Hodmedod's
Britain's pulse & grain pioneers

Using Story to Reshape the Food System

ORFC 2020 | @hodmedodds | hodmedodds.co.uk
Why do we tell stories?
What stories do we tell?
ORGANIC Versus NON-ORGANIC
MEAT Versus VEGAN
TILLAGE Versus ZERO TILLAGE
BIG FARM Versus SMALL FARM
HIGH TECH Versus LOW TECH
The Hero’s Journey

- Let’s grow lentils!
- It can’t be done...
- Meeting farmers in Sweden
- Begin trials
- Crop failure, weeds, scepticism
- Almost abandoning trials
- A small lentil harvest!
- Taking news of trial to farmers
- Begin field scale production
- Lentils for sale!

**Ordinary World** | **Special World** | **Ordinary World**
News has to be new.
And it really helps if there’s a beginning, a middle and an end.
There are stories we don’t want to hear.
Linear Value Chains

Flow of raw material, value and information →

Flow of information ←
Networks of Supply

Collaborative, open, diverse, transparent; built on trust and relationships not transactions.
Great British Beans

What did you think of our beans?
• How much did you like the beans?
  A lot  A little  Not at all  (please circle)

• Would you buy the beans again (£1.20/500g)?
  Yes  Maybe  No

• Have you eaten dried fava beans before?
  Yes  No  Not sure

• How important is it to you that the beans are grown in East Anglia?
  Very  A little  Not at all  Not sure

• How did you cook the beans? Comments?

Freepost RSXB-RLLX-KLJS
Great British Beans
Holly Farm
Common Road
Bressingham
DISS
IP22 2BG

Visit our website for recipe ideas~greatbritishbeans.co.uk

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Need more space?
It’s not just our story...
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Josiah Meldrum
Josiah@hodmedodods.co.uk
www.hodmedodods.co.uk | @hodmedodods