



SUFFOLK BUSINESS TO INNOVATE EGGS FROM LOCAL FARMS

With growing demand for healthy food products, and farms to reduce the amount of food they waste, a business in Suffolk is hatching a plan to tackle the issue head on.

Thanks to funding from the Eastern Agri-Tech Growth Initiative, Eye based Kings Farm Foods have been awarded £20,000 to develop a range of egg-based convenience products, using eggs that farmers cannot sell to UK supermarkets.

Traditionally, poultry farmers have not been able to sell “2nd grade” eggs due to minute changes in size, appearance and weight - despite their quality being unaffected. Farmers currently lose considerable amounts of money from the production of these eggs, but Kings Farm Foods aim to support local farmers by giving farmers a better price for their produce.

By tackling food waste in the local area, Kings Farm Foods will not only create a product that is locally sourced and manufactured in Suffolk, but will also boost Red Tractor and Lion Code status; reinforcing the quality of the eggs used.

Currently, the UK’s egg processing industry is behind that of Europe. Kings Farm Foods’ egg-based drinks and mixes would bring a new product to market that transforms egg as the main ingredient- elevating it from its place in the baking aisle.

Mark Reeve, Chairman of the Greater Cambridge Greater Peterborough Enterprise Partnership (LEP) and the Eastern Agri-Tech Growth Initiative Programme Board, said:

“Kings Farm Foods’ project solves the growing issue of food waste by offering local poultry farmers a fairer price for produce that cannot be sold to supermarkets, and would normally go to waste.

“Food wastage is an issue that the LEP is keen to help reduce; we have already funded the recently launched Eastern Agri-Gate Research Hub in Soham that will provide a space for commercial scale research to reduce crop wastage before produce reaches the processor and retailer. I am therefore pleased to be able to offer this funding to Kings Farm Foods and look forward to seeing their plans to reduce food waste in action.

Matthew Havers, founder of Kings Farm Foods, said:

"We are thrilled to get started on the project. The fund will enable us to really try something new and take a risk and challenge conceptions of egg and the way we eat them. Eggs are an ancient food source, often overlooked and one that is still the most nutritionally complete!

We hope to launch a range of products that can bring the benefits of egg to consumers in exciting and new ways".

Chris Starkie, Managing Director of New Anglia LEP said:

“As many people will be recommitting to healthy living in the new year, Kings Farm Foods will be at the forefront with a £20,000 grant to make nutritious and convenient products. Using eggs that would otherwise go to waste, the Suffolk business is helping farmers make the most of the produce whilst catering for an industry worth billions of pounds to the economy.”

The Eastern Agri-Tech Growth Initiative is run by the Greater Cambridge Greater Peterborough Enterprise Partnership (LEP) with support from New Anglia LEP, Norfolk County Council, Cambridgeshire County Council, and the local authorities covering this area.

Grants are available to organisations looking to invest in specialist equipment, new market and supply chain development, ways to improve productivity and efficiency, and the application and commercialisation of Research and Development.

To find out how the Eastern Agri-Tech Growth Initiative could help to grow your business, visit www.agritechgrants.co.uk or call the LEP on 01480 277180.

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Notes to editors

1. Photo caption: Matthew Havers, Founder of Kings Farm Foods at their premises in Suffolk.
2. The Initiative has two separate funds that are available for businesses. The first is an **Agri-Tech Growth Fund**, which will provide grants of between £10,000 and £150,000 to support improvements in agricultural productivity. Whilst the **R&D and Prototyping Fund** will provide grants of between £10,000 and £60,000 to support the development of innovative technology. Find out more at www.agritechgrants.co.uk.
3. Kings Farm Foods Ltd has been awarded a grant of £20,000 towards this project.
4. The Eastern Agri-Tech Growth Initiative has been funded via the Government's Regional Growth Fund. The Regional Growth Fund has supported projects and programmes raising private sector investment to create economic growth and lasting employment. It has invested £2.85 billion to help businesses in England to grow; and is expected to create or safeguard over 580,000 jobs.

For further information and interview opportunities, please contact Louise Bellwood at the LEP on 01480 277180 or email louise.bellwood@gcgp.co.uk.