

FORDHALL CHEESES

Where did the idea of Fordhall Cheeses come from ?

1. Fordhall has made prize winning Cheshire Cheeses for generations and soft cheeses were sold by Mr. Hollin's mother in the market on rush mats, decorated with sages and rhubarb leaves. Emphasise the fact that these cheeses are natural and that no preservatives are used and that they are not processed. The idea of flavouring came later, with the popularity of cocktail parties.

How are they made ?

2. They are made with the true yeast culture, and then strained lightly through muslin, leaving a little of the whey. This whey used to be given to pigs in the olden days, and they always won first prize at the shows because of their beautiful skins. Whey is a protein food and contains minerals and vitamins.

How long do they keep ?

3. They keep two or three days if they are well covered in a cool place, and quite safely keep for a week, also well covered in a refrigerator. They will keep longer in deep freeze. After use it is important to well cover again, or one of two things can happen. They either dry out; that is, the normal whey dries from them and they don't taste so good or spread so good, or they take on the taste of other things in the refrigerator.

4. If the customer forgets and does not cover, there is no need to worry - just scrape the top off and the cheese is perfect underneath. It is impossible to get food poisoning from Fordhall Soft Cheeses. The natural culture used in making the cheese is a yeast culture which is quick growing and is cleansing, and will reject bacteria rather than absorb it. Customers will point out that this is not so with meat, fish or vegetables. They are quite right, as bacteria lies dormant when under refrigeration, and increases to twice the density upon thawing, and re-freezing would double again, and food poisoning could be the result.

What made you decide to sell Fordhall Cheeses ?

5. I think it would be quite a good idea to say that the reason you chose to sell these cheeses was because they answer the customers needs. The need these days is more for natural unadulterated food, and because Fordhall is still a family business and their cheeses are not commercialised. They are in fact, the same sort that people make at home when the milk has turned sour; but Fordhall use a selected yeast culture which is high in Vitamin B and therefore a tonic, whereas naturally soured milk in the home can absorb incorrect bacteria. Therefore, you like the fact that you have a genuine product to sell.

What is the difference between Fordhall and other cheeses ?

6. As I have mentioned before, Fordhall are natural cheeses and this can be explained again - it cannot be emphasised too much. Processed cheese is hard cheese of doubtful origin, softened down with emulsifying salts, which are harmful to the nervous system. Various sodium ingredients are used as preservatives, which are very bad for the digestion. I doubt very much whether after all this, there is much vitamin or valuable content left, although they do contain a certain amount of protein.

Are Fordhall cheeses good for slimming ?

7. Definitely Yes ! They are very high in protein and low in fat. The fat content varying from 18% to 25% on analysis, whereas a cream cheese is 70 to 80% fat. They can be used on salads to the greatest benefit, or on Ryvita or Energen biscuits.

Are genuine ingredients used in flavouring Fordhall Cheeses ?

8. Well, you know the answer to this one - it is emphatically yes !

What is the difference between Yoghurt and Soft Cheese

9. Yoghurt is the whole milk fermented with a yeast culture and real fruit added.

11. Please invite any of the customers who may be members of a Townswomens' Guild or Church Club, etc., to write to the farm and ask for a talk from Mr. Hollin or they may make arrangements to visit the farm. The address and telephone number is on the leaflet. I think it would be a good idea when talking to customers to mention the fact that we welcome visitors to the farm in organised groups only. This is only because of staff difficulties.