

LMC

LMC Press Release: 19 January 2013

:LMC Butcher Focus - Crawfords - Maghera, Co. Londonderry

LMC representatives recently visited Crawfords, Maghera to present the butchery staff with their Certificate of Approval for the use of the Farm Quality Assurance Scheme (FQAS) logo. Crawfords first opened its doors in 1900 and has grown over the years into a large supermarket with the butchery counter being developed 10 years ago. Jonathan Crawford was raised on the family farm and is the current proprietor of Crawfords, Maghera. From a young age Jonathan was aware of the importance of being a member of the scheme and sees FQAS as an essential cornerstone for butchers in Northern Ireland to market their beef and lamb products with confidence. The same is true with his family run supermarket. Jonathan has developed the business to suit consumers ever changing needs, providing both traditional cuts and ready made retail packs. 3 full time butchers are employed to staff the busy hours of the shop, which opens 7 days a week. Crawfords are the winners of the 2012 Independent Retailer of the year award.



(The staff at Crawfords receive their FQAS certificate)

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