





WELCOME TO Highbury

SHROPSHIRE FARM FRESH CHICKEN

Highbury Poultry is a chicken processing business based in the heart of rural Shropshire. Trading for well over half a century, Highbury Poultry has earned a reputation for producing quality fresh and frozen British chicken with a long shelf life, and high levels of service.

In the last 50 years the business has grown and developed with the ever changing marketplace, without compromising our traditional values. It is now a modern manufacturing and distribution operation employing 160 people with a turnover in excess of £40m per year.

Being part of a large group has allowed an ongoing programme of continual investment in processing and infrastructure that has delivered greater efficiencies in the business. This in turn has allowed us to ensure that the standard of our process remains ahead of our competitors and surpasses our customers' expectations.

If you are looking for a quality producer and partner to complement your business then look no further than Highbury Poultry. We offer farm-fresh and frozen quality Shropshire chicken from a modern production facility with a reputation for taste and quality which is second to none.

Barry Higginbottom
Managing Director

As part of our ongoing commitment to the highest possible standards, Highbury is proud to have been awarded the BRCGS Higher Grade AA accreditation for our state of the art production facility giving our customers and partners peace of mind and confidence in our service and products

QUALITY ASSURANCE & ACCREDITATION

SHROPSHIRE FARM FRESH CHICKEN

Highbury Poultry is a dedicated poultry processing plant with a BRCGS higher Grade AA accreditation and Red Tractor approval, making it one of the country's leading suppliers of chicken products with a long shelf life.

BRCGS British Retail Consortium

The British Retail Consortium developed and introduced the BRCGS Food Technical Standard in 1988 to be used to assess manufacturers of own label products for retailers. Before long, this standard was adopted by many other organisations in the sector and became a symbol of best practice in the food industry. We are audited against the global standard on an annual basis.



RED TRACTOR

Assured Food Standards (AFS) is the independent organisation set up to manage the Red Tractor mark. The Red Tractor Food Assurance Scheme sets robust standards of good agricultural practice covering food safety, protection from pollution and animal health and welfare. Red Tractor ensures the food you buy is traceable, safe to eat and has been produced responsibly to some of the most comprehensive and respected standards in the world. AFS audits and licenses Highbury annually.



HALAL

Our process is audited annually to ensure that our products conform to Islamic Shariah law and can be certified Halal. Part of this process involves the auditing of our processing methods on a regular basis to ensure that we are complying with the required standard.



Quality is a commitment by the whole team at Highbury and is built into the very core of our procedures and systems.





AGRICULTURE & WELFARE

SHROPSHIRE FARM
FRESH CHICKEN



Highbury Poultry has over 2.5m chickens on the ground at any one time



It stands to reason that the best quality chicken can only be derived from the best quality raw materials and a team of experts are constantly working to improve the process.

Working in unity with our partner growers, Highbury's agricultural specialists are constantly striving to improve feed rations, conversion ratios, welfare and production standards throughout the entire rearing process.

All our locally sourced farms are within a 50 miles radius of the processing plant, and at any one time we have approximately 2.5M chickens on the ground.

By understanding both the technical and commercial aspects of rearing poultry, Highbury's agricultural team works tirelessly to create the right environment to ensure the best quality poultry at an affordable price.

.....

Catching, collection and transportation of chickens from farm to our processing plant is all under the control of our experienced teams. This ensures that standards of welfare are followed throughout the supply chain. By using our own catching teams and fleet, we ensure the highest standards of biosecurity are rigidly enforced.

This guarantees wholesome farm fresh chicken is delivered to our customers.

All farms are supplied by Lloyds Animal Feeds, our fully integrated parent company. This means that we can be confident that chickens raised by our partner growers are fed a consistent nutritional diet that ensures that our welfare and quality standards are always maintained.

Our dedicated team of growers, nutritionists and agricultural experts work together to consistently deliver high welfare, great quality and delicious chicken from farm to fork.

Sales: 01948 842 333
www.highbury-poultry.com



Our modern production plant currently processes 375,000 chickens per week and is one of the country's leading independent poultry processing plants. Situated near Whitchurch in rural Shropshire, we are ideally located to service all the major distribution links across the UK.

Set up to consistently produce market leading quality with an effective and efficient cost base, Highbury Poultry is well placed to service the fresh whole chicken market with one of the freshest products available in the poultry sector.

Focused on the provision of whole fresh quality chickens, we are always looking for opportunities to add value to our business and our customers. We continue to invest to deliver the products and services which our customers require.



Our production team are dedicated to providing quality products and services to all our customers.

Sales: 01948 842 333
www.highbury-poultry.com



PRODUCTION

SHROPSHIRE FARM

FRESH CHICKEN





PRODUCT RANGE

SHROPSHIRE FARM

FRESH CHICKEN

Our Range is available both fresh and frozen, and includes:

- Plain loose whole birds
- Plain string tied whole birds
- Bagged whole birds
- Seasoned whole birds
- Wing on double breast fronts
- Single legs
- Livers
- Breasts

Highbury is recognised as a quality producer of great tasting products.

We are able to consistently supply farm fresh locally grown chicken with a long shelf life. This has been integral to the long term growth of our business.

We specialise in whole bird production, though we are able to offer an increasing range of additional products

We typically produce chicken of various sizes from 1kg to 2.3kg

.....

Highbury is also able to offer traditional Christmas roasters and we work with our growers to produce these up to 5kg for that special occasion.

We have dedicated sales team members who are knowledgeable about the products they are selling. We focus on a line of core products that we are confident meet all our customers requirements.

We are able to provide trussed (string tied), tray wrapped or loose chickens in cardboard or plastic trays in a range of weights.





PRODUCT RANGE

SHROPSHIRE FARM FRESH CHICKEN



PLAIN LOOSE WHOLE BIRDS

Sold in boxes



PLAIN STRING TIED WHOLE BIRDS

Sold in boxes



BAGGED WHOLE BIRDS

Fresh and frozen chickens, sold
in boxes



SEASONED WHOLE BIRDS

Sold in boxes



WING ON DOUBLE BREAST FRONTS

Sold in bulk



SINGLE LEGS

Sold in 10kg boxes



LIVERS

Fresh liver sold in 10kg boxes
(4x2.5kg bags)
frozen liver sold in 220 gram pots



BREASTS

Sold in bulk



DISTRIBUTION

SHROPSHIRE FARM
FRESH CHICKEN





Highbury Poultry operate our own distribution fleet covering much of Northern England, Midlands, London and South Wales. Our fleet is operated on a flexible 24-hour basis with the capability of making overnight deliveries to meet our customers' requirements.

In addition to our own fleet, we also have the capability of making next day deliveries to all parts of the United Kingdom, using our links with major national logistics partners specialising in food distribution.

All our deliveries are made using modern refrigerated vehicles with constant temperature monitoring and support to ensure quality and customer satisfaction.

.....

We have a standard national operator's licence and we are therefore in a position to offer our customers an opportunity to use our fleet to assist in their own distribution at highly competitive rates.

In addition, our state of the art tracking system also optimises routing. We are able to track all orders transported to ensure the whole process runs smoothly and to the satisfaction of all our customers.

The transport department at Highbury Poultry is proud of its focus on customer service and always aims to exceed customer's expectations

Our modern fleet is maintained to the highest standards, with inspections every six weeks to ensure safety, efficiency and reliability.

Sales: 01948 842 333
www.highbury-poultry.com



ENVIRONMENT

SHROPSHIRE FARM
FRESH CHICKEN





Highbury is fully committed to ensure we operate within the scope of our environmental permits. It is important to us that we operate our businesses smoothly 24/7 with minimal disruption to our neighbours.

Our competent management team and staff across this site understand and fully implement our site environmental policy to ensure all environmental issues are dealt with.

.....

We are fully committed to ensuring our waste streams are handled methodically so we are able to reduce, reuse and recycle rather than just disposing of waste generated from the site.

Our on site water treatment centre enables us to generate sludge fit for agricultural benefit. Under our environmental spreading licences, and mobile plant operators licences we are able to supply to local farmers near our site to spread across land to improve crop growth.





Email: sales@highbury-poultry.com
website: www.highbury-poultry.com

Tel : +44 (0)1948 840261
Fax: +44 (0)1948 840513

Highbury Poultry Farm Produce Limited
Manor House Lane, Higher Heath
Whitchurch, Shropshire
SY13 2HJ