

WYFC – Lamb Initiative

Problem encountered and objective

The aim of the scheme is to work with a forward thinking processor and retailer to attract Wales YFC members who produce lamb to become suppliers and to keep Young Farmers at the forefront of the industry. Ultimately the initiative is about creating a sustainable supply chain to help support the future of rural Wales. The aim is to make it easier for young farmers to get their produce on the market and to ensure they are paid a premium price for it.

Main results / outcomes

The Wales YFC Lamb Initiative is a partnership between Dunbia (Llanybydder) (a large scale red meat processor), Sainsbury's (a UK supermarket chain) and Wales Young Farmers Club (Wales YFC). The partnership provides the opportunity for Wales YFC members to supply their Welsh lamb to Welsh Sainsbury's stores at a premium price all year round. Lamb is supplied to the scheme by young farmers as members of Wales YFC. Payments are then made by Dunbia within 14 days. The scheme creates an income stream for the movement, as Sainsbury's directly contribute 40p per lamb sold, on top of the price the supplier receives, to Wales YFC. 10p of which goes to the local County Federation.

Practical recommendations

There are no contracts or restrictions to access empowering young farmers to be able to sell produce all year round with easy access to the market. The farmers are given a lot of support throughout the process including training in the scheme. Dunbia arranges haulage at collection centers throughout Wales if required and have an open-door policy that welcomes members who wish to see their lambs being processed. The lamb initiative is innovative in its simplicity and would be replicable in other regions for other products providing there was a club or organisation willing to support the scheme.

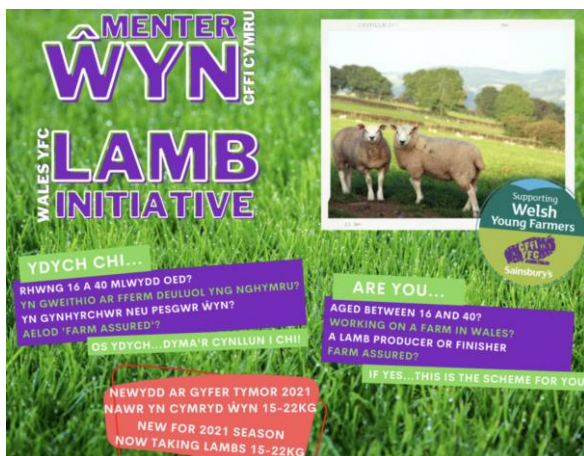


Fig 1: Information Sheet and Entry Form



Fig 2: Information Sheet and Entry Form

Further information

Information on the scheme and how to join as well as fact sheets can be found at: <https://yfc.wales/schemes/>

About this abstract

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COCOREADO is a Horizon 2020 funded project designed to rebalance the position of the farmer as an individual actor, as a key player in innovative food supply chains, and as a supplier for public procurement. Based on the multi-actor approach and a deep understanding of Agricultural Knowledge and Innovation Systems (AKIS), the project applies a three-fold approach to maximise impact, relying on ambassadorship, good practices, and a focus on youth. The project is running from January 2021 to June 2024.

Website: www.cocoreado.eu



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