

Purely Isle of Man

The Island is renowned for the purity and quality of its produce, resulting in European accreditation and global fame



The Isle of Man has gained a global reputation for its produce, whether sourced from within our fertile land and pure coastal waters, or the result of unique, traditional production techniques.

Over two thirds of the land mass is cultivated, principally the fertile northern and southern plains. The coastline, which covers over 160 km (100 miles), encompasses an area of 572 sq. km (221 sq. miles).

Manx Kippers are already widely regarded as the best in the world and the Isle of Man's cheeses, seafood, beers and meat products are also winning awards and accolades for their purity and flavour.



Paul Desmond of Moore's kippers, who have been curing kippers with the traditional oak smoking technique for over 100 years.

Why the Isle of Man for Food and Drink Manufacturing?

For producers, the Isle of Man offers some compelling advantages...

- High quality of local ingredients
- Low tax environment
- Favourable corporate tax and duty regime
- Outstanding quality of life

The Isle of Man has producers and manufacturers working in a diversity of sectors, such as;

Seafood

The clear waters around the Isle of Man provide high-quality fish and shellfish, with much of this being exported around the world. Manx Kippers are found in the leading hotels and restaurants around the world but Queen Scallops, or 'Queenies' as they are known locally, are becoming equally as well-known.

Meat

All stock in the Isle of Man is born and bred under locally managed husbandry, providing the reassurance of full traceability back to the farm. Overseen by the Island's welfare officers and Government vets, the animals are reared in line with EU guidelines to the highest welfare standards. Everything is farmed and prepared

Case in point

The distinctive Manx Loaghtan sheep is unique to the Isle of Man and also happens to be "Probably the best lamb in the world" according to its many fans in the food world, including famous TV chefs Si King and Dave Myers.

"Our lambs are compassionately reared as nature intended, on the pure herbage of the hillside" says farmer George Steriopulos. "They don't mature until around 15 to 18 months. As a result the peerless meat is leaner, fitter and altogether tastier than conventional lamb".

Manx Loaghtan farmer, Dougie Bolton (pictured) is equally passionate about this very special breed. 'Manx Loaghtan is characterised by being darker, with just 5% fat (compared to 28% in conventional lamb) and around 15% less cholesterol.

Being hand reared in very small numbers, with an unsurpassed delicacy, makes for what is simply the most exclusive lamb in the world'.

That provenance and heritage status has now earned Manx Loaghtan the coveted PDO accreditation from the European Union.



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Isle of Man
 Giving Producers Freedom to Flourish

PRODUCE

in as natural and traditional way as possible, in some of the purest conditions the world has to offer ensuring that Isle of Man meat is of the highest quality.

The famous Isle of Man Loaghtan Lamb is the first Manx recipient of the prestigious PDO (Protected Designated Origin) European Union quality stamp, awarded only to the finest regional food produce in Europe. Isle of Man Loaghtan Lamb joins Parma Ham and Stilton cheese in being awarded this accolade. This means that Isle of Man Manx Loaghtan Lamb one of only four British fresh meat products enjoying this status.



Dairy

The milk provided by the Isle of Man's dairy herds is distinctly creamy and has helped Isle of Man Creamery be a consistent award-winner at the major cheese shows around the world. It has also helped local ice cream producers, Davison's and Jimbo's, produce delicious, full-flavoured products containing only the finest natural ingredients.

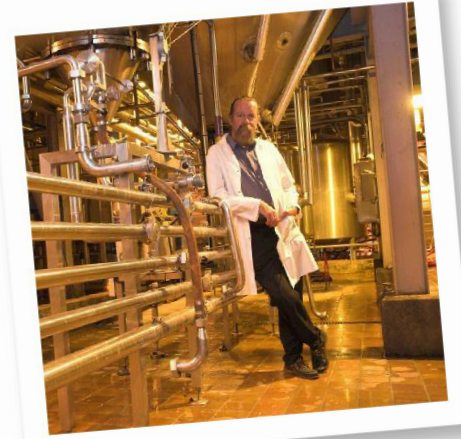
Brewing

The Isle of Man's Pure Beer Act of 1874 is still in force and means that Isle of Man brewers can use nothing more than water, malt, sugar and hops in their brews. It's a unique selling point for Isle of Man beers, a factor which has helped ensure the Island's beers are recognised by the Campaign for Real Ale (CAMRA) as quality tipples!

Okells is the Island's largest brewer, producing its famous ales since 1850, now from the state of the art Falcon Brewery. The winner of many awards, Okells was chosen by Sainsbury's customers to become the winner of their Beer Challenge in 2008. Bushys, has also won many international accolades for their 'Ale of Mann' and the brewer is world famous for its unique association with the Isle of Man TT races.

The Manx Organic Network

The Manx Organic Network is a voluntary organisation made up of local people including consumers, smallholders, gardeners, farmers and retailers. Their purpose is to help increase the availability of Manx organic produce and to promote the benefits of organically produced food and sustainable agriculture.



Dr Mike Cowbourne, Head Brewer at Okell's Falcon Brewery, a state of the art production facility in the Isle of Man.

Links

Department of Agriculture, Fisheries and Forestry: www.gov.im/daff

Isle of Man Creamery: www.iomcreamery.com

Isle of Man Meat: www.isleofmanmeat.com

Purely Isle of Man: www.purelyisleofman.com

I Love Manx: www.ilovemanx.org

Manx Loaghtan Breeders Assoc. www.manxloaghtan.com

Island Seafare Ltd: www.islandseafare.co.uk

Moore's Traditional Curers www.manxkippers.com

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