



Oliver  
Paul

Director

Suffolk  
Food Hall

Keeping close to the supply chain



# Suppliers and producers

Balanced relationship between farmer, value-adder and retailer, in terms of:



- Simplicity
- Learning
- Small is more manageable
- Resilience in being local

**However  
networks have  
had to be rebuilt  
from scratch**

# Customers

Many independents seem to be bucking the recent retail trend, why:

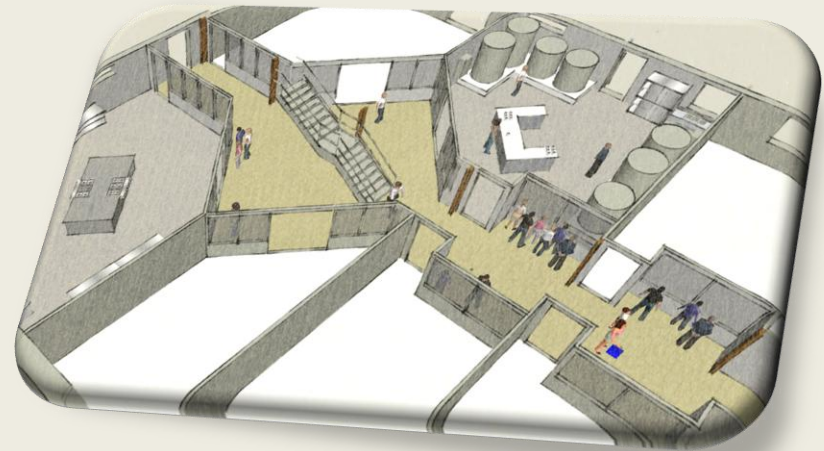


- Consumer interest
- Variety
- Savvy shopper
- Margin control

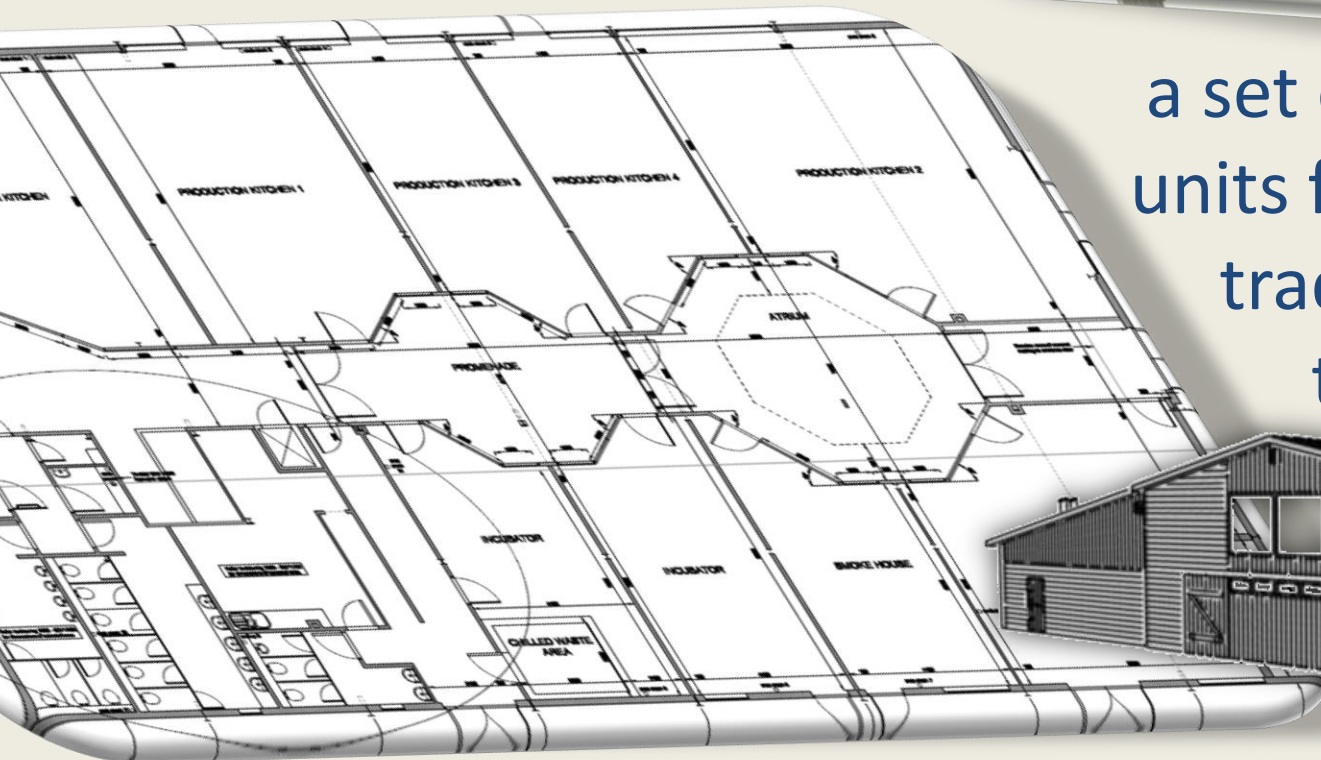
**However threats from more sophisticated (larger) supply networks**

# Getting consumers even closer to the supply chain

## The Cookhouse



a set of production units for artisans to trade direct with the consumer





[oliver@suffolkfoodhall.co.uk](mailto:oliver@suffolkfoodhall.co.uk)

01473 786 610

[www.suffolkfoodhall.co.uk](http://www.suffolkfoodhall.co.uk)