



Doves Farm Foods: helped by BBO Food Group to achieve global quality standards



Doves Farm near Hungerford, Berkshire is a 350 acre mixed arable farm managed to organic standards for over 30 years. A small mill was installed in 1978 to produce flour from farm grain.

Today Doves Farm Foods produce a wide range of organic speciality flours and cereal based foods sold in supermarkets, delicatessens and cafés across the UK. Organic flour milling continues to be at the heart of the family-owned enterprise.

Since Doves Farm Foods joined the BBO Food Group in 2004 its products have been promoted successfully through the annual BBO Food Guide, trade shows, chefs' tours and meet the buyer events.

Membership of the BBO Food Group enabled Doves Farm Foods to develop quality management systems and achieve British Retail Consortium (BRC) Level 5 global standard for food safety.

Marketing Director, Clare Marriage explains: "BBO Food Group subsidised the Safe & Legal training which was a great stepping stone for developing internal quality management systems. Subsequently Doves Farm progressed to BRC Level 5.

"It is difficult to value the increase in business attributable to the Safe & Legal training, but it was an excellent tool for increasing staff awareness of quality systems and preparing them for the rigours of a full system. Our investment to gain BRC Level 5 has demonstrated a high level of assurance to customers, and adds equity to our brand."

BBO Food Group is expanding into the food-service sector, which offers new opportunities for Doves Farm Foods.

"We're looking forward to meeting buyers in local food-service and hospitality businesses to showcase our new products for these markets," says Clare Marriage.

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Clare Marriage with local chef.



Doves Farm at BBO Trade Show.



Doves Farm at Meet the Buyer Event.



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Promoting the production and consumption of local food