



# Castlemine Farm

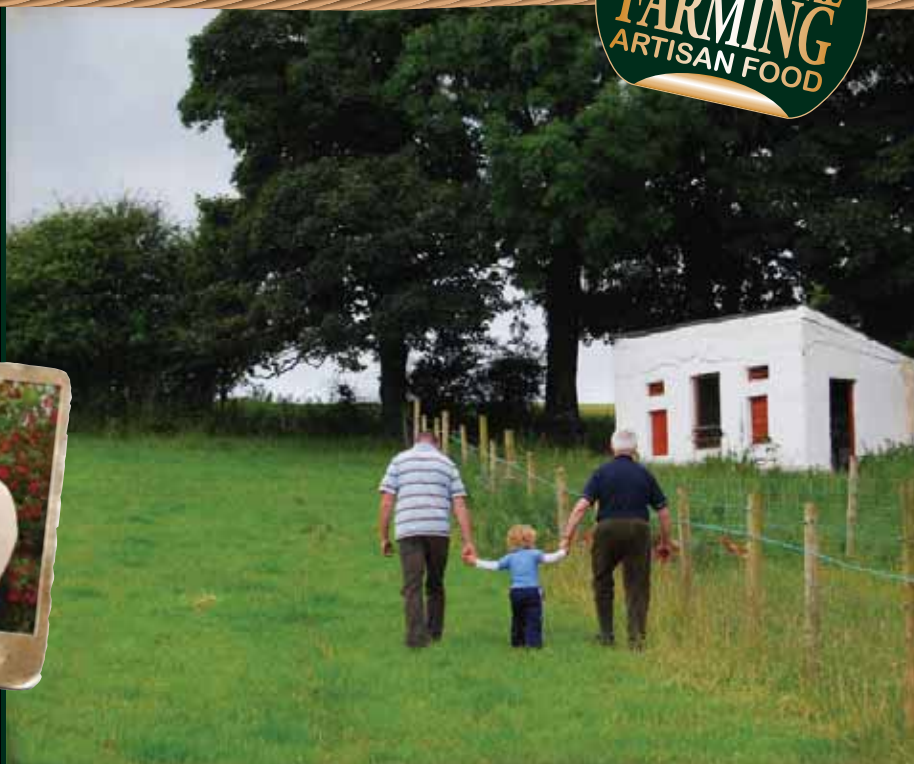
Traditional Farming - Artisan Food

Castlemine Farm has been part of the Allen Family legacy for over three generations. The Allen brothers Brendan & Derek spent much of their childhood working the land with their father Sean and learned to appreciate and embrace the use of traditional farming practices to produce great tasting high quality products. Having taken a career break to pursue his education as a marine scientist, Brendan returned to his true passion of farming in early 2008. The desire to be part of Ireland's artisan food growth sowed the seeds of entrepreneurship for both brothers who saw a tremendous opportunity to turn the farm into a full scale business venture.



Comprising over 250 acres, spanning several lush green fields of top quality land in Ireland, Castlemine Farm extends far and wide across the region of Castlemine in the heart of Four mile House in Co. Roscommon. Most of the farmland was **reclaimed by hand**, by Mr. John James Allen and Mr. Sean Allen, Brendan and Derek's grandfather and father respectively. The on farm production facilities are HACCP compliant HSE registered and the farm part of a Bord Bia quality assurance scheme.

The Allen brothers have reinvented the **'Farming By Hand'** concept which is the essence of the Castlemine Farm Brand. Their ability to employ traditional farming practices like rearing of livestock outdoors (as much as possible), hand curing meat and hand making sausages are just some of the examples which symbolise a **'Return to Basics traditional style farming approach'** so evident in the day to day management of Castlemine Farm.



## Animal Care & Welfare

Both Brendan and Derek believe that their free range farming style is inherently different leading to the identification of a number of Unique Selling Points

- The vast farm acreage allows Castlemine farm to be largely self sustaining and to grow a sizeable amount of their own crops including Barley, Oats, Turnip and Beet. The focus on feeding only natural food to their animals (any supplement feed is largely GM free where possible) is made easier by the lush amount of **'sweet grass'** on the farm stemming from the limestone soil, infamously associated with the area.
- Focusing on natural outdoor farming makes for a **'slow grow'** rearing cycle where everything is grown at its optimal and NOT its maximum rate. This is great news for the customer in that grass fed animals produce higher quality greater tasting meat than indoor reared livestock.

## Environmentally Friendly Farming

- **Grassland management scheme** includes planting clover which extracts nitrogen from the air thereby minimising the use of chemical fertilisers.
- Castlemine farm has been part of the **REPS (Rural Environment Protection Scheme)** since it was first established in 1994.
- The Allen brothers promote **biodiversity** through **hedgerow management** techniques which encourage the habitat of a diverse mix of wildlife and birds, one of the most natural methods of pest control.

## Allen Brothers



Castlemine, Four mile house, Co. Roscommon

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## Castlemine Farm - A Rare Breed

- Take a stroll around Castlemine Farm and you will be intrigued by the speciality breeds of Irish, British and Scottish cattle on the farm to include **Angus** and **Hereford** breeds. The farm boasts unique pig breeds including **Saddlebacks**, **Gloucestershire Oldspots** and **Tamworths**. All lambs are born on the farm making the rearing and breeding of livestock a truly 'hands on' affair.

## 'Hands On' Artisan Food - Taste the Difference

The Castlemine Farm product range includes Beef, Lamb, Pigmeat, Poultry and seasonal vegetables. The farming by hand approach and attention to detail reflect in the unique quality, taste and flavour of the final produce. The key differentiators of Castlemine Farm can be summarised as follows:

- While the normal hanging time for beef is 10-14 days, Castlemine Farm hang beef for a minimum of 21 days and lamb for 7 days. The **slow maturation of meat** intensifies the natural wholesome flavour of the final product.
- The curing process is unique to the Allen family legacy. While most competing products are cured in transit by way of injecting the meat, Brendan and Derek create their own **artisan hand cure**, comprised of sea salt and seasoning which they then rub by hand into each individual meat joint over the course of several days.
- Recipes from the Allen family 'cookbook' are brought to life in a range of value added meat products including the finest quality sausages, kebabs, burgers and sliced meats. Innovative extras include the fine delicatessen meat platter product '**Bresaola**'.
- All **sausages are 'hand made'** with natural casins which produce a top quality traditional sausage all wrapped up with Castlemine's own distinctive flavour.



## Castlemine Farm

Traditional Farming - Artisan Food



## Castlemine Products

ALL PRODUCTS ARE SOLD  
DIRECT TO CONSUMERS THROUGH

1. An **on site shop**, the new location of which is being developed from the traditional house structure of Brendan & Derek's great grandparents.
2. On line by way of the company website [www.castleminefarm.ie](http://www.castleminefarm.ie)
3. \*A door to door **Box Scheme** delivery service
4. At local **Farmer's Markets**

\* The variety of product on offer includes various beef lamb and pork cuts with latitude for a rotation of product on a fortnightly basis to ensure variety.

## Looking To The Future

Plans are underway for Castlemine Farm to introduce free range chickens, bronze & white turkeys and geese

