

The National Farmers' Retail & Markets Association

Quality Time

National Conference 2005
8th & 9th November

at the
Majestic Hotel, Harrogate
Yorkshire

PLUS: Monday 7th November
The "Northern Stars" Farm Retailing Tour
and Farmers' Market Symposium

See inside for
more details!



Welcome to the National FARMA Conference 2005

Quality Time

Right now, the public wants seasonal food grown, reared or produced in their locality, traceable to an individual farm.

Which is great for farm shops, farmers' markets, pick-your-own farms, box schemes and home delivery. But let's not get complacent - ever.

The public wants delicious, nutritious, fresh foods. Quality foods. It wants good - no, great - service. It wants convenience, style and presentation. Finally, it wants good value.

Yes, it will put up with some of these elements missing - farmers' markets could hardly be called convenient. But one of these factors is so fundamental that, if we get it wrong, no matter what else we do we'll find ourselves with empty shops, markets and order books.

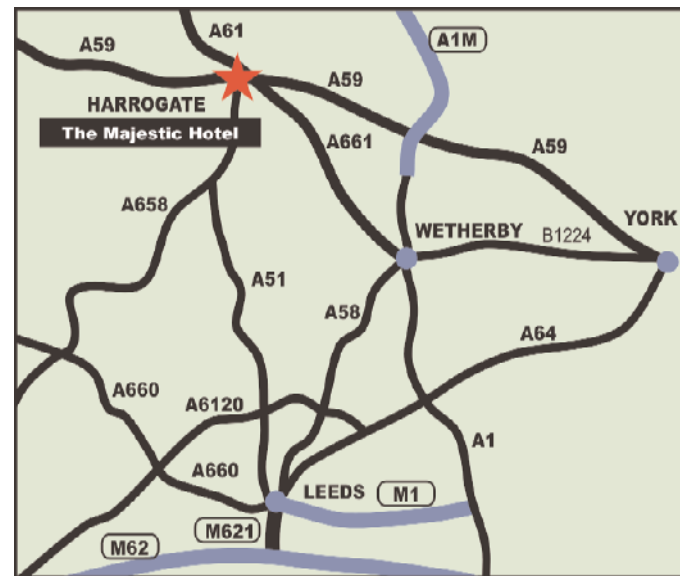
Quality is everything.

That's why this Conference focuses on Quality - in foods and in the customer experience from farm retail outlets.

It also looks to the future.

Time waits for no man (or woman) and keeping up with trends is vital if farm retailing is to survive beyond its present surge of popularity and continue to grow. For, just as quickly as the public has rallied to the support of farmers and a love of all things local, so it can turn. The supermarkets have not risen to their current dominance through being poor or inadequate.

It's not enough to be different. We must be superb.



In Harrogate

Set in the Yorkshire Dales, spa waters made Harrogate a destination for the Victorian rich; European Royalty were frequent visitors pre-1914. As a result, this small town has more than its fair share of imposing buildings, not least the Majestic Hotel whose dome is a landmark. The modern International Conference centre is next door and the shops, tea rooms and restaurants that have made Harrogate a foodie destination are just a short walk away. There are glossy boutiques that would not look out of place in Chelsea and quality food shops - Weeton's Farm Shop being one of the most recent additions (it's on the Conference programme).

Right: Majestic Hotel, from the gardens.



ACCOMMODATION

The Majestic is a four-star Hotel with 156 en-suite bedrooms. All are comfortably furnished, many have been redecorated to very high standard during the past year. We have reserved a number of rooms at the hotel for this event; please make your booking on the form at the back of this leaflet. If the Hotel should become full, we will substitute a nearby Hotel. Note that car parking at the Hotel is charged at £5 per day (normally £7).

There is a wide range of alternative accommodation in the town but it is always under pressure, book as soon as you can: for details go to www.harrogate.gov.uk where there is a facility to book on-line for hotels & B&Bs.

Advice is also available from the Tourist Information office on 01423 537300. There is a TRAVELODGE a short distance away at The Ginnet, Harrogate HG1 2RR. Details from www.travelodge.co.uk or 0870 191 1737.

Location & How to get there

The Majestic Hotel, Springfield Road, off Ripon Road HG1 2HU
It is situated just off the town centre.

Approaching Harrogate from the A1 North:

Before reaching the A1(M), leave the A12 following signs for Ripon and A61. Continue past Ripon, following signs for Harrogate. Approaching the town centre, you will see the Cairn Hotel on the right; turn immediately left on to Springfield Avenue. The Majestic Hotel car park is first right.

Approaching Harrogate from the A1 South:

Leave the A1(M) onto the A661 following signs for Harrogate town centre. Once you have passed Harrogate Town Football Club (on your right) you will approach a roundabout (junction with the A59). Turn left, continue to the next roundabout, turning right onto the A61. Stay on the A61 through the town centre, passing traffic lights and the St George Hotel. Springfield Avenue is the next turning on the right. Turn right immediately after into the car park.

FARMA Conferences deliver ...

Tours of local farm retailing businesses.

Always very popular, this year we have been spoilt for choice. Good roads that enable rather longer distances covered than would be usual in a day. Which one to choose ...? See pages 4 & 5 for details.

A farmers' markets special event - Monday 7 November

Farmers' market managers and prospective managers should come to the farmers' market Symposium on 7 November - total immersion in market-related topics. Lots of ideas to improve your farmers' market and network with other market managers. See next page for details.

Highly Focused talks and presentations.

We know that you come to FARMA conferences to get ideas to improve your business. With Richard Denny and Pete Lockett as focal points, there are 25 talks covering variety of topics from food quality to relationships in the small family business. See pages 6 & 7 for details

A Trade Show that meets your needs

How many Shows do you attend where two-thirds of what's on offer is irrelevant? Not at the FARMA Trade Show: there will be systems suppliers, labelling and packing systems, specialist food producers and more. The Trade Show starts at lunchtime on Tuesday 8 November and continues through the afternoon. Very focused, very effective.

Meeting people like yourself

FARMA conferences are friendly. Whether it's your first time or you have attended many before; whether you come alone or with others, you will be most welcome. It's easy to strike up a conversation - and before you know it you've made a friend.



FARMA conferences are famous for their food and this one is no exception.

The Majestic Hotel has a fine reputation for its cuisine. For this event, menus will be based on local produce, direct from the producer whenever possible.

Enjoy breakfasts and lunches on both days of the Conference at the Hotel, and the Awards Dinner on Tuesday evening when there is also dancing to a Celidh band.

Monday evening is left free for you to enjoy exploring Harrogate's many top-class restaurants.

FARMA is grateful for the support of



This project is supported under the England Rural Development Programme by the Department for the Environment, Food and Rural Affairs and the European Agricultural Guidance and Guarantee Fund, and



Conference at a glance

Monday 7 November:

It's an early (07.30) start for the **TOURS** of farm retail outlets: the NORTHERN STARS. Four to choose from, just one coach on each route. Book now! **FARMERS' MARKET SYMPOSIUM** at the Majestic Hotel, Harrogate

Tuesday, 8 November : registration from 08.00

08.45 Welcome from FARMA chairman, Richard Simkin. The FARMA Council presents the Manifesto, our future aims
09.30 Farming & farm retailing in Yorkshire with Sam Blacker, Ainsty Farms Direct
10.00 Three streams of talks on 'Quality Food', 'Quality Time Out' and 'The Next Big Thing' - choose which talks you wish to hear. You can switch to a different 'stream' as you wish in the day.
11.00 Tea & Coffee break
11.30 Three streams of talks continue as before
13.00 Lunch - locally sourced, of course
13.00 Trade Show Opens in the Spa Suite
14.00 FARMA Annual General Meeting
15.00 Conference Shorts: Presentations from professionals
15.00 The Farmers' Market Forum
16.30 Tea & Coffee break
17.15 An Audience with RICHARD DENNY
18.00 Trade Show Closes
18.30 Conference - day one - closes
20.00 till late: Awards Dinner & Dancing

Wednesday 9 November : registration from 08.15

09.00 KEYNOTE ADDRESS by LORD BACH, Minister for Sustainable Farming & Food, DEFRA.
09.45 Choose from the extraordinary PETE LUCKETT or Families in Business presentation and workshop from the unique International Centre for Families in Business.
11.15 Tea & Coffee break
11.45 Choose from three streams of talks including Jane Peyton, author of Fabulous Food Shops.
12.30 Choose from two streams of talks
13.00 Lunch - locally sourced
14.00 'The Future Belongs To Those Who Hear It Coming' a talk from Edward Garner, Communications Director at Taylor Nelson Sofres
15.00 Choose from Pete Lockett or 'Soon to be World Famous For ...'
16.30 Conference closing remarks and farewells



READ ALL ABOUT IT! NEWSLETTER COMPETITION

Please bring at least one copy of your newsletter with you for our informal Newsletter competition. We will post your newsletter onto the board for everyone to read. Voting will be with coloured dots and the winner - with the most dots (no cheating) - will win a special prize.

+ NETWORK CENTRAL

Please also bring copies of your flyers and business leaflets to place at Network Central - the information 'hub'. This has been a feature of FARMA conferences for some years, putting people in touch with each other for skills and resources.



NEW FEATURE!

A FARMERS' MARKET SYMPOSIUM

At the Majestic Hotel, Harrogate

A special meeting for all involved in farmers' markets, from start up to established, small and large, volunteer-run, county group or Council managed. The Symposium - or true conference* - is your opportunity to give voice to your views and hear from others.

PROGRAMME

Registration from 09.00 - Tea and Coffee on arrival

09.45 **Introductions**

10.00 **Points of View**

We've gone out to get some views about farmers' markets, from those who love them and those who do not. You won't like them all, you may not like any of them - and in this session you are invited to prepare a response, and responses to responses, in a peppery debate. Chaired by **Tessa Driscoll**, Hampshire Farmers' Markets.

11.00 **Tea & Coffee**

11.30 **Publicity workshop**

Good reports and free publicity are fuel for farmers' markets. To write a story out of every opportunity is a real skill - editors won't print 'puff' - it has to be newsworthy. Led by **Sue Thomson** of FARMA find out how to construct a press release and put together a promotion that really does the business. Brainstorm themes and take away some tools for making more of the media.

12.30 **Trading Standards get tough**

Lancashire Trading Standards aims to ensure that farmers' markets are what they purport to be, using FARMA Certification standards as the base-line. **Ian Reader** of Lancashire Trading Standards talks about what's happened so far.

13.00 **Lunch & networking**

14.00 **Charter Markets & Farmers' Markets - a happy marriage?**

Discussion led by **George Dumble**, formerly Markets Manager at Exeter City Council, including the Farmers' Market which operates alongside the conventional Market. **Alec Duthie**, formerly Leicestershire Food Links who has established a number of farmers markets in Charter market locations. Chair: Tessa Driscoll, Hampshire Farmers Markets

15.00 **The Farmers' Market 'Game of Life'**

Information and fun, all-in-one. Circumstances deal a hand, you make the most of it. That's the idea behind this innovative learning exercise that gives you a set of parameters and a number of courses of action to manage the progress you need. Buying, selling, negotiation are all part of it - and the winners come out with a sustainable farmers' market (by whatever definition you choose).

17.00 approx Symposium closes.

The farm retailer coach tours return to the Hotel at around 18.30; if you are staying in Harrogate, please enjoy the evening as you wish.

*Symposium: A meeting or conference for discussion of a topic, especially one in which the participants form an audience and make presentations; a collection of writings on a particular topic, as in a magazine; a convivial meeting for drinking, music and intellectual discussion among the ancient Greeks. Another first for the FARMA National Conference!

A CHOICE OF FOUR 'STAR QUALITY' FARM SHOP TOURS FOR RETAILERS

Choose which tour is best for you and book early to avoid disappointment - there will be just one coach for each tour.

1. South-West Stars including Chatsworth Farm Shop



Depart Majestic Hotel 07.30. First stop is **BLACKER HALL FARM SHOP** near Wakefield, West Yorkshire. The farm shop has been established for six years with a butchery for the farm's own pork, beef and lamb, a scratch-bakery and delicatessen. Our host, Edward Garthwaite will be pleased to show us around.

Next stop is **THORNCLIFFE FARM SHOP** in nearby Emley Moor - the landmark TV mast, visible from the M1, is not far away.



Rosemary Craddock will show us the butchery, scratch bakery and farm shop that won Best Newcomer in the Farm Retail Association awards 2002/3



Then on to **CHATSWORTH FARM SHOP** near Bakewell, Derbyshire. We will spend around four hours here, including lunch, to absorb the range of activities, from butchery to scratch bakery (producing bread, pies, 98 per cent of the farm shop's delicatessen items and cakes - thousands of them.



There are 13 tonnes of fruit cake with brandy stored for Christmas). The shop was refitted in January 2005. Sourcing policies encourage as much as possible to come from the Estate or be made on site. Our hosts are Sarah Sweetland, head of retail at the Chatsworth Estate and Andre Birkett, farm shop manager.



Don't be overwhelmed by the size of the business. As Andre says, the techniques for recruitment, promotion from within, encouraging skills, team building and motivation are what he would use in any circumstances. His total staff is 117. The Estate provides a social club and staff gym to encourage them to become a community.

From top: Rosemary Craddock at Thorncliffe Farm Shop; Sarah Sweetland, head of retail at the Chatsworth Estate and Andre Birkett, Chatsworth farm shop manager; view of the butchery in the farm shop; view of the new restaurant at the farm shop site; view of the greengrocery department just inside the entrance.

Like all farm retailers, they have had their share of planning problems over the years. Car parking, and space to enable up to 18 coaches a day to visit being recent knotty issues. Despite its

fairly isolated position, it attracts customers from all around as regulars. There is a population of 22 million people within one and a half hours' drive.

The restaurant moved out of its old premises last year, the conversion of craft units taking some two years to complete. The number of covers has risen from 56 to 87, a modest increase that has however doubled the restaurant's turnover.

On the return journey to Harrogate, we stop at **ARROW FARM SHOP** near Worksop, just four miles off the M1, to meet Dinah Blagg. The family-run farm shop specialises in home-grown potatoes and butchery.

The final stop is at **FARMER COPLEY'S** which opened in 2003 with an education centre that opened in 2004. There's building work ongoing as the original farm shop expands. The farm shop specialises in home produced meat - including Long Horn beef - and locally sourced foods. We return to the Majestic Hotel at approximately 6.30pm.

2. Yorkshire Stars including Castle Howard and The Farmer's Cart



The coach leaves the Majestic Hotel at 07.30. First stop is at **AINSTY FARM SHOP** - our host, Sam Blacker is pictured left outside his new farm shop under construction this summer. It opened for business in October 2005.

The farm shop is based on a scratch bakery and butchery supplied by a co-operative of six local farmers, established in 1998.



Next stop is the new **CASTLE HOWARD FARM SHOP** created in a courtyard complex in front of the main house. Lovely stone buildings have been carefully converted to produce a farm shop that shouts 'Quality'. Our host is the estate manager, Duncan

Peake who will take us through why the farm shop was needed and how it's doing now.

Our third stop is at **THE FARMER'S CART** at Towthorpe, York. This is our longest stay and includes lunch. The Farmer's Cart was the FRA Best Newcomer winner in 2003/4. From the moment that customers drive through the gates they know that the farm is growing food for them. The farm shop and restaurant incorporate many novel ideas and education is a big part of the farm's mission. Our hosts are Geoff and Margaret Sykes, Edward Sykes and Ruth Cornforth, who heads up the staff team.

Margaret Sykes at the deli and pies counter in The Farmer's Cart. There is now another production kitchen on site as well as the cafe kitchen.



Next stop on this tour is THE BALLOON TREE FARM SHOP

at Gate Helmsley, on the road to the coast. It opened in 2003 on the site of its long-established pick-your-own business, which continues alongside. Home-baking features strongly and The Balloon Tree is proud of its Great Taste Awards this year, and its business awards last year. Our hosts are Digby and Jill Machin with their sons Matthew and Will.

Balloon Tree Farm Shop delicatessen and bakery counter



Our final stop of the day is **THE ORGANIC PANTRY** to meet Fanny Watson. This is a smaller farm shop, specialising in organic vegetables grown on the farm, sold from the shop and via a box scheme. We return to the Majestic Hotel in Harrogate at about 6.30pm.

3. North-West Stars featuring Low Sizergh Barn



Depart the Majestic Hotel at 07.30. First stop is **TOWN END FARM** at Airton where Christopher and Jane Hall opened a farm shop in April 2003, following the devastation of the north-west's farming due to foot & mouth. Their situation, in the middle of the Yorkshire Dales National Park near to a tourist hot-spot suggested a new direction. The farm's own lamb is sold through the farm



shop. There is a wide range of other local produce and the tea-room has proved very popular indeed.



Next stop is **LOW SIZERGH BARN**, winner of FARMA'S Farm Retailer of the Year 2004/5. This family-run business on a National Trust owned farm is no stranger to awards, most recently for the cheeses produced from the farm's organic milk. Fresh fruit and vegetables are grown on-site for the farm shop by Growing Well, a charity that provides work for handicapped

people. It's a very happy synergy. The Farm Trail has also won awards. Still, however, the business has plans to grow and John and Marjorie Park and their daughter, Alison, with son, Richard who manages the dairy business, are seeking to expand the farm shop as soon as possible, part of an ongoing investment programme.

After lunch in the Lake District National Park, we go to



PLUMGARTH'S FARM SHOP and LAKELANDS FOOD PARK.

Our hosts are John and Rachel Geldard who produce beef and lamb grazed on salt marshes and have a free-range hen enterprise that supplies eggs for the farm shop. The Lakelands Food Park is a series of barns converted to high-quality production units rented by local food producers. These include Plumgarth's Butchery & Bakery, the Lakeland Sandwich and Baguette Company and Strawberry Bank Liqueurs. The site is one of nine ASDA regional food hubs.

Our final stop is at **GREYSTONE HOUSE FARM SHOP AND TEA ROOM** at Stainton near Penrith. Again affected by FMD, our hosts John and Marjorie Dawson changed their approach to farming, converting to organic production and setting an emphasis on education and re-connection in their activities.

We return to the Majestic Hotel for approx 6.45pm

4. Stars to the East featuring Pink Pig Organics & The Farmer's Cart

Depart the Majestic Hotel at 07.30. Our first stop is at **ASKHAM BRYAN COLLEGE** on the outskirts of York. In October, the College becomes a Centre of Vocational Excellence in Food Chain Technology with information about HACCP, food hygiene and butchery, plus a cheesemaking and a model retail facility. It is also the National Beef Training Centre. Our host is Barbara Rhodes.

Next stop is at **PINK PIG ORGANICS** near Scunthorpe, Lincolnshire. The Pink Pig Organic farm shop has grown recently and the restaurant alongside it has got bigger to



be open in the evenings as well as daytime. Education is a major feature of the farm which produces organic free range eggs and organic pork. Bacon and award-winning sausages are made on site in a new processing facility. There is also a meeting room, suitable for small conferences. It is a large range of diversifications for different markets: parents and children, teachers & schools, customers for food to take home, customers for the restaurant, plus business and community groups.

Pink Pig Organics now has new meeting rooms and restaurant



Next stop is **THE FARMER'S CART** just outside York where Geoff, Margaret and Edward Sykes have created a thriving farm shop and restaurant with a new classroom facility for educational visits and birthday parties. Margaret, a former teacher herself, knows the value of letting children discover things for themselves and provides a framework for this to happen.

An on-site production kitchen prepares foods for the farm shop deli counter and the restaurant, which also has its own kitchen.



The final stop is **AINSTY FARMS DIRECT** at Green Hammerton, where Sam Blacker will show us around his new farm shop with butchery and bakery. The farm shop is supplied by a co-operative of six local farmers established since 1998.

Return to the Majestic Hotel is at around 6.30pm

08.45 A warm **'Welcome!'** from Richard Simkin, FARMA Chairman and the FARMA Council Launch of the FARMA MANIFESTO - the shape of campaigns to come.

09.30 **A Taste of Farming and Farm Retailing in Yorkshire** from Sam Blacker, Ainsty Farms Direct, Green Hammerton, York

Sam Blacker at the construction site of his new farm shop, open October 2005, across the road from his former farm shop.



Choose the talks you want to go to. You can move between the streams during breaks

Quality Food

Quality ingredients plus passion, skill and tasting & testing over and over again - the 'secret' of great tasting foods.

10.00 **Sussex farmer goes all Italian**

Rob Bookham, Bookhams Cheese & Pasta, talks about developing the Italian range of products produced on his West Sussex farm. Plus, he has featured on the 'Dragon's Den' TV programme ...

I Spy I's Pies

Anthony Sterne describes the path to a successful new business creating award-winning pies from meat sourced from local farms. Ingredients: good food, simple concepts, excellent execution, great marketing.

11.00 **Tea, Coffee and Networking break**

11.30 **Trust me, I'm a farmer**

Bob Kennard of Graig Farm Organics, Powys organises a large co-operative of organic farmers stretching from Wales to Derbyshire. Customers buy off the internet page, they trust that someone has tried and tested what they will receive. How does Bob keep standards high?

Look What We Found!

Cassandra Williams, Director of Procurement at Tanfield Foods talks about its distinctive range of foods branded 'Look What We Found!' featuring ingredients sourced from named local farms.

12.30 **More than nice ices**

Haughton Park Farm at Retford, Nottinghamshire produce award-winning ice-cream, the Thaymar brand, sold in their own farm shop and further afield. There are 35 flavours of ice cream made from milk that comes straight from the neighbouring dairy, using top quality added ingredients. Business building secret? When customers try it, they come back for more!

13.00 **LUNCH** featuring local foods

14.00-14.45

FARMA ANNUAL GENERAL MEETING

All full members welcome to attend.

15.00-16.30 **Conference 'Shorts'** : short talks and workshops that focus on YOUR business

15.00-15.30 Product recall procedures (tbc)

15.00-15.30 Recruiting staff - techniques for interviewing & assessing candidates with Nancy Brinton, C.I.P.D.

16.00-16.30 What Harvard doesn't teach you about farm retailing: Led by Richard Simkin

16.30 **Tea & Coffee**

17.15 **An Audience with Richard Denny** - motivation and management guru. Small businesses are under constant pressure to do more - sometimes it's hard to see how to do things better. Sit back, enjoy - and be inspired!

18.30 Conference - Day One - Closes

20.00 **FARMA Awards Dinner & Awards presentations**

followed by Ceilidh dancing to Dogsbody with DJ Mike Parker

Quality TIME OUT

All Aboard the Farmer's Cart

When you invite people onto your farm whether as a school visit, for an organised event or as customers, you are their host. When they really enjoy themselves they'll return, often, and tell their friends. Margaret and Geoff Sykes, with their son Edward and a fantastic team headed by Ruth Cornforth make everyone's day at the Farmer's Cart an experience that they can't wait to repeat. It's not about expensive kit or lavish promotion. Find out how it works for customers and what's happening behind the scenes.

DISCUSSION POINT: How much should you charge for school visits?

The Next BIG THING

New kids on the block

Farmers are in the countryside but more people live in towns. More frequent farmers' markets will help to bridge the urban/rural divide. But another approach is to set up a farm shop in the town centre - usually you will need deep pockets. Weetons in Harrogate is a newly opened farm shop; every product has a 'food-miles' label. Andrew Loftus and Simon Hurley are the driving forces behind it and will tell you more, with an invitation to visit if you wish.

Tulleys Farm - everyone's favourite haunt

Tulleys Farm near Gatwick, West Sussex has developed probably the most sophisticated on-farm entertainment in the UK. Time and money has been invested to create a destination but the experiences have to go on getting better every year. Stuart Beare, son of Marion and Denis Beare who started direct sales from the farm with a PYO around 25 years ago, will delight, inform and educate with tales of macabre goings-on at Halloween time and talk about summer maize mazes: Have they had their day?

An Inspector Calls

Gordon Wilson has probably seen more farm shops than anyone else in his role as FARMA's accreditation inspector. Naming no names he describes what, in his view, creates a great farm retailing experience.

Local Food into Schools does go

It's the big topic right now - public procurement. The potential return for UK farmers is huge - but how can small businesses take part? Alastair Davy is chief executive of Northern Dales Farmers' Markets Ltd, a group of ten farmers' markets in North Yorkshire. The stallholders also participate in a delivery scheme now serving 15 schools in the area. Hard work? Yes. Profitable? Find out.

The Grune Landwinkel Experience

Farm shops get organised in the Grune Landwinkel group based around Utrecht in Holland. It sets branding and standards for its members and insists that each sells the produce of their fellow farms. Rene de Bruin, manager of Grune Landwinkel describes how it works.

14.00 - 18.00 TRADE SHOW OPEN

in the Spa Suite. More than 40 stands, make sure you visit!

16.00-16.30 FARMERS' MARKET FORUM Standards, Certification & other topics

Chairman: Tessa Driscoll, former manager of Hampshire Farmers' Markets. Not too formal but your chance to discuss important issues

Registration from 08.15

09.00 in the Ballroom **Keynote address** from **Lord Bach, Parliamentary Under-Secretary (Lords) Sustainable Farming & Food, Department for Environment, Food & Rural Affairs**



Lord Bach

Now choose your talks - more details in your delegate pack

09.45 **Cultivating Incredible Customer Experiences!**

Pete Lockett has an extraordinary story from selling fruit and veg in a Nottingham market to becoming Canada's favourite greengrocer with two successful 'frootiques' in Nova Scotia.

'It doesn't matter if you are selling a lemon or Lamborghini, customers always

squeeze before they buy and have an undeniable taste for the fresh and fabulous,' he says. 'Emotional engagement and memorable experiences are the foundation for growth.'

What is today's informed customer looking for?

Do you leave a lasting impression? What creates customer loyalty?

In this fun session, Pete demonstrates how the magic of theatre can be brought to any business, using carefully chosen themes with props, costumes, guest stars and experts to create something that's a lot more than just shopping.

11.15

Tea, Coffee and Networking break

11.45

Fabulous Food Shops

Jane Peyton wrote it, and now she's come to the FARMA conference to tell us more about the 'Fabulous Food Shops' in her book. Farm shops feature - do you agree with her choices? Are there ideas from other sectors that will influence the next generation of farm retailers? Session chaired by Sandy Boyd.

12.30

Fairly Traded?

One of the key reasons consumers choose to buy direct from the farm is to support farmers. Supporting fellow farmers overseas is another part of the picture. Speaker from Traidcraft outlines the business behind the business of Fair Trade.

13.00

LUNCH

14.00

'THE FUTURE BELONGS TO THOSE WHO HEAR IT COMING'

A look at the wider world of retailing, UK and global trends from Edward Garner, Communications Director at Taylor Nelson Sofres, the UK's leading market research agency. TNS provides marketing information for blue-chip businesses in food manufacture and retailing - it's a great opportunity to tune-in to what others are hearing.

CONFERENCE HOT SPOT!

15.00

Merchandise this! from Pete Lockett

If you build it, they will come. Canada's favourite greengrocer discusses the art of merchandising for any produce.

The longer customers stay in the shop, the more they buy and Pete gives people lots of good reasons to stay, engaging their senses and ensuring that they shop the whole store. Pete makes partners of his suppliers to improve the experience for customers. Dare to be different!

16.30

Conference closing remarks: **See you in Torquay in 2006!**

FAMILIES IN BUSINESS

09.45 Family businesses are the backbone of the UK

economy. Over 75 per cent of businesses in the UK are family-owned and 50 per cent of the employed workforce work in family businesses.

These range in size from the traditional small business to household names like Clarks Shoes, JCB, McAlpines & Weetabix.

Alarming only 24 per cent survive to the end of the second generation and just 14 per cent survive to the end of the third generation. Often this is because there has been insufficient attention to managing how and when the reins will be handed to the next generation, patiently waiting for a real taste of responsibility and to make the changes they feel are vital to move the business forward. Using a real-life case study, Leigh Chadwick and James Dent from the International Centre for Families in Business will explore some of the difficulties involved in handing over the family business, and suggest ways to make the transition smoother.

11.45

Make More Profit

Build your business using information and analysis, not wishful thinking. Rick Turner from The Big Sheep, Devon and Gareth Jones of FARMA go through the tools available. From spreadsheets to store layout; from merchandising to ensuring customers shop the whole shop - don't forget to take notes!

12.30

Skills Mapping

Before you know how to go forward to improve skills, you need to know where you are. Skillsmart has a new concept for skills-mapping, identifying key areas for training to improve the competency of retail teams. Speaker tbc

11.45

In their second session, which builds on the first, Leigh Chadwick and James Dent of the International Centre for Families in Business will explore the issue of conflict in the family business.

Making the family business work is harder than it looks: they are a paradox - family and business are two separate things entirely. Often decisions in a family are made out of love and concern, usually by parents for their children, and are based on a need to achieve equity and fairness. Business decisions, on the other hand, are usually based on the needs of the business and are often much more pragmatic and objective. This paradox can be a cause of conflict and, again using a case study, Leigh and James will highlight some of the areas ripe for family conflict and some ways to keep everyone on speaking terms.

15.00

Soon to be World-Famous for ...

Deep down everyone has the wish to create something truly original in his or her business. Robert Ward and Russell Allen from Onward Retail Solutions explore creativity, how to tune in to the whole team at your business to generate and implement the ideas that could make it WORLD FAMOUS!

Robert Ward is proprietor of Green Fields Farm Shop & manages The Farm Deli at Dobbies Garden Centre, Shrewsbury. Russell Allen's family farm and butchery supplies many top class restaurants.

Booking Form : Please print and fill in this form for each delegate attending. Send to the address below

Package Price

Delegate(s) Name(s) <small>Please circle the elements of the conference that each delegate wishes to attend. For package price please indicate tour preference or Symposium</small>	SYMPOSIUM Mon 7 Nov		Tour 1: Mon 7 Nov Stars to the South	Tour 2: Mon 7 Nov Yorkshire Stars	Tour 3: Mon 7 Nov North-West Stars	Tour 4 Mon 7 Nov Stars to the East	Conference Tuesday 8 Nov		Dinner Tues 8 Nov		Conference Weds 9 Nov		Package Price See left	Offer available to FARMA members only Includes Symposium or any Tour, <u>both</u> days of Conference inc lunch, Dinner Tuesday. £230.00* per person + VAT & accommodation or Double ticket: £445.00* + VAT & accommodation
	Members	Non-Members					Members	Non-Members	Members	Non-Members	Members	Non-Members		
	£50.00	£120.00	£50.00	£50.00	£50.00	£50.00	£80.00	£140.00	£33.00	£45.00	£80.00	£140.00		
	£50.00	£120.00	£50.00	£50.00	£50.00	£50.00	£80.00	£140.00	£33.00	£45.00	£80.00	£140.00		
	£50.00	£120.00	£50.00	£50.00	£50.00	£50.00	£80.00	£140.00	£33.00	£45.00	£80.00	£140.00		
	£50.00	£120.00	£50.00	£50.00	£50.00	£50.00	£80.00	£140.00	£33.00	£45.00	£80.00	£140.00		
SUB-TOTALS														

Terms + conditions

The Tours and Conference are open to all FARMA members; you can choose to come to the whole event or just part of it. The 'package price' is only available for the package quoted. VAT must be added. Please use the booking form alongside. **If you are not a member of FARMA**, some parts of this event are open to you at the prices given for non-members. However, you may be eligible to join the Association for as little as £85 +VAT and you can benefit from members' prices for the whole of this event: Please call 0845 45 88 420 for details.

Cancellations: Refund less 20% for administration if received before 31/10/05. No refund for cancellations received on or after 1/11/05.

PAYMENT

I enclose a cheque to the value of £ payable to FARMA

I wish to pay by credit/debit card: You can call 0845 45 88 420 with your card handy OR complete details here: Card Type: Maestro / Delta / Visa / Mastercard /

Card No

Expiry Issue No (Maestro only)

Signature

Please complete your details below:

Booking Contact

Address for Correspondence:
.....
.....
.....
.....

Postcode

Business name if not included above:
.....

Telephone (inc STD)

Mobile

e-mail

1. TOTAL OF ALL THE SUB-TOTALS ABOVE

ACCOMMODATION REQUIREMENTS

Majestic Hotel please circle as required for your stay. Includes Full Yorkshire Breakfast.

Name(s)	Night of:	Single Occupancy	Double or Twin
	Sun 6 Nov	£72.21	£97.87
	Mon 7 Nov	£72.21	£97.87
	Tues 8 Nov	£72.21	£97.87

2. TOTAL ACCOMMODATION

Do you have any special dietary needs?
.....

NOW TOTAL 1 & 2 ABOVE

ADD VAT @ 17.5%

Do you need a room that is suitable for wheel-chair users? Yes / No

FINAL TOTAL

INSTANT BOOKING & to check availability of Tours - recommended!
Just call 0845 45 88 420. If you want to pay, please have your credit/debit card to-hand
Or complete the booking form & send with your payment to:

FARMA Conference, The Greenhouse, P O Box 575, Southampton, SO15 7BZ

If you have any queries, please call 0845 45 88 420 Fax: 0845 45 65 156