Farm Wilder

BEEF & LAMB

Wildlife Friendly Sustainable Meats

www.farmwilder.org
BRINGING BACK BUTTERFLIES

By buying this beef you’re helping farmers protect endangered Marsh Fritillary butterflies in Devon.

This stunning butterfly was once widespread across Britain. Now it’s endangered, thanks to changes to the way we farm. Finding a field full of flourishing Fritillaries is an infallible sign of sustainable farming. These meadows can’t be grazed in a hurry. They only work for traditional, slow-grazing breeds – which also happen to be the tastiest and best for you. So, the busier the butterflies, the better the beef.

Farm Wilder is a social enterprise working with farmers to restore British wildlife. Part of our range of sustainably farmed produce. www.farmwilder.org
Grass-fed meat and milk you can trust

Pasture for Life meat and dairy is:

- Guaranteed 100% grass-fed
- Independently checked to ensure the animals are never fed grain
- Fully traceable - from farm to fork

Meat and dairy products carrying the Pasture for Life logo is guaranteed to come from animals that have only ever eaten pasture and have been looked after extremely well.
Farm Wilder
@FarmWilder

A social enterprise promoting sustainable food & drink from the UK's most wildlife friendly farms, with the aim of reversing the decline of threatened wildlife

Bristol, England  farmwilder.org  Joined March 2019

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“A brilliant idea. It's part of a series of campaigns that are going to make a real difference to our countryside.”

Chris Packham
TV Presenter & Naturalist
Farm Wilder Beef Devon

Farm Wilder is a social enterprise that promotes food from Britain's most wildlife friendly and sustainable farms, with the aim of reversing the decline of animals like cuckoos, hedgehogs, bees and butterflies, which have crashed by as much as 95% over the last 60 years.

Farm Wilder produce two types of beef, both from Devon: Fritillary Butterfly Beef from farms with Marsh Fritillary butterflies, and Cuckoo Beef, from farms with Cuckoos. Our farmers work with conservation charities including Butterfly Conservation, RSPB, FWAG and Devon Wildlife Trust to enhance the habitat these and other endangered species need. Read more about this in Tim's blog.

This beef is sustainably reared - our farms are either 100% Pasture for Life certified or are in transition to it. This brilliant system results in more nutritious meat produced with a lower carbon footprint, healthier soils, higher biodiversity and no need for artificial fertilizers. We use native cattle breeds including Belted Galloway, Welsh Black, Highland, South Devon & North Devon Ruby Red. They thrive on the poorer pastures that are richer in wildflowers, and they produce a tastier meat than modern fast-growing breeds. The majority of their lives are spent grazing the upland pastures that are home to Marsh Fritillaries and Cuckoos, then for the last few months some move to lowland finishing farms with a diverse range of herbs and grasses.

We asked Tim Martin, former BBC Wildlife Executive Producer, and the founder of Farm Wilder to tell us more about the provenance of the Farm Wilder Beef: “Our meat is lovingly reared in Devon to world-leading sustainability standards, which means that farmers work in harmony with the land. It's better for you, better for wildlife and better for the Planet.”