

Good Practice of Smallholder Supply Chain Collaborations



Author information	
Country	UK
City	Gloucester
Organization	Happerley Provenance

Good practice general information	
Title of a Good practice	Diversifying and collaborating to raise value
Country/region/city	Herefordshire
Short information	Happerley farm is a small cattle farm producing beef, but has now
Detailed information	<p>Happerley farm has produced grass fed Herefordshire Cattle for beef and dairy for several generations. During a visit to a local (Herefordshire) butcher, Matt, the owner of Happerley farm asked which farm the Herefordshire beef came from. He was surprised and disappointed to hear that it had been imported from Australia. However, sold as Herefordshire beef it gave the impression of being 'local'. After discussions with fellow smallholders and producers, they decided to build an app which could be used to verify the authenticity (and marketing) of the produce.</p> <p>A 'tech-farm' was created on site at Happerley to create the Happerley-App. Producers, restaurants and grocers could sign up to the app who would then verify the contents and traceability. By working with other farmers and producers, Happerley were able to produce a market place for their produce and that of fellow small-holders and producers. To</p>

	<p>raise public awareness of marketing tricks that ultimately passed off an alternative product as their higher value product.</p> <p>Through developing the app, the farm was able to access new markets and re-enforce the value of their product and those of fellow producers, Offering full traceability to the public. Happerley then went one stage further, launching a state of the art centre for food and drink provenance, where fully traceable produce is sold directly to consumers incorporating fresh fruit and vegetables, meat, dairy and farm produce</p> <p>https://www.oxinabox.co.uk/englands-first-state-of-the-art-national-centre-of-food-and-drink-provenance-happerley-opens-in-banbury/</p> <p>https://www.oxinabox.co.uk/the-big-interview-countryfiles-adam-henson-talks-about-happerley-being-on-tv-and-how-cotswold-farm-park-survived-the-pandemic/</p>
<p>Evidences of success</p>	<p>The product has been adopted through many supply chains, at farms, restaurants and food trucks.</p>
<p>Challenges</p>	<p>Developing tech and getting it to a wide enough audience would be near on impossible for a single small holder, however, through collaboration the farmers can potentially access a global market with a premium product that customers can be confident in. Scaling the app remains a challenge. Happerley will need to engage with other groupings of businesses to achieve scale at speed.</p> <p>Unlike Kobe beef, Herefordshire cattle is a breed that can be raised traded globally and as such developing a location specific brand will be a significant challenge.</p>
<p>Potential for learning</p>	<p>Happerley identified an issue with the provenance of the brand of their product, identified that other small producers had similar issues and developed a tech product and marketplace for all of those producers.</p> <p>Happerley's Objectives</p> <ul style="list-style-type: none"> • To deliver an independent means to secure provenance honesty and transparency across food, drink, energy and other sectors

- To empower the consumer to instantly know the supply chain behind their purchases
- To deliver the very first free self-audit sustainability tool and rating for businesses
- To provide consumer guidance, awareness, engagement and education on the impact of their purchases

Happerley sits independently of any assurance or accreditation scheme. It is dedicated to validating and delivering accurate, credible and immediate supply chain transparency to be seen by all and for the benefit of all.

Happerley is a champion instigator of some of the coolest projects -[Our Objectives - Happerley Provenance](#). They are creating provenance awareness across consumers and supporting particular sectors with specific campaigns.



An app to encourage their community to become provenance reporters and report suspicious or vague labelling.



The Happerley Assessment Tool for Sustainability. [Find out more](#)



A logo icon consisting of a green bowl filled with small green dots, with two green leaves sprouting from the top.
FeedMeTruth

TURNING SCHOOL FOOD TRANSPARENT

LAUNCH PARTNER

A logo for Coop childcare, featuring the word "coop" in a lowercase, rounded font with a small gap between the 'o's, followed by the word "childcare" in a lowercase, sans-serif font.
coop childcare

Launched in Walsall Academy and championed by Adam Henson. [See more](#)



LIVE HAPPERLEY

FOOD CHALLENGE
2021

Encouraging consumers to start asking questions on where their ingredients are from. [See more](#)



Find out more about becoming a [Provenance Champion](#)



Supporting fixed and event retail environments showcasing and celebrate 100% Happerley certified food and drink suppliers. [See upcoming events](#)



Find out how to become [Happerley Gold Standard](#)