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Objective

- To Improve Quality and Yield for Both the Grower and Mill
- To become more competitive in the marketplace with reward to grower and Whites
- Create a USP for Whites and growers
- Enhance traceability, confidence in origin and quality



Benefits

- Fits well with Whites Corporate Strategy (growers cooperative)
- Helping achieve our goal of more direct contact and interaction with the grower
- Greatly reduces procurement management time
- Helps create more stability into pricing and we can share a better understanding of loss
- Which in turn gives a better understanding of feed costs

Benefits

- Allows for the development of trust and faith in actions necessary to move forward
- Ability to share information and good learns (survey & meetings)
- Creates a forum for 2 way discussions and sharing of ideas or dissatisfaction

Benefits

- Helps develop a strong understanding and social relationships
- More greater potential for use further up the supply chain

