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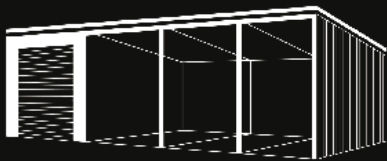
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ELLIS CREEK FARM

GOLDEN BAY, NEW ZEALAND

MEAT

We have shut up the farm shop for the winter months.
We look forward to seeing you at the Saturday market and on our home deliveries around Golden Bay, Tasman and Nelson.

ORDER ONLINE - www.elliscreekfarm.co.nz

Ellis Creek's farm-to-fork meats

ALISTAIR HUGHES

Launched at the 2018 Takaka A&P show, Ellis Creek Farm prides itself in producing the highest quality meat and produce, selling and delivering direct to their customers.

Steak and sausage sandwiches have become a regular Saturday morning treat for those visiting the Takaka market.

"Online sales and home deliveries came into their own during Covid lockdown, and our customer base increased significantly," explains Jonathan Thorpe, who moved back to the farm with his family in 2019, to help out. He emphasises that Ellis Creek Farm is very much a family business.

His sister Rose is a familiar face to home delivery customers in Golden Bay, while Jonathan takes care of Nelson deliveries.

"There's six siblings, and we all contribute in one way or another, whether here or living elsewhere. Because we're not just selling the animals to the meat works, we need to manage the process all the way through to delivery to your door. Customers know that we take good care of the land, water and our animals; values learned over generations on the farm".

Local "star butcher" Georgie Moleta works closely with the Ellis Creek team to prepare the cuts they need week to week. "Often, customers originating from a different country can make unique requests because they haven't found what they're looking for in New Zealand," says Jonathan.

"Georgie is very good at working with us in these situations."



Jonathan and Meredith Thorpe moved back to Ellis Creek Farm in 2019 to help out with the family business. Photo: Alistair Hughes.

One of the values of Ellis Creek Farm is to minimise waste and use as much of the animal as possible.

"People are always happy to buy a fillet steak and cuts they're familiar with. But we sometimes will struggle to move the lesser-known or lower-value portions. So we're working on ways that we can balance that out, adding some new items to our range – watch this space."

Jonathan acknowledges that their farm is a small farm, and making a living from smaller units has always been difficult. "We hope that with sharing the hard work and with the support of our local community we can build something of value."

"For us it's always been a farm where relationships and



Taking the best possible care of their stock and land has always been a cornerstone of Ellis Creek Farm's values. Photo: Rose Hughes.

people matter. That hasn't changed, and we still want to make sure we are looking after the land, while delivering a product which has integrity, is sustainable and good to eat."

Ellis Creek Farm thanks customers for their patience while they were unable to access products over the last month. A full range of fresh meat, and eggs from their pasture-run chooks are now available online and at the local market from this Saturday, with deliveries in the Bay as normal on Monday.
www.elliscreekfarm.co.nz

RECIPE: Plum and ginger stirfry beef

JONATHAN THORPE, ELLIS CREEK FARM

A favourite for our family, plum and ginger stirfry beef is easy to make and goes a long way on a pile of rice or mashed potatoes. This offers great value using schnitzel, stirfry beef, or even prime cuts. A tip from Granny: it is much easier to cut beef while it is half frozen.

Ingredients:

- 500g pack of Ellis Creek stirfry beef or schnitzel (sliced)
- 2-3cm chunk of fresh ginger chopped or grated
- 1-2 Tbsp plum jam (or chop up 2-3 fresh plums)
- A generous dash of Worcestershire sauce and/or soy sauce
- 1-2 cloves of garlic, crushed
- 1-2 medium onions, sliced
- Add 1-2 tsp of other spices such as ground cloves, star anise, or Chinese five spice
- Salt and pepper to season

Method:

Mix the sliced beef, together with sliced onion and all the other ingredients, and leave to marinate while you prepare potatoes or rice for cooking.

Preheat your favourite fry pan or wok and add a little oil. Using tongs or chopsticks, drop in small batches (100-200g) of the marinated beef and stirfry to your liking. Repeat until all the beef is done.

Lightly fried leaves the beef soft and juicy; longer cooking until the juices caramelise and the beef becomes darker brown can also be good. Using small batches and a hot pan helps prevent the meat "stewing" in its own juice.

If the bottom of the pan has not burnt, you can throw in



half a cup of water, or your vegetable cooking water, to wash out the pan, creating a nice gravy to go with the cooked meat.

Serve alongside your rice or mashed potatoes with vegetables such as carrots, green beans or broccoli on the side.

Variations:

If you really like ginger, do as the Vietnamese do and slice up an equal quantity of ginger and beef into matchstick sizes. Stirfry as before.

To make the beef go further add more onion, or add half a sliced capsicum for extra colour.