



**HARTPURY
AGRICULTURE**

DIGITAL INNOVATION FARM



CASE STUDY

SUGARLOAF LAMB

Sugarloaf Lamb, a Monmouthshire-based business based on the famous Sugarloaf Mountain, was founded by Ed Fletcher with the goal of adding value to local sheep farming.



Recognising consumers' increasing desire to know the origins of their food, Ed set up Sugarloaf Lamb, a family-run business to provide high-quality, locally sourced lamb directly to customers across the UK. The business offers lamb boxes and individual cuts, delivered fresh from the butcher, ensuring transparency, sustainability and minimal food miles.

Through Hartpury Tech Box Park, Sugarloaf Lamb received fully funded support from the Government's UK Shared Prosperity Fund that helped transform its online presence and streamline business operations. Ed admits he was initially unsure how a technology-focussed programme could benefit his business but soon found the support invaluable.



Ed Fletcher said:

"Before joining the Tech Box Park programme, our website was pretty basic and didn't function well. With Hartpury's support, we now have a fully revamped site, integrated accounting software and social media analytics. I can even process orders directly from my phone if I bump into people on the street who want to place an order - making the whole business more efficient."

Additionally, the funding enabled Hartpury to connect Sugarloaf Lamb with industry experts and business networks, opening-up new growth opportunities.



We've had great mentoring, and the connections we've made have really accelerated our progress. It's given us a strong platform to expand, and we're now exploring new markets like event catering."

Ed Fletcher – SugarLoaf Lamb

The partnership with Hartpury Tech Box Park has equipped Sugarloaf Lamb with the tools to scale effectively, reinforcing the vital role of technology in modern farming enterprises.

For more information, email techboxpark@hartpury.ac.uk or visit hartpury.ac.uk/techboxpark



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