

CPG RURAL POLICY - November 2022

Keeping Food Local



Peelham: 650 acs, Mixed Organic & Pasture-for-Life

Family Farm

Multi-species farming

On-farm Butchery

Holistically managed

Ecosystem enriching

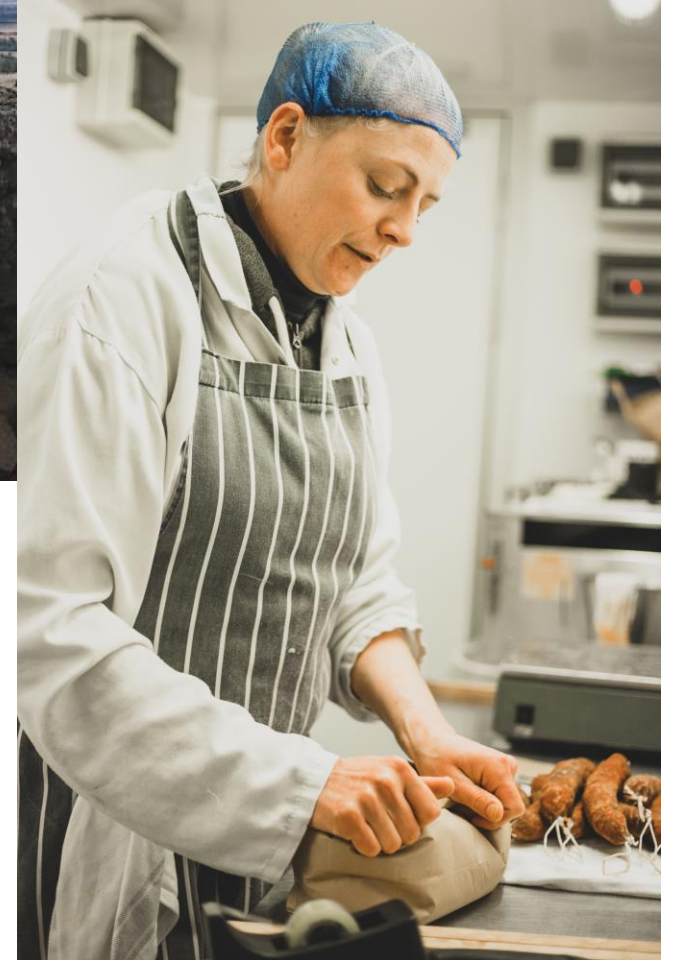


Adding value on farm to ap 1.8 tonne of meat:

Standard cuts ap 60 products, Added Value ap 75 products



11 FTEs Employed from local community



....Supplying direct with provenance and traceability



MARKET DRIVERS: *TRUST, HEALTH, WELFARE, ENVIRONMENT*

Routes to Market & Greater Access: Value in Diversity of Outlets

Wholesale = 60 %

Restaurants & Hotels (Glasgow & Edinburgh) = 10%

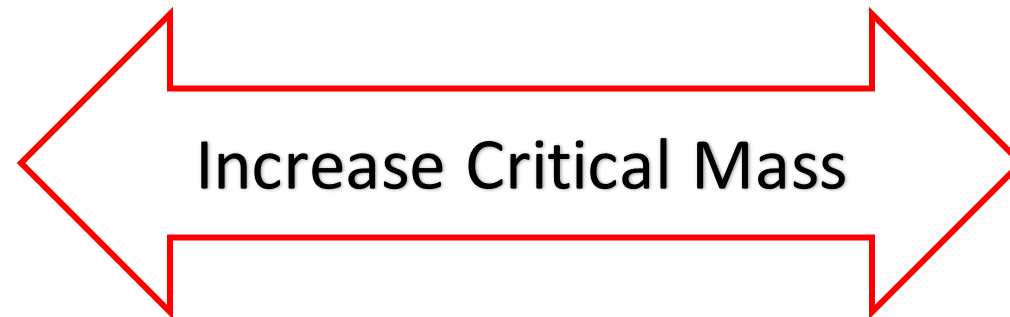
Independent Retailers, Box Schemes (UK) = 90%

Retail = 40%

Farmers Markets (Edinburgh, Glasgow, Kelso) = 50%

Online (UK) = 50% (growing 15% year-on-year)

Donation scheme with The Cyrenians



Collaboration:

- Share the market to grow the market
- Grow the market to increase sustainable land-use
- Working with like minded farmers
- Working with 5 other organic / Pasture-for-Life farmers to supply consistency of ethos and quality



Challenges & The Future

- Localised infrastructure (Abattoirs, Bottling Plants etc)
- Competition (multiple retailers setting the pace on price)
- Distribution Logistics and Costs (Chilled and Ambient)
- Skilled labour (shortage along whole food chain)
- Supply chains (growing the market through collaboration)
- Independent outlets (increase in ethical independent retailers)
- Market differentiation (Local Branding with benefits to health, welfare, environment)



THANKYOU !