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

Increase Critical Mass
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!