

GLOUCESTERSHIRE, United Kingdom--([BUSINESS WIRE](#))--Two Gloucestershire farmers, Clifford Freeman and Matthew Rymer, are set to ignite the 'Happerley Farmed' movement tomorrow, already attracting the support of producers, butchers and chefs in a bid to achieve total transparency and honesty in meat sourcing and production.

Tonight Countryfile features their Gloucester Born Beef initiative which will showcase a blueprint in meat traceability they and other producers hope will become a new national standard.

Every cut of Gloucester Born Beef will carry a Happerley code allowing the consumer to trace it back to the producer and life story of the animal in an instant using web, app and QR technology. The enterprise is not simply designed to save the Gloucester rare breed but primarily to demonstrate a successful blueprint for a truly independent meat traceability scheme.

'Happerley' connects the producer and animal directly to the consumer so they know in an instant: Who reared it? How was it reared? What breed is it? Where and when was it slaughtered? How was it slaughtered? Who butchered it? How far has it travelled?

Matthew Rymer explains: "We all believe Happerley, as an independent producer led scheme, is now much needed to reduce meat fraud, increase premium meat consumption, improve animal welfare and local sourcing, and return confidence to the consumer.

"Too many people I know are turning largely vegetarian because they simply do not trust the smoke and mirrors of the meat industry. This scheme has the potential to create the revolution in genuine traceability we all want."

Producers are invited to register their interest at <http://www.happerley.com>

ENDS

Please call Christine Browne at The Marketing Farm on 01242 222878 or email chris@themarketingfarm.co.uk

Interviews can be arranged at short notice.

More information can be found at <http://www.happerley.com> and <http://www.gloucestershire.co.uk>

Gloucestershire butchers and producers can be quoted.

‘For rare breeds to survive and prosper, using low input and slow farming methods in the UK, we need a scheme like Happerley to recognise and underline the unique credentials of our meat, and to guarantee its provenance.’

Clifford Freeman, Gloucester Cattle breeder and co-founder of the Happerley Movement

‘We look forward to joining like-minded Happerley farmers who wish to offer a range of produce that can be traced directly back to its life story, connecting producers who care with customers who care. Happerley links the meat on the plate back to our farm in the Cotswolds, and provides all Cotswold producers with the opportunity to build a stronger local market.’

Nessie and Dan Powell, Cotswold sheep and arable farmers, Severn Springs, Cheltenham

‘I see many people are turning part vegetarian because they do not trust where their meat is from. I see a future where people eat less meat but when they do, they spend more to have a clear conscience on its origins and its husbandry, and a confidence in its quality, slaughter and butchery.’

Ben Morton

Ben Morton Butchers, Staunton

‘Quality husbandry, breed, minimal transportation to slaughter, proper hanging and good butchery are all important to good meat. I would appreciate the opportunity to connect directly to local producers through Happerley as much as our restaurant clients would.’

Antony Ely, Executive Chef

131 The Prom, Cheltenham; The Wheatsheaf, Northleach; The Tavern, Cheltenham;
The Chequers, Oxfordshire; No 38 The Park, Cheltenham

‘We now supply all Gloucestershire schools and hundreds of restaurants and pubs in the County because I have always cared about where our meat is from, how it is farmed and how local it is. It is high time for a Happerley scheme to keep meat local wherever possible.’

Ben Creese, Ben Creese Country Butchers, Gloucester

‘I am looking forward to using Happerley to network with local meat producers to procure a consistent year round supply direct from farms of quality meat from well reared animals, and telling their stories in my shop.’

Toby Howes, Vale and Hill Butcher, Winchcombe

'My wife and I run a popular carvery on Sundays. We source all our meat locally and offer best value we can. But too many times 'locally sourced' means absolutely nothing. We cannot wait for our meat producers to be Happerley Farming so customers actually KNOW that our meat really IS locally farmed and cared for.'

Ian and Kelly Baikie, Haw Bridge Pub, Tirley

1. How will Happerley work?

i.

Producers submit a profile of their farm on Happerley including any assurances etc. and register their herd, flock or specific animals.

ii.

They register their slaughters online. Information includes ear tag, breed, date, location of slaughter, age at slaughter, hanging time, butcher name and location (if known), and sales outlets.

iii.

Happerley automatically generates a unique code which is applied to this animal. At point-of-sale this code can be displayed by the end retailer, butcher, caterer or restaurateur.

iv.

The consumer can use this code to trace the meat back to the very herd / flock / animal and the producer in an instant, via a website search box, QR code scan or app.

2. Who is behind It?

Clifford Freeman

Clifford owns Everes's Farm, home to the Noent herd of pedigree Gloucester Cattle, a flock of Ryeland sheep and various other local breeds. Amongst other business interests, he owns a hotel in the Isles of Scilly where he promotes sustainable, slow reared and seasonal produce.

Matthew Rymer

Farming aside, Matthew directs marketing and software businesses and has worked with many large and small food manufacturers, retailers and farming organisations. He conceived and launched the Bunbury Boards – a sustainable chopping board range that provides instant traceability to the tree from which it came and now a global success. More recently he launched Returnjet.com, connecting the world's private charter plane network directly with the customer and cutting out brokers pretending to be operators. Both are examples of how technology can introduce connection and transparency.

A seventh generation Gloucester Vale cattle farmer, he is determined to turn his expertise in marketing and online solution development to reduce meat fraud and so improve and promote animal welfare.

This information was brought to you by Cision <http://news.cision.com>