

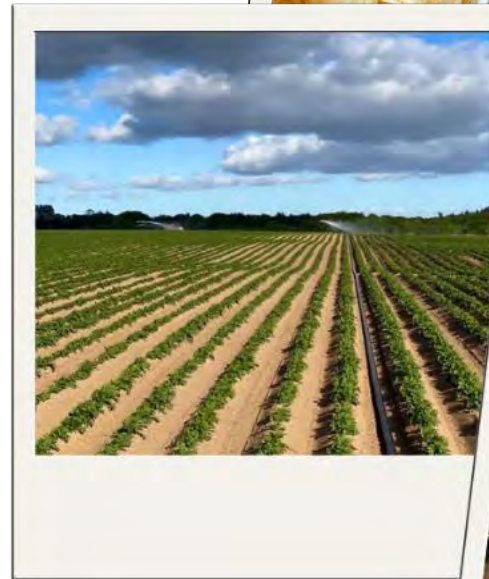


fairfields
farmTM

IF YOU HAVEN'T MET US...

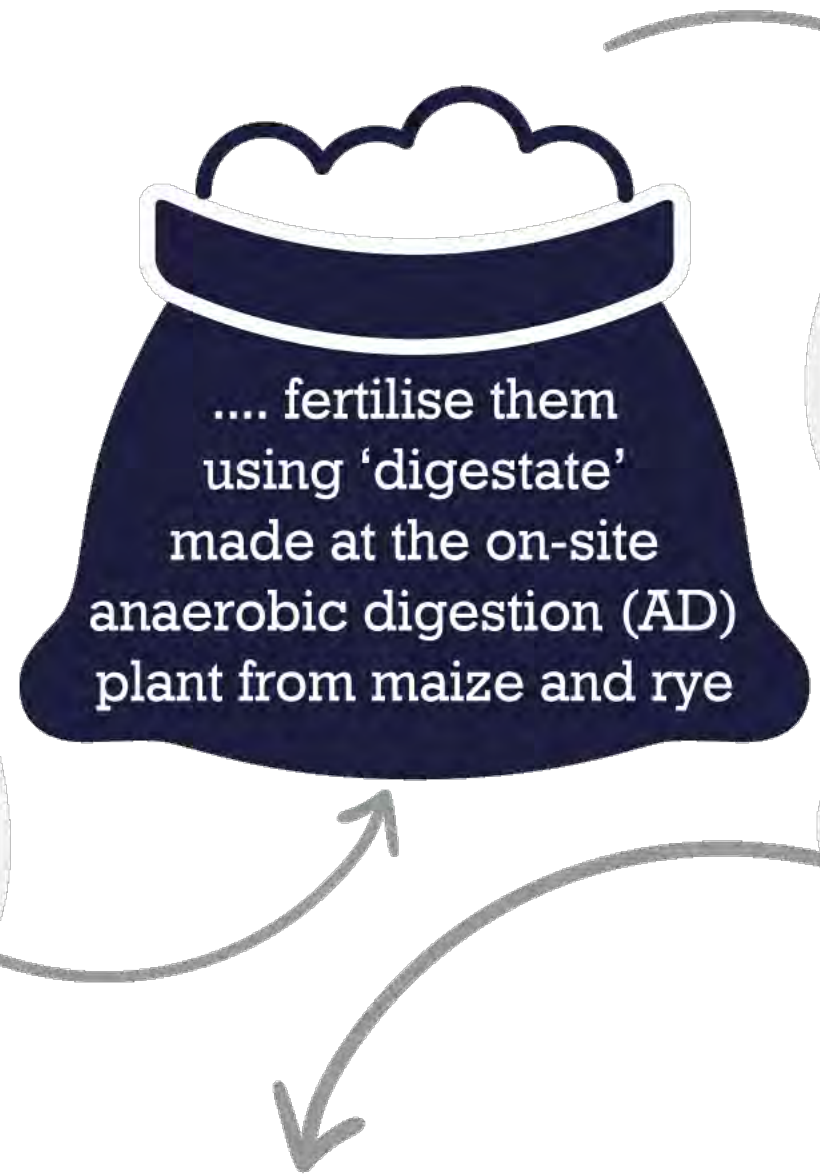
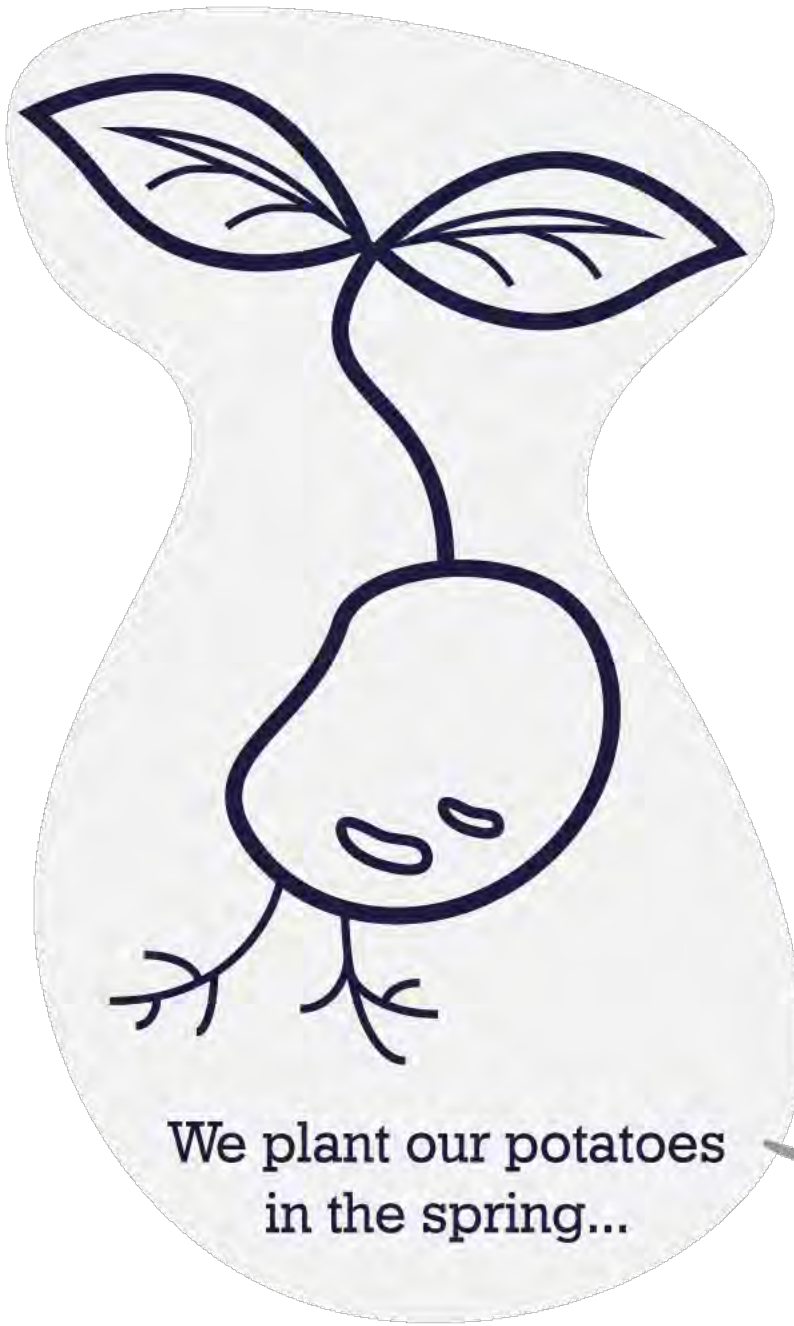


**WE GROW
POTATOES AND
COOK CRISPS
HERE IN THE
COLNE VALLEY**





**WE TRY TO THINK ABOUT
SUSTAINABILITY IN
EVERYTHING WE DO**





We harvest our potatoes when they're just the right size

.... and handcook them to a perfect crunch at our farm's factory...



....or pop them in our cold stores, powered using renewable energy, until we need them.



Meanwhile, we also...




.... provide food to birds in winter and set aside over 5% of our farmland for them to thrive.




.... plant things that pollinators love, so they keep visiting and keep making new pollinators!



.... work to
develop packaging
fit for the future.



.... plant trees, hedges,
cover crops and
other things that
capture carbon.



.... search
for more ways
to do things
better.

**WE'RE ALSO ON A MISSION TO
BE CARBON NEUTRAL**



We use 'reduced tillage' methods - which means we're releasing a lot less of the carbon stored on the ground (as opposed to deep, heavy ploughing)



When we're finished harvesting, we plant cover crop. This protects soil over winter, fixing nutrients into it. It also captures carbon



Hi! Sorry about this green mess...

Lots of our fields look like they're overrun with weeds right now but we promise it's all for a good reason. Once harvest is over we plant what we call "over winter" crops. You can't eat them, but they can do a lot of good. Rather than ploughing and leaving the soil (which releases carbon into the air and allows nutrients to leach out), plants like vetch and black oats do the opposite. They capture carbon and keep the nutrients in place for next year's crop.



Vetch



Phacelia



Black oats

In fact, cover crop and reduced tillage means the carbon output of our potato crop is reduced by two thirds




Planting hedges reduces run off, improves soil structure, provides an environment for wildlife and captures additional carbon

We fill our reservoir in the winter and use throughout summer across the farm using our pumps and underground pipework



Here's where one comes out – around 3km from the reservoir, saving energy and reducing road transport usage





Our solar panels power our offices, and contribute even more on sunny days

And we grow crops which produce energy at the on-site Anaerobic Digestion plant – which also gives us ‘digestate’ to fertilise our crops, saving more road miles from imports





WE WOULD USUALLY
give you a nice brochure
about our handcooked
gluten free & vegan crisps
WHICH WE MAKE AT OUR
independent family farm
with potatoes we grow ourselves
BUT TO HELP US SAVE PAPER
and become carbon neutral
we hope you won't mind
visiting it digitally instead:



Away from the farm, we're looking at other ways to reduce impact- like these small cards pushing to a digital brochure instead of printing thousands of brochures



And the packaging we use is from a certified carbon neutral source!

THERE'S **ALWAYS** MORE TO DO

- More trees and hedges to plant
- More energy to be saved
- Wider spread reservoirs
- New pollinator and cover crop mixes to test out
- Alternative, more efficient vehicles to consider
- More efficient processing machinery

THANK YOU