

Field&Flower

# HERD

2025



**From Farm To Feast**  
**THE BEST MEAT YOU CAN BUY THIS CHRISTMAS**

## DEAR HERD READERS,

I hope you've had a good year. This year's HERD is a return to our roots, highlighting the people who make Field & Flower what it is today. We've always enjoyed sharing stories from our farmers and behind the scenes, and this year we've given ourselves more room to do that. We've also got a lot to share and so I hope you enjoy reading about some of our brilliant farmers and producers.



I've personally enjoyed working with many of our suppliers this year. One of the highlights has been working to find a sustainable salmon solution. In August we moved away from open net salmon farming and into sustainable land-based salmon sourced from Iceland and Norway. We have prioritised welfare over location to help highlight the issues with open net salmon farming. We wanted to lead the way and encourage others towards retailing the most sustainable salmon you can buy. You can read more on page 10.

We are really pleased to be working with John at Frenchbeer Farm for the 4th year in a row. Having long term relationships is very important to us, creating stability for a small family farm operating in a rural community, exactly the sort of thing we started Field & Flower to do. We always get lots of questions about how to get the best from your Bronze turkey so we have written a helpful cooking guide on page 8.

Whilst we celebrate our new and existing long-term farmers we also reflect on the challenges we face running Field & Flower. Whether it be inflation, a declining number of free-range farms, trade deals that challenge UK welfare standards, the increase in existing taxes or a new packaging tax, we continue to believe in our purpose in championing small farmers and producers.

Whilst the economic environment continues to be tough for small businesses like ours, and the world an unpredictable place, it's reassuring to know we have our farmers and producers continuing to produce outstanding food throughout the year and never more so than at Christmas. This is only possible with your support and the choices you make. Whilst it's easy to reach for products on the supermarket shelf, the regular commitment you make to Field & Flower is having a positive impact on over 40 independent farmers and producers each week.

We have spoken honestly and openly about challenges and positives in this year's HERD. As always, we pioneer new farming and welfare standards for you, our valued customers. It is always great to hear from you, get feedback and talk to the people that make what we do at Field & Flower possible. So, if you would like to speak about any of the articles, or have feedback for us, as always, email me at [james.mansfield@fieldandflower.co.uk](mailto:james.mansfield@fieldandflower.co.uk).

Thank you for your continued support.

Best wishes,

*James*  
Co-founder



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# Regenerative Cattle: Ed's Working Belties

By Sam, Head of Food & Farming

Ed Duggelby is from good stock. His family have been farming the grasslands of the River Hull valley, just north of the ancient Minster town of Beverly, East Yorkshire, for at least 200 years, though Ed said it's more likely 400 years. His story is one of connection between farmer and cattle, the draw of the native breeds that built our landscape, and the good that they can do. We're lucky enough to have reserved no fewer than fifteen of his 'Belties' (Belted Galloway Beef) for our Christmas orders, so I thought I'd take up some prime real estate in our HERD newspaper to tell you about our herd on slightly boggier terrain.



Ed grew up on a more commercial beef farm than he has now, but this set him into the rhythms of beef farming, growing accustomed to their ways and enjoying the company of those doleful beasts. In the nineties, they pivoted as a lot of farming enterprises do, and began to farm poultry, growing ducks and letting their grasslands grow out. Ducks are great (just ask Chris Dibble, our duck farmer, who says they're more than great), but they just couldn't fill the hole that the herd had left. When an opportunity arose to regenerate the local area with lightly treading cattle who don't mind the elements, Ed jumped at the opportunity to buy some Belties and settle back into the early mornings and trudging the walk of proper riverside cattle farming.

As soon as the herd came in, they had their work cut out for them, tending to the overgrown grasslands of the farm and then grazing on commission for The Yorkshire Wildlife Trust. Ed's growing herd of Belties got the job of restoring duck ponds, driving scrub back and grazing wherever needed the work, based on their hardiness to the elements, industriousness to dig out nutritious vegetation and instinct to live and prosper as a herd in both highland and lowland. The wettest lowlands of the Hull Valley are unsuitable for any kind of farming or food production other than this low impact grazing, and over the last two decades the cattle have brought on a boom in biodiversity and habitat growth. While grazing the wetland areas, their feet create small divots in the soil, encouraging a whole new ecosystem of invertebrates to become active and breed in the wet ground, hence creating a food source for many local breeding and migrating birds passing through the farm and stopping by the nature reserves to refuel. Ed said "I don't know what people really mean when they say they are or aren't regenerative, but we're happy with what we do and know it's going to pay dividends for decades to come". You don't farm the same area for 400 years without your family picking up some handy sustainability practices.

A lot of people in meat are talking about regenerative farming and adding their own definition to the echo chamber. We haven't leapt into the conversation because it is, frankly, quite saturated and confusing with several definitions, so we want to keep it simple based on our own farming principles. Put simply, it's a method of farming that ultimately improves the resources it uses, rather than simply destroying or depleting them. Ed isn't alone in working with the natural environment, indeed regeneration can be achieved through all manner of

methods, whether it's cattle being rotated around different patches of grass, trees are being planted over chickens to give shade and enrich the soil, or wetlands being restored by grazing sheep herds.

I say it a lot, but the greatest privilege of working at Field & Flower is being able to act as the link between our farmers like Ed and customers like you. Ed hasn't been farming this way for this long for the plaudits, but we think he and all our farmers deserve them. We wouldn't exist without you, our customers, and we don't take it for granted that we can act on your behalf to find farmers like Ed and bring their fantastic product through the butchery to grace your Christmas tables with it. I know I'm getting my hands on some this year!

I'm so pleased that our customers love hearing about our beef as much as I love talking about it, and the numbers speak for themselves.

This year we have 30 sides of Ed's beef which sounds like a lot, and it is! But when you get into the detail, you'll see why we soon sell out. Of that 6 tons or so of beef, we're getting about 45kg of trimmed fillet; we won't get much more than 100kg of ribeye and only 60 packs of our popular Osso Bucco. A lot of this weight will come to you guys as stock bones, mince, dice and round cuts right through December as we break into the carcass, leaving the prime cuts aging in the salt-chamber until Christmas orders come through. Carcass balance is an amazing thing, and it's our job to make sure it checks out. Luckily Field & Flower attracts fantastic cooks and chefs, so we have plenty of orders for the lesser-known cuts to counterbalance the fillets and sirloins. At Christmas we make things that bit more special by aging things slightly longer in the chamber and making sure some of our cuts get extra special treatment so that they're looking gorgeous on the big day. We brush tallow on our fillets to stop them shrinking too much in the aging process and replenish the Himalayan salt to get the best possible bark to protect the beef. Trust me, we pull out all the stops to make sure beef like Ed's is at its absolute best for you.

Keep an eye out for updates on this beef. We're visiting the farm in October, will be in the salt chambers in November having a good look, and I'll even be sharpening my knives and getting into the butchery in December when we start to break into the beef and do the finishing touches. By the time the beef's in my hands in December, we'll only be finishing the job and sending it on to you all, because the hard work has been done on farm already.



# Leg Up: Giving Turkey Legs A New Life



At Christmas, families up and down the country gather around the dinner table together to enjoy what is arguably the best meal of the year. But for too many, the reality is very different. In the UK, millions of people face food insecurity, while farmers struggle with wasted produce. That's where Leg Up comes in, our Christmas initiative to fight food waste, support British farmers, and put good food on more tables.

Leg Up is a simple initiative: for every turkey crown bought from Field & Flower, we buy and donate the pair of turkey legs from that crown to FareShare South West, who make sure they reach families and communities in need. On top of this, we have our Turkey Leg Up Bone Broth where we buy the bones from our turkey farmers and donate 100% of the profits to FareShare South West. During the rest of the year (when we don't have turkey legs to donate), we continue to donate our surplus food, so nothing goes to waste.



## WHY DO TURKEY LEGS MATTER?

Christmas demand is heavily focused on breast meat, which leaves farmers with millions of surplus turkey legs. Of the 9 million turkeys eaten at Christmas, around 12 million legs risk being wasted or funneled into pet food at the lowest possible 'floor price'. That's good meat, produced to high welfare standards, undervalued and underused. By buying whole birds and crowns, making broth and donating legs, we're making sure farmers receive fair value for their work, while ensuring more families can enjoy nutritious, free-range turkey at Christmas.

## EATING THE WHOLE BIRD

We believe every part of the bird has value. That is why we are committed to 'nose-to-tail' eating and reducing waste to a minimum. This year, we're going further still by making broth from turkey carcasses, which will be available all year round. 100% of the profits will go directly to FareShare South West as a donation, helping them support even more people.

## HOW YOU CAN HELP

We think our farmers should earn money from more than just turkey breast meat. By buying a whole turkey, or an extra pair of legs this year, you are giving farmers fair pay for their produce, reducing possible waste and enabling them to reliably 'cost in' the legs as part of the bird they are rearing. But if you are buying a turkey crown from us this Christmas, we will automatically buy the legs from the farmer and donate them to FareShare South West. As mentioned earlier, we also have our new Turkey Leg Up Bone Broth this year which is the last piece of the puzzle. Instead of the carcass going to waste, we give the farmer some money for it and make it into a broth (perfect for your gravy) and all profits from our Turkey Leg Up Bone Broth go directly to FareShare South West. If you want to support farmers further, you can even buy a pair of extra turkey legs, on their own. Great for extra sandwiches throughout the festive period to feed the family and perfect to balance 'nose to tail' eating.



In Partnership With  
**FareShare**  
 South West

**SINCE LAUNCHING LEG UP IN 2022, WITH THE SUPPORT OF OUR CUSTOMERS, WE HAVE:**

Donated almost 1.5 tonnes of turkey to FareShare South West, the equivalent of more than 4,500 meals.

Helped farmers clear surplus stock and receive fair value for their high-welfare birds (crown and legs).

Sold nearly 2,000 turkey legs to customers, saving thousands of portions of meat from going to waste.

## TOGETHER, WE CAN MAKE A DIFFERENCE

Food waste and food poverty are two sides of the same coin. Leg Up allows us to tackle both. We support farmers, protect the planet, and feed families. With your help, we can continue to create a food system that values every cut, every farmer, and every meal.

**Ben Evans, Head of Food and Logistics at FareShare South West, says:**

"The simplest ideas are often the best ones, and this is certainly true of Field & Flower's brilliant Leg Up campaign. With millions of turkey legs going to waste every Christmas, Field & Flower saw an opportunity to turn a serious food waste problem into a solution with a positive social and environmental impact.

**“THE IMPACT OF THIS WONDERFUL CAMPAIGN CANNOT BE UNDERESTIMATED.”**

It means people who might otherwise go without can enjoy the best meat. It brings health, dignity and a sense of occasion to families and communities. We believe everyone deserves access to good quality, nutritious food and it's thanks to campaigns like Leg Up that we can work to address inequity in food provision, tackle food poverty and empower communities."



# How To Cook: The Perfect Roast Turkey

By Sam, Head of Food & Farming

Our Bronze Turkeys can cook quicker than a conventional turkey. This is because the birds are game hung, so that they tenderise, enrich and develop for up to 14 days before being dressed for sale. As well as this, they are fully mature, with a natural fat cover conducting heat throughout the meat. When cooking, check the bird frequently and use the free pop-up turkey timer that comes with every turkey.

## A FEW TIPS

Note the weight on the label to calculate exact cooking times. We deliver all of our Whole Turkeys and Turkey Crowns with a pop-up turkey timer. Place this into the deepest part of the breast before cooking and it will pop-up when the meat reaches the correct internal temperature.

If you're concerned that your turkey skin is browning too quickly, we suggest covering it in foil for the initial cook (and then removing this for the final half an hour in the oven).

Resting your turkey will allow the joint to relax and the juices to distribute evenly. We suggest resting your turkey in a deep roasting dish under foil and a tea towel for at least 25 minutes. Don't worry, in a warm kitchen it will not go cold!

### Did you know...

After dry plucking, some small black feather quills can remain visible in the skin of the bird. This is perfectly normal, the tips are harmless and will disintegrate on cooking. They are a characteristic part of the bronze turkey.

## PREPARATION: STORING YOUR TURKEY

Once you've received your turkey, we recommend removing the packaged giblets from inside the bag and refrigerating separately. Reseal the bag and leave your turkey in the fridge on a shelf by itself. We recommend removing the packaging 12-24 hours before cooking to let the meat breathe and ensure you get a crispy, golden skin.

The giblets consist of the gizzard, heart, liver and neck of the turkey. You can use them to make a delicious festive gravy.

## WHOLE TURKEY COOKING TIME CALCULATOR

Weight	Estimated Time	Safe Internal Temp
4kg	2 hours	Breast: 72 °C Thigh: 75 °C
5kg	2 hours 20 mins	Breast: 72 °C Thigh: 75 °C
6kg	2 hours 40 mins	Breast: 72 °C Thigh: 75 °C
7kg	3 hours	Breast: 72 °C Thigh: 75 °C
8kg	3 hours 20 mins	Breast: 72 °C Thigh: 75 °C

## WHOLE TURKEY COOKING INSTRUCTIONS

### INGREDIENTS

Field & Flower Bronze Turkey  
240g Field & Flower Streaky Bacon  
1 white onion, peeled and quartered  
Handful of fresh bay leaves  
Flakey sea salt  
Freshly cracked black pepper

### METHOD

1. A few hours before cooking, get the turkey out of the fridge, push your turkey timer into the side of the thickest part of the breast. Place the turkey breast side down on your roasting dish, taking care that you can still see the pop up timer, and let the bird reach room temperature. Season generously with salt and cracked black pepper.

2. Place your quartered onion and a handful of bay leaves inside the cavity of the turkey. This is the point where you could stuff the bird, but we recommend cooking your stuffing separately for a crispy finish.

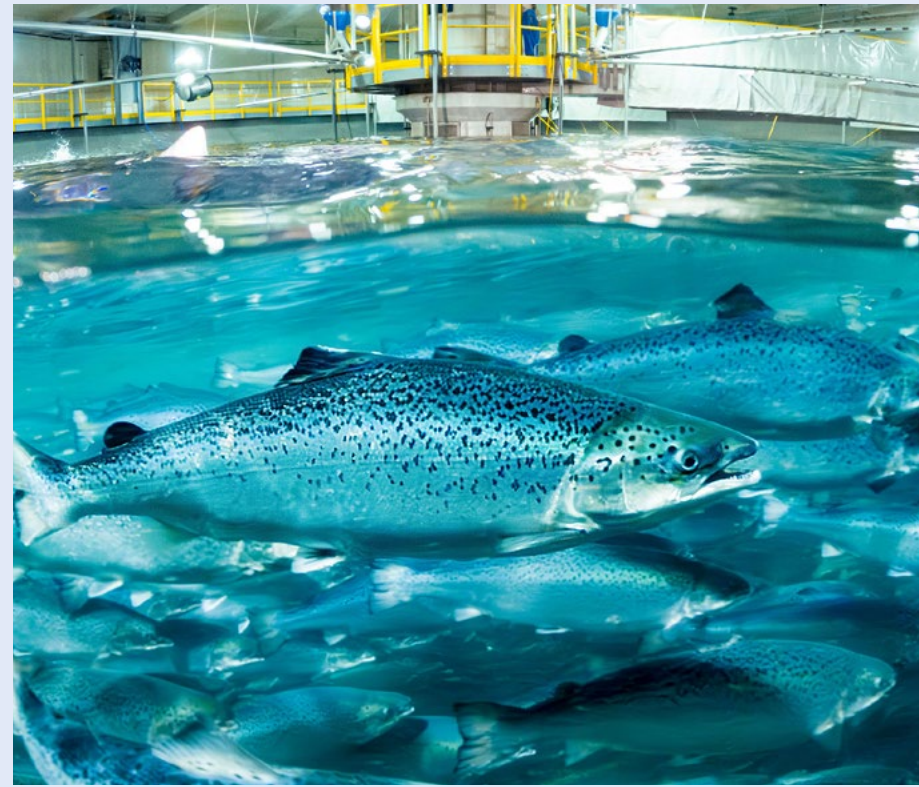
Preheat your oven to 190°C/170°C fan/gas mark 5.

3. Roast your turkey, uncovered, for the calculated cooking time. 30 minutes before the time is completed, remove the turkey from the oven and very carefully turn it over. At this point, lay your bacon over the breast, making sure you can still see the pop-up timer. Your timer will pop up when your turkey is cooked. If the timer has already popped up at this point, just cook the turkey until you're happy with the colour of the bacon.

4. Once cooked, place on the kitchen side, covered loosely with foil and leave in a warm place for a minimum of 25 minutes – don't worry, it won't go cold!

5. To carve, remove the pop-up timer and discard. Then remove the bacon and chop into delicious shards. Next, remove the legs – they should only need teasing away from the bird, where you just cut through the glassy skin and place on your serving platter. Next, cut large slices from the breast and put the wings to one side to finish.





# SWIMMING AGAINST THE CURRENT: Our Salmon Story This Year

By Sam, Head of Food & Farming

Within grocery, working somewhere like Field & Flower is a unique thing. There aren't many of us here, but it feels like each of us has the privilege to really make a change to the food industry for the better. We don't shy away from the big questions and debates because each day we act on our principles. We have an incredible base of customers who come to us because of our values and enable us to further them.

This is the first Christmas in the past decade that we're not selling Scottish salmon, and this is because we had to act on those values and principles. When we reviewed the farming methods used in sea based open net farming systems it was impossible to ignore the reports of animal welfare issues and negative environmental impact. We found that the open net farming methods leave salmon vulnerable to proliferating sea lice, toxic algae blooms and damages the sea itself by leaving it exposed to micro plastics from the nets, antibiotics (intended to improve the fish welfare), and escapees breeding with wild salmon stocks.

In the spring, we were faced with the rather startling prospect of delisting one of our most popular categories in the name of sustainability and searched for a solution in earnest: it was sustainable farming systems or nothing. This included attending the Oxford Farming Conference, speaking to countless people from places like DEFRA fisheries, and in

aquaculture, and we were eventually pointed towards the last place we'd expect to find the answer: on land and overseas. We'd been encouraged to look at what Iceland and Norway were doing for some time, but contemplating sourcing from outside the UK felt enormous for us. We started out selling meat just from our Somerset farm, then neighbours, and gradually wider to encompass our current network of great British farmers. We didn't ever envisage sourcing any of our products from outside the UK. Flying to Reykjavik felt unnatural, but we were optimistic about finally finding a sustainable answer to this.

What we found there was a pioneering land-based farming system, mitigating damage to the sea and keeping the salmon safe from lice and other welfare issues. This land-based farm uses filtered subterranean sea water fed into large circular tanks, with a current and room for the salmon to grow for 14 months. We found the team there were engaged and on the same page as us in terms of welfare and preservation of our seas. The salmon live without the threat of lice, algae blooms and predators. They are outside of the viciously strong currents that could overpower them when they are young or exhaust them in their maturity. They live a peaceful life, which you could argue is something that these systems are affording to salmon for the first time.

“THIS IS THE  
BIGGEST  
SOURCING  
DECISION  
WE’VE EVER  
MADE.”

Salmon is a huge part of the culture in Iceland and Norway. Despite Field & Flower's relatively small size compared to the big guys, while we were over there, the head of the Institute of Wildlife was only too happy to have a couple of beers with us and tell us what this kind of transition means to all of them. There was something comforting and cathartic about talking to somebody much more clued up than us about how important this decision is for the future of our seas, farming communities and wild fish stocks. He told us that land-based farming systems are in their infancy, but the environmental impact of switching out of open nets is so huge for Iceland that the government there is close to throwing their weight behind the project of transition. The guys we're working with have proven their concept and the wheels are in motion to really kick on and disrupt the open net salmon farming industry. We're on the crest of a wave of revolution.

It's such a shame that currently, the only sustainable option that we can find isn't in the UK. However, our trip solidified the fact that this is the only sustainable salmon we can put our names to, and so the decision was made to switch all of our salmon from Scotland into this small network of salmon farmers in Iceland and Norway. This is the biggest sourcing decision that we've ever made, but it was a privilege to take that risk and throw what power we have behind the revolution. We emailed and explained to you all, and sat with bated breath for the phones to ring...

Ring they did, and our customer experience team received extensive positive feedback. Our gut instinct that you would all understand and put your trust in us paid off in spades. You



emboldened us to push on with our very first Christmas range made with land-based salmon, which is in full flight, and we can't wait to see it going out in your orders.

We're ready to tackle issues like this and find the absolute best solution for you, our customers, in line with the principles that we all subscribe to. Though getting on a plane to see a supplier felt odd, it was reassuring to feel right at home when we landed.

# Wild Venison, Always

On a wet morning near Tiverton Parkway, we leave the station battered by sideways rain and head into the West Country lanes. The car winds through hills, ancient bridges, and tight country bends before pulling up at a simple wooden gate with a keypad. Behind it is the home of Curtis Pitts, our wild venison huntsman and supplier.

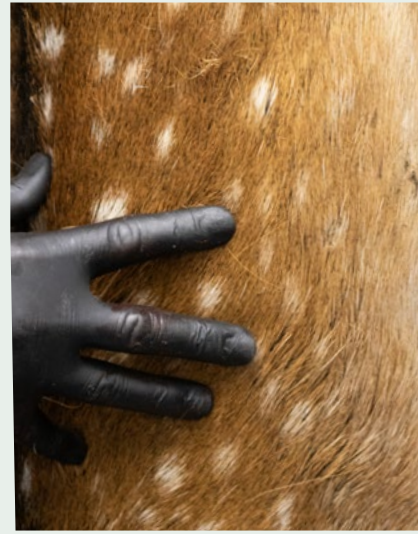
Curtis is not a farmer in the traditional sense. His work is deer and parkland management, which means his venison is not a farmed product at all, but the natural outcome of conservation. In much of the UK, deer no longer have predators. Without management their numbers rise too high, damaging young woodland, stripping bark from trees, eating crops, and unbalancing ecosystems that countless other species depend on. Too many deer in one place also leaves them competing for food, leading to malnourished, sick, or injured animals.

Culling restores balance. It strengthens the health of the remaining herd and allows forests, farmland, and wildlife to recover. As Curtis puts it:

“We are very lucky to be able to harvest our venison from out in the wild, in their natural environment. The beauty of it is that it is a truly wild animal, able to forage what it wants to, with no commercial or manmade input. We choose carcasses that are right for the food chain and for the herd.”

**“WE ARE REALLY LUCKY TO BE ABLE TO HARVEST OUR VENISON FROM OUT IN THE WILD, THEIR NATURAL ENVIRONMENT.”**

The meat that results from this is a byproduct of conservation. Nothing is wasted. Because the deer have lived wild and free, with no additional feed, land, or housing, the impact is minimal. Some argue wild venison is carbon neutral, even carbon negative, because it comes from a necessary ecological process. It is culled in its natural environment, avoiding long transport, and contributes directly to the health of the countryside. For this reason Curtis even counts some who are otherwise vegans among his customers, who see venison as the most ethical meat available.



He explains the process clearly:

“We do the full chain ourselves. We harvest the venison in the field, bring the carcass back, hang it in the fur, skin it ready for FSA inspection and stamping, then butcher on site. We know exactly where each animal came from, because we saw it walking in the field. Then we take it all the way through to delivery.”

The result is meat that is lean, tender, and packed with flavour. Venison is high in protein, rich in iron, and lower in fat than beef or lamb. Its reputation for being “too gamey” or dry comes from the 70s and 80s when it was often overcooked. Handled properly, it is versatile and delicious: diced haunch slow-cooked in stews, mince used for lasagne or burgers, or pan-seared steaks for a quick supper. Curtis himself recommends venison burgers and we agree.

For us at Field & Flower, venison represents what we believe in. It is food with a story, rooted in nature, and harvested in a way that supports both the land and the animals that live on it. By choosing wild venison, you are not only enjoying one of the healthiest and most flavourful meats available, but also supporting biodiversity and responsible stewardship of the countryside.

This is conservation on the plate.



## Small Business, Big Impact

At Field & Flower, being based in the heart of Somerset means more than just geography; it's about our community, heritage, and the stories woven into the landscape around us. Our home, just outside Shepton Mallet, sits in a region famed not only for its rolling pastures and rich farming traditions, but also for its myths and legends that stretch back centuries.

From the ancient town of Glastonbury, where the Tor rises dramatically from the Somerset Levels, to the whispered tales of King Arthur and the Holy Grail said to rest beneath Chalice Well, our surroundings are steeped in folklore. Even closer to home, Shepton Mallet has its own intriguing past, from Roman roads to medieval markets, all of which remind us that small communities can leave a lasting mark on history.

As a small Somerset company, we take inspiration from these stories. Just like the legends, our roots here run deep, with local farmers who know the land intimately and animals that thrive on its lush pastures. While myths may speak of kings and miracles, our own story is about real people and honest food, starting with one heifer and the belief that the best things come from close to home. Field & Flower had humble beginnings starting on James Flowers' family beef farm in Somerset. We are a small team, but we just happen to have a fancy website, which we think confuses people occasionally. We are a close community, from the person who packs your box to the person who answers the phone, no one is a stranger.

In a world of mass production and speed, being small gives us the great privilege of being able to keep things personal: knowing our farmers and some of you by name, working directly with families who've farmed for generations, and keeping our footprint small but our standards high.



# Sam's Christmas Tips



By Sam, Head of Food & Farming



You spend all year waiting for Christmas and then it's over in a flash. We know that even the best laid plans can go awry with the combination of whirring pots, pans, roasting meats, toddlers, cousins, pets, doorbells and wrapping paper. With planning underway already, let us give you a few of our best tips for tackling Christmas Day with a little more Nigella, and a little less Gordon.

**Buying a very good turkey** is a great place to start. In the meat world there is always a marked difference between meat from ethically reared animals and lower welfare livestock, but in turkey the difference is stark - they are entirely different propositions. In an unofficial test (she didn't know she was performing the test), my mother-in-law tried as hard as she could to dry out one of our turkeys in 2023 and, to our delight (and relief), no matter how hard she tried, it just wouldn't happen! With our turkeys, you don't need to set an alarm for 6am or cook it overnight. 3 hours will be ample on a low heat start to finish. Trust us... (further instructions in our cooking guide).

**Consider two smaller centrepiece meats** rather than one very big one - you'll thank yourself for the diversity of choice! I normally cook a bird and a ham at Christmas, but my in-laws insist on beef and ham. Variety is the spice of life after all. When it comes to cold cuts, spreads and leftovers, it is far less intimidating to look at two tupperwares of ham and two tupperwares of sliced turkey rather than a mountain of one. Always better to keep the excitement in the picking and choosing.

**Get into your cheese board on Christmas Eve.** What English household can realistically say they are actively being seduced by their cheese board after the biggest lunch you can fathom, puddings and booze? Give the cheeseboard the evening it deserves. Spend your afternoon of Christmas Eve laying it out and get stuck in with pork pies, pickles and cold cuts.

**Make your gravy ahead of time,** where possible. I've got two packs of our Carcass, Wings and Giblets coming with my Christmas order so that I can make my chicken stock base, strain it and chill it and throw this into my turkey giblet gravy on the day. Tips on home made gravy: skim the fat! Especially with beef gravy. Fat is flavour but it can also mask the wild flavour of sticky gorgeous roast beef stock.

**Make a plan for your leftovers.** Slightly boring but potentially the most important tip of all. Get a clear freezer drawer, match up your tupperware's lids and pots and get freezing on the big day to stop the clock ticking on this gorgeous food you've put so much time and effort into. I normally strip up some meat for a pie or stroganoff, box up some meat and veg into lunch-ready tupperwares for January. A great tip here is to freeze sliced meats soaked in your gravy. It helps keep them moist in freezing and defrosting, and provides a lovely base for whatever you're going to do next.

**Rest everything (even try and have a rest yourself!)** You'll be surprised how long it holds heat and as long as your gravy's piping hot, it'll forgive your pigs in blankets and stuffing balls cooling a few degrees too many while you were trying to pick play-doh out of your nephew's ear.

Hopefully this has been useful for you, and the creative juices are flowing in order to get cracking with the big day.



Products featured: Truffle Stuffed Smoked Free Range Chicken; Whole Free Range Waxed Duck with Giblets; Free Range Pigs in Blankets; Devils on Horseback; Chantenay Carrot with Orange & Honey Butter; Charred Brussel Sprouts with Pancetta & Chestnuts; Spiced Red Cabbage with Cranberries; Cranberry Sauce and Poultry Gravy.

# Cheesemaking

With Roger Longman

“HI, I’M ROGER AND I’M ADDICTED TO MAKING CHEESE.”

That’s the very first thing Roger (Longman) says to us when we see him, standing next to his hedgerow in the Somerset countryside. He delivers the line deadpan, and we can’t help but laugh. It is not what you expect someone to say, but it captures him perfectly. Honest, direct, and completely devoted to his craft.

What makes Roger’s cheese special is not scale. He is not producing en masse. Amongst his creations you will find the familiar creamy goat’s cheeses, hard cheeses perfect for a ploughman’s lunch, and more unusual stars like “Somerset Solstice,” a semi-soft cow’s milk cheese with a rind gently washed in Somerset cider brandy. All are made from milk sourced either from Roger’s own herd of goats or from a neighbouring Somerset dairy farmer a few miles down the road.

Walking through White Lake, dressed in white coats, hairnets and shoe covers, we move from room to room breathing in the aromas of maturing cheeses. The variety is the result of careful craft and attention to detail, and is a reminder that great cheesemaking is part science and part art.

Roger’s passion is matched by his principles.

“Great cheesemaking comes with responsibility,” he tells us. For him, that means stewarding the land as carefully as he tends his cheeses. Whitelake generates much of its energy from solar power, and they produce enough energy to return surplus back to the National Grid. On the land, they use natural fertiliser from their own livestock and avoid synthetic chemicals. Sitting at the head of the Whitelake River, they see themselves as guardians of its purity, preserving biodiversity and protecting wildlife habitats that extend far beyond their own farm gates.

To place White Lake in context, it helps to remember that cheesemaking in Britain goes back nearly 2,000

years. Introduced by the Romans, refined by monks, and firmly regionalised by the 17th century, it gave us icons like Cheddar, born just a few miles from Roger’s farm, and Stilton, the ‘King of Cheeses.’ By the mid-20th century, industrialisation almost wiped-out dozens of traditional varieties. During the post-war years, ‘Government Cheddar’ was the only cheese available in the UK. Today, Britain is experiencing a cheesemaking revival, with over 700 varieties produced across the country, more than France. Artisans like Roger are at the heart of that renaissance, reviving lost skills and keeping traditions alive for the next generation.

For us at Field & Flower, Roger embodies everything we stand for: food with provenance, made by people who care about the land, the livestock, their community and the craft itself. When you taste one of Roger’s cheeses, you are not just enjoying Somerset milk turned into something extraordinary. You are sharing in a story of tradition, sustainability, and obsession.

And in Roger’s own words, that obsession is simple: “I’m addicted to making cheese.”



Roger is our third-generation cheesemaker based in Shepton Mallet, Somerset, where his family have farmed and been cheesemakers for decades. His parents and grandparents made Cheddar on the same site, and today Roger continues the tradition in his own way at White Lake Cheese, a modest but mighty hub of British cheesemaking just a few miles from our Field & Flower base.



Products featured: Roger’s Somerset Cheeseboard. Cheeses featured: Somerset Solstice, Bagborough Brie, Little She, Shilling & Smo’king of the Castle.

# Stand By Your Ham

By Sam, Head of Food & Farming

Pork takes many forms on the Christmas table. From pigs in blankets, sausage meat stuffing, homemade sausage rolls (or Pigs in Duvets) for Christmas morning, pancetta lardons through bejewelled Brussels sprouts to gorgeous charcuterie for welcome guests, the list goes on. There is, however, one historic Christmas centrepiece that stands out... the 'Christmas Ham'.

I grew up obsessed with food in every depiction and was particularly fascinated by the whopping great hams I saw in cartoons. Whether it was Asterix and Obelix, Tom and Jerry, it seemed everyone I read or watched had access to this behemoth product. It looked like the world's biggest drumstick, rich with dark meat, ready to be chomped until the bone was pure white. Where do these things come from? All the ham in the supermarket was sliced and packed, and it took me becoming a professional butcher before I realised hams were just cooked gammons.

You may be among the enlightened, but if you are not, I'm here to tell you that if you put a gammon in a simmering pot for some time, a metamorphosis happens and you no longer have that gammon as it will have become a delicious ham. I learnt this and never looked back. I love a big ham.

I launched our DIY glazing gammon for Christmas to guarantee a lovely crest of pure white fat to score and glaze with Cumberland sauce. It was so popular that we've launched a ready cooked, 'glaze it yourself' ham this year with Whisky & Orange marmalade. To get the glaze perfect, stay patient and stick with the process, keep pulling it out of the hot oven and ladle the molten glaze back over. It may not look like it's working but it is getting in all those crevasses, and a eureka moment will follow when the sauce has thickened and is the right consistency to stick as it caresses the scored trivets of creamy fat.



I'm waxing lyrical about hams because I think they deserve it, and free range pork farmers deserve to see them appreciated at the Christmas table. We've got Ready-Glazed Mini Hams available, cooked Ready-to-Glaze Hams ready to score and baste, hand-selected gammons with the perfect topping of fat being sold as our DIY gammons, and even our own smoked and unsmoked gammons of four different weights if you're being even more specific. I hope that we do see more of you lovely people getting involved. If your head's turned and you want to start a new family tradition, I implore you to stand by your ham and get glazing this Christmas.

## BOILED & GLAZED HAM RECIPE

### INGREDIENTS

Smoked or Unsmoked Gammon  
Aromats

### COOKING TIME

20 minutes soaking per kilo, change the water halfway through  
50 minutes simmering per kilo

### METHOD

1. Remove gammon from packaging and place in a large pan of cold water to soak for the calculated time (20 minutes per kilo). Use your biggest pan and change the water halfway through.

2. Discard the water from the soak, boil a large pot of fresh water and cook the gammon for the calculated time with your choice of aromats (we recommend keeping it simple with a halved onion, tablespoon of black peppercorns and a few bay leaves).

3. When the pot is at a boil, reduce the heat, put the lid on and simmer for the calculated time.

4. Remove the joint to cool slightly on a board, snip the strings of the joint and carefully remove the rind, being careful not to remove the fat.

5. At this point the ham can be eaten and enjoyed hot or cold, or you could follow our instructions for glazing your ham.

# Here's What You Need To Know About Ordering This Christmas

Our Christmas delivery dates are between Friday 19th December and Wednesday 24th December.

## HOW TO PLACE YOUR CHRISTMAS ORDER ON THE WEBSITE :

1 Head to our Christmas shop and build your one-off Christmas order. All products can be delivered on Christmas delivery dates. However, products marked **Christmas Deliveries Only** cannot be added to subscription orders.

2 Once you've built your order, click **Checkout Securely**. During checkout you choose or enter your delivery address for your Christmas order and your preferred delivery date.

3 Once payment has been made, you'll receive an order confirmation email. You can also view your Christmas order under **Order history** in your Field & Flower account.

## WHAT'S THE DELIVERY FEE FOR A CHRISTMAS ORDER?

Our delivery fees for all orders in the week before Christmas are as follows:

DELIVERY DATE	DELIVERY FEE
FRI 19 DEC	£4.95
SAT 20 DEC	£5.95
SUN 21 DEC	£6.95
MON 22 DEC	£6.95
TUE 23 DEC	£11.95
WED 24 DEC	£13.95

These charges will be applied to all orders delivered Christmas week, including subscription orders.

A PRINTED CHRISTMAS COOKING GUIDE IS INCLUDED IN ALL CHRISTMAS ORDERS AND A DIGITAL CHRISTMAS COOKING GUIDE WILL BE EMAILED TO CUSTOMERS IN THE WEEK PRIOR TO CHRISTMAS.

You can see our full Christmas FAQs at [www.fieldandflower.co.uk/christmas/faqs](http://www.fieldandflower.co.uk/christmas/faqs).

If you have any questions, or would like to place your Christmas order directly with our team, you can contact Stacey and the team on **0203 735 8005** (Monday to Friday, 9am-6pm) or email at [hello@fieldandflower.co.uk](mailto:hello@fieldandflower.co.uk).

Subscription customers can build their Christmas order by clicking on the **Place a Christmas order** toggle in their basket when logged into their account. Unlike subscription orders, Christmas orders cannot be saved. Christmas orders are not confirmed until you complete the checkout process and we take payment for the order.

## CAN I PLACE MY CHRISTMAS ORDER OVER THE PHONE?

Of course, just give Stacey and the team a call on 0203 735 8005 to place the order.

## WHAT IS THE DEADLINE FOR PLACING A CHRISTMAS ORDER?

Due to Christmas being a busy time of the year for most of us, including our farmers and butchers, our deadlines are earlier than usual for both Christmas orders and regular orders. The deadline to place or amend **all orders** for delivery between Wednesday 17th December and Wednesday 24th December is **midnight on Friday 12th December**. Please note, we may close certain delivery days before the 12th if we reach capacity.

## WHEN WILL MY CHRISTMAS ORDER BE DELIVERED?

We will be delivering all Christmas orders between Friday 19th December and Wednesday 24th December. During checkout, you can choose your preferred delivery date. Deliveries are made by our courier, between 8am and 8pm. If you are not home to receive your order, you will have the option to choose a safe place for the driver to deliver your box, or you can request for it to be delivered to a neighbour.

## WHEN IS PAYMENT TAKEN FOR YOUR CHRISTMAS ORDER?

We take payment for your Christmas order during checkout. Christmas orders are not confirmed until payment is made during the checkout process. We accept all major debit and credit cards, including American Express. You can also pay for your Christmas order using Apple Pay, Google Pay and Pay Pal.

## CAN I AMEND MY CHRISTMAS ORDER?

Once you have placed your Christmas order you will not be able to edit online as we take payment at the time of ordering. If you've forgotten something, you can get in touch with Stacey or our customer team who can help.

Please note: Christmas delivery dates, delivery fees, order deadlines and opening times are accurate at the time of printing. For the latest information, please see the Christmas FAQs on our website.

