

Freedom Food

EXPERT OUTCOME

Background

The Freedom Food label provides assurance that the farm, haulier and abattoir have all been inspected to strict RSPCA welfare standards, covering the whole of an animal's life. Freedom Food is a charity and the only UK farm assurance scheme solely dedicated to improving the lives for farm animals, indoor and outdoor. The label can be found on meat, fish, egg and dairy in most major UK supermarkets. The standards set are typically higher than other assurance schemes. Freedom Food is developing a CRM database and has a need to gather accurate data about its members to complete this exercise successfully. England Marketing was invited to carry out an online survey, underpinned by telephone interviews to inform the project and make recommendations for future development and ongoing data management.



Methodology

All Freedom Food members were invited to complete a pre-populated online survey; an online survey represented a cost effective method to collect accurate data on members from a carefully designed questionnaire.

Details of key position holders in each member's business were collected, which will be used for future strategic planning and development of the business. We conducted further research amongst respondents, when a preference was expressed, carrying out in-depth telephone interviews allowing Freedom Food to get closer and gain more understanding of their members.

Outcomes

This research provided an excellent platform for Freedom Food to communicate with stakeholders and gather vital information to help plan and develop the business; it also provided measurable data from which Freedom Food can benchmark against future research and development projects. The project was able to give valuable insight into how best to undertake marketing activity amongst members and at which events Freedom Food should have a presence. Finally, England Marketing was able to advise and make recommendations for ongoing data management systems.



I have been continually impressed by the teams consistently friendly and professional approach. I was always kept well informed of progress and work was delivered in good time and to an excellent standard.

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