



Sourcing and supplying high quality poultry products with known provenance

‘Compass was determined to lead the way in supplying high quality, welfare friendly chicken for our clients. With EFFP’s expertise, knowledge and drive as well as Traditional Norfolk Poultry’s innovative approach to poultry production, we believe we have achieved this goal.’

Chris Ling

Category Buyer, Compass Group UK and Ireland

Summary

Compass Group UK and Ireland engaged EFFP to implement a ‘back to farm’ supply chain for chicken which would conform to the RSPCA’s Freedom Foods accreditation standards and deliver high value quality poultry products with known provenance. The work has resulted in a dedicated supply arrangement between Compass and Norfolk-based producer Traditional Norfolk Poultry, who are now working together to build demand for the product among Compass’ diverse range of clients in the food service sector.

The business challenge

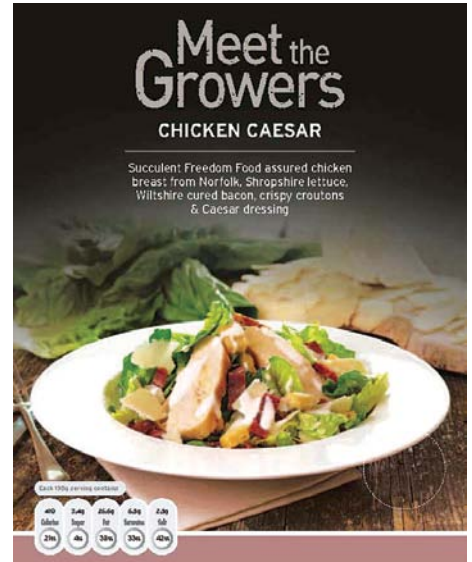
Compass was determined to offer its clients a supply of chicken reared to high welfare standards coupled with known provenance. However, due to the highly consolidated and integrated nature of poultry production, and its focus on the large volumes demanded by the major multiple retailers, it was difficult to find a producer capable of fulfilling this need. The challenge was therefore to find a supplier and establish a supply chain with strong farming connections which was capable of delivering what was required.

How we helped?

Compass engaged EFFP to take a good idea and make it work in practice. This started by agreeing clear objectives backed by targets and milestones.

First up was finding potential suppliers. This meant agreeing the criteria with Compass and then using EFFP’s broad knowledge and contacts within the farming and food industry to draw up a shortlist. A series of informal meetings were organised and held with potential suppliers to explain the opportunity and gauge initial interest. The sessions were also used to understand the capability of the potential supplier in terms of accreditation, production protocols, volume capability and importantly the link back to the farming units.

For Compass, it was particularly important that the suppliers had a proactive and positive attitude and mindset. EFFP saved considerable time by finding suppliers who were open to new ideas and ways of operating.



The outcome

Traditional Norfolk Poultry was selected by Compass to supply its high-welfare chicken range from flocks raised on family farms which develop and mature with access to large, open fields and woodland areas. Specific business benefits include:

For Compass Group UK & Ireland:

- a point of difference for clients wanting high welfare, high quality chicken.
- improved knowledge and information of the supply chain back to source.
- greater certainty/security of supply.

For Traditional Norfolk Poultry:

- supplying the largest contract caterer in the UK and in turn, its large and diverse client base (including some of the UK's most prestigious events and venues).
- potential for growth and to work in partnership with Compass to evolve the supply chain further.
- good balance to existing retailer customers with chefs more discerning and interested in production methods.

The future

Both Compass and Traditional Norfolk Poultry recognise that success will not be achieved overnight and that for the chicken range to be as successful as they believe it can be, they need to work together to increase awareness, demand and volumes. But the all important first step has been taken.

Strategic sourcing and supply solutions

Developing mutually beneficial strategic sourcing and supply solutions can be very challenging to get off the ground despite agreement by all that there are demonstrable benefits to be had. EFFP is able to provide the knowledge, experience and independence needed to ensure that back-to-farm supply chain management lasts for more than one season and delivers value.

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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