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## **Cornish farmers respond to Coronavirus threat with HSBC UK support**

An award-winning farming couple from Cornwall are quickly responding to the coronavirus outbreak by delivering premium meat boxes to house-bound customers.

Matt and Pip Smith, co-owners of Trefranck Farm near Launceston, secured a six-figure finance package from HSBC UK to launch their Westcountry Premium Venison business in December 2019. In response to the global COVID-19 pandemic, they are now offering three different varieties of meat boxes to support those self-isolating or unable to access to food supplies.

The meat boxes include the Delicious Venison Taster for 2 box, Luxury Venison Taster Box and Everyday Family Venison Box home delivery boxes, which all contain a different selection of premium venison, steak, mince, burgers and sausages.

### **Pip Smith, co-owner of Trefranck Farm, said:**

“We’ve worked incredibly hard to launch Westcountry Premium Venison as a wholesale business supplying restaurants and wholesale butchers. However, when the Coronavirus started spreading, we very quickly had to think of an alternative way to supply our meat to consumers and make it as easy and safe as possible for them to enjoy it. Starting any new business is taxing but having to diversify quickly to respond to the current climate has made it all the more challenging! Thankfully, our HSBC UK relationship manager Karl Carter has been invaluable supportive throughout this whole process and we can’t thank him and the bank enough for their support.”

### **Euryn Jones, HSBC UK’s Regional Agriculture Director for the South West and Wales region, commented:**

“Having spotted an opportunity to provide food to people across the UK who were increasingly at risk of not being able to get to the shops, Matt and Pip are an exceptionally innovative and progressive couple and they quickly adapted their business model and are now bringing their premium product direct to people’s doorsteps. We are delighted to have been able to support this and we look forward to continue seeing the business flourish.”

Venison is excellent source of protein and low in fat - with saturated fat levels that are much lower than those in other red meats. It also contains minerals that are good for your overall health, including iron, phosphorus, potassium and zinc. Plus, vitamins B6 and B12, riboflavin, niacin and thiamine which help regulate metabolism, reduce the risk of heart attacks and support brain function

To find out more information on the types of meat boxes available for delivery, visit:

<https://www.westcountrypremiumvenison.co.uk/meat-boxes/> and  
[https://www.facebook.com/pg/WestcountryPremiumVenison/posts/?ref=page\\_internal](https://www.facebook.com/pg/WestcountryPremiumVenison/posts/?ref=page_internal).

HSBC UK has announced a package of support for businesses dealing with COVID-19:

- £5bn to help businesses that need support
- Preferential financial solutions for ventilator businesses
- Coronavirus Business Interruption Loan Scheme launched

- £100 Small Business Loan fee waiver
- relationship managers proactively contacting customers to see what help their businesses need
- launching a helpline to support any customer queries (08000 121 614, open 9am – 5pm Monday to Friday).
- Offering repayment holidays to free up cash within businesses
- Reviewing overdrafts or trade loans to allow stock to be held for longer
- Providing trade finance solutions to support customers with their supply

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