

Good Practice of Smallholder Supply Chain Collaborations



Author information	
Country	UK
City	Charlton Adam
Organization	Broadway's Porkers, https://www.instagram.com/plumpuddingpigs/?hl=en-gb

Good practice general information	
Title of Good practice	Pork Production
Country/region/city	Somerset
Short information	Producer of rare breed pork and weaners
Detailed information	<p>In the heavily industrialised UK pork industry, rare breeds have over time been side-lined in favour of more commercially viable breeds. Animals go into the abattoir as rare breed but leave as generic 'pork' products.</p> <p>Broadway Porkers raise rare breed pigs 'Oxford Sandy and Blacks', reared for traditional pork and also weaners sold to other smallholders for raising. In addition, breeding throughout the year and also supplying boar hire service.</p> <p>The pork is sold directly to the local community. By selling direct to the community the farm can maximise the value of their produce and return on investment and charge rare breed prices, overcoming the 'generic pork' issue.</p>

offering a 'boar service' and weaners enables additional income to spread through the year and enables further scale for the breed as more sandy & blacks can be produced. By operating at several levels of the supply chain the business can hedge its risks and produce more sandy and blacks than their land can maintain / raise.

By selling the product direct to the consumer, Broadway Porkers can overcome the big concern around maximising value in pig production, that being the meat losing value by becoming generic 'pork'. The company produce what they know they can sell but avoid costly (in time as well as money) farmers markets where competition on price is more likely.

Broadway porkers work with a local butcher as they produce premium meat and as such must maintain the quality through production. By farming out the slaughter and butchery, Broadway can concentrate on production and be guaranteed a high value product to sell.

Low food miles as abattoir and butcher local. End product sold from farm gate with a sign on the road and by word of mouth as well as clever use of social media to establish provenance and increase reach. The relatively low carbon footprint and encouraging a buy local culture.

With a short food chain from field to packing of 4 days. Low impact on ground as pens rotated and reseeded enables healthy happy pigs which again adds value.

By demonstrating the provenance of the produce online through social media they are achieving buy-in from customers who want and will pay for a premium product. They produce a rare heritage breed which nearly went extinct around thirty years ago -to keep them you have to eat them.

Offering a Boar service encourages smallholders with small number of pigs to continue without owning a boar and the extra costs inherent in raising and keeping a boar, while maximising the return on the animal (and the land).

Evidence of success	<p>In a highly competitive and price sensitive sector, the company is able to specialise in producing and raising the animals, taking part in several stages of the supply chain. This specialism enables them to concentrate on what works for them and what sells, while also supporting local crafts and skills such as butchery.</p> <p>In a contracting UK market, Broadway porkers continue to thrive, despite (or perhaps because) offering a premium product in a sector largely known for cost sensitive industrially produced generic-protein. By maximising profit at each stage of the supply chain they operate. They can charge a price competitive with supermarkets by selling direct to the consumer and having minimal cost of sales. The smallholders both have careers outside the farm and as such, producing relatively small numbers of pigs for slaughter and weaners, they are able to juggle their careers and the small holding. Quality and provenance are the selling points and enable premium pricing</p>
Challenges	<p>Food costs remain an issue, this must be reflected in the price of product and still remain competitive with supermarket by selling direct. Maintaining and building the provenance and perceived value of Oxford Sandy & Blacks remains a challenge and would require working with other artisanal producers to agreed standards to build the profile of the brand – and to not compete at farmers markets etc. Otherwise scaling the business will remain a challenge.</p>
Potential for learning	<p>By specialising and concentrating on parts of the supply chain that are achievable and can be profitable, as well as producing a quality product sold direct to the consumer they can maximise margins and opportunities to sell, spreading the risk.</p>