

Little Oak Pork Farm:

A Rural Enterprise Exmoor business case study



Little Oak Farm Pork is a family run farm, breeding Pedigree Middle White Pigs in Timberscombe.

Established 5 years ago, the team consists of 3 family members and 2 additional full time employees.

Andy and Pam's pigs are traditionally & ethically farmed outdoors on the rolling hills of Exmoor. From these pigs they produce their award-winning Middle White Pork.

Little Oak Farm have their own on farm butchery where they process the pork themselves. This gives all of their customers 100% traceability.

Little Oak Farm supply to the public and many local hotels, B & B's, cafes & Tea Rooms. You can find their sausages in many local shops and they are a regular stall holder at Dulverton Farmers Market.

Exmoor is their biggest customer base, with sales to many hospitality businesses ensuring the ethos of locally produced food is carried out throughout the Moor. They offer a deliver service throughout Exmoor and have very strong connections and relationships with all of their customers.

Benefits and challenges of working on Exmoor

Benefits

“Exmoor is a lovely place to live and work. A large number of our customers are hotels, restaurants and other hospitality venues. We find that local food is now a very important part of what our customers are looking for. With Exmoor having an excellent reputation for tourism it is a what the visitors now expect. Locally sourced produce that the hotel can show where it came from. Traceability is now more important than ever. Exmoor Tourism seems to really push the the local produce that is available in hotels and local shops.”

Challenges

“The biggest challenge is the weather. Fantastic in the summer and it can be hard work with live stock in the winter. We have had to invest in providing indoor housing for some of our livestock during the winter months. We have found dealing with the Planning Department of ENPA can be, at times frustrating. We are aware we live and work within a National Park and we all have a duty to protect and preserve the land however, it can be very difficult for Farmers to erect buildings, extend accommodation or diversify. The decisions take a rather long time which has such adverse effect on business and we do struggle finding the right people to get advice or help.”

Aspirations and advice

Aspirations

“We would like to continue to grow at the pace we are at the moment, then within the next 2 -3 years be able to increase the number of employees we have.”

Advice

“You will love working and living on Exmoor and the community, business and customer, will be behind your ideas and business all the way. The National Park do a great job of promoting all kinds of produce & products and it really helps. The people of Exmoor are strong advocates for supporting local produce so get involved with your community. Just keep at it.”

