Compas software helps Stonegate Farmers Ltd “feed the nation”

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Stonegate Farmers Ltd has turned to British cloud software Compas (www.compas-cloud.com) to help it keep up with the surging demand for eggs. Stonegate Farmers Ltd is a leading supplier of free range and organic eggs to major UK retailers and Foodservice operators, including the supply of its premium egg brand, Clarence Court.

Keeping the supply of eggs flowing requires an enormous amount of planning, with the Covid-19 lockdown adding further complexity as established patterns of consumer demand changed in a very short space of time. Compas allows Stonegate Farmers Ltd to build up detailed forecasts of egg supply by size and type from individual flocks, and to match that to expected requirements using a sophisticated allocation algorithm. This helps to highlight peaks and troughs in demand well in advance, which gives time to plan accordingly. 'What-if' capabilities can show the impacts of bringing individual flocks on-stream, and of changes in seasonal demand. The system also supports financial planning, generating detailed analysis which can be used to feed into their forecast and budget processes.

At the start of the pandemic, when customer demand increased significantly overnight, the system responded well, allocating stocks and providing good visibility of the balance of supply and demand at all times. This allowed Stonegate Farmers Ltd to continue to provide their customers with the best possible service during unprecedented times.

Kevin Rosevere, Stonegate Farmers Finance Director, said: “We have been very happy with the performance of Compas, which has helped us to navigate through a rapidly evolving and dynamic period. Predicting consumer patterns with accuracy not only ensures continuity of supply, it also ensures that our entire operation, from production and packing to distribution and marketing, is focused and optimised.”

Terry Hogan, for Compas, commented: “We enjoyed working last year with the excellent team at Stonegate Farmers to tailor Compas to their requirements. Having done so, it has been gratifying to see how well the system has risen to the challenges presented by the Coronavirus pandemic, which caused so much disruption in the marketplace.”

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About Stonegate

Stonegate Farmers Ltd is the country’s largest dedicated supplier of free range and organic eggs and have been producing, packing and distributing eggs throughout the UK since 1926.

Based in Lacock, Wiltshire, Stonegate Farmers Ltd work with over 170 independent producer farmers to produce free range or organic certified eggs following sustainable and ethical farming practices.

Stonegate Farmers Ltd are proud to serve the leading names in retail and food service, both under our customers’ brands and our own iconic brands, such as Clarence Court Burford Browns and Clarence Court Old Cotswold Legbar.

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About Compas

Compas is a new online tool for business planning and analysis. Developed by Golden Orb Ltd, a Hertfordshire-based company specialising in data modelling and analytical software, it allows companies to build forecasts from underlying business drivers, which means that they adjust rapidly as facts change on the ground. Based on a robust, multidimensional database, it frees companies from the constraints imposed by planning in a spreadsheet and integrates with company systems to blend actual and planned data into a seamless whole.

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Compas is cloud-based, freeing companies from the administrative burden of hosting and managing it. It is aimed at helping small and medium-sized businesses to move away from using complicated in-house spreadsheets for budgeting, planning and analysis. It was originally designed to help direct marketing companies build forecasts and analytics from underlying marketing campaigns, but recent work with Stonegate demonstrates its much broader scope of application.

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