

Her cheese comes from the farm in 40 flavours

PACKED lunches have taken on a new look—and a new taste—since farmer's wife Mrs. May Hollins came to Birmingham.

From 16th century Fordhall Farm, Market Drayton, in Shropshire, she has brought an idea as new as this season's hat and as flavoursome as freshly-poached salmon.

In fact, Mrs. Hollins uses salmon—caught the legal way—as one of the 40 flavours for her home-made cottage cheese.

The others include herbs such as parsley and sage, watercress grown in the Fordhall beds, onion, cucumber, celery, horseradish, pimento and gherkin.

The exotic ones

Shrimp, lobster, crab and salmon, supply the fishy varieties.

And under the heading "Exotic flavours" come pineapple, nuts and wine, pickled walnuts, and paprika.

It is really the Cornish-folk that Mrs. Hollins and her 42-year-old husband Arthur have to thank for their climb to success as farmers and cheesemakers.

About eight years ago they went to the West Country on holiday. "Naturally we tried a clotted cream tea," said Mrs. Hollins. "And we thought the milk from our own cows would produce cream of equal quality."

So back home the experiments in scalding and separating began. The cream produced was delicious. A market had to be found to sell it. And it was from actual market stalls that the bulk of the supplies were sold.

"When butter-making began we were left with quantities of buttermilk and skim milk," Mrs. Hollins went on. "The buttermilk was quite easy to dispose of. People in the North like drinking it. But the skim milk was quite a problem till someone suggested cottage cheese.

"At first we weren't very successful, but after a few experiments we found we could make it—after all, my husband's mother was a prize-winning cheese-maker, and my husband stirred



Mrs. May Hollins with some samples of her 40 varieties of flavoured cheeses.

They began producing two varieties of cottage cheese—one plain, the other with additional cream. Then the different flavourings began to creep in. "That was really my husband's idea," said Mrs. Hollins. "You know how men like cheese and onion!"

Now Fordhall also produces yoghurt flavoured with fresh oranges, lemons, raspberries, milk cocktails, and goat's milk. The herd of 70 pedigree Jersey cows that feed on outdoor pasture all the year round is to be increased by 20.

Mrs. Hollins herself is behind the selling campaign. In her little blue supply van she travels several times a week to large Northern towns and markets with the 10,000 cartons a week the farm yields.

Born at Handsworth, she has now brought her highly-individual dairy foods to her home town. A range is available in the city centre.

But that is not all. The enterprising Mrs. Hollins, mother of three, also throws her own home open to customers. She and her husband have started a customers' club. Anyone joining it can go to Fordhall any Sunday during the summer, spend the day on the farm (where Mr. Hollins has built a tennis court and swimming pool), and sample a clotted cream tea.

"The only day on which we don't work is Christmas Day," said Mrs. Hollins. "We feel that with a business so individual as ours the personal touch is very necessary.

"Anyway, we love meeting people so working is really

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