

It's Official... Organic Meat Is Better For You And Pasture-Fed Even Better Still

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There has always been a strong belief that organic meat has more nutritional benefits than non-organic, for the first time ever this has been confirmed. Devon-based Eversfield Organic is delighted by the results of a ground-breaking study which has been published today, 16 February 2016, in the British Journal of Nutrition. The study shows that organic milk and meat contain around 50% more beneficial omega-3 fatty acids than non-organic.

Mark Bury, founder and director of Eversfield Organic, comments: "It is highly encouraging to see our organic farming methods being endorsed by new research. It backs up what everyone in the industry has thought for a long time." Mark continues: "In addition to this latest research, we also believe that cattle and sheep should have a 100% grass fed diet, with no grain, and be produced in accordance with the standards of the *Pasture-Fed Livestock Association*. Further research into this would undoubtedly prove even greater health gains."

The Newcastle University-led international study is the most up-to-date analysis of published research into the nutrient content of organic compared to conventionally produced foods, synthesising the results of many more studies than previous analysis. It highlights that organically produced meat (especially beef) contains significantly higher concentrations of nutritionally desirable, polyunsaturated and omega-3 fatty acids and lower levels of two undesirable saturated fatty acids (myristic acid and palmitic acid), which are linked to heart disease. In addition to organic milk and meat, the nutritional differences also apply to organic dairy such as butter, cream, cheese and yoghurt.

There is a difference in omega-3 because organic animals eat a more natural grass-based diet containing high levels of clover. Clover is used in organic farming to fix nitrogen so that crops and grass grow (instead of manufactured/chemical fertilisers), and this research has found that clover also increases the omega-3 concentrations in meat and milk. Under organic standards, organic cows must eat a 60% fresh grass based diet or hay/silage (conserved grass). At Eversfield Organic the cows' diet is 100% grass fed.

Speaking about the research, Helen Browning, chief executive of the Soil Association says: "This research confirms what many people have always thought was true - what you feed farm animals and how you treat them affects the quality of the food, whether it's milk, cheese or a cut of meat. These scientists have shown that all the hard work organic farmers put into caring for their animals pays off in the quality of the food they produce - giving real value for money." Helen continues: "Organic farming methods require all organic farmers to adopt techniques that guarantee nutritionally different foods. Following research in 2014 confirming nutritional differences between organic and non-organic crops like fruit and vegetables – we can now say for certain that organic farming makes organic food different."

Eversfield Organic is a family run business based on a 450-acre organic farm located in the heart of the Devon countryside on the edge of the beautiful Dartmoor National Park. It has been delivering the finest grass fed organic meat online to households throughout the UK for twelve years. The farm was bought by Mark Bury in 2002 to realise a long held family ambition with his son, Hamish, and daughter, Anna, to produce the best quality organic meat – meat which would come from the happiest of animals and fresh products which would be accessible for everyone. Mark, Hamish, Anna and their team are committed to ensuring that this is affordable to all and that home cooking organic produce is a reasonable and cost-effective option for people who are as passionate as they are about what they eat and where it originates from.

Setting itself apart from other farms, Eversfield Organic's cattle and lamb are certified pasture fed for life by the *Pasture-Fed Livestock Association* and are free to roam, ensuring that the quality and taste of its meat is carried from the rolling Devon fields to the plate. High animal welfare, with all the animals treated in a caring and stress-free way, is fundamental to the business. In addition, the organic grass fed beef is well hung for up to 28 days.

For further information on Eversfield Organic please visit www.eversfieldorganic.co.uk, email info@eversfieldorganic.co.uk or call 01837 871 400. Follow Eversfield Organic on Twitter: @Eversfieldmeat and 'Like' on Facebook.

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