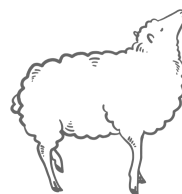




FARMING FOR CONSERVATION: FARMER RESOURCE PACK



BRIGHTON & HOVE
FOOD
PARTNERSHIP



**SUSSEX
GRAZED**

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INTRODUCTION

This resource pack is designed for farmers and graziers who use grazing to support habitat recovery and improve grassland landscapes. It brings together useful information and resources for those considering direct sales as a route to market. The pack is intended to help you set up a new business or expand an existing one.

It has been developed particularly for those managing land on behalf of conservation organisations.

BACKGROUND

[Sussex Grazed](#) sits within the Brighton & Hove Food Partnership's [Land Use Plus project](#), which works strategically with farmers, ecologists, local councils and national food and farming organisations to explore land use in both local and national contexts. The project focuses on improving food production practices that support nature recovery and respond to climate change, while also supporting Brighton & Hove City Council's ambitious [City Downland Estate Plan](#) and the [UNESCO Living Coast Biosphere](#).

Sussex Grazed is now delivered through the Land Use Plus project, which is funded by the [Esmée Fairbairn Foundation](#). It was originally developed by Brighton & Hove Food Partnership as part of the [Changing Chalk partnership](#). The wider partnership programme focused on restoring Sussex's rare chalk grasslands and reconnecting people with this unique landscape. Through this work, Sussex Grazed was piloted to connect conservation grazing with local food systems, ensuring that meat produced through habitat restoration could be enjoyed by communities across the region. The model developed through Sussex Grazed is designed to be adapted and replicated in other regions.





SETTING UP A FOOD BUSINESS AND KEY LEGISLATION

If you plan to sell your produce directly to customers, you must register your food business with your local authority at least 28 days before you begin trading. Registration can be completed online through the official [Register a Food Business portal](#).

Once your business is registered, a local-authority food safety officer will normally contact you to arrange an inspection to discuss food hygiene requirements and help ensure your business is operating safely and legally.

The [Food Standards Agency \(FSA\)](#) provides detailed guidance for anyone starting a food business, including clear information on legal requirements, food safety responsibilities, and the practical steps involved in selling food directly to the public in the UK. Read the [FSA's full guidance](#) on starting a food business.

Food businesses must comply with legislation designed to ensure that food sold for human consumption is safe to eat. Key legislation includes:

- [The Food Safety Act 1990 \(as amended\)](#)
- [Regulation \(EC\) No 178/2002](#) also known as the General Food Law Regulation
- [The General Food Regulations 2004](#)
- [Regulation \(EC\) 853/2004](#)

SELLING THROUGH THE OPEN FOOD NETWORK UK

The Open Food Network UK is an open-source platform that helps producers sell food directly to customers, supporting a fairer, more local and more sustainable food system.

At Sussex Grazed, we use The Open Food Network UK for our direct sales. We have created a [practical guide to help you get started with the platform](#).

SUPPLYING SUSSEX GRAZED

We are looking for Sussex-based farmers, graziers and deer managers who manage land for habitat conservation and nature recovery. If you would like to sell directly to consumers through Sussex Grazed, read our guide for [how to get involved](#).

DIRECTORIES

Directories are a quick and effective way to promote your farm and reach customers looking to buy directly from local producers. They help people find your business, see what you offer and understand how they can buy from you.

Many are free or low-cost and can be used to list your products, location and contact details. Keeping your listing up to date can help attract more interest. [See this resource for a selection of useful directories](#).

BUTCHERY INFORMATION

This map shows the various butchery facilities across South East England, including contract butchers. You can explore all locations using [Google My Maps](#). Please get in touch if you would like to be added.

STANDARDS

We have created these standards as a guide to best practice for farmers and graziers who share our values. If you [supply animals to Sussex Grazed](#), they must meet our welfare and grazing standards. Farms are assessed on a case-by-case basis, and we aim to remain flexible without compromising our ethical and environmental principles. A full explanation of each standard can be [found here](#).

1. Locality
2. Independent businesses
3. Fair Working
4. Ecologically Sound Practices
5. Conservation Grazing
6. High Animal Welfare
7. Traceability
8. Fair Pricing
9. Sustainable Packaging

