

PROVENANCE

for more sustainable food supply chains
provenancesupply.co.uk

Summary Curriculum Vitae: William Mitchel Hudson

William, through his own farm enterprises, brings a proven track record in food procurement and logistics. He also has experience of helping and organising other food producers to fit as well as find markets for their goods. William has worked with a number of growers to create integrated production and marketing plans, has established brands and assisted in packaging and label development. For many years William has recognised the value and importance of local sales.

Employment and work history:

- 1978 - to present: Self-employed managing own farming and other businesses
- 1997 - 2002: Darby Brothers - Growing soft fruit and soft fruit stock plants for sale internationally
- 2000 - 2002: AMS - Growing and marketing soft fruit to UK multiple retailers
- 2000 - to present: Founding partner of Simple Solutions
- 2004 - 2009: Director and consultancy team member of East Anglia Food Link
- 2009: Provenance - founding partner of Provenance

Current Directorships:

- 2005 - to present: East Anglia Food Link - Regional NGO (unpaid)

Current Voluntary Work:

- London Food Board: Board member
- Transition Town Diss: Core group member
- Waveney Valley Slow Food Convivium: Leader of the Convivium
- Society of Chemical Industry: Member of the Horticultural Board