

WELSH GOVERNMENT CASE STUDY

CAPESTONE ORGANIC POULTRY LTD

Overlooking the stunning Pembrokeshire coast, Capestone Organic Poultry Ltd is one of the largest independent organic poultry producers in the UK.

Five generations of the Scale family have farmed the land at Walwyns Castle near Haverfordwest. Today the enterprise is in the very capable hands of Justin Scale who has taken the family-run business to national award-winning level.

The 400-acre farm specialises in producing high quality and welfare organic free-range chicken and turkey, rearing, producing and processing all its poultry on site.

The company's poultry production has grown rapidly over the decades and the business has expanded into processing organic beef, lamb, pork and salmon.

Capestone's customers include national high street retailers, wholesalers and manufacturers, London food halls, farm shops and butchers; and supplies M&S with organic chicken, poussin and spatchcock poussin, as well as some 85,000 organic free-range bronze turkeys at Christmas.

In order to meet the high standards set by its customer base - as well as an increasingly consumer conscious shopper – the award-winning farm, which employs 110 full-time staff, continuously invests to improve efficiency, service and quality.

The Welsh Government has helped the business grow with access to a Processing and Marketing Grant and Local Investment Fund.

“The financial help we have received from the Welsh Government has made possible the machinery and infrastructure we need to operate in the marketplace,” says Justin Scale.

“Also the mentoring and trade development support we've had has definitely made a difference to our business by helping us understand how the markets work, and we have worked with Food Centre Wales on developing our products.”

The company, which attended the 2013 IFE food trade show in London as part of the Welsh Government stand, also exports its organic poultry, meat and fish to a number of European countries. Exports account for around 30% of Capestone's business with customers in Spain, France, Germany, Austria,

Holland, Denmark, Norway and Ireland.

Awards for the business and its products have flowed in, among them numerous Wales the True Taste, Pig & Poultry, Countryside Alliance awards, while Justin Scale was named Wales Champion at the M&S 'Farming for the Future' Awards 2013.

Interaction with the community is a key part of the Capestone ethos, and the farm has built strong relationships with local primary schools to help educate children on the important link between food and farming.

"We have a simple philosophy at the farm," says Justin. "To grow the business in line with its strict high quality and welfare standards, inspire young people on the link between food and farming whilst improving the local environment within the Pembrokeshire Coast National Park."

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