

NFU Raises a Glass to Celebrate Launch of New Cider

The first cider to carry the Red Tractor logo has been launched today (8th September 2008) by the NFU as part of its Centenary celebrations. Farmers Harvest Centenary Cider has been produced by Somerset-based Sheppy's Cider Limited and will be on sale at 75 Tesco stores around the country as well as through the NFU and Sheppy's Cider websites.



It follows hot on the heels of the award winning Farmers Harvest Centenary Ale and is again the brainchild of NFU director of finance and internal services Ken Sutherland, who is delighted to add a traditional English cider to the Farmers Harvest product portfolio.



"Sheppy's is an established family business in Somerset doing everything from growing the apples to bottling the cider. Farmers Harvest Centenary Cider is the first cider to carry the Red Tractor logo - yet another new product category in farm assurance. I'm sure you will enjoy it."

David Clarke, chief executive of Assured Food Standards, the independent organisation that manages the Red Tractor scheme, added: "The Red Tractor signifies that the local apples from which the cider is made are grown to high standards on the farm and checked by independent inspections. We are delighted that Sheppy's Cider has taken the lead in this category and are committed to sourcing farm assured ingredients."

Three generations of the Sheppy family have been producing cider in Somerset since 1917 and Three Bridges Farm at Bradford-on-Tone is renowned for quality ciders, which have gained between them over 200 awards and two gold medals.

David Sheppy, of Sheppy's Cider Limited, commented: "We are delighted and proud to link up with the NFU on this exciting project. Farmers Harvest is a medium in sweetness cider with an ABV of six per cent. It is produced from a blend of traditional cider apple varieties including Michelin, Harry Masters, Browns Apple and Yarlinton Mill, all grown in 55 acres of orchards here at Three Bridges Farm. Sheppy's is proud that it will be the first cider to carry the Red Tractor logo."

The launch of Farmers Harvest Centenary Cider also ties in well with the NFU's Why Horticulture Matters campaign which highlights the importance of the UK's horticulture sector to the health of the nation, as well as the economy and the environment.