



January 2022

# NEWSLETTER

## Chairman's Introduction

Welcome to our 2022 QMP Newsletter.

To begin, I hope you and your families have stayed well and are now starting to enjoy some normality again. We do seem to be 'coming out of the other side' and in time we will learn to live with the virus.

On the farm the good news is that the milk prices are rising and quite substantially. They need to, with an unprecedented rise in fertiliser, energy, feed and fuel pricing the money has to come from somewhere. There does seem to be some optimism in the Industry though, which is born out by the investments people are now making to future proof their businesses in light of welfare and climate change expectations.

Here at QMP we're continuously working hard in conjunction with Graham's Family Dairy to promote Gold Top. Sales of Gold Top, Gold Top Smooth and own label products continue to grow. Sales are particularly strong in Asda, Sainsbury's and the Co-op, all of whom have extended their number of stores stocking Gold Top products. It is clear to see that Gold Top is more readily available than in the past and this has to be good news.

One of the highlights of the year was the launch of the new luxurious Gold Top yoghurts. There are three flavours available, natural, strawberry and decadent salted caramel. Having tasted all of these myself I can tell you they are fantastic and a wonderful addition to the Gold Top product range.

In addition to the launch of these new products, Gold Top Strawberry Yoghurt was awarded 'New Product of the Year 2021' by 'The Grocer' in November 2021. I know Robert Graham was particularly proud of winning this prestigious award.

Another important part of our calendar is the Guild of Food Writers annual awards. As with 2020 the 2021 awards ceremony was hosted virtually and we have provided a Youtube link for anyone who would like to watch it. Gold Top sponsored the 'Recipe Writing Award' which was won by the very talented Rosie Birkett. (More on Rosie, the award and the YouTube link later on in the newsletter)

We are looking forward to the Awards Ceremony going ahead as normal this year so that Gold Top can enjoy the widespread accreditation and publicity found at this prestigious event.

I hope that you have all taken the time to have a look at our website [www.qmpltd.co.uk](http://www.qmpltd.co.uk), there is an option to subscribe which enables us to send you important news and updates straight to your inbox and it's an easy way for you to contact us out of hours should you require any help or advice. In case you hadn't heard we also have a facebook page on which we add news, features and editorial content daily. We also like to post the odd 'farming related meme' to put a smile on your face before you all head out for milking. If you are on Facebook be sure to give our QMP page a follow and a like and you can always contact us on there too via direct message. We are always happy to receive information and news about your farm/herd and products so please get in touch and we will be happy to promote you on our social media channels and website. It's a free service so if you have something to shout about, please take advantage of it.

We have been unable to have an AGM for the last two years due to restrictions etc, our last AGM was held at Nottingham University and we had an interesting and very enjoyable day. Now that restrictions are easing and life is slowing returning to normal we are looking forward to planning a much needed face to face AGM. We have a few ideas on the back burner on where to hold it, Wales or the South West are possible areas we are looking at to host it, these areas make it more accessible for the members based there. We are, of course, open to ideas for new locations or venues that you, our members, can offer. Perhaps you or someone you know would be prepared to host our AGM? We would very much like to hear from you if you would be prepared to host us or could offer us a farm visit, a processing facility tour or anything that would be of interest to our members to run alongside our AGM. Our aim is to have our AGM organised for September 2022 and we really are looking forward to meeting up with our members face to face again, so please let us know if you can help us to host it with a suitable location.

Finally let me take this opportunity to wish you all a happy and profitable 2022 and I sincerely hope you enjoy reading our newsletter.

Mr Micheal Jones  
QMP Ltd Chairman.

website - [www.qmpltd.co.uk](http://www.qmpltd.co.uk)

[info@qmpltd.co.uk](mailto:info@qmpltd.co.uk)



# 2021 NEWS ROUND UP



Gold Top sponsored The Guild of Food Writers 'Recipe Writing Awards 2021'. The Guild's Awards celebrate the best of British food writing and broadcasting. The Awards are organised by the Guild of Food Writers, the UK's professional association of food writers and broadcasters. This year's judging continued under lockdown conditions and for obvious reasons the Awards party was cancelled. The Awards presentation ceremony – about 30 minutes – aired on the Guild's Instagram account, and can now be viewed on YouTube.



The Recipe Writing Award category, sponsored by Gold Top was won by the very talented Rosie Birkett for her work published in The Sunday Times Magazine and the BBC Good Food Magazine.

Well Done Rosie!  
a great achievement,  
congratulations from all  
of us at QMP.

We are looking forward to the Awards ceremony going ahead as normal this year so Gold Top can enjoy the accreditation of this prestigious event.



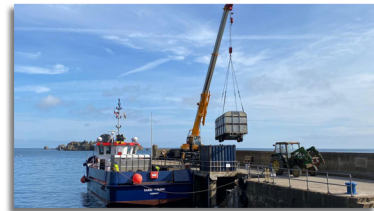
([youtube.com/watch?v=DjlqA90L2nE](https://youtube.com/watch?v=DjlqA90L2nE)).

## New Dairy Herd arrives in Sark



Sark's long-awaited new dairy herd has arrived on the island. The search for a farmer to take over a new dairy started in 2018, after the Channel Island's existing business closed. Jason Salisbury and his wife Katherine agreed to take over the new dairy in October 2019. The couple moved over from their Suffolk farm and cheese-making business earlier this year, and 15 cows have now been transported from Guernsey. Mr Salisbury described the arrival of the new herd as a "momentous occasion".

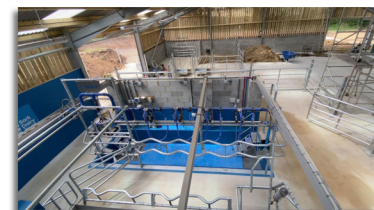
"It's quite emotional really, it's quite exciting that three years down the line of this project being started off that my cows are now on the island", he said.



The cattle, which must be the Guernsey breed by law, were transported on the island's cargo boat.

Mr Salisbury explained the dairy herd had been acquired from a woman on Guernsey, and consisted of 11 milking cows and four calves.

He said the "beautiful" Sark grass would help make sure the herd were well fed: "There's fabulous clovers in them, wild flowers and those flavours will come through in the milk."



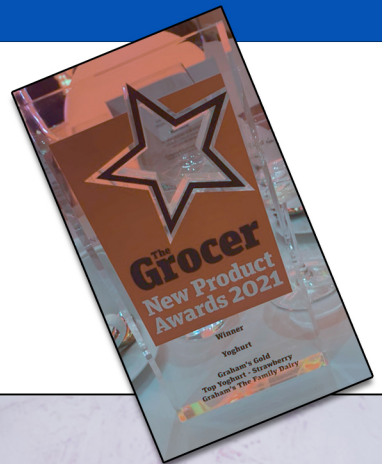




# 2021 NEWS ROUND UP

## Graham's

THE family DAIRY



### Graham's New Yoghurt is the Gold Top in Taste & Luxury!

#### Great News for Gold Top.

Graham's the family dairy has introduced new luxury Yogurts to the iconic Gold Top range in three mouth watering flavours.



Robert Graham, Managing Director of Graham's The Family Dairy, said "Innovation and product development are something we at Graham's pride ourselves on, and we have been busy this year developing a host of new dairy products, including our new Gold Top luxury

Back in June 2020, Graham's The Family Dairy announced the launch of Gold Top Luxury Yogurt, a new luxuriously layered yogurt made with deliciously creamy Jersey milk. A first for Scotland, the yogurt is a new addition to the Scotland's No1 Chosen Brand's iconic Gold Top range of products, which include award winning milk, butter, and cream.

Gold Top Luxury Yogurt is made with the freshest Jersey milk from the Graham's own herd of Golden Girls in Stirlingshire. Naturally 18% higher in protein and 20% higher in calcium than 'standard' milk, Jersey milk's velvety smooth texture, is rich in essential vitamins and minerals such as zinc, iodine and vitamins A, B, D and E.

So, with the addition of the opulent layer of strawberry or salted caramel, Graham's Gold Top Luxury Yogurt is THE new Must-Have treat!

layered yogurt using our Jersey milk. As an amalgamation of our existing yoghurt and our iconic Gold Top Jersey milk range, we worked with external research agency, TRKR, as well as our own Graham's Taste Testers to gain category and customer insight into this new product innovation, at concept level. Our own customer feedback was overwhelmingly positive. They wanted us to develop a luxury yogurt made with our Jersey Gold Top milk. So, as we continue to create delicious and nutritional dairy products with fresh local milk for our customers from all over Scotland, as well as the rest of the UK, "we hope that everyone enjoys our new Gold Top Luxury Yogurt as much as we do!"



Yoghurt

WINNER



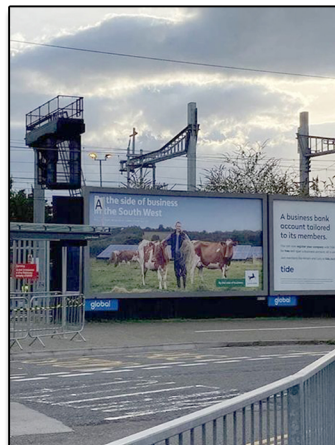


# 2021 NEWS ROUND UP

## Nationwide News

The United Kingdom has endured a lot over the last couple of years so it's great to see the farming community diversifying and making a change.

New sponsors are coming forward to support the farmers and their businesses. One such farmer is Phillip Durbin, a dairy farmer with a Guernsey herd. Lloyds bank provided funding for a sustainable project and here he is pictured with his herd of Guernsey cows on the Lloyds Bank advertising billboard. He also made the papers! Phillip was granted funding from Lloyds bank to build a top of the range, sustainable milking parlour.



In a statement Phillip Durbin says, "In recent years there has been a growing demand for high-quality local dairy produce from across the region" He is just one of the many farmers Nationwide working towards a sustainable future.

## Farmer's parade through the streets of London

The world is united in working towards a "Net Zero" future. It's on the agenda at every farmers meeting and it's debated about how we all need work harder and do more to achieve this goal. The Lord Mayor's Show, proudly displaying the work of British farmers and growers in producing climate friendly food, caring for the farmed landscape and progressing towards a net zero future.

### Lord Mayors' Show in Numbers

- \* 1 mile parade route
- \* 2.6 mile procession length
- \* 128 floats
- \* 6,500 participants
- \* 2.5 million watched the live BBC TV coverage



## Member's News



We love to hear about all our member's fabulous dairy produce and products. If you have recently launched a new product or have one in the pipeline we want to know about it. Greyley's Dairy Farm in Yorkshire has launched its new milkshake products which are available from its vending machine. What a great idea and they look delicious!

Laceys farm, has an award winning Guernsey herd bred on the farm for over 80 years. They sell a range of products in their farm shop including their delicious and varied range of Guernsey cheeses.



The South West Scotland Dairy Show 2021 took place at Wallets Mart, Castle Douglas on Wednesday 27th October with 47 head of dairy cattle forward representing Holstein, Jersey and Ayrshire breeds. The show was enthusiastically supported and enjoyed by exhibitors, spectators and sponsors.

Andrew Roan from Colvend had a successful night winning both the calf classes, before taking the Calf Championship with his family's Jersey heifer, Logan Engineer Glitter.



Lastly, we are looking forward to hosting a 2022 AGM and we are on the hunt for a suitable location. If you would be prepared to host us or can offer us a farm visit we would love to hear from you.

