

What makes your retailing **unique?**

TWO EVENTS AT TWO AWARD-WINNING FARM SHOPS LEARN FROM THE BEST

Welcome to food retailing, 2008.

With pressure on consumer spending growing, experts are predicting that only businesses with a **distinctive offer** will thrive this year.

FARMA offers two events at AWARD WINNING FARM SHOPS that will inspire farm retailers to:

- **develop** the food 'experience'
- develop a distinct **identity** based on produce
- promote **connections** between farming and food
- find out WHAT MAKES A WINNER & how **YOU** can make the most of your **opportunities**

MONDAY 4 FEBRUARY 2008

LIFTON STRAWBERRY FIELDS FARM SHOP LIFTON, DEVON

WINNER, FARMA OWN & LOCAL AWARD & BEST ON-FARM BAKERY 2008

TUESDAY 5 FEBRUARY 2008

OCCOMBE FARM SHOP & DEMONSTRATION FARM PRESTON DOWN ROAD, PAIGNTON, DEVON

WINNER, FARMA BEST NEWCOMER 2008



Monday 4 February 2008 : 10am - 4.30pm Lifton Strawberry Fields Farm Shop, Lifton



'We always send our best sales teams to food festivals and farmers' markets to talk the business - and wow can they talk!'

'Seeing is believing - experience a real working farm shop'

Lifton Strawberry Fields, winner of the first FARMA 'Own & Local' Award and the on-farm Bakery Award 2008, is just off the A30 where Devon meets Cornwall. The farm rears beef, growing its own barley, maize and grass as feed, plus Christmas poultry. On land surrounding the farm shop there is soft fruit, an orchard growing traditional apple & pear varieties, and vegetable production, some of it in polytunnels. Famous for PYO fruit for some 17 years, Lifton Strawberry Fields Farm Shop opened on 1 June 2002 and was extended in 2006.

Seeing is believing, over and over again

Pick-your-own remains an important part of the Lifton Strawberry Fields experience but these days the most significant trading areas are in the farm shop - the bakery and the butchery - and the cafe. In each area, the food sold and served is presented with a story, seen and experienced by the customer or delivered to them in leaflets, on signs and by enthusiastic staff. Proprietors and farmers, Jo and Roger Mounce, working with their son Adam and a lively team, create a warm, friendly atmosphere that says 'enjoy!'.

Being a shop for locals and a tourist attraction

Winter customer numbers are healthy, testament to the quality of the food offer that builds local loyalty. Customer numbers almost double in summer, when scarecrows make the farm fun and events, from tastings to a Strawberry Ball, complete with champagne, make the farm a 'must' for visitors and locals alike.



'Seeing is believing'

WHAT WILL YOU LEARN?

- Creating, staffing and managing an open kitchen
- Building staff teams focused on quality
- Adding value - bakery, ice cream, butchery
- Year round farm production for the farm shop
- Cost centres and margins
- Creating events that you, and your customers, enjoy
- Making the most of your location

Programme: (note exact timings depend on size of group)

- 09.30 Registration and tea/coffee
- 10.00 - 13.00 Exploring the farm and farm shop, the bakery, cafe and production. Opportunity for discussion.
- 13.00 Lunch
- 14.00 - 15.00 Focus on quality
- 15.00 - 16.30 Focus on management

How to inform customers that you produce the foods they are buying? Grow and make them as they watch. Lifton Strawberry Fields Farm Shop is surrounded by productive fields, an orchard and laying hens.

The bakery is just inside the shop doors. It is a lively focal point and creates the most magical aromas that shout 'buy me!'

Lifton Strawberry Fields has become famous for its fantastic scarecrows, like Alice and the Mad Hatter's dormouse pictured alongside. They add to the farm's sense of fun.



TICKET PRICE: £55 per person; attend both events for a discounted ticket price of £100 per person

Tuesday 5 February 2008 : 10am- 4.30pm

Occombe Farm Shop, Paignton



'Connecting people with food, farming and the countryside'

Occombe Farm Shop, winner of FARMA's Best Newcomer Award 2008, is probably unique in that it is at the heart of a farming operation of some 250 acres of environmentally important farmland, spread in a 20-mile radius around Torbay, owned by the Torbay Coast & Countryside Trust (TCCT). What makes it like your farm shop is that it is charged with making a meaningful profit, in this case for the TCCT to plough back into its environmental work, with huge benefits to the community and further afield.

Starting a retailing venture from scratch was a challenge for director, Dominic Acland and his team, including Suzanne Ley, Occombe Farm manager. Now in its second year, the venture is showing it has great potential.

Farm shops should be eco-friendly

Green timber from the Trust's woodlands was used to build a large farm shop with classrooms above. A new education centre is being constructed this year, using low-carbon technology.

Information, information, information

The connection of food and farming begins at the farm gate. Customers and visitors are encouraged to explore the special habitats on the site which provide grazing for Devon Ruby Red cattle, Dorset Down sheep and a small number of pigs and chickens, all the meat sold in the farm shop butchery. Inside the shop, 'farmer-locator' panels give information about producers supplying the shop, supplemented by regular samplings and touch-screen information points, posters and leaflets. Children and adults are able to take part in hands-on activities, from bakery to hedge-laying.

WHAT WILL YOU LEARN?

- Eco-friendly building technology
- Harnessing technology for communication
- Running a farmers' market on site & other regular events
- Explore communication themes for today's customers
- Cost centres and margins

Programme: (note exact timings depend on size of group)

- 09.30 Registration and tea/coffee
- 10.00 - 13.00 Exploring the farm shop, education centre and the farm, plus opportunity for discussion.
- 13.00 Lunch
- 13.45 - 14.30 Farmers' markets and farm shops
- 14.30 - 15.30 Education - your investment in the future
- 15.30 - 16.30 Focus on management



Above: Lots of information for Occombe Farm Shop customers at the fresh produce section.

Touch-screen technology adds value to the shopping experience.



The education resource at Occombe Farm Shop is important with banks of computers supplemented by hands-on experiences of bread-making, for example. Occombe Farm has hosted regular farmers' markets and other events on site to bring in the publicity and customers.



TICKET PRICE: £55 per person; attend both events for a discounted ticket price of £100 per person



FARMA

BUILDING BETTER BUSINESS, 2008

WHAT MAKES YOUR RETAILING UNIQUE?

LIFTON STRAWBERRY FIELDS FARM SHOP and OCCOMBE FARM SHOP & DEMONSTRATION FARM are different in their approach - but each has developed a unique consumer **EXPERIENCE OF FOOD** to a high degree.

Both are FARMA Award Winners 2008. The process of selecting these Awards is rigorous; winners are businesses that FARMA is proud to put forward as exemplary in their field.

- ⊙ Learn from seeing best-practice and new ideas in action;
- ⊙ Profit from networking;
- ⊙ and be inspired by focused discussion.

You can choose which event to attend, of course, but to get the most from the presentation we recommend that you come to both. We have discounted the ticket price if you do. The dates are deliberately back-to-back and there is plenty of local accommodation for Monday night in the Paignton area. We will email you a list of hotels and B&B's, including those around Lifton for Sunday night if needed.

The booking form below is also available on www.farma.org.uk

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

Name (s)	Lifton Farm Shop Mon 4 February	Occombe Farm Shop, Tues 5 Feb	Ticket £ £55 one day £100 for both
Does any delegate have special dietary requirements?	Sub total		
Does any delegate require wheelchair or other facilities?	+VAT @ 17.5%		
	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 28 January 2008. No refund for cancellations received on or after 29 January 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.