

Internationally acclaimed retail 'guru'  
**John Stanley**  
in partnership with FARMA presents



## 2007: A Brave New World for farm retailers

Choose from two dates, two venues

**Wednesday 31 January 2007**

**West of England**

Lackham Countryside Centre,  
Lacock, Chippenham, Wiltshire SN15 2NY  
(off M4/jctn 17)

10.00 - 16.30 (registration from 09.30)

Supported by the Farm Business Advice Service  
financed by DEFRA



Ticket price (FARMA MEMBERS)

**£75 plus VAT**

includes workbook & lunch

Non-members: £105 plus VAT

**Thursday 1 February 2007**

**South East**

Donnington Manor Hotel, London Road,  
Dunton Green, Sevenoaks, Kent TN13 2TD

10.00-16.30 (registration from 09.30)

Ticket price (FARMA MEMBERS)

**£75 plus VAT**

includes workbook & lunch

Non-members: £105 plus VAT

Kindly supported by



**Who should attend?**

**FARM SHOP OWNERS & STAFF,  
FARMERS' MARKETS MANAGERS  
STALLHOLDERS & PRODUCERS**

Farm retailing is benefiting from changes in consumer attitudes.  
But listen to retail 'guru' John Stanley when he says that this is just  
the time that you should be planning  
for your next wave of success.

**Resting on your laurels is not an option.**

Ten years ago, was everyone talking about climate change, food  
miles, social responsibility? Look at what the supermarkets are  
doing for local sourcing and the many initiatives that will create  
local food 'hubs', in-town farm shops  
and strong local food brands -

**it should be enough to tell you: you are not alone.**

The future needs new ways of thinking.

Join us for a day that will set you on a path for future success -  
**before the others catch up.**

**MORE DETAILS & Booking OVERLEAF ►**



**A FIRST CLASS event from the National Farmers' Retail & Markets Association (FARMA)**

# BRAVE NEW WORLD needs Brave New Ideas

Let John Stanley take you on a journey to farm retailing in a new world, where competition is everywhere - from supermarkets and from many more businesses like yours, on farms, on High Streets, delivered to the door ... This is farm retailing, 2007.



## John Stanley is unique

See your business through your customers' eyes:  
Do you have **X-appeal?** If not, how do you get **it?**

How are you connecting with your customers? You need to connect in **5** key areas - and more than once!

Farm retailers need to build **trusted brands** that are synonymous with quality - how do the best do it?

Your customers have 'gone green' and your farm shop, farmers' market or stall should **scream GREEN** to them.

Does your signage merely inform -  
or do your signs tell customers more about **YOUR VALUES?**

**Practical new ideas for today ...  
and tomorrow's brave new world.**

He is an internationally acclaimed speaker on retailing, working in the UK, Europe, North America and Australasia.

His expertise is with farm shops, farmers' markets and garden centres where his advice is regarded as second to none.

His presentations are focused, inspiring, entertaining and guaranteed to get you thinking.

FARMA has worked with John Stanley for over a decade and is pleased to offer these workshops, which are **MUST ATTEND** events for anyone serious about their business development.

**The future starts here.**

Invest just £75 in a day spent with John Stanley.

You will take away ideas that you can put into practice immediately and see the effects for many months to come.

## BOOKING

Note that stallholders at FARMA Certified farmers' markets and any personnel directly involved with a FARMA member farm retail or production business can attend at members' price of £75+vat per person

Booking contact.....

Address for correspondence .....

..... Postcode .....

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

email address .....

Delegate 1 ..... Lackham Countryside Centre / Donnington Manor Hotel

Delegate 2 ..... Lackham Countryside Centre / Donnington Manor Hotel

Delegate 3 ..... Lackham Countryside Centre / Donnington Manor Hotel

Delegate 4 ..... Lackham Countryside Centre / Donnington Manor Hotel

(continue on a separate sheet if necessary)

I wish to book ..... places @ £75 / £105\* each: Sub total £ .....

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

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 .....



\*non-members of FARMA pay £105 per ticket. Call 0845 45 88 420 for joining details.

See above for special terms for FARMA member businesses.

**Need accommodation?**

Wiltshire: call 0845 45 88 420 for a list of hotels & B&B.

Kent: Book at

[www.donningtonmanor.co.uk](http://www.donningtonmanor.co.uk) for a special rate of £60 per room inc VAT & Breakfast: book now to avoid disappointment.

Please return your booking form to:

FARMA, P O Box 575,  
Southampton, SO15 7BZ.  
Tel: 0845 45 88 420  
Fax: 0845 45 65 156  
[www.farma.org.uk](http://www.farma.org.uk)