

What makes a **winner?**



2008 Winner!
FARMA Farm Retailer
of the Year

FARNDON FIELDS FARM SHOP

Farndon Road, Market Harborough, Leics, LE16 9NP

Monday 31 March 2008

See Farm Retailing at its best



Farm Retailing at its best...



Tesco is ramping-up the pressure on the farm retail sector, declaring that it now wants its stores to become local food 'destinations'. And growing numbers of garden centres are changing their food offering to call them 'farm' shops.

It's time to ask: **WHAT IS A FARM SHOP?**

Because remaining distinctive when all around you seek to imitate your every move is a real challenge.

Farndon Fields Farm Shop won the Farm Retailer of the Year, 2008 because it remains rooted in growing foods that it sells, and because its authenticity is partnered with superb retail skills and customer service second-to-none. It's a farm shop that truly represents the sector at its best.

Join FARMA members for a day at Farndon Fields Farm Shop, getting behind the scenes to see what makes a winner.

LAUNCHING THE FARMA 'REAL FARM SHOP' CAMPAIGN

As the number of imitations grows, so 'real farm shops' need to find more ways to stand out from the crowd.

FARMA farmers' market Certification is a success story, identifying real farmers' markets. It is a voluntary scheme and the farmers' markets have first to be FARMA members and then pay for the Certification inspection. Over 200 farmers' markets are now Certified, which is almost half of all farmers' markets in Britain. Certified farmers' markets find it a useful management and marketing tool.

FARMA will be developing a farm shop Certification scheme; it is a programme co-funded by DEFRA. Delegates at this event will hear what progress has been made so far and contribute to its development. Volunteer farm shops will be needed for the pilot stages of the scheme - so your farm shop could be among the first to be recognised as a Real Farm Shop!

Topics covered include...

- THE CHALLENGES OF OWN PRODUCE
Different growing regimes on soils more suited to grazing than producing crops. Tunnels, table-top cultivation for strawberries. Internal costs and profitability
 - CREATING CUSTOMER FOCUSED TEAMS
 - SYSTEMS
analysing profitability of a farm shop department and using systems to help you manage your business
 - GREAT FARM SHOP LAYOUT & WHY IT WORKS
 - MARKETING
- Plus!**
- NEW FARMA 'REAL FARM SHOP' CAMPAIGN

Approximate timings:

09.00 arrival, tea & coffee

09.30 Start, with tours of the farm and farm shop

Followed by:

Pricing for own produce,

profitability by department and a look at

management systems

13.00 Lunch

Farm shop layouts that work - hot spots, dead-spots,

fixed spots, heavy items, placing tills

Building customer-focused teams

Real Farm Shops: the way forward

16.30 approx: close

TICKET PRICE £55 +VAT

ABOUT FARNDON FIELDS FARM SHOP

Kevin & Milly Stokes have been selling direct from Farndon Fields Farm on the outskirts of Market Harborough since 1983. The original farm shop was in a double garage attached to the farmhouse. In 1998, they were granted planning consent for a new purpose-built shop across the yard and decided on a steel-framed barn, clad in timber to be aesthetically pleasing but at the same time **low cost and easy to extend** - which has happened on two occasions since as business has grown.

Farndon Fields Farm Shop has broad planning consent and could, in theory sell a very wide range of products. However, Kevin and Milly Stokes have, from the start, striven to create a real farm shop. Market Harborough residents are not starved of supermarkets - but there is nothing like Farndon Fields Farm Shop in the area.

However, as many entrepreneurs know to their cost, it's not enough to be different, you have got to be very, very good as well. Farndon Fields Farm Shop capitalises on its **own produce**; it has also nurtured **relationships** with local farmers and artisan food producers - such as a local baker - to build its range, and created a lively, customer-focused team culture among its staff. Underpinning all this is a strongly disciplined and principled management, that uses systems and technology where it helps.

The farm shop now includes a **full-service butchery**, operated as a franchise by Williamsons, the butchers. Meat comes from local farms, using an abattoir 15 miles away so that 'food miles' are minimised. A **café** has been operating for about a year in a glass-roofed extension leading into the plant centre. Until the end of February 2008 it was again operated under a franchise agreement; it has now passed into the direct management of the farm shop. This event explores some of the benefits - and problems inherent in putting parts of the business under different management.

The **plant centre** is another important element of this multifaceted business, the first addition to the farm shop range which introduced the opportunity for a selected range of other non-food items.

At this event Kevin and Milly Stokes will talk about their decade of growth and what they have learnt along the way. And you will see the Award-winning results of their attention to detail and persistence on high standards.



Eureka! back-office systems for farm shops

Nigel Bogle and Andrew Heyward of Lakeland Computer Consultancy Services will be at the event to talk about Eureka Version 4.0 Retail Management Software, a package designed for people who appreciate the need for full stock control and in-depth sales analysis in their business. It links with scales (from Avery Berkel and Bizerba, for example) and can provide:

- Secure access to daily sales information, in-depth reporting, and analysis.
- Control of scale product information from the backoffice enabling you to quickly make pricing or product changes on the scales.
- Full order processing with Purchase Orders, Goods In, & Supplier Invoice systems
- Stock Taking, Shelf edge labelling, warehousing

The Eureka Product Range now also includes:

Eureka Fare Enough - A touchscreen solution for Restaurants & Coffee Shops which links to the Eureka backoffice software. Full integration with Kitchen/Bar printers to give you a streamlined and efficient solution

Eureka POS (Point Of Sale) - A modern and easy to use PC based till which links to the Eureka backoffice software.

Mobile Technology - Handheld units for stock taking, picking lists etc to improve the efficiency of your shop.



BOOKING FORM : send to FARMA, 12 Southgate Street, Winchester, SO23 9EF Tel: 0845 45 88 420

Booking contact

Farm/business name:

Correspondence address:

..... Post Code

email address:

Telephone number:

Mobile

DELEGATES

	£55.00
	£55.00
	£55.00
	£55.00
Does any delegate have special dietary requirements?	Sub-Total
.....	+VAT @ 17.5%
Does any delegate require wheelchair or other facilities?	Total
.....	

PAYMENT DETAILS

Pay by cheque:

Please make your cheque payable to FARMA and send to: FARMA, 12 Southgate Street, Winchester, Hampshire SO23 9EF

Pay by credit / debit card

You can call **0845 45 88 420** to make your booking and pay at the same time. Or complete the following details:

Card type: Maestro / Solo / Delta / Visa / Mastercard/

Other

Card No

Expiry: / Card start date: /

Issue number (if applicable)

CSV (last three numbers on the back of the card)

A VAT invoice will be sent to you, with further event details.

If you have a **purchase order** and you need us to send you an invoice before payment, please write the number here:

Terms + conditions

This event is available only to FARMA members.

If you are not a member, you can join the Association, subject to eligibility: Please call 0845 45 88 420 for details.

Cancellations: Full refund available until 20 March 2008. No refund for cancellations received on or after 21 March 2008. You may substitute another delegate at any time; please call 0845 45 88 420 to register new name. FARMA reserves the right to change details of the published events without notice.



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