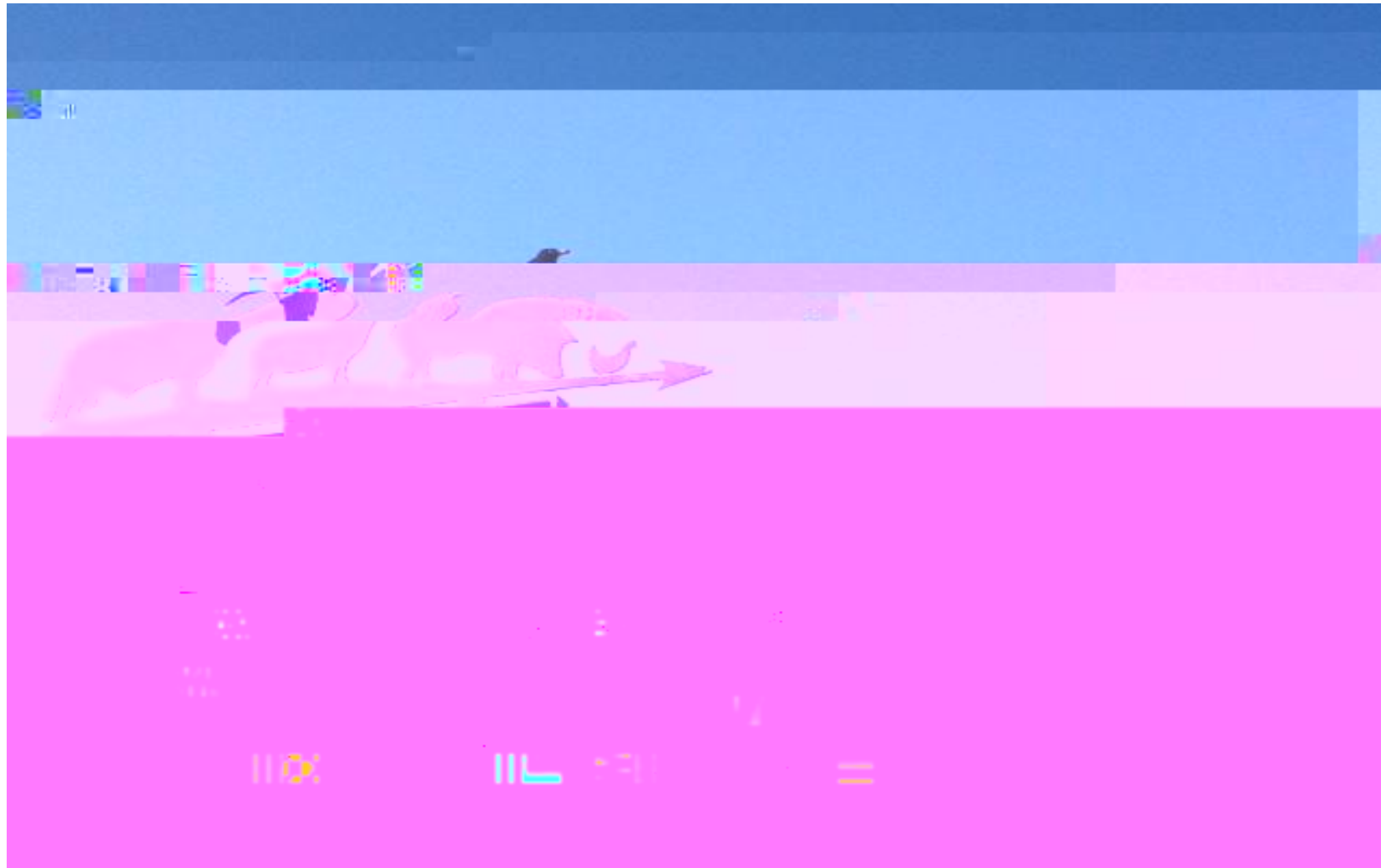


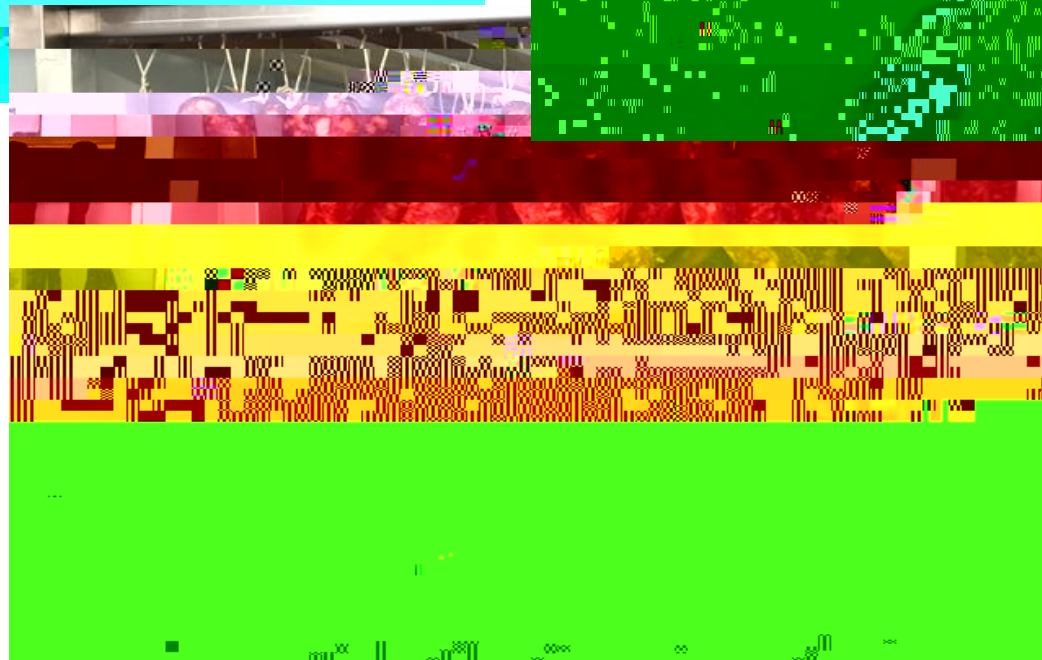
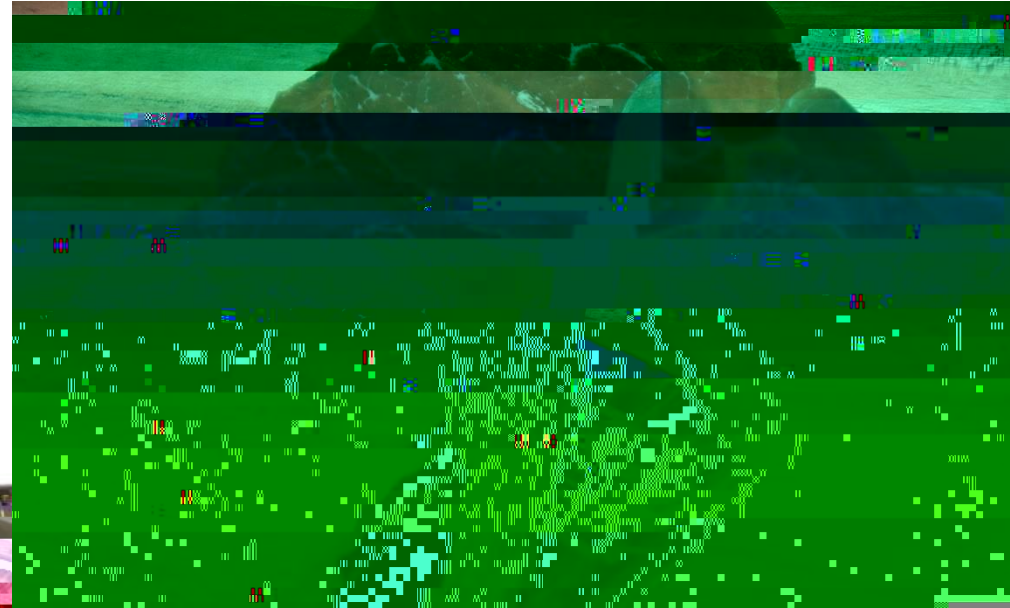
CPG RURAL POLICY - November 2022

Keeping Food Local



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, HEARST, STRECO, RNM

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

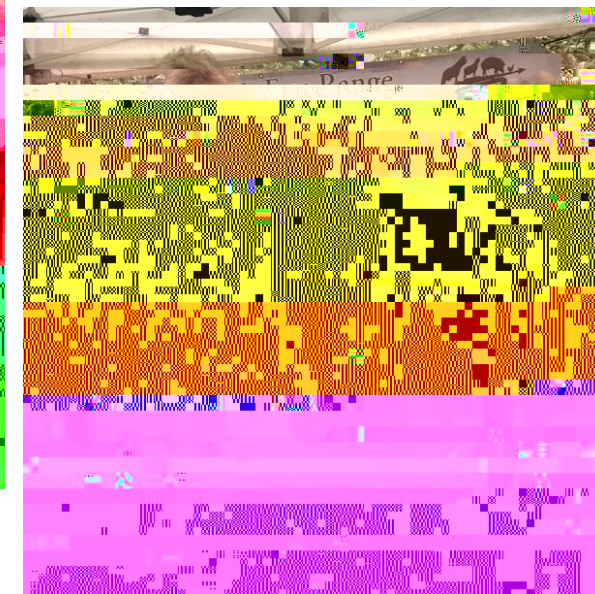
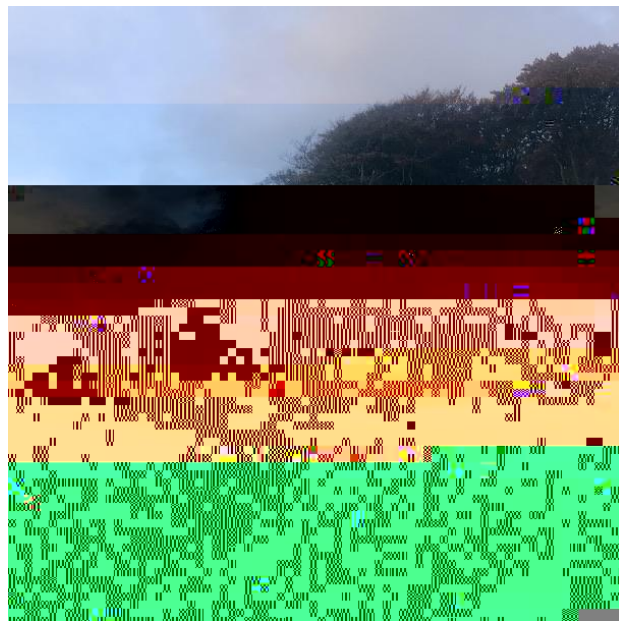
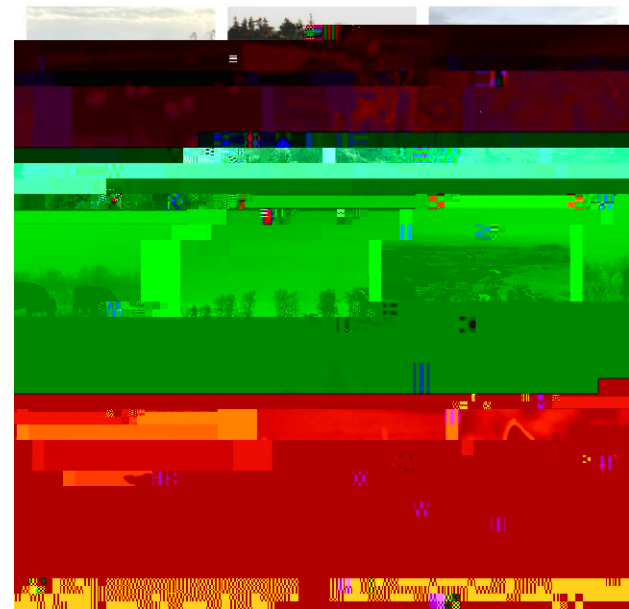
Localised infrastructure (Abattoirs, Bottling Plants etc)

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)



THANKYOU !