

North Cornwall Advertiser *and* Diary

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THE Black Farmer™ (aka Wilfred Emmanuel-Jones) is a man with a mission. Not only has he made his mark as the only black farmer in the UK to stand up and be counted; he has to his credit one of the food industry's most successful new brand launches - The Black Farmer™ sausages.

Wilfred is fighting the cause for a meatier sausage and was outraged at the poor quality on offer - most with very little meat but plenty of cheap filler. So passionate is he that he launched his own succulent brand boasting 90% pork and has been beating down supermarket doors to get the products stocked - determined to offer sausage lovers everywhere a better deal. The Black Farmer™ sausages bear the tagline 'Flavours without Frontiers' and bring to life Wilfred's philosophy of not being confined by tradition, race or culture. The supermarkets are taking note, with Morrisons, Sainsbury's and Asda now supporting the brand.

Wilfred is a self confessed 'sausageaholic'. He is passionate about great tasting sausages and was frustrated at not being able to find a really good meaty one, so he set about creating the ultimate sausage, an award winner.

"I know that when I buy sausages I'm looking for a high percentage of good quality meat, from animals reared locally, with a good, well-balanced seasoning. With sausages I want uncomplicated recipes. Fancy recipes always sound great, but, for me, they take away from the natural flavours and texture of the meat.

"Sausages are my comfort food. Whenever I've been abroad, or had a bad day, I turn to sausages

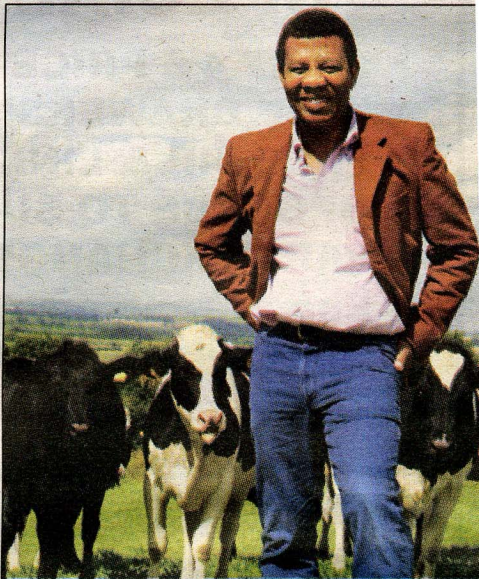
to put my world to rights! But finding a good meaty sausage that hasn't been over-processed or over-flavoured is difficult, so I came up with my own recipe and now have what I consider to be the ultimate sausage.

Made from prime cuts of pork, The Black Farmer™ sausages are succulent and full-flavoured. They are made from 90% coarsely minced, carefully trimmed cuts of British pork and combined with the delicate flavour of roasted fresh garlic and a special mix of herbs and spices. There are three varieties available - Premium Pork, Pork and Leek, and Pork, Onion and Chive. All have been honoured with awards from Taste of the West and The Taste Awards.

The only known Afro-Caribbean in British

farming, for the past several years Wilfred has been learning on the job at a small farm at St Giles-the-Heath, near Launceston, where his neighbours not only taught him all he knows about farming, but coined the term The Black Farmer to describe the phenomenon of a black man in farming.

Born in Jamaica, Wilfred moved to the UK at the age of three to join his parents who had been amongst the first immigrants to the UK in the 1950s. Living in a small terraced house in inner city Birmingham along with eight brothers and sisters, Wilfred soon became determined to get out of the city and one day worked in the British countryside. After 30 years of hard work he has finally realised his dream.



Editor's comment: "Absolutely delicious... can't wait for breakfast!"