



**Opportunity:** To ensure long term supply of peas grown sustainably in a local area.

**Action:** Merge 5 grower groups into one cooperative, review sustainability strategy and agree action plan.

**Outcome:** New media platform for communications, joint approach to activity planning 3<sup>rd</sup> party advisory input.



*“We have worked with EFFF for several years and they have helped us challenge existing approaches and develop new ideas for working both internally and with our growers for the benefit of the whole pea supply chain”*

**James Young**, Procurement Controller, Agriculture & Veg, Birds Eye.