

# Make more of each season: Halloween Fun on the farm



Children having fun dressing up at Tulleys Farm



Creative carving at Sunnyfields Farm, Hampshire

**Find out how to make your farm a destination this October!**  
**on Wednesday 30 May 2007**  
**at Over Farm Market, Over, Gloucestershire GL2 8DB**

Halloween has become a significant seasonal milestone in recent years, packed with potential to bring in customers. Supermarkets have cashed in on pumpkins and cheap costumes - but it takes a farm to make it special, using the whole month or just the half-term week for fantastic fun.

This event brings together some of the farms blazing a trail in on-farm entertainment in the UK and Canada, focusing on Halloween as a major opportunity. Boost your confidence, get great ideas and pick up some tricks of the trade to help make your farm a destination for people who want something different to do this autumn, from simple to spectacular.

Speakers include:

**ROB KEENE**, Over Farm Market, Gloucestershire

**MARK SAUNDERS**, Saunders Farms, Ontario, Canada

**STUART BEARE** from Tulleys Farm, West Sussex

**TONY SEFTON** of VisionXS and

**LORNA HARRIS** from Broadditch Farm Shop, Kent.



**MORE DETAILS and BOOKING FORM OVERLEAF**

# MAKE MORE OF EACH SEASON

We hope that you will find lots to inspire you at this first-ever FARMA Halloween special event, starting with simply with pumpkin-fun. Halloween lends itself to fantasy - it doesn't have to be horror - and through providing a growing range of activities, the speakers at this event have developed new income streams for their farms.

## Speaker profiles



**Mark Saunders** is from Saunders Farm, situated on Bleeks Road, Munster in the old township of Goulbourn, south west of Ottawa, Canada. The gates opened for the farm's first Halloween Season in 1992, with a 'haunted' hayride and house to entertain an eager public. The event has grown a lot since then, employing actors and immersing customers in the Halloween experience from the moment they arrive. The farm - which still offers PYO strawberries and grows pumpkins - is open for summer mazes, Christmas parties and corporate events. Mark is an inspirational speaker - be prepared to be amazed!

**Stuart Beare**, from Tulleys Farm, West Sussex, has taken Halloween to new heights in the UK. The farm's location demands great marketing and the rationale for the events is also to bring people to the farm shop and restaurant. It started with a home-made festival revolving around pumpkins some ten years ago. Last year's Halloween 'Spooktacular' was a record-breaker; managing many thousands of visitors a day on the farm and co-ordinating over a hundred new staff, including actors, is a real challenge.

**Tony Sefton** of Vision XS specialises in adventure rides at theme parks and crowd management. He offers some of his insights at this event, having worked with Stuart on the Tulleys Farm activities.

**Lorna Harris** is from Broadditch Farm Shop, Kent. Crowd-pulling events on the farm feature regularly throughout the year at Broadditch Farm Shop. Halloween is the biggest and involves all the family and staff in a variety of activities designed to appeal to the young and young at heart. Everyone enjoys a great day or evening out, doing something completely different.



Lorna Harris and Kirsty Cripps greet customers at Broadditch Farm

## PROGRAMME

- Registration, tea & coffee from 09.15
- 10.00 Welcome from our host, Rob Keene of Over Farm Market, who was one of the earliest adopters of Halloween entertainment at the farm.
- 10.30 Mark Saunders - getting started
- 11.30 Lorna Harris: Halloween at Broadditch Farm Shop
- 12.30 Discussion - making your event work
- 13.00 Lunch
- 14.00 Stuart Beare / Tony Sefton
- 15.15 Mark Saunders - Saunders Farm today and predictions for the future of Halloween events
- 16.30 Close (all timings approximate)

## BOOKING FARMA MEMBERS ONLY Ticket Price £60 plus VAT

Booking contact.....

Address for correspondence .....

..... Postcode .....

Phone No. (inc STD) ..... Mobile .....

email address .....

Delegate 1 ..... Delegate 2 .....

Delegate 3 ..... Delegate 4 .....

I wish to book ..... places @ £60 each: Sub total £ .....

Now add VAT @ 17.5% £ ..... TOTAL £ .....

Please let us know if you have any special dietary requirements.



You can book places by calling 0845 45 88 420 and having your credit/debit card handy for payment  
 Or you can pay by cheque, payable to FARMA, and send to the address alongside.

By credit/debit card : Maestro / Delta / Visa / Mastercard / other ..... Start date ..... / .....

Card No ..... Expiry date ..... / .....

CSV No ..... (last 3 numbers on back of card) A VAT receipt will be sent with booking confirmation.

If you would like us to send you an invoice before payment please write your purchase order no. here .....

Cancellations: You can substitute another delegate at any time; no refunds after 20 May 2007; up to 20 May, refund less 20% for administration.

**Note our new address**

Please return your booking form to:  
**FARMA,**  
 12 Southgate Street  
**WINCHESTER**  
 SO23 9EF

Tel: 0845 45 88 420  
 Fax: 0845 45 65 156

[www.farma.org.uk](http://www.farma.org.uk)