



# Hodmedod's

Britain's pulse & grain pioneers

## Using Story to Reshape the Food System

ORFC 2020 | @hodmedods | [hodmedods.co.uk](https://hodmedods.co.uk)

# Why do we tell stories?



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# What stories do we tell?



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**ORGANIC** Versus **NON-ORGANIC**  
**MEAT** Versus **VEGAN**  
**TILLAGE** Versus **ZERO TILLAGE**  
**BIG FARM** Versus **SMALL FARM**  
**HIGH TECH** Versus **LOW TECH**



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# 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



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**News has to be new.**

***And it really helps if  
there's a beginning, a  
middle and an end.***



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# There are stories we don't want to hear.



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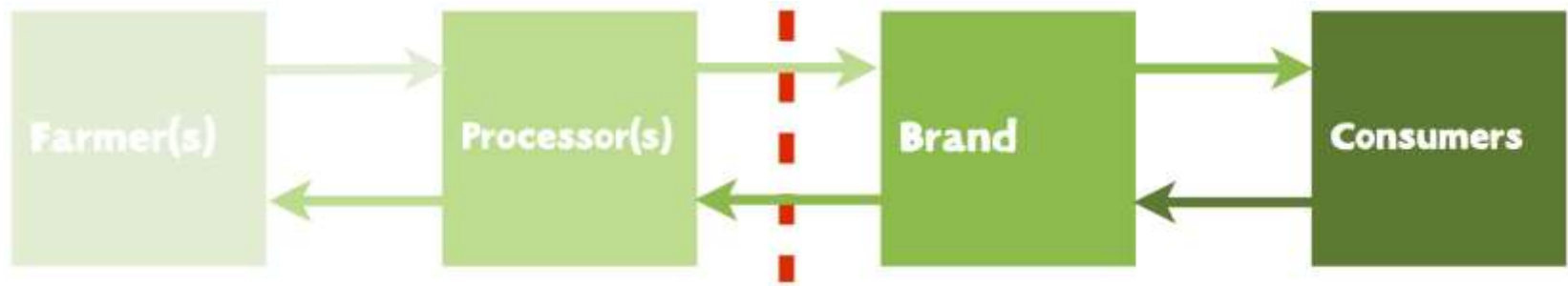


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# Linear Value Chains

Flow of raw material, value and information →

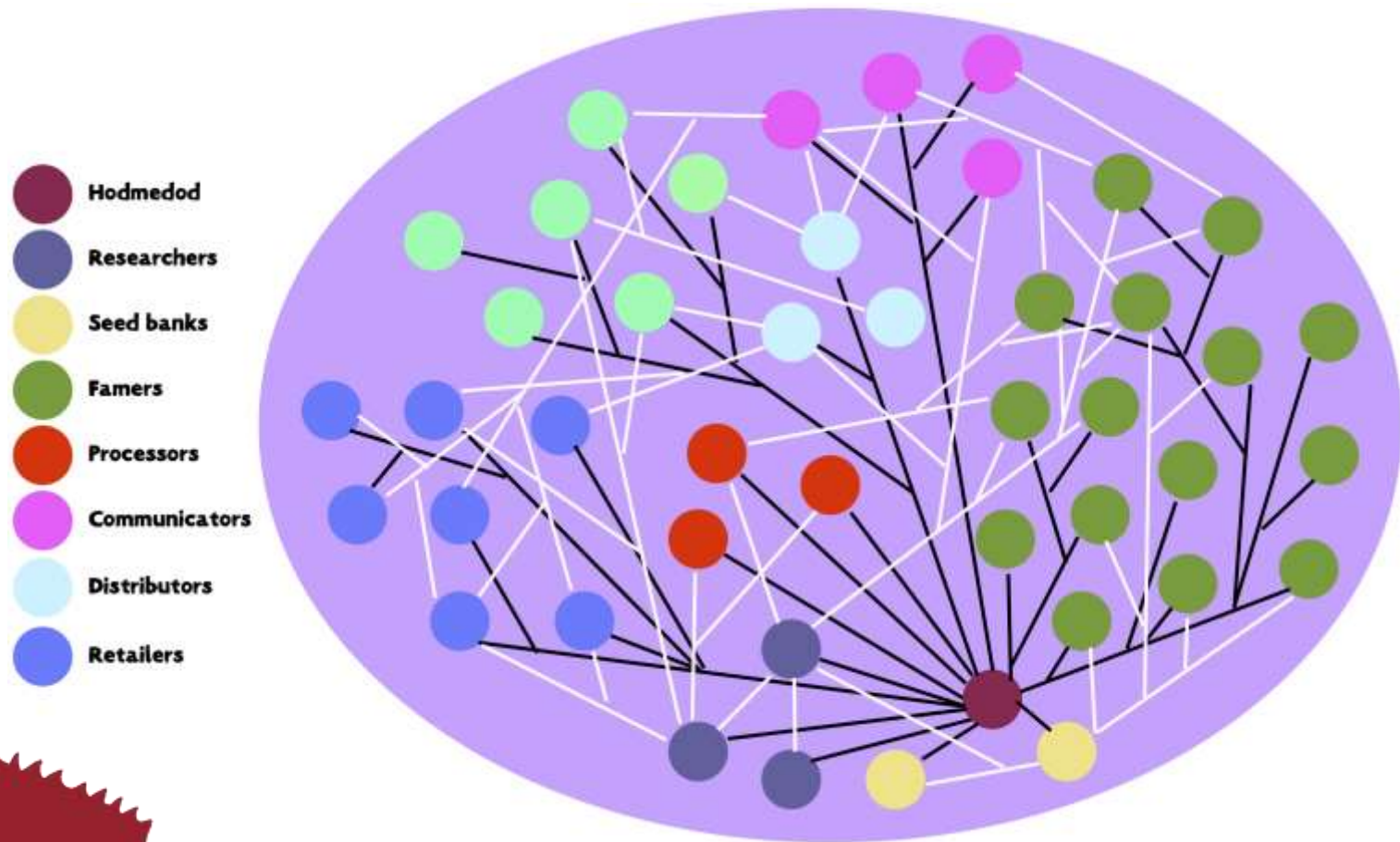


← Flow of information



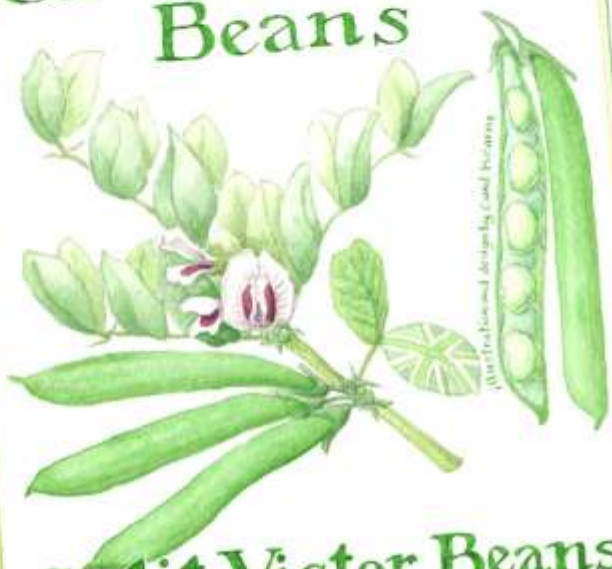
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# Networks of Supply



**Collaborative, open, diverse, transparent; built on trust and relationships not transactions.**

# Great British Beans



## Split Victor Beans

GROWN IN THE UK

500g

TO COOK SIMPLY RINSE, SOAK  
BOIL AND SIMMER



Visit our website for recipe  
ideas - [greatbritishbeans.co.uk](http://greatbritishbeans.co.uk)

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?

Need more space?  
To tell us more or  
submit recipes, visit  
our website  
[greatbritishbeans.co.uk](http://greatbritishbeans.co.uk)

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



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Hodmedod's  
**BRITISH  
ROASTED  
FAVA  
BEANS**  
ready to eat  
**Lightly Sea Salted**  
#roastfava

Hodmedod's  
**BRITISH  
ROASTED  
PEAS**  
ready to eat  
**Lightly Sea Salted**  
#roastpeas

Hodmedod's  
**BRITISH  
ROASTED  
FAVA  
BEANS**  
ready to eat  
**Sea Salt  
& Cider Vinegar**  
ready to eat

Hodmedod's  
**BRITISH  
ROASTED  
PEAS**  
ready to eat  
**Unsalted**  
#roastpeas

Hodmedod's  
**BRITISH  
ROASTED  
FAVA  
BEANS**  
ready to eat  
**Unsalted**  
#roastfava

Hodmedod's  
**BRITISH  
ROASTED  
PEAS**  
ready to eat  
**Horseradish**  
#roastpeas





**LENTIL, HARICOT BEAN  
AND MUSHROOM ROAST**



**VEGAN LEMON MERINGUE  
PIES**



**ROAST CAULIFLOWER  
AND QUINOA SALAD**



**LEEKS WITH NAKED  
BARLEY FLAKES**



**SUMMER BEAN SALAD  
WITH UMAMI DRESSING**



**FAVA FARFALLE WITH  
PINENUTS AND TOMATO**



**CHIA AND CHOCOLATE  
PROTEIN BITES**



**CAMELINA HALLOUMI  
BITES**



**BEAN AND BEETROOT  
BURGERS**



**CLASSIC MUSHY PEAS**  
by Jenny Chandler - November 10, 2017



**FAVA BEAN BIRYANI**  
by Nick Saltmarsh - October 15, 2017



**FAVA UMAMI PASTE  
SALSA VERDE**



**CARAMELISED LEEK,  
ONION AND VEGAN  
"CHEESE" QUICHE**



**BRITISH DAL MAKHANI**  
by Jenny Chandler - March 15, 2018  
1 Comment



**PLUM AND FRANGIPANE  
TART WITH YELLOW PEA  
FLOUR PASTRY**



**DAL SAAG - SPLIT  
YELLOW PEA AND  
SPINACH DAL**



**VEGAN SCOTCH  
PANCAKES WITH FAVA  
FLOUR**



**CROSTINI WITH FAVA  
AND EDAMAME BEANS**  
by The Cook and Him - January 15, 2018



**GINGER  
PUFFED  
GRAN**



**MUSHY PEA AND  
MUSHROOM PIE**  
by Jenny Chandler - November 10, 2017



**MOORISH MUSHY PEAS  
WITH HARISSA**  
by Jenny Chandler - November 10, 2017



**SPROUTS WITH  
WALNUTS, SHALLOTS  
AND CAMELINA SEEDS**

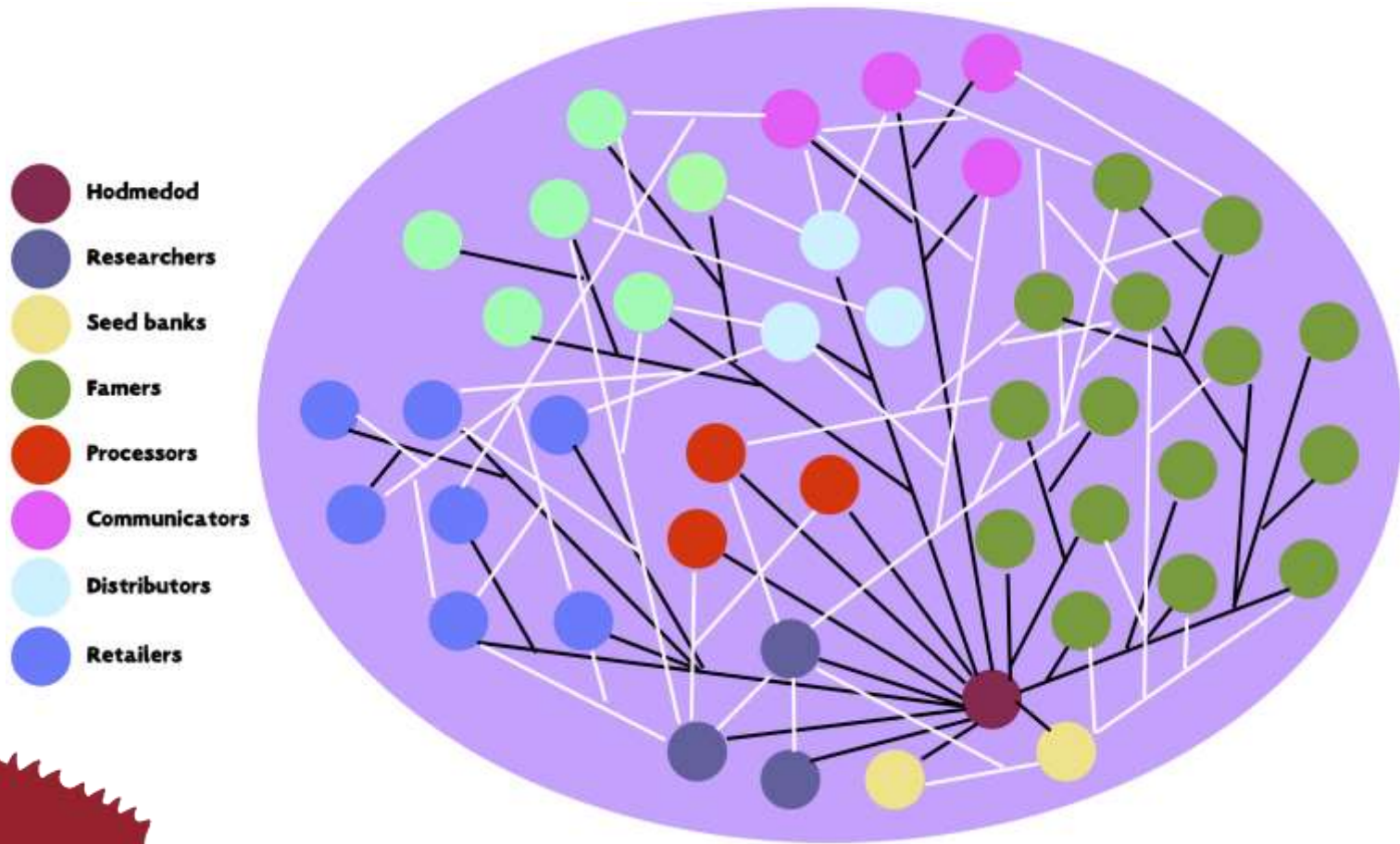


**VEGAN CRANBERRY,  
ORANGE AND WALNUT  
CAKE**



**GLUTEN-FREE QUINOA  
AND APPLE STUFFING**  
by The Cook and Him - December 16, 2017

# It's not just our story...



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