



[Monday 31st October 2011](#)

Dear Customer

PLEASE, PLEASE READ..... IT'S A BRAVE NEW DAWN !

MILK

This is a very momentous day for me as, after an 18-month battle, I am now able to present to you our first bottled milk from our 65-strong herd of rescued Jersey cows. The cows graze Suffolk, sea-bordering marshes and meadows protected by the RSPB and whilst it is not actually 'certified' as organic because of the annual cost of accreditation, it is farmed using organic methods and principles.

All of these cows and all of their off-spring, including the male calves, which are generally shot at birth or raised for veal, will live out their full natural lives. Dairy cows are increasingly kept in indoor systems where they never, ever go outside. There are a great number of them around this area. The average at which they are slaughtered is 5.

The milk is fully pasteurised and is available as skimmed, semi-skimmed and whole, all in 1 litre bottles.

It is not homogenised, which means it has the traditional 'top of the milk'. Therefore, either shake the bottle to mix it, or enjoy the creamy top in your coffee or on your cereal.

You will, hopefully, have received a complimentary bottle with this week's delivery.

We are selling the milk at £1.99 per litre. Part of this money will be set-aside to care for any non-productive animals and, for those which are productive, for their ultimate retirement.

For the time being, I am proposing to deliver the milk free of charge to you as I would rather package it and send it to you, than throw it away.

As a dear farmaround customer, you can opt to call or email us and pay for ongoing deliveries at the above price. Or, you can continue to receive it free of charge until we are able to sell it all. Either way, you can change the quantity you receive and the type.

If we hear nothing from you, then for the time being, we will continue to send you 1 complimentary bottle of semi-skimmed each week. You can, of course, halt this, if you don't want it.

Natural yoghurt and double cream will also be available in the coming days, followed by soft cheese and ice cream.

EGGS

From the end of this week onwards, all our eggs will be from hens, which again, will live out their whole natural lives. They are fully organic and free-range but will NOT be gassed or killed by other means at 72 weeks, which is currently the industry norm. However 'Happy', they may seem. In fact, organic egg producers have just been instructed, by the supermarket packers, to reduce this to 68 weeks. They will all live out their full natural lives in their lovely Sussex home.

We have a flock of 1680 hens, each laying just under a box a week. So effectively, for each weekly half-dozen box, a hen's life is saved. The more eggs we sell, the more hens we will save and we have a potential 20,000 to go at.

I will not be increasing the price of the eggs at all, they will remain at £1.99 per half dozen as I want to save as many of these hens as possible. The eggs will be 'as they come' – a mixture of small, medium and large. The supermarket organic medium eggs are all selling at around £1.99, trying not to break the £2 mark and, as I say, we will match this.

I am sure you know me well enough by now to know that promoting animal welfare is at my core. So as you can imagine, I do actually feel quite proud of the stand we are making today. What I am presenting to you has never been done before, but I hope will be done by others in the future and that we can demonstrate that it is both achievable and viable. As our world economies lurch into the unknown, and our populations increase exponentially, we have to ensure that it isn't animals which are made to suffer even more than they already do for our mismanagement of this planet, which is also theirs.

This would not have happened without your support, my kind farmaround customers, who have stuck by me for so many years and given me a base to work from. And also, of course, Liz Jones, my partner in the above.

Kind Wishes,



Isobel Davies (isobel@farmaround.co.uk)