



SUBMITTED PICTURE



Richard and Andy Higgins have won a free range egg award

Brothers have cracked it and won a national free range eggs award

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Two Leicestershire brothers have been named free range egg producer of the year at the British Free Range Egg Producers Association (BFREPA) annual awards.

Richard and Andy Higgins, of Bitteswell Farms in Lutterworth, have been producing fresh farm eggs since 1986, carrying on the family business established by their parents in 1956.

The pair impressed BFREPA's judges with their "strategic, innovative and forward-thinking performance" and they took home the title in the over 16,000 birds category.

The Free Range Awards were held at the BFREPA annual conference, and highlight excellence from companies and individuals who make sustained, positive contributions to the sector.

The brothers, who have developed their free range egg business in to one of the largest independent free range egg producers in the Midlands, have a flock of 120,000 birds, and an output in excess of 1,500 30-dozen cases a week produced on three farms all within four miles of Bitteswell.

BFREPA judge Trevor Sellers said: "The Higgins family has deliberately followed a strategy of managing and keeping control of the entire egg production process.

"We were impressed not only by the excellent performance of the farms, but also by the attention to detail found within the business.

"Richard and Andy's ability to contain costs and be super-efficient really stood out.

"By controlling the whole production process, the business is in a good position to adapt and adjust to the ups and downs of the market."

The Higgins brothers rear their own chicks to point of lay and mill their own feed using locally grown grains, which was also praised by the judges.

They also produce and market their own brand "Bitteswell Browns" into major supermarkets, other retailers and caterers across the Midlands, and supply un-

graded eggs to major packers.

Andy Higgins said: "We are delighted to receive this award on behalf of our families, and all the hard working staff at Bitteswell Farms.

"This prestigious award is recognition of our core values of being in control of the whole process, from day old chicks through to poultry feed production and dedicated free range egg packing, ensuring we produce high quality free range eggs while having a minimal environmental impact."

BFREPA is the voice of the British free range egg industry representing producers who look after more than 11 million hens. For more information about free range eggs visit www.lovetofreerangeeggs.co.uk.

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