

INVEST IN  
**South  
Lakeland**



## Heaves Farm Veal

Welfare friendly meat that's the real veal



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**As far as locations go, there are few to rival the setting Heaves Farm enjoys on the brow of a south-facing hillside, with views across the Levens Hall Estate towards the northern reaches of Morecambe Bay.**

Here the Mason family have been farming since 1908 (with a rich farming heritage dating even further back) and you can safely say they know a thing or two about traditional agriculture in South Lakeland.

But it's Roger and Carole Mason, along with son Gary (the fifth generation to farm on the Estate), who are taking a new direction and championing new standards in a premium meat product.

With their herd of around 150 Holstein Friesian dairy cows and a similar count of North Country Mule sheep being their primary focus, an integral part of the business is now the rearing of livestock for the production of Rosé Veal.

British Rosé Veal is premium meat from young bull calves – similar to beef, yet with a smoother texture, rich taste and delicious tenderness – and is a product

which is increasingly growing in demand through specialist retailers, fine dining establishments, independent supermarkets and prestigious Q Guild Butchers. Gary Mason tells us a little bit more:

“Everyone has their own opinion about veal production and we know that, historically, it hasn't had the best reputation. Here at Heaves Farm we're taking a completely different approach – modern farming techniques combined with traditional farming skills mean we can raise our livestock in the best possible condition.”

A visit to the Farm immediately shows what Gary means: sprightly calves in open pens with plenty of fresh straw bedding, natural light and more than generous space for the interaction with their stable mates.

So why start rearing veal calves and not just stick with dairy and sheep?

“All dairy cows give birth to a calf each year in order that they can continue to produce milk. Whilst female calves are raised for producing milk themselves, the



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perfectly healthy male calves are usually an unwanted by-product and often killed or exported to the continent.”

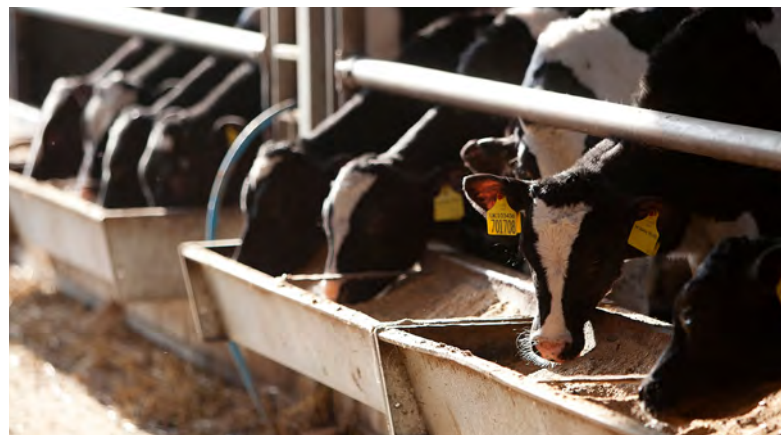
“We made the decision to raise these animals ourselves, to produce Rosé Veal and bring to market a very high quality product, with the animals reared in a humane environment.”

Heaves Farm Veal has really hit the mark with a number of celebrity chefs and the farm has featured quite a bit on television (ITV's Countrywise Kitchen, for example, is just one of the high profile programmes to have featured the family and their farm) and their website displays outlets the length and breadth of the country stocking this South Lakeland produce.

And to prove the sky literally is the limit, Heaves Farm Veal has also featured on the menu for business-class travellers on Qantas airlines!

Awards have also come thick and fast; along with Heaves Farm Veal being winners of the North West Fine Food and achieving a brace of Gold Stars at the Great Taste Awards, the Mason family have also been awarded the “Best Managed Farm Cup” by the Westmorland Agricultural Society – a very traditional award, yet one which all the family are rightly proud of.

Roger Mason concludes, “We're incredibly fortunate to live and work in this beautiful part of the country. We are also very proud to be contributing to the high reputation the region has nationally for producing quality livestock and produce, much of which is now just as likely to feature on the menu of acclaimed London restaurants as it is in our local farm shops and butchers.”



**Heaves  
Farm  
Veal**

**Heaves Farm Veal**

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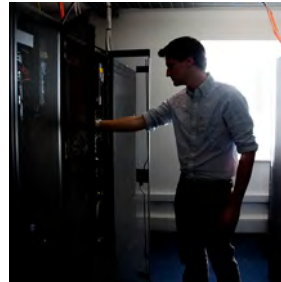
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# Welcome to South Lakeland

A Breath of Fresh Air for Business



An area known globally for its astounding natural beauty and unique vibrant culture, South Lakeland is also home for a thriving and innovative business environment where companies can become established, grow and prosper.



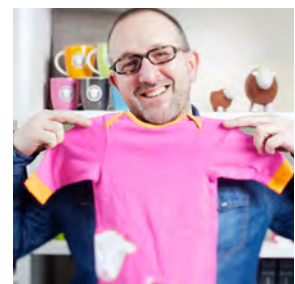
The entrepreneurial business spirit is strongly encouraged in South Lakeland, reflected in the healthy number of fledgling enterprises setting up each year in our region, and our work also encompasses projects designed to help make the first steps to start-up as easy as possible.



The Economic Development Team at South Lakeland District Council are an inward investment service providing information and support to businesses of all sizes, covering all industry sectors, whether you are already here or are looking to locate your operations in South Lakeland.



The Economic Development Team are here to help your business uncover the exciting potential that exists here. Should you have any questions, we are on hand to assist and tell you more about the opportunities to be found in the most beautiful corner of the UK.



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