

MEAT SUPPLIER AT LLANTEG VENDING MACHINE

ACTIVITY

Hazelwell Farm, a local livestock farm supplying the Llanteg Vending Machine, has demonstrated how direct-to-consumer vending can provide a highly successful route to market for locally produced meat.

The vending machine has quickly become one of the farm's most important sales outlets, offering customers convenient access to high-quality, locally produced meat products while supporting the growth of the farm business.

The vending machine allows customers to purchase fresh local meat at any time, providing a novel and convenient alternative to traditional retail outlets.

- Locally reared beef and lamb supplied to the Llanteg Vending Machine
- Regular restocking of vending lockers with fresh meat products
- Customers able to purchase meat 24/7 directly from the vending machine
- Plans to introduce additional products including venison, chicken, ready meals and more.
- Development of complementary products such as ice packs for customers travelling and sauces for BBQ meals

OUTPUTS

- The vending machine is now one of the farm's top three customers
- Sales through the vending machine are 2-3 times higher than traditional farm shop outlets supplied by the business
- Strong year-on-year growth in sales

"Customers' first reactions to the vending machine are overwhelmingly positive. People frequently comment 'This is great' or 'We've got nothing like this at home', highlighting how much they value both the novelty and the convenience of accessing local meat at any time."



OUTCOMES

- Increased demand for locally produced meat
- Reliable and growing sales outlet
- Greater visibility of the farm's products within the local area
- Strong engagement with customers who appreciate the innovation and accessibility
- The growth in demand has also highlighted the need to increase livestock numbers. The farm breeds its own herd and flock replacements, meaning growth in production must be carefully managed over time.



CHALLENGES

- Producing sufficient beef and lamb to meet demand
- Maintaining stock levels when the farmer is away
- Managing the balance between breeding livestock and animals available for meat production

NEXT STEPS

To build on the success of the vending machine, several developments are planned over the coming year. These include expanding the product range to introduce additional meats and ready meals, as well as offering ice packs to encourage purchases from customers who may be travelling. The business also plans to provide complete BBQ meal options, including rolls and sauces, allowing customers to buy everything they need in one place. To increase awareness, more roadside signage will be installed alongside interchangeable promotional boards highlighting seasonal products such as "New Season Lamb" or "BBQ Products – Burgers & Sausages." A dedicated Facebook page will also be launched to promote products and keep customers updated on availability, while opportunities to install additional vending machines at other locations are being explored.