

Sheppy's Cider

Good Recycling systems

October 2025

Introduction

Nestled between Taunton and Wellington in the heart of Somerset, Sheppy's Cider is a family-run farm that has been lovingly crafting premium, handcrafted ciders for over 200 years - making it one of the oldest independent cider makers in the world.

From orchard to bottle, Sheppy's grows, harvests, presses, and bottles its ciders right on the farm.

Visitors can enjoy behind-the-scenes tours that showcase the cider-making process, and relax in the on-site café and restaurant, both of which have earned acclaim for their quality and charm.

Situation

Sustainability and circularity have long been central to Sheppy's business philosophy. They know that waste is unavoidable, but feel it is the natural thing to do to minimise waste and recycle at every level.

By examining their operations from start to finish, they've identified opportunities to recycle most waste materials and implement preventative measures that reduce waste at every stage of production.

Solution

Sheppy's has implemented a variety of effective practices across its operations, with consideration given to the end markets for its waste - most of which is now recycled.

The business has implemented low cost, simple solutions to make engaging with recycling as easy as possible for members of staff.

Impact

Due to the wide range of recycled waste streams they manage, Sheppy's is confident that it has significantly reduced the volume of waste sent to landfill.

They continuously review their systems, processes, and embraces innovative technologies to enhance recycling capabilities.

Situation

Rooted in the history of being custodians of the land, and protecting the environment, Sheppy's understand and are committed to reducing their environmental impact. This includes by minimising waste - particularly packaging - promoting recycling, conserving energy and water, and reducing harmful emissions.

There are approximately 65 members of staff, working across multiple departments, including the bottling plant, kitchen, front-of house, retail space, and farming. This creates many waste streams that require careful management, and effective staff training, to ensure that waste is handled correctly.

Sheppy's also collaborates closely with suppliers who share their values and maintain strong environmental standards. Recycling is just one of the many initiatives Sheppy's has embraced to ensure the business can continue to thrive whilst minimising its impact on the environment.



Solution - Plastics

All of the core materials are separated for recycling as required by the **Simpler Recycling requirements**.



Plastic Packaging

Collected separately to ensure it's properly recycled—helping reduce waste and support a cleaner environment.

But they don't stop there. Sheppy's has also made impressive strides in reusing materials: up to 80% of the chemical containers used in production are retrieved and reused.

This proactive approach goes beyond recycling—it's a great example of the circular economy in action, where resources are kept in use for as long as possible.

Plastic Film

Even though the requirement to separate plastic film doesn't kick in until **March 2027**, Sheppy's is already taking proactive steps to do the right thing.

They've started collecting plastic film and baling it using a leased compactor. From there, it's sold to a waste management company for recycling.

This forward-thinking approach not only supports sustainability—it also shows that recycling can be **financially beneficial**, turning waste into a potential revenue stream.

Solution – Cardboard, Glass and Metals

Cardboard

Sheppy's is finding smart ways to give cardboard a second life. Some of it is repurposed as cattle bedding, putting it to good use on the farm.

The rest is **baled** and sold to a **licensed waste management company** for further processing and recycling.

It's a great example of how practical thinking can support sustainability—turning everyday materials into valuable resources.

Glass

Although only a small amount of waste glass is produced on-site, Sheppy's makes sure it's collected separately for recycling. For public facing areas, Sheppy's leave a container next to general waste bins with a bottle in them – an intuitive solution to recycling for customers that "isn't flashy, but generally works"!

Metals

Sheppy's takes a thoughtful approach to metal waste. Scrap metals are stored until there's enough to make collection efficient and minimise unnecessary transport emissions. Once ready, they're **sold to a licensed waste management company** for recycling.

It's a practical and responsible way to manage resources while supporting a circular economy.

Solution – Food and Water Waste

Food Waste

Sheppy's takes a smart and sustainable approach to managing food waste. It's first processed in an innovative **organic waste digester**, which helps reduce its volume. From there, some of the material is **composted** on-site, while the rest is separated and collected by a waste management company for further treatment.

It's a great example of how thoughtful waste handling can support both the environment and operational efficiency.

Pomace

Pomace—the pulpy residue left after juice is extracted from fruit—isn't

wasted at Sheppy's. The majority is sent for **bio-digestion**, helping generate renewable energy. A small portion is also used as feed for their **heritage Longhorn cattle**, giving this by-product a valuable role in the agricultural cycle.

It's another way Sheppy's is embracing circular practices and making the most of every resource.

Water waste

Sheppy's treats its waste-water using a **Wetland Ecosystem Treatment (WET)** system right on the farm. This natural method not only helps clean the water—it also supports a thriving wildlife habitat, blending sustainability with biodiversity.



Solution Staff engagement – Making recycling easy and meaningful

Getting staff involved is a key priority at Sheppy's. The senior leadership team regularly reminds everyone that **waste only has value when it's clean, crushed, and—ideally—stripped down to its basic components**. It's a simple message that helps reinforce good habits.

To make recycling easy and accessible, **bags and bins for cardboard and plastic film** are placed in convenient locations—especially in busy areas like kitchens. This **low-cost** setup means materials can be quickly collected and moved to central points, **saving time and reducing hassle** for staff.

Waste management is also covered during **induction training**, and there's ongoing attention to how materials are being disposed of. As one team member put it:

"It's not such a battle nowadays as it has become something we are all more used to. Knowing that some waste ends up on the land is something they [the staff] are quite engaged with—and it seems to make them care."

It's clear that when staff understand the impact, they're more motivated to do their part.



Impact

Sheppy's have demonstrated that a strong ethos, simple systems and a clear plan for waste materials fosters an effective approach to waste management.

This meant that when the Simpler Recycling reforms came into effect, they were already complying not only with the requirements from March 2025, but also the requirements for March 2027 (plastic films). They didn't wait for the law – they saw the importance of recycling and took action.

Sustainability is at the heart of their decision-making, drives innovation, and shapes their long-term strategy. From operational practices to stakeholder engagement, Sheppy's are committed to embedding sustainable principles that support environmental stewardship, social responsibility, and economic resilience.

It has always felt like such a natural thing to do, it doesn't feel like it's special or anything to shout about.

Louisa Sheppy
Director

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As family farmers we're hugely invested in the future of the land and that has to go with sensitive practices and careful waste management.

Rosamund Sheppy
7th Generation, Family



Make recycling your Business

For more information and support on business recycling
and legislations email us on
businessrecycling@wrap.ngo
for expert advice from our policy team.