

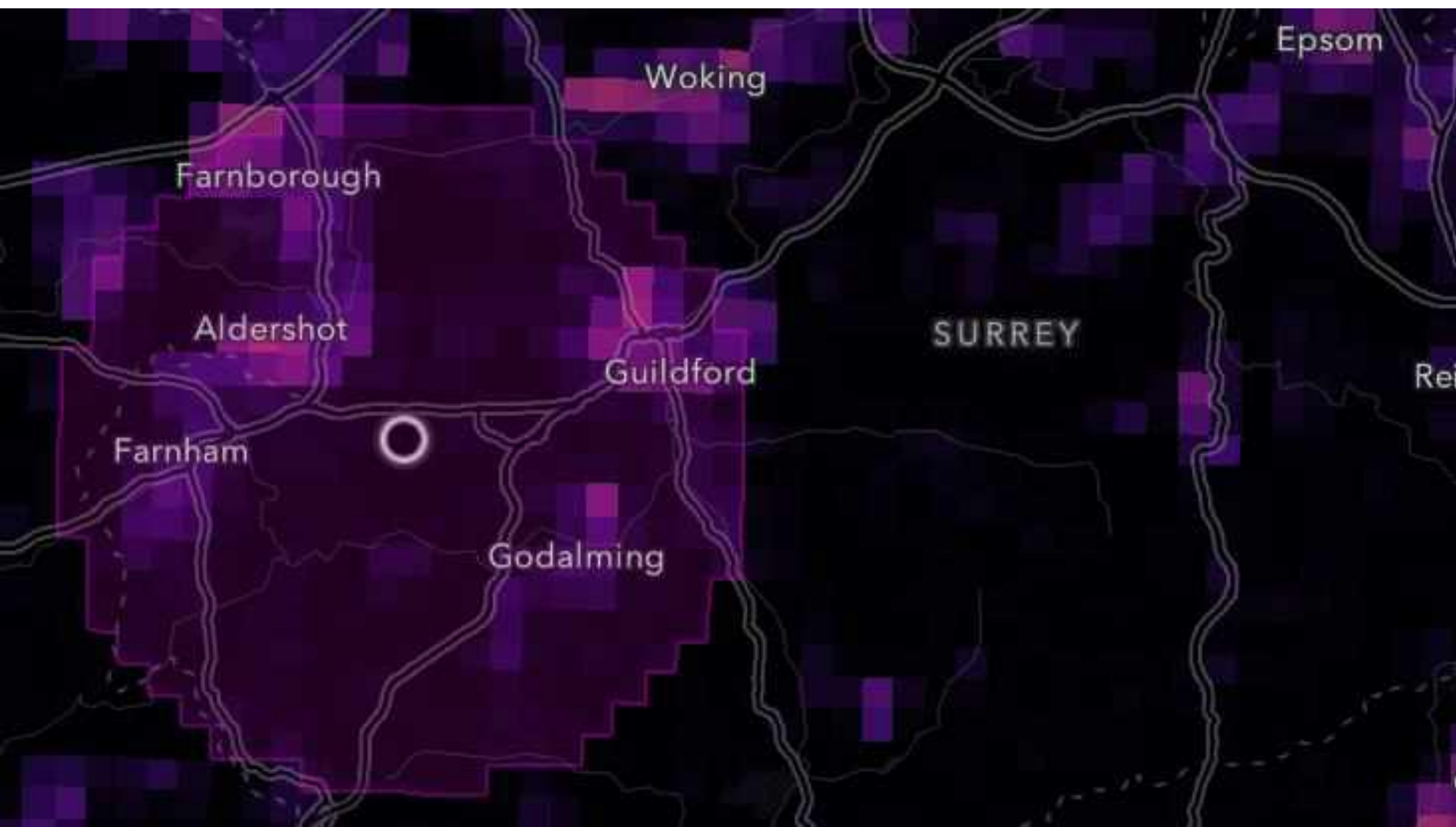
Hampton Estate

Regenerative and restorative land management



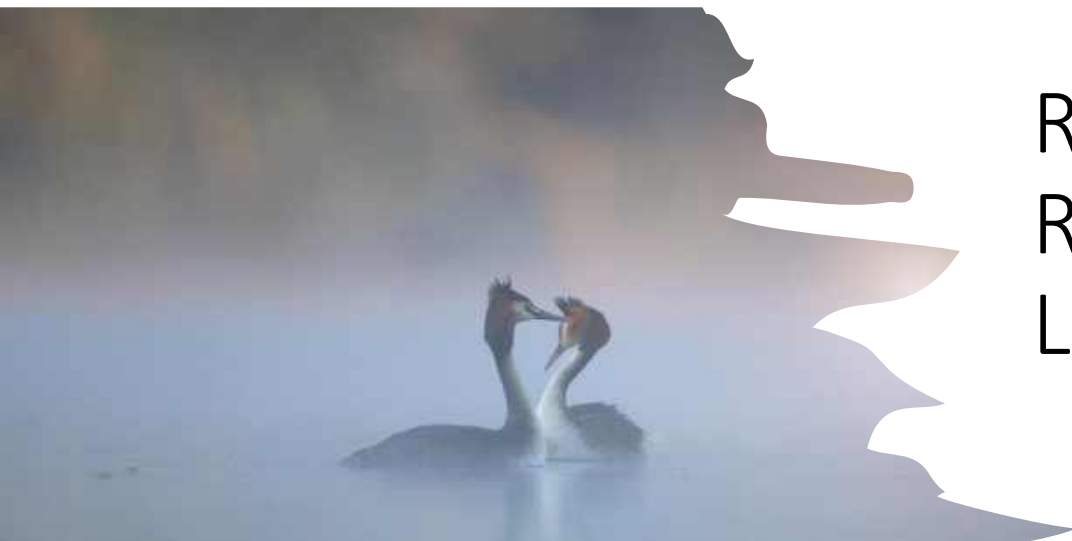
Where are we?











Regenerative and
Restorative
Land Management

Regenerative farming

- Mob grazed, PFL Accredited Sussex beef herd
- Wild Roe venison
- Fuggles hops
- Thriving woodlands



Our cows

- PFL Accredited herd
- Mob grazed
- Traditional Sussex breed
- Outdoors all year round
- Sold direct to consumer at our beef parties

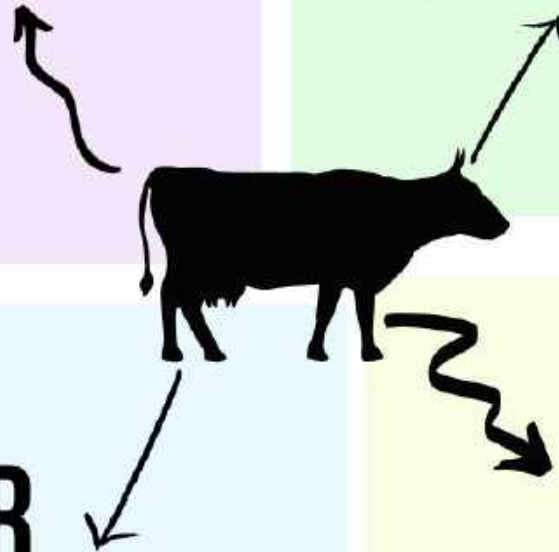


**ANIMAL
WELFARE**

**THE
ENVIRONMENT**

**OUR
HEALTH**

**THE
FLAVOUR**



ANIMAL WELFARE

- Our cows eat a **natural diet**, therefore are more disease resistant
- Pasture fed cows are given the freedom to express their **normal herd behaviours**

THE FLAVOUR

- Because our cows are fed exclusively on pasture their entire lives, the beef they produce is consistently praised for its **exceptional taste, flavour, texture and tenderness**
- Hampton beef has its own **terroir** which echoes the unique environment that they have lived in

OUR HEALTH

Compared to grain-fed meat, pasture fed beef has:

- Lower total fat levels, and **lower in saturated fat content**
- Higher **levels of omega-3** fatty acids and a lower, healthier ratio of omega-6 : omega-3 fatty acids
- Significantly higher levels of cancer-fighting **conjugated linoleic acid (CLA)** and higher levels of vaccenic acid, which can be turned into CLA
- **Higher vitamin and mineral levels**, particularly rich in vitamins A and E and calcium, magnesium and potassium

THE ENVIRONMENT

- Pasture farms have a **lower carbon footprint** than those that feed animals cereal crops
- Pasture **captures and stores carbon**
- Grazing cows return nutrients back to the ground in their dung, improving **soil health**
- We grow a **variety of species** in our sward, helping plants grow without the need for chemical fertilisers
- Better pastures mean **better species diversity** - more flowers, insects, birds and mammals





Our venison



WHY IS HAMPTON'S WILD ROE VENISON THE PLANET'S NEXT SUPER FOOD?

GOOD FOR YOU, GREAT FOR THE PLANET

NATURE POSITIVE

CULLING DEER REDUCES GRAZING PRESSURE WHICH MEANS HAMPTON'S IMPORTANT HABITATS AND BIODIVERSITY CAN THRIVE

100% WILD
NATURAL AND
SUSTAINABLE

LOW CARBON FOOTPRINT

BECAUSE OUR DEER ARE WILD, THERE ARE NO INPUTS AND NO TRANSPORTATION (THE DEER ARE KILLED AND BUTCHERED AT HAMPTON) SO OUR VENISON HAS ALMOST NO CARBON FOOTPRINT

HIGH WELFARE

OUR MANAGEMENT KEEPS WILD DEER POPULATIONS HEALTHY, REDUCES ROAD COLLISIONS, AND THE WAY WE CULL THE DEER IN A VERY LOW STRESS ENVIRONMENT

VERY TASTY!

ROE VENISON IS FAMOUS FOR BEING TENDER, DELICATE AND EXTREMELY DELICIOUS

SUPER LEAN

VENISON IS MUCH LOWER IN SATURATED FAT THAN OTHER RED MEATS

MAKES YOU STRONGER

VENISON IS A FANTASTIC SOURCE OF PROTEIN

HELPS TREES TO GROW

REDUCING DEER GRAZING PRESSURE MEANS THE NEW TREES WE HAVE PLANTED AT HAMPTON ARE MORE LIKELY TO SURVIVE AND GROW, WHICH IN TURN ABSORBS MORE CARBON DIOXIDE

UBER NUTRITIOUS

HIGH IN IRON, PHOSPHORUS, POTASSIUM, ZINC, VITAMINS B6 AND B12, RIBOFLAVIN, NIACIN, AND THIAMINE





Our hops

Regenerative principles:

- Cover crop
- Livestock integration
- Integrated Pest Management
- Reduce artificial fertiliser









Forestry

- Timber
- Chip - biomass
- Logs
- Tree planting
- Restocking



Restorative land management

- Heathland enhancement
- Chalk downland restoration
- Natural Flood Management
- Pond restoration
- Hedge planting
- Tree planting
- Ongoing woodland management

Nature Restoration at Puttenham Common





100 Year Vision :

“To create a restored, biologically diverse heathland landscape with low-level rotational extensive grazing of a herd of traditional beef cattle, biologically-rich restored wetlands (with the aim of reducing wildfires across the Common), thriving heathland species, sustainably managed public access, an active volunteer group and nature-based community’

‘There is a very limited area of land in Great Britain that is suitable for the restoration of such habitats, as each requires certain geology, soil and hydrological conditions that are spatially very limited. In short, the area covered by this Management Plan represents a very uncommon opportunity to deliver substantial biodiversity enhancement.’



Habitat:

Heathy grassland
Acidic grassland – dry
heath mosaic
Bracken
Valley Mire
Wet Woodland
Bracken Bramble
Woodland
Heathy Woodland
Molinia Woodland
Wet Woodland
Pond
Lake



MAP 6B Main Habitats

KEY

	Site boundary
	Acid Grassland-Dry Heath Mosaic
	Bracken
	Bracken Bramble Woodland
	Car Park
	Dry Heath
	Heathy Grassland
	Heathy Woodland
	Lake
	Lane
	Molinia Woodland
	Road
	Track
	Valley Mire
	Wet Woodland

SCALE: 1:12,000 at A3

0 100 200 300 400 500 Metres



CLIENT: Hanger Estate

PROJECT: Puttenham Common Management Plan

DATE: 06 October 2022

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06/1/22

