



ARGYLL HILL LAMB
WEBSITE PROPOSAL



February 2011

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 job no: 8228
 scale: n/a
 title: n/a

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the flavour of the land

THE FLAVOUR OF THE LAND

Traditional husbandary skills that sustain the hill country, the blackface flocks and the families who farm there, producing distinctly flavoursome and lean **Argyll Hill Lamb**.

At Argyll Hill Lamb we have created a specific hill-lamb brand, capturing the culture of hill flocks, the shepherd working alone with his dog, the purity of the hill, the scenery, the really good natural herbage these sheep eat - heather, berries wild grasses with the fresh waters of the burns – and the fit and active lifestyle they lead in one of the most beautiful and unspoilt regions of Scotland

Our sheep live on hills up to Munro level – at 3000ft, it is just them and the deer. Up there you can taste the cleanness of the atmosphere, you are far away from the pollutants that settle over the cities.'

The result is the highest quality, rich and tender meat, savoury, aromatic and full of flavour.



the flavour of the land



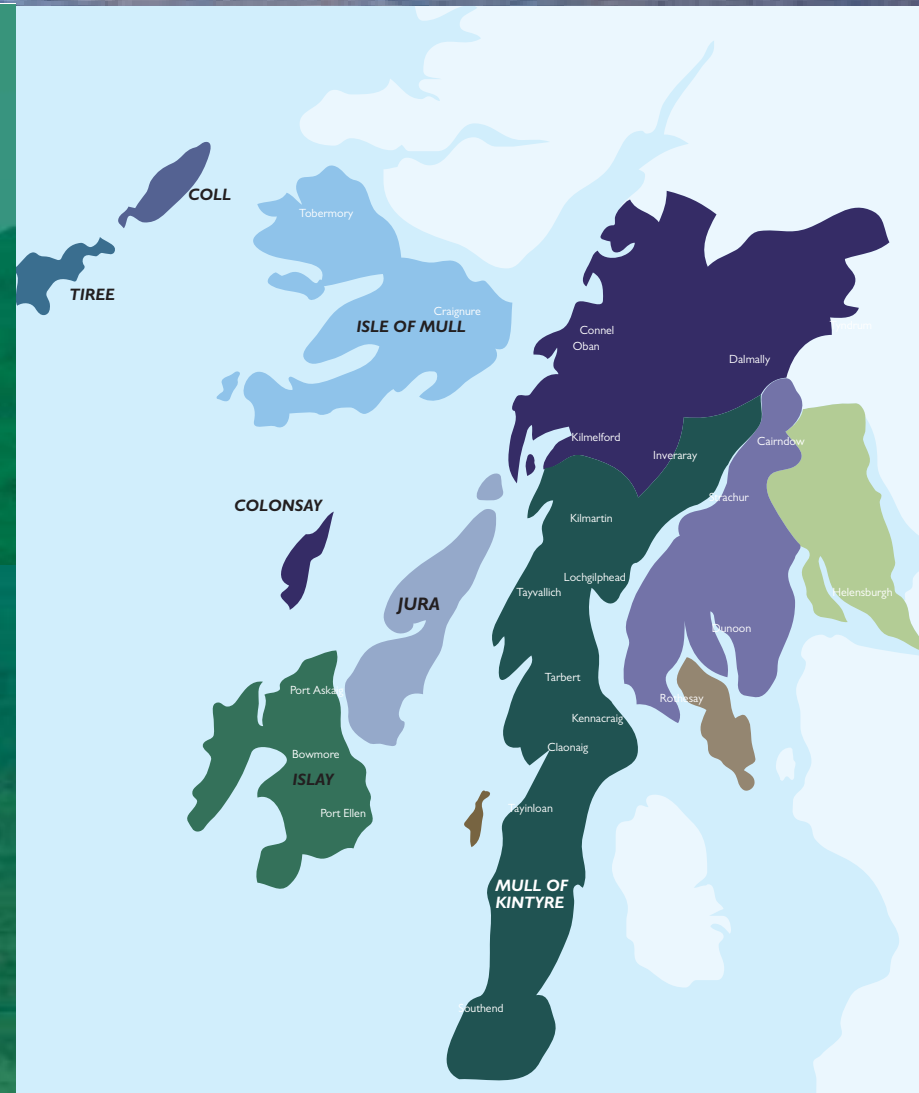
DIVERSITY OF ENVIRONMENTS

Our environments are dramatically diverse; from the Outer Isles of Coll and Tiree, the furthestmost land fall to the north west of Scotland * and the inner Islands of Mull, Colonsay, Jura and Islay, to the Cowel and Kintyre peninsulas and the lower Highlands from Dalmally to Oban.



Some of the most beautiful and unspoilt land in Scotland.

The careful land management and husbandry skills of our farmers are inextricably linked to sustaining these precious environments, ensuring that they are viable and economic resources for the present families and the future generations to come.



OUTER ISLANDS
of Coll & Tiree (Next stop
Greenland)

INNER ISLANDS
of Mull, Colonsay, Jura & Islay

PENINSULAS
of Kintyre & Cowel

LOWER HIGHLANDS
stretching from Dalmally to Oban

SEASCAPES

SEA LOCHS

LOCHS

The sustainability of the environment as a working and viable economic source is inextricably linked to the lamb and the hill farmers land management skills

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THE SEASONS

The bio diversity of the environment helps support the blackface who in turn support the landscape as a viable working environment. It would be an overgrown landscape if not for the land management by the hill farming community who sustain the 'life cycle' of the hill and the lamb.

CALENDAR

NOVEMBER/ DECEMBER – Tups have been kept in low ground fields and kept in good condition prior to being let out to the hill with ewes to mate. Shepherd will go to the hill everyday to gather up the sheep with his dogs to ensure that the tups are mixing with all the ewes – and that mating occurs.













APRIL/MAY – lambing time on the hill – ewes will go to their own bit of ground to lamb. Shepherd will walk the hill and check sheep but will to have the minimum intervention approach so as not to upset the sheep and break the bond between lamb and ewe. Lowground sheep are very different to hill types and often need a lot of intervention from the farmer – feeding the lambs, taking them in for shelter etc. hill sheep are not very prolific and generally only produce one lamb.

JUNE/JULY – clipping of sheep, sheep are gathered by teams of people with sheepdogs and brought down to the fank and a shed where another team of people will clip the sheep (shearing). This is often done by contractors who travel around the country from place to place – usually a good fun time. Sheep have traditionally been dipped at this time to protect them from flies (bluebottles) and other pests before being returned to the hill.

AUGUST/SEPT/OCT – generally been a time for lamb sales, a social time for farmers. The summer grass growth finishes on the hill it is important to get the lambs off the hill so that there is enough food on it to carry the remaining ewes through the winter. These lambs are not ready for slaughter but will be bought by other farmers to fatten on areas of the country which has low ground grass, turnips, kale, rape etc that can fatten the lambs through the winter. Replacement ewe lambs are sent away at this time to a lowground farm with grass to then be brought back in the spring – march – to replace the old ewes which are usually sold in oct/nov.

DIET – blackface sheep will live of all the varied grasses that are on the hill and heathers, mooses etc – adds to their flavour – not eating a monoculture grass like lowland sheep, they therefore never get over fat and are a healthy meat.

GATHER – this is term for rounding up sheep on the hill.

HERSEL – a distinct flock of sheep that's home range is a particular hill

HEFT/HEFTED – blackface (blackies) ewes have their own range which they treat as their own and keep others out off. These sheep will go back to the same area of the hill every time they return. They will pass this down to their lambs teaching them their own range.

WILD – these sheep are closer to deer in many ways than lowground sheep – red deer also heft. Ewes also hiss and bark at intruders to their hefted area and have cunning ploys and routes to avoid being gathered from it.

SHEEPDOGS – hill shepherd will often go to the hill with a collection of 4-5 dogs, these have been bred over the years for their natural ability to gather sheep. Man and dog must understand each other and commands are mainly by whistle and can often be made over a mile away. Some dogs are more suited to going a long way out and using their strong eye to shift sheep by staring at them. Making the sheep back down through out staring it. Others are more suited to driving sheep along through hassling and speaking up – barking, and often used at close quarters to move sheep through the fank. Border collies are the former type and huntaways are an example of the latter.

FANK – name for a handling facility with gates and pens, traditionally a drystone dyke feature

CLIPPING – scots term for shearing. Sheeps annual haircut. Sheep would naturally loose (caste) their fleece every year if it was not clipped.

ENVIRONMENT – hill sheep grazing at the appropriate level and right stocking density will generate more wildlife benefits than areas with no sheep or areas with too much sheep. It's a balance. Will send you some more info on species that benefit from this.

ARGYLL HILL LAMB – farmers are keeping their lambs on a longer and renting better grass to take the lambs to a slaughter stage and hopefully generate a better return than selling in the autumn and secure a more stable future.

JAN/FEB/MARCH – shepherd will check on ewes on the hill to ensure that they are surviving through the long winter, if things are very desperate then he may provide them with hay or a cereal based food. Generally these sheep are very tough and will choose to stay out on the high hill and forage under the snow rather than be fed



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OUR FARMS

- 1 **CORRYLORN FARM** dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna
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CORRYLORN FARM

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BRAGLEENMORE FARM

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THE LAMB a healthier choice

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