

PigWorld Article – October 2006

Why I'm off to meet the international foodie set



Seventeen-year-old Duncan Turnbull has won a grant to travel to one of the world's largest food festivals – Salone del Gusto, in Turin – where he will promote British food, pork in particular. Last year he was short listed from over a thousand entries for the Enterprising Young Brits award. Since then he has won prizes at agricultural shows, been featured in the daily press and designed and built his own website. We're not quite sure how he finds the time, but he is also studying for his A-levels.

By Duncan Turnbull

Over 150,000 visitors and 600 exhibitors from 120 countries will be at Salone del Gusto later this month.

And this year, competing for customers alongside Madagascan red rice, Rumanian cheese, Sarikey pepper harvesters and Andean potato chips, will be Yorkshire Meats, a specialist meat company from York, with handmade sausages, dry-cured bacon and rare-breed pork.

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Every two years, approved slow-food producers pitch their products on this international stage at the old Fiat factory in Turin. The aim of the event is to promote fine food and to help small-scale producers thrive in the world food market by promoting the importance of slow and traditional food production.

Having secured a Department of Trade and Industry grant, Yorkshire Meats has reserved a stand in the heart of the event to promote British meat and the finest British cuisine.

Our Oxford Sandy and Black pigs stand as one of England's most endangered breeds. All live outside and are fed additive-free foods, malted barley and apples. We hand-make our 98 percent meat sausages and the bacon is home-cured.

Our adopt-a-pig scheme is one of a kind and gives the consumer the chance to take the importance of food provenance to the ultimate level.

I founded Yorkshire Meats in 2000. I am passionate about fine meats and bred and raised ducks before progressing to breeding my own pedigree pigs.