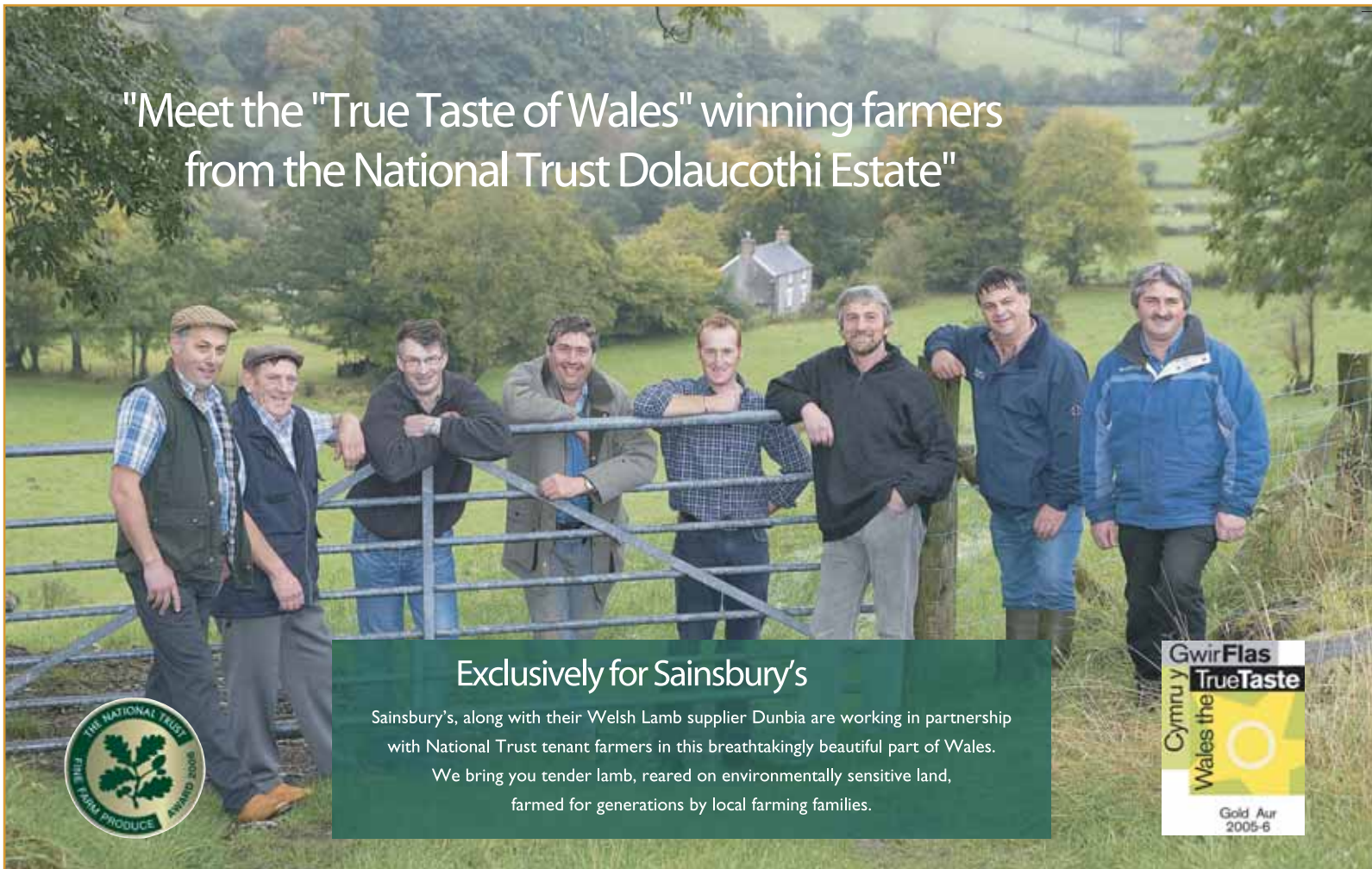


"Meet the "True Taste of Wales" winning farmers
from the National Trust Dolaucothi Estate"



Exclusively for Sainsbury's

Sainsbury's, along with their Welsh Lamb supplier Dunbia are working in partnership with National Trust tenant farmers in this breathtakingly beautiful part of Wales. We bring you tender lamb, reared on environmentally sensitive land, farmed for generations by local farming families.



Sainsbury's

Try something new today

Lamb reared exclusively by 8 tenanted farms on the National Trust's Dolaucothi Estate in South Wales has recently been awarded the National Trust Fine Farm Produce Award for 2006 "Awarded for the best taste, quality and production from National Trust Farms". In addition the tenant farmers were awarded the Gold Award in the Farming Partnership category of the True Taste of Wales Awards 2005.

The tenants share similar systems of production, fattening lambs from Beulah speckle ewes naturally on grass. The entire quantity of lambs are sold exclusively to Sainsbury's between September and December. The group operates to the highest standards of animal husbandry and welfare to produce lamb of the highest quality in an environmentally sensitive way. These farms are small family farms and are all registered with the Farm Assured Welsh Livestock Scheme. Producing lamb to such a high standard means that the product you buy is fresh, tender and succulent. Lamb is perfect for all meal occasions whether it's a roast for something special or a tasty lamb steak for a quick mid-week meal.



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Try something new today



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