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DEER MANAGER RESOURCE PACK

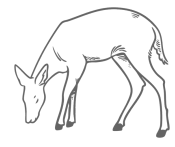
COMPILED BY BRIGHTON & HOVE FOOD PARTNERSHIP IN COLLABORATION WITH THE
BRITISH DEER SOCIETY



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Together for Deer



**SUSSEX
GRAZED**
BROWSING BOX

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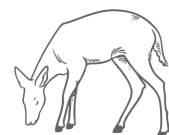
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Photo credit: Remy van Haarlem

INTRODUCTION

This resource pack is designed for those managing or culling deer in their local area as part of landscape protection and restoration. It brings together everything you need to know and consider before selling venison directly, from the key requirements and regulations to practical resources that can help you set up a new business or expand an existing one.

Developed in collaboration with the British Deer Society and informed by the experience of deer managers in the South East of England, this pack offers clear guidance to ensure deer management is carried out responsibly and with landscape protection at its core. It also highlights the importance of maintaining high standards of food safety and building consumer trust, both of which are essential when selling venison directly to the public.

This resource is intended to be a practical tool that can be shared by food partnerships and similar cooperative organisations across the country where unbalanced deer populations are affecting local landscapes.



Photo credit: Remy van Haarlem

KEY LEGISLATION

Required to follow to make sure that food sold for human consumption is safe to eat.

- [The Food Safety Act 1990 \(amended\)](#)
- The General Food Law Regulation (EC) 178/2002
- The General Food Regulations 2004
- [Regulation \(EC\) 853/2004](#)

The Food Standards Agency provides [guidance for primary producers and food businesses on the hygienic production of wild game](#). This sets out the food safety and hygiene requirements in England and Wales for hunting and supplying wild game for human consumption.

WILD VENISON STANDARDS

(The British Deer Society & The Open Food Network UK)

Standard Required

The above standards were developed by the British Deer Society (BDS), who are committed to supporting ethical, sustainable and transparent food systems. They ensure that wild venison is sourced, processed and sold to the highest standards of food safety, traceability and environmental responsibility. While written with the Open Food Network UK in mind, these standards should apply wherever venison is sold to demonstrate responsible deer management and maintain consumer confidence. The standards are presented as either required or recommended. For the more information click the title above.

Required

1. Be a locally registered food business
2. Keep accurate and up-to-date records
3. Be an Independent Business
4. Provide Wild Venison sourced from the open landscape or from deer ethically and sustainably managed deer parks
5. Labelling and Consumer Transparency
6. Scotland Businesses Only- Venison Dealer's License

Recommended

1. Sustainable packaging
2. Qualifications & Training (more on this in the next section)

Photo credit: Sophie Robinson





Photo credit: Daniel Simson

QUALIFICATIONS AND TRAINING

To supply venison into the food chain via the Wild Venison Network and Sussex Grazed, stalkers should hold:

- **DSC1 – Deer Stalking Certificate Level 1** (Required)
- **Large Game Meat Hygiene Certificate** (Required)

The following are strongly recommended to demonstrate best practice and is beneficial to consumer confidence:

- **DSC2 – Deer Stalking Certificate Level 2**
- **Trained Hunter Status** (included in DSC2 from April 1st 2021)

The BDS have created a useful [summary sheet for selling and supplying venison](#) that summarises what is needed to supply to the food chain under different scenarios.

Additional relevant certification

[British Quality Wild Venison](#)

Please also see the British Quality Wild Venison Standard, for further guidance on specifications for carcass production and venison traceability throughout the supply chain. For the full standard, click the title above.

VENISON DIRECTORIES

Wild Venison Network

Currently the Open Food Network UK has a network of all of the producers supplying wild venison across the country. The Wild Venison Network aims to increase sales of wild venison. They are working to build and promote a network of deer stalkers who process game for sale locally to the final consumer or to local retail establishments who directly supply to the final consumer (i.e. butchers, restaurants, schools, hospitals, etc).

Wild venison producers can join this network for free by filling in [this form](#) where you can also find more information.

Sussex and Hampshire Wild Venison Directory- Our South Downs

This is a resource hosted by Our South Downs to help individuals and businesses find local, wild venison. The directory was created by partners of the [Fair Game project](#); a multi-partner, award-winning project led by the University of Exeter, with [Natural England](#), [The South Downs National Park Authority](#), [The National Trust](#), [The British Deer Society](#) and others. The directory forms part of the Fair Game project legacy to help address the overpopulation of Fallow deer by signposting potential customers to suppliers of wild venison in Sussex and Hampshire.

Wild venison supplier can be added to the directory by [signing up to our South Downs](#) as a 'Venison Supplier'.

Photo credit: Daniel Simson



High Weald Area of Outstanding Natural Beauty- Buy local

The High Weald National Landscape website includes an interactive map of local food suppliers, where you can register as a venison supplier to be showcased. You can sign up by completing [the registration form](#). The website also offers a range of useful resources, including a mailing list, a map of communal deer carcass hubs, and a frequently asked questions section.



Photo credit: Remy van Haarlem

EatGame

EatGame is a brand that promotes the benefits of eating healthy, sustainable British game meat. They are supported by the [British Association for Shooting and Conservation](#). They have a national map of venison suppliers. To get your business listed, email enquiries@eatgame.co.uk.



Photo credit: Lizzie Beard

EatWild

EatWild believe that wild meat should become a popular choice for consumers. They highlight its versatility, leanness, high protein content, and distinctive flavour profile. To be included on their 'wild meat stockist' page, email info@wildmeat.co. Or you can fill out [this form](#), to register.



Photo credit: John Plant



Photo credit: Remy van Haarlem

ADDITIONAL FOOD DIRECTORIES

These sites provide additional exposure for local producers, free of charge:

- [Arun and Chichester Food Partnership](#)
- [Big Barn \(£10\)](#)
- [Brighton and Hove Food Partnership- 'Buy locally'](#)
- [Good Food East Sussex](#)
- [Greener Hassocks & Ditchling](#)
- [Hassocks, Hurstpierpoint, Keymer, Ditchling Transition- Really Local Food Directory](#)
- [Lewes District food Partnership](#)
- [Sussex Food and Drink](#)
- [Sussex Local Magazine](#)
- [Sussex Six](#)

VENISON BUTCHERS IN SUSSEX

This map of the facilities that are currently offering contract butchery for venison within Sussex. You can view them all here: [Google mymaps](#).

[Calcot Farm](#)

Steyning, West Sussex, BN44 3AL

[Middle Farm](#)

West Firle, East Sussex, BN8 6LJ

[Goodtrees Farm](#)

Edenbridge, Kent, TN8 7EB

[Knepp- Wild Range Meat](#)

Horsham, West Sussex, RH13 8NN

[S H Handson Family Butchers](#)

Horsham, West Sussex, RH13 0PW

To be included in this list please email sussexgrazed@bhfood.org.uk

SELLING THROUGH THE OPEN FOOD NETWORK UK

The Open Food Network UK aims to make it easier for consumers to access high-quality, sustainable wild venison, while supporting responsible deer management and local producers.

Setting up as 'Producer' on the Open Food Network UK

- Register as a 'Producer' on the Open Food Network UK using the [Open Food Network UK Set up Guide](#)

You will need to fill in some basic business details, including details about you and your work as well as general product information and to upload a photo or logo.

The Open Food Network UK Guide:

[Basic Features](#)

[Create your profile](#)

[Dashboard](#)

[Products](#)

Adding products

Once your shop is set up, you can start to add your products to include:

- Correct name of product e.g. Venison 'Browsing Box'
- Image of either the product, your place or your logo.
- Use 'item' if you want to categorise the product by 'box' as well as 'weight' for individual items you know the weight of.
- Product categories i.e. 'venison' and whether 'frozen' or 'fresh.'
- In Product Details you can also add the breed of the animal.
- You can add variants if your products have different weights or sizes.

Once you have all your products uploaded you can then amend the quantities by clicking on the arrow to the right and just below the product name.

There is a useful resource for product listing, on the [Sussex Grazed webpage](#).

If you have any questions not answered by the [User Guide](#) contact support@openfoodnetwork.org.uk.

HOW TO SUPPLY SUSSEX GRAZED

Do you already sell locally by direct marketing, or would you like to? If so, we'd love to hear from you. If you are interested in supplying venison to Sussex Grazed. Please follow the below steps.

- To express an initial interest or to ask questions, email a member of Sussex Grazed staff of at sussexgrazed@bhfood.org.uk
- Read through the Wild Venison Standards from the British Deer Society and the Open Food Network UK which you should meet to supply Sussex Grazed and be listed on the Open Food Network UK.
- Complete this Deer Manager Application Form. A member of SG staff can support you with this if needed
- A member of Sussex Grazed staff will get in contact with you to discuss your form and ask any further questions. This is likely to be over the phone, or in person if possible

Photo credit: Daniel Simson





Once you are a supplier

- To set up a share we will require you to fill out a 'Share Agreement Form' six weeks ahead of the identified share date
- This outlines important information such as quantity and pricing so that both parties have clarity ahead of the share
- A member of Sussex Grazed staff will arrange butchery processing (if required), take care of the marketing and sales and manage online orders & customer collections
- We use the non-for-profit platform [the Open Food Network UK](#) to sell in order cycles every 6-8 weeks, and distribute it from the [Food Partnership Club House](#) on specific days

Useful resources

The [Sussex Grazed webpage](#) holds a collection of useful resources for deer managers.

With thanks to

Andrea Barden, The British Deer Society

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Daniel and Jodie Simson

Mark Smith, High Weald National Landscape Partnership

Nick Weir, The Open Food Network UK

Sophie Paterson, The Open Food Network UK

Virtuous Venison

For more information please contact sussexgrazed@bhfood.org.uk

Visit: <https://bhfood.org.uk/sussex-grazed/>

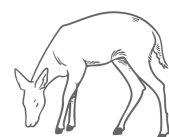
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