

Beef Supply Chain Development

BOOTH'S

Beef into Booths - Traditional Beef from National Trust Farms



Farexchange is a Supply Chain Development Programme which aims to help Yorkshire businesses operating in the food supply chain to improve their competitiveness and efficiency through collaborative working with their suppliers and customers.

Summary

The Beef into Booths initiative was developed by Booths and the National Trust to enable National Trust tenants to market their beef through Booths' network of stores in Northern England.

The challenge

The initiative sources good quality, 'traditional' beef animals from National Trust tenants. One of the issues quickly identified was that a significant proportion of the animals produced from National Trust farms in Cumbria required further finishing. Due to the nature of some of the land around the Lake District it is difficult for the farmers to grow sufficient feed for the animals for finishing. Transferring calves to kinder lowland areas of Yorkshire, allows Cumbrian farmers to focus on producing strong healthy calves and Yorkshire farmers on finishing the cattle for slaughter.

How we helped

The schemes' parameters and pricing grid were developed by EFP through the Farexchange programme, in conjunction with the National Trust and Booths. The scheme was devised to offer a premium price for eligible cattle over and above the market average and rewards farmers for the quality of the animals supplied. To be eligible the animals must be sired by a traditional breed bull such as the Hereford or Angus, be born and bred on a National Trust holding in the region and the farm must be Freedom Foods assured.

EFP then carried out a review of National Trust tenants on in Yorkshire, to identify farmers with the potential to finish animals. A number of farms were identified as being suitable and support was provided to achieve the Freedom Food accreditation. Andrew and Val Leeming of Bay Tree Farm, Aldfield were identified as ideal candidates for finishing. Andrew & Val are beef and cereal farmers adjacent to Fountains Abbey, Ripon.



"Farexchange has helped us to develop this opportunity unique to National Trust farmers in the area and it is good to see the supply of cattle continue to grow as more farmers become aware of the scheme"

Nigel Cokell

red meat buyer at Booths

"This transfer has secured the animals for the scheme which otherwise would have been sold on the open market. I now have 40 traditionally bred cattle that I know where they have come from and how they have been reared which is important to me from a bio security view point. I am looking forward to seeing the cattle grow over the coming months and working with Booths in the future"

Andrew Leeming

Farmer

Training

To develop the farmers' skills in relation to selecting the animals for slaughter a training session was run in conjunction with Eblex to show the farmers how the traditional requirements of the scheme differ from the contemporary specification.

The outcome

Farexchange has helped lever £5,000 of investment into infrastructure and publicity materials. The farms involved are now working co-operatively with selected cattle being moved from farms in Cumbria across the Pennines to Yorkshire. They are now closer to their customer, helping improve efficiency and profitability.

In the long term the initiative aims to develop a producer / supplier group which can manage and develop its own relationship directly with Booths Supermarkets, and establish a network of finishing units to benefit store producers unable to finish effectively themselves.