

The Country Food Trust Initiative From The Country Food Trust

The Country Food Trust (CFT) is a “not for profit” charity set up to feed as many people in food poverty as we can using the wonderful source of protein that comes from game birds. To date we have fed 130,000 people and are currently looking to expand our efforts with your support.

What does The Country Food Trust currently do?

Currently we use donations from supporters to buy meat from our designated game dealer. They supply our manufacturer who produce our pre-packaged ready to eat meals - the Country Casserole and Country Curry. This works well and provides a delicious meal to people in need. Whilst we will continue to produce these meals, they are relatively expensive in terms of production and the process is very centralised with one dealer and one manufacturer.

Why are we implementing The Country Food Trust Initiative?

Since we started the charity, our shoot supporters have asked us if we can take in their birds and use them to feed to people in need. Unfortunately the cost of collection and distribution are simply too high and traceability also becomes an issue. However using the Country Food Trust Initiative (CFTI) we hope to unite local shoots, game dealers and charities to use game to feed people more efficiently and in local areas.

What is the Country Food Trust Initiative in a few words?

We are asking estates to donate some or all of their birds to their local game dealer with a £1 per bird donation paid to the CFT. The game dealer will then process the birds into meat and the CFT will use the £1 per bird donation to buy that meat and supply it to local charities. The CFT will manage and support the relationship between the shooting estate, game dealer and the charities feeding people in need.

When will it happen?

We carried out a successful trial in 2017/18 and fed over 4,000 people and now we want to grow this approach in 2018/19. We will be operating during the shooting season and because we are using frozen meat as well as chilled we want to continue feeding people up to Easter.

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What meat do we use and how much do we need for a good meal?

The aim is to use both pheasant and partridge breast meat but if there are other healthy delicious game bird meats available from an estate then we are more than happy to use them as well. Our research shows that about 100g of meat plus other ingredients is required to create a nourishing meal for someone in need. This is approximately all the breast meat of a partridge or half the breast meat of a pheasant.

Where in the country will it take place?

With the initial success in 2017/18 we are confident this simple concept can be rolled out like a template around the country wherever a group of estates, a game dealer and local charities cooking for people in need can be found together. Currently East Anglia is working as a region to implement the CFTI this season but there are also many other initiatives taking place around the country. The CFT has committed resources to ensure that the rollout is successful and will work directly with you to make it happen.

Who are the key participants we need to make this work?

The Shooting Estate

Estates are key as they donate the birds and raise the £1 per bird for the processing of each bird they give to their local pre-approved game dealer. How many birds they donate and how a shoot raises the money is entirely up to them and their guns.

The Game Dealer

Because the meat is entering the human food chain and needs to be traceable then it is vital that the meat in this scheme goes through a regulated game dealer. Game dealers will collect the donated birds, process them and be paid for the meat by the CFT using the £1 donation.

The Local Charity

Because we are providing chilled or frozen game meat we need to work with charities that actually cook for people in need. Those that do not cook can receive our ready meals that we produce so we can help every charity that wishes to receive food in whatever format.

Who else is involved?

The two organisations that will help the CFTI work in your area are GunsOnPegs and The Country Food Trust itself.

GunsOnPegs

The CFTI is run with the incredible help and backing of the GunsOnPegs team, who have donated their time and technology for free. GunsOnPegs run the scheme on the shoot side

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liaising with shoots and dealers to ensure that numbers of birds donated are recorded per shoot and making sure any changes are noted.

The Country Food Trust

The CFT will handle the funding and run the local charity side of the scheme. We will find local charities that would like game meat and manage distribution. We will also appoint an Ambassador in each area to help co-ordinate the shoots, game dealer and charities. The Ambassador is often a key estate owner who will work with the CFT, other estates and their local game dealer to launch the CFTI in their area.

We are putting together a recipe leaflet for charity chefs using recipes donated by a large number of well known and top chefs.

We will also arrange for the local media to be involved and let them know about the number of people that each initiative has fed thus celebrating the local partnership.

At the end of every season the participating shoots will receive a certificate showing how many people they have helped to feed in the prior season.

How the Country Food Trust Initiative works in practice

Getting shoots and dealers together

The process starts when a shoot speaks to a number of other local shoots and the local game dealer about starting the initiative in their area. It works really well when shoots work with their existing dealer.

We need a minimum of 5,000 birds per dealer during the season to make this administratively viable in an area.

Getting ready for the season

The CFT will contact the dealer to agree product specifications and price for the meat and answer any questions they may have about the CFTI. A CFT Ambassador will keep the dealer up to date with how many birds will be donated to him and how much money the CFT can consequently spend with the dealer in the coming season.

During the season

The dealer and shoots transact during the season notifying GunsOnPegs of any decrease in numbers and seeking approval for any increase. Meat will be delivered during the season to charities in either frozen or chilled and either diced or as whole breasts and the CFT will pay the dealer for the meat on delivery to the charity.

At the end of the season

The CFT will ensure that all funds have been received from shoots and used to feed people

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in need and ensure that dealers and shoots and local charities are all happy with the outcome.

I hope you are able to support this incredible scheme. We passionately believe that shooting can make a sustainable, life changing contribution to people in need through The Country Food Trust Initiative.

If you have any questions then please contact either GunsOnPegs or The Country Food Trust

Many thanks



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