

Brighton & Hove



**SUSSEX
GRAZED**

Supporting conservation grazing livestock farmers with alternative routes to market



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Whether you are interested in setting up your own direct meat selling business, or looking to supply our Sussex Grazed meat box scheme, we hope this document will offer support, guidance and gentle encouragement.



Who we are

The Brighton and Hove Food Partnership, est. 2003, is a not-for-profit organisation and we work with a wide range of partners including community organisations, statutory agencies, local businesses and individual residents.

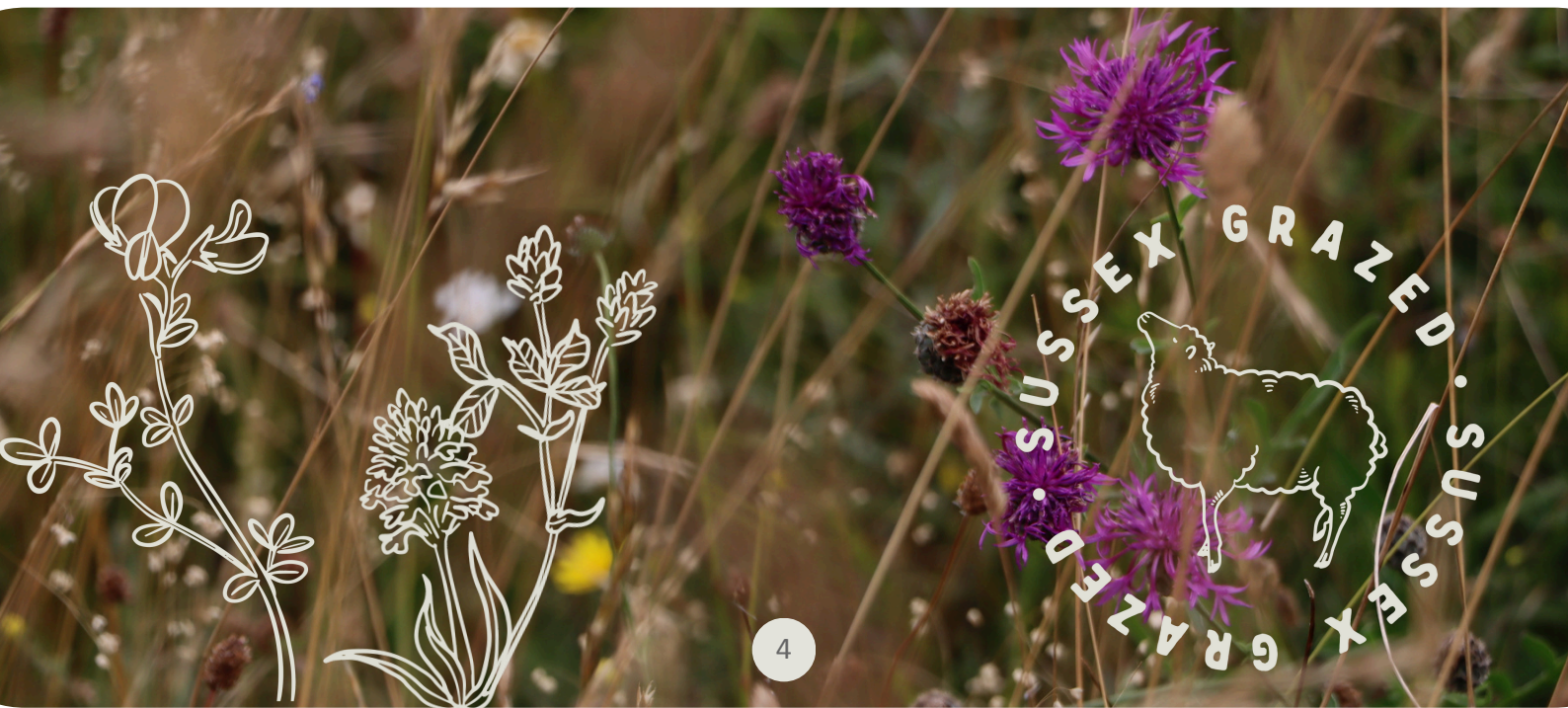
Our committed team of staff and volunteers deliver a range of food projects which have helped over 15,000 local people learn to cook, grow their own food, eat a healthier diet and waste less.

Our Sussex Grazed and Land Use Plus projects are taking us out of the city and onto the Downs, to explore sustainable local food production and land management.

Developing Local Food Supply

There are several ways Brighton & Hove Food Partnership would like to support conservation graziers to sell their meat produce:

- *Champion your sustainable meat business by sharing content on our platforms and by including you in our local food business database as part of our Land Use Plus Project.*
- *Assisting set up on the Open Food Network sales platform, as a local 'producer'; to be part of the sustainable food collective and sell produce online, direct B2C.*
- *Supporting set up as a 'Producer' on the Open Food Network to supply our Sussex Grazed 'Enterprise' hub.*



Open Food Network (OFN)

The Open Food Network is a global community of people and organisations, working together to build a new food system. They believe a sustainable and resilient food system needs to reconnect producers and consumer, and they aim to empower people and communities and give them the tools and knowledge to develop the food systems for their community.

Their open source software is used by several thousand food producers – these include farmers, growers, bakers, brewers – anyone producing food or drink at whatever scale.

Join the OFN - Membership is free

Producers who are selling through a hub do not pay anything to list themselves and their products on the OFN.

If you want to set up your own shop front, the OFN ask for a contribution towards running costs - There is no charge for anyone starting up and trading less than £500 per month through OFN. Here are their pricing.plans.

Our Sussex Grazed on the Open Food Network enterprise on the acts as a hub with several local producers selling through our online shopfront.



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Setting up on the Open Food Network

OFN provides lots of reports to help with collating and sorting orders. It links to accounting systems, CRMs such as Mailchimp, and resources to help with all the practicalities of running a local food business. Use this helpful guide for help setting up on OFN.

Each shop can set up multiple 'shipping methods' e.g.:

- Collect from the farm
- Home delivery (which can be charged for)
- Designated pick up points
- Post/courier

Each shop can set up multiple 'payment methods':

- Credit/debit card
- Bank transfer
- Cash on collection
- Invoice



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Sussex Grazed Project

Sussex Grazed is a Brighton and Hove Food Partnership project, funded by the National Heritage Lottery Fund. We are working with Sussex landowners, farmers and residents to design a local meat buying scheme. It is one of our contributions to the ambitious Changing Chalk project, led by the National Trust.

Changing Chalk is a partnership connecting nature, people and heritage on and around 458 sqkm of the Eastern South Downs.

Four years, ten partners, and 18 projects, creating multiple connections across the urban fringes and rural areas of the Downs, restoring and reconnecting the fragmented areas of chalk grassland.

Changing Chalk
connecting nature, people and heritage



Our Process



Through Sussex grazed, we require animals to meet our welfare and grazing standards. Farms are assessed on a case-by-case basis. We will do our best to be flexible, without compromising our ethical and environmental requirements.

Sussex Grazed Standards

Express your interest in supplying the scheme:

Farmer Credentials Form

To set up a share we require an agreement, in writing, six weeks ahead of the share date. It will include:

- *Number of animals*
- *Slaughter dates – availability to transport animals to the abattoir.*
- *Deadweight cost based on projected market value (or at least set a min/ max price with actual cost to be agreed at set time).*
- *Breed, age and sex of the stock.*
- *Any promotional information: photos, farm history, any interesting information relating to farmer, location or animals.*

Setting up a food business

If you are direct selling your produce, you must register with the local authority as a Food Business. This is a simple online form.

Once registered you will be visited by a food standards inspector. They should offer guidance and support throughout process - don't be afraid to ask questions.

Here is a useful guide from the Food Standards Agency on registering your food business

www.gov.uk takes you through all the legal things you need to know when starting a food business in the UK

- [Registering your business](#)
- [Setting up a food business premises](#)
- [Setting up a food business from home](#)
- [Risk Assessments](#)
- [Food Hygiene](#)
- [Allergen Management](#)
- [Traceability](#)
- [Selling Food Online](#)
- [Food Delivery](#)





Ed Brown, Clapham Farm, East Sussex

Could you supply Sussex Grazed?

Sussex Grazed are looking for conservation grazing animals; sheep, goats and cattle, for our local meat box scheme. Do you already sell locally by direct marketing, or would you like to? If so, we'd love to hear from you.

Sussex Grazed arrange abattoir and butchery processing, take care of the marketing and sales and manage online orders & customer collections. We sell use the non-for-profit platform; the Open Food Network (OFN) to sell in order cycles, according to when the meat is available and distribute it from the Food Partnership Club House on specific days.

Land Use Plus Project

Our Land Use Plus project is designed to be part of the change that makes it easier for farmers to produce food sustainably on a local level. We want to understand the opportunities and barriers you see in producing food in a nature friendly manner, and supplying that food to the local community.

The Esmee Fairbairn Foundation is funding us to work with Brighton & Hove City Council, the SDNPA, farmers, nature conservation organisations and others on local land use. This work includes an assessment of local food infrastructure investment needs and the farm level training/investment required for farming that achieves both food security and meets climate and nature targets.

Food Partnership Club House

This is our gateway to the Downs, at the centre of 'Wilding Waterhall', on the outskirts of Brighton. We hope to use this space to engage with the local farming communities, bring in residents from the surrounding urban areas and to host projects which educate on rare Downland habitats, conservation work and locally produced food. It is the location of our Sussex Grazed Collection Hub. The space is now available to hire.

