



Implementation of a new organisational structure

‘EFFP combined innovative thinking and an ability to take into account the complex wishes of our members with a high level of technical expertise that allowed us to bring a new structure into reality.’

Michael Masters

Company Secretary,
Dairy Crest Direct

Summary

EFFP developed and instigated a new governing and constitutional structure for Dairy Crest Direct to provide the flexibility required by the group to take full advantage of future opportunities. Working with legal advisers, EFFP drafted the necessary documentation and resolutions required to make the changes.

The business challenge

Dairy Crest Direct is a company created to provide representation to its 1,400 supplier members. It was created from the amalgam of several separate groups of producers who supplied milk to Dairy Crest. When the group was set up its structure needed to reflect the needs of those groups and their incumbent members at the time. As both the group and the industry has developed, Dairy Crest Direct concluded that they needed to re-visit their organisational structure to make sure that it was aligned with their strategic objectives.

How we helped

EFFP was engaged to consider the various structural options available to Dairy Crest Direct. A detailed report that formed the basis of discussions with the board was produced. Once the board had agreed the approach they wished to take, EFFP developed the legal documentation and procedures necessary for their implementation. This included:

- New Memorandum and Articles;
- Member Agreements incorporating individual schemes;
- Preparation of the Foundation Scheme regulations;
- Internal governing documents between Dairy Crest Direct and their Forum;
- Preparation of resolutions for the formal adoption of the new Memorandum and Articles.



The outcome

At their Annual General Meeting, all the resolutions to amend the structure of Dairy Crest Direct were approved by the membership. Dairy Crests Direct's organisational structure now provides the flexibility to meet the challenges of the future and to maximise for its members all commercial opportunities as and when they appear.

Structure and support

Business development can be constrained by a lack of capital, organisational structure and other aspects of a company's constitution. EFFP offer bespoke and innovative support to businesses to ensure that structure doesn't stand in the way of progress.

We work closely with business start-ups as well as many established businesses that are looking to make changes to the way they operate or simply to make sure that their structure is fit for purpose.

About EFFP

EFFP is a specialist agri-food business consultancy, working across the whole supply chain. We combine our farming knowledge with food industry expertise to address structural, commercial and trading relationship issues from an objective and independent viewpoint.

As a national organisation, with a dedicated team of highly experienced sector and regional specialists, we not only assist individual businesses but also promote new thinking and transformational change across the complete chain. We reinvest all our profits back into the industry to help make that change happen.

We offer

- strategic insights into what is happening both globally and nationally, and crucially the implications for UK businesses;
- a range of business development services to help deliver growth, organisational and structural improvements and continuing professional development;
- expert advice and practical solutions to strengthen and integrate the supply chain back to farm level.

Speak to us

To discuss how EFFP can support your business please contact us.

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