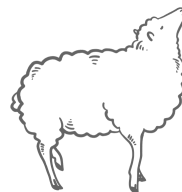




ROUTES TO MARKET: 'CONSERVATION' GRAZING



**BRIGHTON & HOVE
FOOD
PARTNERSHIP**



**SUSSEX
GRAZED**

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INTRODUCTION

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

We have designed this resource for those managing landscapes for 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](#).

Now funded by the [Esmée Fairbairn Foundation](#), Sussex Grazed was originally developed by Brighton & Hove Food Partnership as part of the Changing Chalk Project. 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 adaptable 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 before you begin selling. Registration can be completed online through the official [Register a Food Business portal](#).

Once registered, a Food Standards inspector will usually arrange a visit 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. You can read the full guidance here on [Starting a Food Business Guidance](#).

Food Businesses must follow legislation designed to ensure food sold for human consumption is safe to eat. Key legislation includes:

- [The Food Safety Act 1990 \(amended\)](#)
- The General Food Law Regulation (EC) 178/2002
- 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 sustainable food system.

At Sussex Grazed, we use The Open Food Network UK for our direct sales, so we've created a practical guide to help you get started with the platform.

SUPPLYING SUSSEX GRAZED

We are looking for farmers, graziers and deer managers, based in Sussex who are managing their landscape for habitat conservation and nature recovery. If you want to be able to sell directly to consumers, see our resource on 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 the South East, including contract butchers. You can explore all locations here: Google My Maps.

STANDARDS

We have created these standards as a guide to best practice for farmers and graziers who share our values. If you supply Sussex Grazed, animals 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

