non Restricted Outlets

We market baby and reared calves, working year-round with Red Tractor Assured beef and dairy farmers to meet the requirements of all stakeholders in the supply chain. Our experienced Field Team members offer impartial advice, guidance and support in all areas of your livestock business.

We understand that calves are an important source of income and, with that in mind, our objective is to increase the value of calf crops whilst providing healthy efficiencies to our dairy and beef producers.

We operate weekly calf collections, through our Red Tractor approved calf centres.



Our Superior Sires are hand-picked for their performance as sires and genetic potential. Calves sired by bulls from our brochure receive a premium price when sold to Meadow Quality.

### Simon Fryar

☎ 07703 563787

✉ [simon.fryar@meadowq.co.uk](mailto:simon.fryar@meadowq.co.uk)

### Calf Team Administrator

☎ 01789 734134

✉ [anne.careless@meadowq.co.uk](mailto:anne.careless@meadowq.co.uk)



**Finished Prime Cattle | Cull Cows**  
**Store cattle | TB Restricted | Organic**

**We work with beef farmers, industry partners, breed societies and processors across the UK. With this network, we are able to supply stock to match customer requirements.**

As experienced livestock marketing specialists, we offer an all-encompassing on-farm marketing service to both buyers and sellers.

Our Cattle Team market all classes of livestock including native and organic, ensuring they meet their full potential value supported with secure payment. We offer guaranteed prices to our customers, with guaranteed outlets for their cattle.

## **Our Integrated Beef Schemes**

We offer selected farms the opportunity to participate in the expansion of our whole-life beef supply chain.



### **Stuart Vile**

☎ 07802 379126

✉ [stuart.vile@meadowq.co.uk](mailto:stuart.vile@meadowq.co.uk)

### **Cattle Team Administrator**

☎ 01789 734115

✉ [lyn.harris@meadowq.co.uk](mailto:lyn.harris@meadowq.co.uk)



## Store Pigs | Finished Pigs | Cull Sows

---

**Our Pig Team provide an independent source of advice and is ideally placed to help producers maximise their returns. We aim to identify and secure the right contract for varying weight ranges and grading profiles, to best suit our customers' requirements.**

We know that every producer's farm system is different and our marketing is tailored to reflect this. The relationships we have developed over 35 years of pig marketing enable us to deliver real and tangible benefits to our finished pig producers.

### **Store Pigs**

Meadow Quality is a consistent buyer of quality 30kg store and 7kg weaner pigs every week of the year. We supply finishers on a weekly or contractual arrangement.

### **Finished Pigs**

At Meadow Quality we work closely with pig processors nationwide, securing outlets for our customers.

### **Cull Sows**

We offer efficient weekly collections to all the leading home and export abattoirs. Meadow Quality pay a flat rate for sows over 110kgs (DW) offering a collected and delivered price.

### **Matthew Banks**

☎ 07715 537006

✉ [matthew.banks@meadowq.co.uk](mailto:matthew.banks@meadowq.co.uk)

### **Pigs Team Administrator**

☎ 01789 734104

✉ [alison.parker@meadowq.co.uk](mailto:alison.parker@meadowq.co.uk)



# SHEEP

## Breeding Ewes & Lambs | Store Lambs Finished Lambs | Cull Ewes

**Working with sheep farmers across the UK, we provide support for farmers selling and sourcing ewes, rams and lambs through a network of processors. The experienced sheep team also offer advice on marketing and sourcing breeding stock, store lambs and cull ewes.**

Since 1975 we have established relationships with dedicated breeders of commercial ewe replacements and breeding rams directly off farms. We offer our customers the opportunity to market their sheep to a national network of processors.

Our Sheep Team coordinates the collection of sheep off-farm or through our collection centres via Red Tractor Approved livestock hauliers. The Meadow Quality livestock specialists can even purchase breeding ewes and ewe lambs direct off farms on your behalf, to fulfil the requirements of your business.

### **Gordon McWhirter**

☎ 07703 563788

✉ [gordon.mcwhirter@meadowq.co.uk](mailto:gordon.mcwhirter@meadowq.co.uk)

### **Sheep Team Administrator**

☎ 01789 734123

✉ [rachel.barnwell@meadowq.co.uk](mailto:rachel.barnwell@meadowq.co.uk)

Visit our **Livestock Information Hub** on our website to find out more about our work in the field.

[www.meadowq.co.uk](http://www.meadowq.co.uk)