

# Berkshire farmer secures Waitrose contract

A West Berkshire farmer is likely to see his sales soar after securing a new supply contract with Waitrose.

Russell Kilvington's Royal Berkshire Pork brand already appears to be going down well at the supermarket, as shoppers happily tucked into his bacon and chipolatas outside the Newbury store on Tuesday (January 23rd).

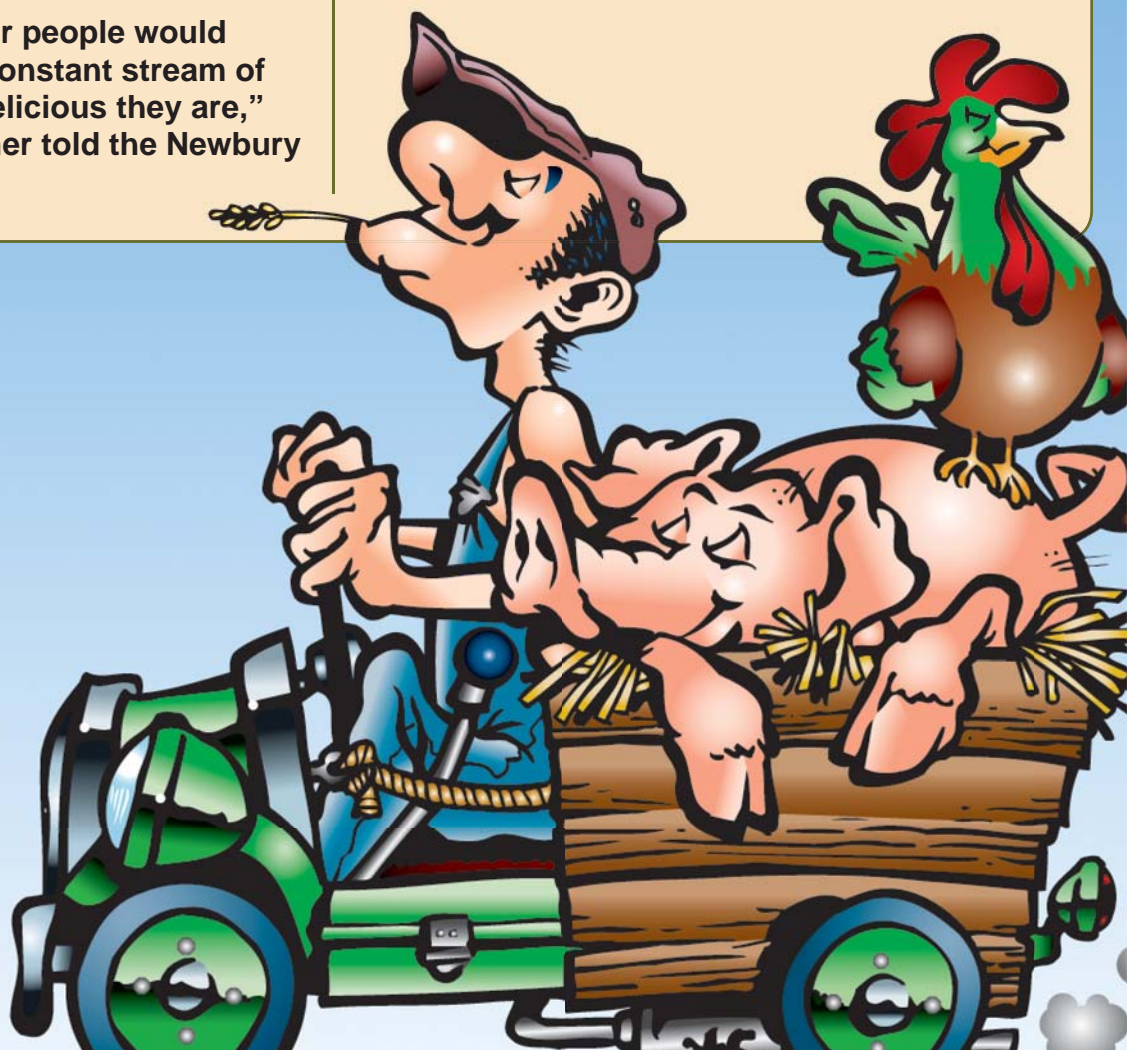
The sausages sold out within half an hour of first going on sale and Mr Kilvington described the day as "very positive and very exciting".

"I was nervous of whether people would buy them but I've had a constant stream of customers saying how delicious they are," the Brightwalton pig farmer told the Newbury Weekly News.

He described the new contract as "a must" for his business, revealing that he couldn't afford to remain as a commodity producer.

"We are not just a local business, but a local business in the agricultural industry, and the agricultural industry is suffering from the global climate that we're in," he explained.

The pork products had to be assessed for appearance, taste, packaging and reliability of supply by a panel of judges before being granted permission to appear on Waitrose's shelves.



[www.businessinberkshire.co.uk](http://www.businessinberkshire.co.uk)