

G'DAY FROM BANNOCK BRAE

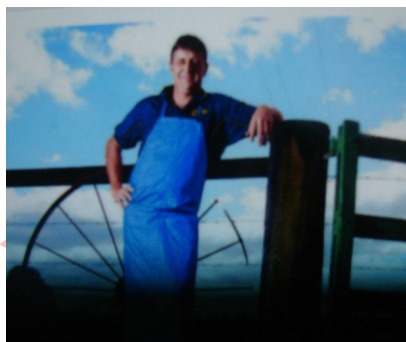
Newsletter 25

JULY - AUG - SEPT 2012

BANNOCK BRAE MEATS—THE REAL DEAL

What a busy few months we've had lately. You may have noticed a few articles popping up recently with regards to Bannock Brae. We were featured in the Better Business section and Rural Weekly section of The Chronicle, and most recently in the U Lifestyle magazine in the Sunday Mail. We have really appreciated the exposure these media opportunities have given us. It's been a great chance to spread the message about the Bannock Brae version of the "Paddock

to the Plate" concept - how people can access fresh produce direct from the farmer—especially this being the Year of the Farmer. Some of the articles were a direct result of an agri-tourism course I recently completed, focusing on diversifying farms and value adding produce. At Bannock Brae we are the REAL DEAL. We have control over the entire process (except actual slaughter) from the breeding and everyday care of the



From the paddock to the plate..

animals to the packing and delivery of the final product. We breed the cattle, grow crops to feed them, transport them, process the meat, pack it with care and deliver it to your door—it doesn't get more direct than this!!

WARM UP FOR WINTER

Time for the slow cookers and the roasting dishes to come out of hiding, as hearty, wholesome foods serve to warm us up from the inside out. Bannock

Brae has a complete range of beef, lamb and pork—try succulent roasts, chunky diced meats for hearty stews, and juicy pork belly or osso bucco for a

delicious change. Our \$50 Winter Warmer Pack is also a winner this season. Check out our website at www.bannockbrae.com.au for more details.

BRISBANE DELIVERY RUNS

FRIDAY 13 JULY
(Order by 3 JULY)

FRIDAY 10 AUG
(Order by 31 July)

FRIDAY 14 SEPT
(Order by 4 Sept)

FRIDAY 12 OCT
(Order by 2 Oct)

DOWN ON THE FARM.....

The temperature has dropped below zero more times than we care to think about lately. The constant stream of solid frosts has left the farm a patchwork of dreary brown grass and bright green crops as the newly planted barley starts appearing. Hand-feeding the cattle has once again become a regular job and the boys have been a great help on their school holidays.

Lambing season is proving hard work this year, with lots of lambs being born but their mums needing a bit of encouragement to accept them. Kieren's mum, Dianne, is currently busy bottle feeding 4

lambs whose mums are in denial! Two of our favourites are twin lambs Bonnie & Clyde—one jet black and the other white as snow. Dingoes have also been a constant problem, spooking cattle and putting them through fences, and stalking our sheep.

Our new line of Santa-Limo cross cattle is coming through and look fantastic giving our new working dog, Ellie, a chance to start learning the ropes. She is showing heaps of potential. Ellie is a border collie cross kelpie with tonnes of energy and the most beautiful nature. We love her to bits!!



The city kids meet one of Dianne's lambs

Pa's Rainfall Report

APRIL - 19MM

MAY - 20MM

JUNE - 95.5MM

WEBSITE UPGRADE PLANNED....

Plans are in place for our website www.bannockbrae.com.au to undergo a makeover in the next few months. Our first step has been to move our website from a less-than-satisfactory web host to one that is

much more reliable. We certainly share the frustration of our customers when, in the past, they have been unable to access our

site to place orders or access information. Towards the

*Any feedback or suggestions
will be most welcome.....*

end of the year, we hope to have our new-look website up and running. Any feedback about our current site or suggestions for the new site will be most welcome as we work towards making it even more user friendly and easier to access products from Bannock Brae. Stay tuned!

FARM DAY FUN

A last-minute snap decision saw Bannock Brae once again participate in FARM DAY—an initiative that brings city families to the country to experience a taste of farm life for a day. This year the Coleman family traveled from Brisbane and joined us for a day of fun on the farm. Ian, Fiona and their 4

children enjoyed getting up close and personal with the animals, experienced some hands-on cattle action and learnt about the paddock to the plate process here at Bannock Brae which included a tour of the butcher shop. We loved having them visit!

'Til next time, The Team @ BBM



City kids meet Country kids!!