

Farm Gate Direct gives you the opportunity to buy higher welfare products such as meat, poultry, salmon and dairy produce direct from farms and processors approved to RSPCA welfare standards.

This new and unique online service allows you to choose Freedom Food labelled products from a range of merchants (a merchant is a Freedom Food approved producer selling on-line) who then deliver the products straight to your front door. You are also buying from the producers themselves - not Freedom Food, but no matter how large your order, it's only a click away.

Farm Gate Direct is ideal for domestic users and small businesses who want an easy way to buy food from farmers who support higher standards of animal welfare. And because

Farm Gate Direct allows you to source your produce from a local approved supply chain, it means that live animal transport miles can be reduced.

Buying through Farm Gate Direct helps bring British farmers closer to consumers, so helping them to receive a respectable financial return for their products. And whilst there's a range of Freedom Food labelled products available in supermarkets, Farm Gate Direct allows you to browse, select and buy from a comprehensive range of products in one go. You can even check out and visit your nearest Farm Gate Direct supplier by entering your post-code.

So log on to www.farmgatedirect.com for quality produce from producers supporting higher standards of farm animal welfare. And get it delivered from the farm to your front door.



"Farm Gate Direct is an excellent initiative. Now Freedom Food farmers, raising their animals to RSPCA welfare standards can offer those who want to buy welfare-friendly products the chance to buy direct. This must be good for the farmer, the animals and for the public"

Anthony Worrall Thompson

This recipe created by Anthony Worrall Thompson is just a brief taste of the many mouth-watering recipes available when you visit www.farmgatedirect.com

How to shop

Ordering at Farm Gate Direct couldn't be more straightforward. Simply visit our secure site at www.farmgatedirect.com and follow these easy steps (full instructions are available online too):

1 Browse the shop

You can search by product or supplier using the Shop Online link.

2 Select products

When you find the products you want to order, use the + or – icons to select the quantity and click on 'add'. A summary of your basket contents updates on the right of the screen.

3 Go to checkout

Once your order is complete, click on 'go to checkout'. You'll then see the contents of your trolley, with prices, listed by supplier. To complete your order simply register your email address, delivery details and preferred payment method which will be forwarded to the merchant concerned.



Browse

Checkout

Delivery

Enjoy



Keep this card handy to remind you of the Farm Gate Direct website address:

 Farm Gate Direct

Browse

Checkout

Delivery

Enjoy

www.farmgatedirect.com

4 Delivery of products

We will send a summary of your order by e-mail and the merchants involved will contact you direct to confirm your order and finalise delivery details.



www.farmgatedirect.com

Browse

Checkout

Delivery

Enjoy



Browse

Checkout

Delivery

Enjoy

www.farmgatedirect.com

Your chance to buy quality produce
from farmers supporting higher standards
of farm animal welfare

Farm Gate Direct has been developed by the RSPCA's Freedom Food scheme which exists to improve the lives of as many farm animals as possible. Set up in 1994, the scheme implements RSPCA welfare standards on farms, hauliers and abattoirs. These standards have been developed by the Society's experienced welfare specialists in consultation with veterinary experts, welfare scientists and the farming industry.

The scheme works like this:

- A Freedom Food approved assessor conducts a full audit on the farm, haulier or abattoir wishing to join the scheme.
- Those accepted for membership are subject to annual reassessments, and at least 30% of members are spot-checked by RSPCA Farm Livestock Officers every year to ensure standards are being maintained.
- All products bearing the Freedom Food logo (including those sold via Farm Gate Direct) must be traceable through the supply chain. This means that all parties involved in the supply process, from farmer to haulier to abattoir must be successfully approved.





Certification Mark

Charity number 1059879

www.farmgatedirect.com



From the farm to your front door

Now, online for the first time,
you can order quality farm
produce direct from a range
of merchants who are
demonstrating their commitment
to animal welfare.



www.farmgatedirect.com

