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World Deer News

FLETCHERS OF AUCHTERMUCHTY

It has been reported in some UK newspapers recently that the award-winning venison business Fletchers of Auchtermuchty has changed hands. The business has been taken over by Vikki Banks, the manager since 2009.

She is relocating the business to Newburgh and will continue the processing and retailing part of the operation there.

Founded in 1973, the Fletcher's Reediehill Deer Farm was the first commercial deer farm in Europe and has won numerous awards, including the Queen's Award for Export Achievement and the Good Housekeeping Award for Best Small Meat Producer. They believe that the business "has become a victim of its own success and has now outgrown its current premises." Although the "Fletchers" brand and logo will still be used, Vikki will trade under the name "Seriously Good Venison".

John and Nichola Fletcher will continue to farm deer at Reediehill and both supply and sell to "Seriously Good Venison".