



Gressingham

FARMS

Grow with us

EXPAND YOUR PORTFOLIO WITH DUCK



OUR STORY

Our story begins in 1971, when Gressingham's founders, Maurice and Miriam Buchanan, moved from Northern Ireland and established their farm in Debach, Suffolk.

Maurice built two sheds by hand and started farming chickens, but they soon realised they wanted to try something different.

They got in contact with a small-scale duck farmer in the Lake District who had begun to develop a new, tasty breed of duck - a cross between the succulent Pekin duck and the flavoursome Wild Mallard.

In 1989, the first Gressingham Ducks arrived at the family farm in Debach - by train! 200 ducklings were taken on the train from Peterborough and were picked up in Cambridge by Maurice and Miriam. Over the following two years, they perfected the breed and the remarkable Gressingham Duck was born.

Fast-forward a few years and sons Geoff and William Buchanan joined the family business, having studied agriculture and worked elsewhere in the sector before settling down in Suffolk. They are still in charge of the family farm today.

One generation on, the farms entity of the business is run under the Green Label Poultry name and rears the delicious Gressingham Duck from Red Tractor assured farms in Great Britain along with turkeys for Christmas. This reputation for exceptional taste has made Gressingham the duck of choice for all major UK retailers and many independent stockists and specialist butchers, as well as being featured on the menus of top restaurants nationwide.



OUR KEY STRENGTHS

- Strong Gressingham brand
- British production
- Welfare accreditations
- Wide product range
- Market knowledge
- High skill levels
- Innovative
- Service levels
- Understanding of the UK market
- Fast decision making to seize opportunities
- Dominant position in the UK retail market
- Established supplier/customer networks
- Ongoing positive bank support
- Long term partnerships in UK and Europe

“ One generation on, we are still rearing the delicious Gressingham Duck from our Red Tractor assured farms in Great Britain along with turkeys for Christmas. ”



TIMELINE

1971

Green Label Foods was founded by Miriam and Maurice Buchanan in Debach in Suffolk

1980

The Gressingham Duck was first bred using strains of Wild Mallard in the village of Gressingham near Lancaster

1989

The Buchanan family first began rearing and processing Gressingham Duck

1996

The Buchanan family bought the exclusive right to breed Gressingham ducks

2006

Green Label Foods changed its name to Gressingham Duck

2012

Gressingham embarked on a new campaign to get more people cooking with duck and was the first company to be awarded the Red Tractor logo

2013

Production rationalised into one factory
First meat brand to make it onto the 'CoolBrands' list

2014

Gressingham won 'Excellence in Marketing' award from the Chartered Institute of Marketing

2016

Opened new state of the art £5m distribution centre at site in Redgrave

2019

New production facility built - Pack Hall - with additional chilling space
Chris Morley was appointed new MD



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FACTORY



125

FARMS



550

PEOPLE



800K

TURKEYS



10M

DUCKS

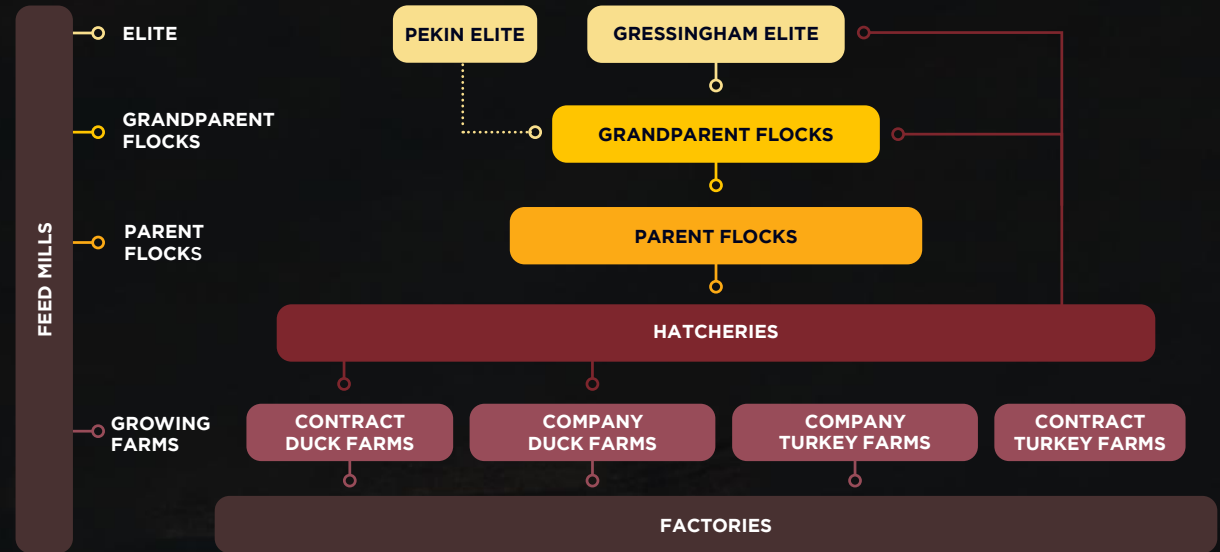


£150M

TURNOVER

GREEN LABEL POULTRY

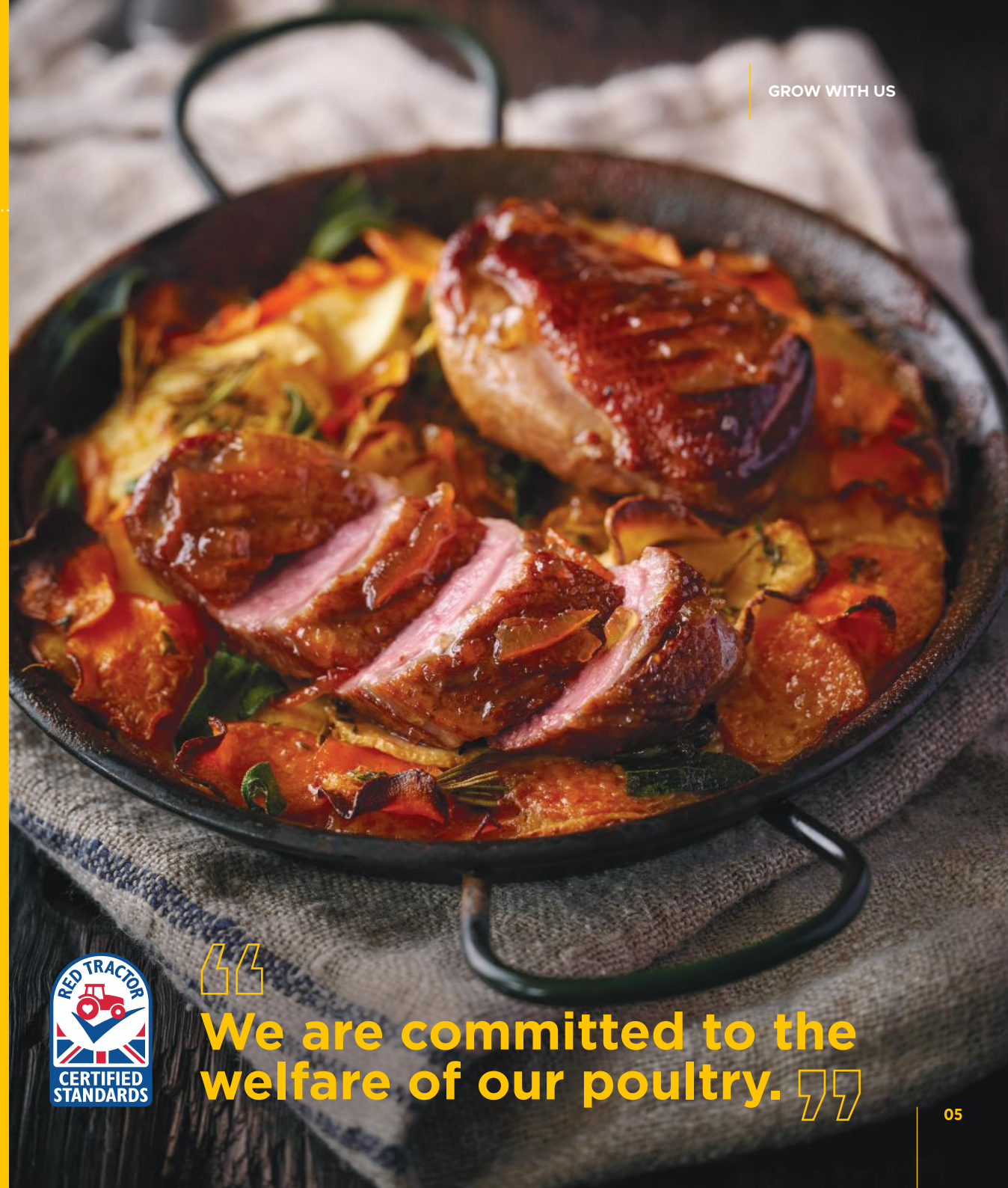
Green Label Poultry is the farms operation of the Gressingham business. The structure of the farms is broken down as follows:



WELFARE

We are committed to the welfare of our poultry – the ducks and turkeys are bred, hatched and reared on Red Tractor assured farms across the UK.

The ducks are reared free-to-roam in light, airy barns with access to water for bathing, natural light and fresh air. They have a fresh bedding of straw once per day and continuous feed and fresh water throughout the day.



“ We are committed to the welfare of our poultry. ”

GREEN LABEL POULTRY PROVIDES:

- Day-old ducklings every 7 weeks
- Feed
- Veterinary care and medication
- Catching labour
- Transport to and from the farm
- Technical advice and support
- Accreditation and training

CONTRACT GROWER PROVIDES:

- Building with equipment
- Straw and straw storage
- Water and water storage
- Electricity
- Gas for heating (if brooding)
- Labour for daily requirement – including 3 welfare inspections
- Muck removal and washing
- Daily information on our Farms app
- Auto weighers / windows at 3% floor area



“ Green Label Poultry provides regular welfare training from our team of vets and assists staff to achieve their Poultry Passports. ”

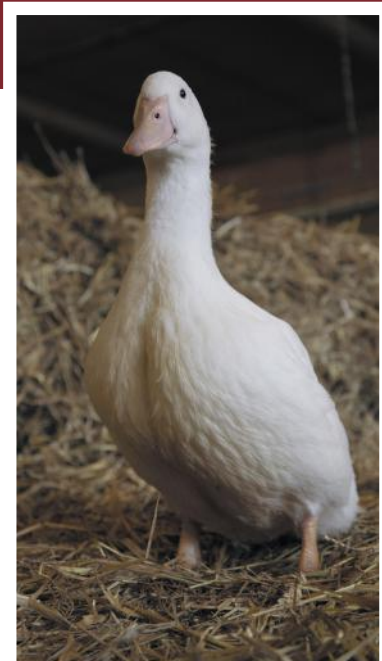




FARMS APP

The app we use is a brilliant reporting tool used to log daily data which saves admin time, identifies any problems quickly, assists with slaughter planning and ensures a quick turnaround on costings and performance data.

Flocks						
Flock Code	Place Date	Place No.	Kill Date	Kill Age	Age Today	Weight
BPS11-2231-MGC-A	2.8.22	9,500.00			24	1.71
BPS12-2231-MGC-A	2.8.22	9,500.00			24	1.66
BPS13-2231-MGC-A	2.8.22	9,500.00			24	1.62



PAYMENT

The payment structure will be based on a FCR contract. Feed cost and grower payment will be reviewed every 6 months.

FEED

A new feed ordering programme has been implemented over the past 18 months. It can predict feed requirements, giving a theoretical balance of feed on site each day and showing when the next feed delivery is required. It enables whole crop ordering at the placement of birds and avoids feed wastage.

ACCREDITATION & TRAINING

All ducks and turkeys are grown to Red Tractor standard which covers the whole process from farms and hatcheries to the catching process, transport and then lairage and slaughter. Green Label Poultry provides regular welfare training from our team of vets and assists staff to achieve their Poultry Passports. Regular first aid training is given and all sites have at least one Poultry Welfare Officer.

“ All ducks and turkeys are grown to Red Tractor standard. ”



**CONTACT ROBERT McTAGGART
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FOR MORE INFORMATION**

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