

FARMA

National Farmers' Retail & Markets Association

Membership Application Form

who we are

& what we do

The National Farmers' Retail & Markets Association (FARMA) is a membership organisation made up of farming businesses involved in direct sales to the consumer - through farmers' markets, farm shops and Pick-Your-Own; home delivery and box schemes; food processors selling on a local scale; and farmers' markets as retail entities. It is the largest organisation of its kind in the world, and currently has over 700 members representing more than 850 retail locations, all over the UK from the north of Scotland to the tip of Cornwall; in Wales, Northern Ireland, the Republic of Ireland and the USA.

FARMA is the result of the merger in 2003 between the Farm Retail Association (established 1979 and representing farm retailing in all its forms) and the National Association of Farmers' Markets (established in 1999 and representing farmers' markets).

The merger brought all activities related to direct sales to the consumer into a single, stronger organisation.

What makes FARMA different

is our depth of understanding of the direct to consumer sector and the practical guidance and support provided which actually helps farm retail businesses and farmers' markets to grow sustainably.

FARMA exists to

- improve and develop professional retailing skills for farmers and artisan food producers who sell their own produce locally direct to the public, and farmers' markets organisers
- help create sustainable opportunities for farmers & small rural businesses to sell their own production locally, direct to the public
- help ensure that the foods and goods sold and the places it is sold in are of the highest standard
- support and promote the ethical stance and environmental and social benefits of farmers' markets
- help create sustainable, ethical businesses which keep smaller, family run farms in farming, help to provide rural employment, build stronger local, rural economies and maintain traditional landscapes.

FARMA is a co-operative

owned & governed by its full members. The organisation is a company limited by guarantee, constituted under Industrial & Provident Society rules as a co-operative. It is recognised by Co-operativesUK as the federal body for the sector. Its full members own the Association with a £1 non-refundable share paid at the time of joining. FARMA is governed by a Council which currently consists of 17 members elected by the membership. The Council is non-executive and unpaid except for expenses, it appoints and guides the Secretary and Executive of the Association, typically meeting four times a year.



90% of people want to buy direct from the producer

Farm retailing is a people business. FARMA annually commissions research through YouGov, surveying over 2,000 households all over the UK. In 2004-2007 it showed that 90% of them would like to buy direct from the producer if they could - with more than 30% already buying from farm shops and 30% from farmers' markets.

About People



Place



and Products



A sense of Place ...

FARMA surveys among consumers show that people buying direct value the contact with producers and the fact that they are supporting really local businesses. It's a move against 'clone-town' Britain and helps to build stronger local economies.

Products ...

Different, distinctive products from small producers using ingredients indigenous to the locality help to make buying direct from the producer a welcome change from supermarket ubiquity.

benefits of membership

publicity & representation



Gareth Jones, FARMA managing agent, talks to Adam Henson about direct sales from farmers and local producers for a BBCI TV Countryfile programme.

Direct sales through farm shops, farmers' markets, pick-your-own and box schemes is worth some £2 billion per annum. To put this in perspective the whole of UK agriculture is worth £3 billion.

Government at every level is starting to think that local foods are important so we need to continue to tell them and the public that there are thriving alternatives to super-market shopping.

We work closely with the media as the voice of direct sales to the consumer. We refer only to members when drawing out examples for the media, and likewise only promote members on the FARMA websites:

www.farma.org.uk is the main portal, through which it is possible to access:

www.farmshopping.net www.farmersmarkets.net
www.pickyourown.info www.monthoftaste.info

We know that the websites are a frequently-used resource for the media. Constantly updated, they get hundreds of thousands of consumer hits too.



The Month of Taste is for promotion across the sector. It was launched in September 2005, one of many promotional themes co-ordinated by FARMA, promoted in the media and often accompanied by leaflets and other support materials. In 2007 MoT will run 15 Sept to 28 October.

setting recognised standards



Certified farmers' markets like that at Deddington, Oxfordshire, pictured above, receive a large plaque to show the world their achievement.

Farm shops and pick-your-own farms also receive a written inspector's report to share with staff making it a valuable management as well as promotional tool.

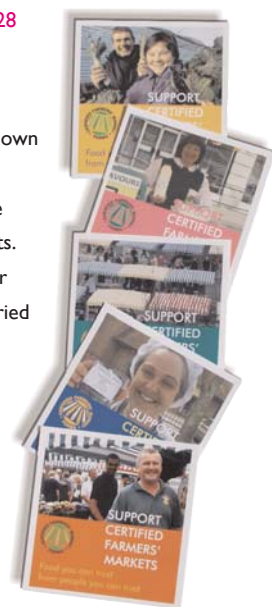
FARMA operates the only nationally-recognised quality standards for farmers' markets, farm shops and pick-your-own farms.

Certification for farmers' markets is vital to underpin the principles which set them apart from conventional markets.

It rewards good market management by producing greater consumer confidence in the concept. Inspections are carried out independently by SA Cert.

We think Producer Verification is important to provide another layer of customer reassurance; FARMA's involvement in this will be developed in consultation with members.

The farm shop and PYO scheme currently assesses businesses for quality, service and value for money and was established in conjunction with Les Routiers.



FARMA's series of five consumer leaflets were distributed through Certified members.

working together



Picture shows Janet Allen, ADAS soft fruit expert showing group of FARMA members around Essington Fruit Farm near Wolverhampton at one of two events organised to discuss the future of pick-your-own. Right is the lunch and networking break at one of a series of nine or more regional workshops organised in January-March each year with the theme of focusing on communications and customer care.

The International Direct Sales Conference in November is organised by FARMA and is one of the highlights of the farm retailing year. It brings together renowned marketing speakers, information from the UK, North America and Europe as well as best practice from members' businesses in a lively three-day event which includes a tour of local businesses and a highly focused trade show with plenty of opportunities for networking.

FARMA organises an annual FARMERS' MARKETS CONFERENCE within the national Conference in November, featuring expertise from the USA and UK and lots of best-practice sharing.

FARMA also arranges specialist workshops and group visits to farms, with expert speakers: covering catering, management, merchandising and display, pick-your-own, entertainment.

BENCHMARKING - if you aren't measuring it, you aren't managing it. Sector benchmarking through YouGov each June is producing influential results. Benchmarking business costs and overheads also helps to provide a profile for better management ... find out more from FARMA.

some membership benefits

Improving professionalism, providing information ... and someone to talk to

Publications, website, fact sheets

Retail Farmer is published four times a year and is sent to members. It covers the Association's activities with profiles of member's businesses and with promotional ideas and news.

Local Fare is the consumer guide to FARMA retail members, published annually to co-incide with the Month of Taste in September. Copies are available for members to offer customers if they wish.

The FARMA websites carry information about members only and are constantly being developed to keep them with a top or very high Google listing. They receive tens-of-thousands of unique hits every month from shoppers, and are an important research source for journalists.

FACT SHEETS: FARMA is producing a library of fact sheets which will give 'how-to' details about handling the media, product recalls and merchandising as well as information about regulations that affect the industry.



Information, expert advice, helpline support and 'twinning'

FARMA maintains a large database of suppliers so if you need baskets, baguettes or biscuits just give us a call: 0845 45 88 420.

We are building up a bank of expert advisors who will help FARMA members. Setting out in new directions can be a daunting prospect. When you join FARMA you are part of a co-operative which really does work together. Through FARMA you can receive a subsidised visit from a specialist farm retail consultant: The fee is £330 plus VAT, travel and any accommodation costs. Alternatively, or as well, we will arrange for visits and even placement at another member's business to learn new skills and systems and encourage 'twinning' of farm retail businesses and farmers' markets to foster a spirit of unity within the UK and overseas.

Helping to create more sustainable businesses (by improving the bottom-line)

Becoming more profitable: Price Checking helps

Knowing the price you should be charging customers is a quick way to become more profitable. You could trudge off the supermarket and make clandestine notes. Or get an emailed Price Check from FARMA which gives you the prices of up to 60 product lines at all major multiples and Lidl. The service costs just £5 a week for a minimum of 13 weeks and you can enter the scheme at any time of the year.



FARMERS' MARKETS HEALTHCHECKS

have enabled us to really understand farmers' markets as retail sites. Seventy locations throughout Britain have been researched to date. This innovative, multi-layered market research technique produces a large amount of detail about the dynamics of any farmers' market, identifying strengths and weaknesses for improved management.

See www.retailhealthcheck.com

More Professional Signs plus banners and bunting - professional-looking temporary signage is essential to get a seasonal promotion noticed. All can be customised to show your message.

PLUS RECIPE BOOKLETS - glossy, full colour, great seasonal recipes from 7p per booklet, minimum order 100.

Call 0845 45 88 420 for more information and samples.

CREDIT AND DEBIT CARD HANDLING SCHEME

Most retail sales are now made with plastic. Purchases with debit card far exceed credit card usage for food. Members who have taken up the special terms with Barclays Merchant Services offered through FARMA report good sales increases as a result. More than 200 FARMA members are now on the FARMA/BMS scheme with over £35 million per annum throughput. Current terms start at 1.625% for credit card transactions (decreasing for higher turnover) and 14.5p flat-rate for debit cards (Maestro/Delta). You don't have to bank with Barclays to access the scheme.

Also available: e-PDQ for internet sales and mobile terminals for use on the move ...



Call 0845 45 88 420
for a detailed factsheet

Slash your 'phone bills (all it takes is a 'phone call)

through the FARMA group-scheme arranged with fellow co-operative, The Phone Co-op. We have agreed a fast sign-up process and all it takes is a 'phone call. Business tariffs and further details are on a special Fact Sheet available by fax or email from 0845 45 88 420. Calls cost a minimum of 1p (BT charge 4.2p minimum) billed in one-second increments. Typical for Peak time local calls is 1.59p per minute, 0.85p for off-peak and weekend. There are different schemes to suit your needs.



Discounts from selected suppliers

FARMA has negotiated special terms for FARMA members for **Carrier bags and other packaging items** from Reddipak; plus 'bags for life' from Canby & Ecobags; **Tills, scales and food packaging equipment** from Avery Weightronix, Bizerba and Labelling & Packaging Systems.

Save up to 20% on all famous impulse ice-cream brands and discounts on Bake-off products from Country Choice.

regionality

In 2005 FARMA began a process of regionalisation, part of a strategy to improve contact with members and ensure that the organisation is working effectively on programmes involving diversification and local food as a sector-wide local food group. It will retain a central management to co-ordinate the regions, maintain the membership database and producer verification details, produce Retail Farmer magazine, recipe and other printed materials, co-ordinate discounts and membership offers, promotions such as the *Month of Taste* and provide a point of expertise and contact for all members.

FARMA's presence in each of the regions will be different as it addresses differing programmes according to the priorities of Regional Development Agencies and Government Offices. First off the stocks has been **FARMA Cymru** to undertake a development programme in Wales, supported by the Welsh Assembly Government.

FARMA National Council - regional representation

South East : Stuart Beare, Tulleys Farm, Turners Hill, W Sussex (vice-chairman); Mike Blee, The Barn Yard, Gore Farm, Upchurch, Sittingbourne, Kent (Treasurer)

South-West : Andy Jeffery, Farrington's, Farrington Gurney, Somerset; June Small, Vale of Taunton Farmers' Markets, Charlton Orchard, Creech St Michael, Taunton, Somerset.

East of England : Sally Bendall, Hollow Trees Farm Shop, Semer, Ipswich, Suffolk (Chairman).

West Midlands : John & Rosemary Barnes, Packington Moor Farm, Lichfield, Staffordshire.

East Midlands : Anita Clements, Church Farm, Main Street, South Scarle, Nottinghamshire.

Yorkshire & Humber : Sally Jackson, The Pink Pig Organic Farm Shop & Restaurant, Holme, Scunthorpe, Lincolnshire.

North West : Monica & Colin Haworth, Eddisbury Fruit Farm, Yeld Lane, Kelsall, nr Tarporley, Cheshire; Jonathan Hewitt, Redhouse Farm Shop & Tea Rooms, Redhouse Lane, Dunham Massey, Altrincham, Cheshire.

North East : Jo Burrill, Hexham Farmers' Market, c/o 33 Rye Terrace, Hexham, Northumberland; Ian Byatt, Moorhouses Farm Shop & Cafe, Stannington, Morpeth, Northumberland (vice-chairman).

Scotland : Adam Marshall, Reiver Country Farm Foods Ltd, Eyemouth, Reston, Borders.

Wales : Charles George, The Fruit Garden/Glanyrafon, Ponterwyd, Aberystwyth, Ceredigion; Kate Morgan, Haverfordwest Farmers' Market, Economic Development, 2a County Hall, Haverfordwest, Pembrokeshire.

London : Cheryl Cohen / Mark Handley, London Farmers' Markets Ltd, 11 O'Donnell Court, Brunswick Centre, London; Nigel Chandler, Garsons, Winterdown Road, Esher, Surrey.

Secretary : Rita Exner, 0845 45 88 420 or rita@farma.org.uk
Managing Agents : Lloyds Europa - www.lloyds.europa.co.uk

Details correct Sept 2007.

FARMA

The National Farmers' Retail & Markets Association (FARMA) works for and represents the people and organisations involved in local direct sales to the consumer.

Full membership is available to:

- small scale producers and processors selling at farmers' markets
- farmers' markets managers and organisations running farmers' markets. Farmers' market(s) must agree on joining to become Certified within one year of joining
- farmers selling their own produce direct through farmers' markets, farm shops, Pick-Your-Own and box or home-delivery schemes. An agricultural holding number is the minimum requirement. Farm shops may sell the produce of other local farms and regional produce in addition to own produce.

FARMA Associate is offered to:

- diversified farm-based businesses providing rural employment, such as a mail order business selling food or non-food items
- organisations wishing to support the direct sales sector. Current Associates include Country Markets (formerly WI Country Markets), the Royal Agricultural Society of England, ADAS, the Yorkshire Agricultural Society and the Royal Agricultural College.
- businesses wishing to provide goods and services to the sector.

For more information contact
The Secretary, National Farmers' Retail & Markets Association,
12 Southgate Street, Winchester, SO23 9EF

Tel: 0845 45 88 420

justask@farma.org.uk www.farma.org.uk

www.farmersmarkets.net
www.pickyourown.info

www.farmshopping.com
www.monthoftaste.info

FARMA Membership Application: FARM RETAILER/STALLHOLDER

Return address: **The Secretary, FARMA, 12 Southgate Street, Winchester, Hampshire SO23 9EF**
 Tel: 0845 45 88 420 e-mail: justask@farma.org.uk

Contact details:

Your name

Position

Company name

Address for correspondence

Postcode

e-mail: **mobile phone**



Business details (Retailing or Production activities)

Address of business, if different from above

Postcode

Tel no inc STD code (business/office)

Fax **Tel No: consumer information**

e-mail **web site**

If farm-based, please give your agricultural holding number:

Please give a brief description of the business:

Please tick alongside all that apply to your retail business:

- Trading at farmers' markets
- PYO farm
- Farm shop on a farm
- Farm shop located elsewhere
- Farm retailing co-operative
- Box or home delivery service
- On-farm producer
- Cafe/Restaurant/Catering
- Farm attraction
- Entertainment
- Education
- Other

SUBSCRIPTION DETAILS

See details of some membership offers overleaf

FIRST YEAR MEMBERSHIP for all retail categories: £95.00 + £16.63 VAT: £111.63

The subscription for retailer categories is banded in second and subsequent years according to retail turnover.

Please tell us which membership band you would anticipate being appropriate to your business in future? ➔

Note that if you take up certain FARMA membership benefits, additional fees apply.

Membership	£95.00 + £16.63 VAT	£111.63
Options: Credit and debit card scheme	£45.00 + £7.88 VAT	£52.88
FARMA GOLD PACKAGE	MORE DETAILS SOON	
TOTAL to be paid		

- Band A:** retail sales up to £50,000 pa: £95.00 + VAT per annum
- Band B:** retail sales from £50,001 to £100,000 pa: £115.00 + VAT pa
- Band C:** retail sales from £100,001 to £300,000 pa: £135.00 + VAT pa
- Band D:** retail sales from £300,001 to £500,000 pa: 175.00 + VAT pa
- Band E:** retail sales from £500,001 to £1million pa: £225.00 + VAT pa
- Band F:** retail sales from £1 million to £2 million pa: £300 + VAT pa
- Band G:** retail sales £2 - £3 million pa: £375.00 + VAT per annum
- Band H:** retail sales over £3 million pa: £450.00 + VAT per annum

I am applying for membership of the National Farmers' Retail & Markets Association

Signed Date

PLEASE ENCLOSE PAYMENT WITH THIS APPLICATION - A VAT receipt will be sent (please tick box):

- DIRECT DEBIT (see attached); CHEQUE; CREDIT/DEBIT CARD (please complete below)

Card type: Visa / Mastercard / Switch / Maestro / Delta / other

Card number Expiry Issue No Security Nos

This application will be put before the FARMA Council at its next meeting for ratification. FARMA reserves the right to ask for additional information or refuse membership.

FARMA MEMBERSHIP OFFERS

FARMA membership benefits are growing. Here are some currently available, please indicate any that you would like to know more about and/or receive immediately. Note that items 1-4 and 7 carry charges additional to your FARMA subscription.

1. FARM SHOP CERTIFICATION

This is a new product from January 2008, development work co-funded under a grant scheme from DEFRA. It builds on the former FRA Accreditation scheme, which started in 1997 and was constructed around the need to demonstrate that farm shops and PYO were retail outlets offering Quality, Service and Value. Under those headings the independent inspectorate from Les Routiers scored the retail offer from the consumers' viewpoint. More than ten years later the term 'farm shop' has become popular to denote a quality food shop, in many guises; to protect the term and those genuinely producing foods that they sell (as well as supporting a range of local producers), FARMA will have a new Certification scheme based on understood protocols and independently inspected. FARMA Certified Farm Shops - an important step forward for quality and standards.

2. FARMA PRODUCER VERIFICATION

This is a new product from January 2008, development work co-funded under a grant scheme from DEFRA. It will add to farmers' market Certification through a detailed, independent inspection of stallholder production premises. The inspection will take into account any accreditations already in place e.g. FABL, Assured Produce and will verify bona-fide producers for the amount of own products they sell. Producer details will be held on a FARMA database. Benefits to stallholders and farmers' markets include: greater consumer reassurance; reduced costs for some stallholders currently being inspected by different market regimes; more confident market management; potential liberation of market opportunities as a FARMA Verified Producer will be able to move outside a limited geographical area (if they wish).

3. FARMA BUSINESS DEVELOPMENT PROGRAMME - 'FARMA GOLD'

FARMA GOLD is a package of tools and management devices that will support the further professional development of farm shops. The package includes a series of independent Mystery Shopper visits and reports, which in themselves are valuable for staff training and motivation - watch your customer service levels improve your bottom line! Mystery Shopper reports will be benchmarked against each other and other industry averages. Business performance benchmarking, linked to Eureka Gold software, will cover stock levels, overheads, staff costs ... the number of areas covered will grow as FARMA GOLD participants develop Business Clubs based on their trading models and special spreadsheets are formulated. FARMA GOLD includes also an HR function, access to professional, independent and guaranteed advice at the end of the 'phone or by individual consultation - everything from recruitment to contract to tribunal is covered. Plus Health & Safety Audits for your business and add-on attractions e.g. events, which could reduce your insurance costs. Other elements will be added to FARMA GOLD as its participants guide us.

4. FARMA CARD HANDLING SCHEME

The FARMA Card Handling scheme from Barclays continues to be an excellent offer, details are on a separate sheet enclosed.

5. FARMA OFFER ON BAKE-OFF WITH COUNTRY CHOICE

Country Choice continues to develop its range of specialist bread products which make the company an excellent choice for farm shops considering bake-off where a scratch bakery is not an option, or to add to the bakery range.

Bake-off is simple to operate and cost-effective as there is little or no waste - bread is baked from frozen as demand dictates through shop opening hours; and prices are competitive, offering up to 30% POR. Training is available.

From February 2008, Country Choice is offering a FREE OVEN and specially designed solid wood DISPLAY STAND, worth over £3,000, to the first 20 farm shops to become new customers. Details of the new bread range, including a strong Organic option, will be sent to members in February 2008 but please tick HERE if you are interested in the above offer in particular.

6. BRANDED ICE CREAM DISCOUNTS

Country Choice is also offering discounts of up to 20% on a range of ICE CREAMS including Green & Black's and other quality lines as well as the impulse ranges. **Of course farm shops should be supporting their local ice cream producers first and foremost** but, to help build your reputation for quality foods, these top-of-the-range brands can be an attractive addition.

7. FARMA 1-2-1 BUSINESS SUPPORT

FARMA has helped farm retail businesses at various stages of development and change with a one-to-one SUPPORT. The visit is usually around four hours in duration; many businesses have found that this is just the impetus needed to move them on to the next stage - helping to resolve indecision, for example, through an outsider's viewpoint. This service is charged at £350 per visit, plus VAT and travel and accommodation if needed. Please call 0845 45 88 420 to arrange a visit, or tick here and we'll contact you.



Instruction to your Bank or Building Society to pay by Direct Debit

Please fill in the whole form using a ball point pen and send it to:

National Farmers' Retail & Markets Association Ltd
12 Southgate Street
Winchester
Hampshire
SO23 9EF

Name(s) of Account Holder(s)

Bank/Building Society Account Number

Branch Sort Code

Name and full postal address of your Bank or Building Society

To: The Manager	Bank/Building Society
Address	
Postcode	

Originators Identification Number

4	1	9	3	9	3
---	---	---	---	---	---

Reference

F	A	R	M	A															
---	---	---	---	---	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Instruction to your Bank or Building Society

Please pay The National Farmers' Retail & Markets Association Ltd Direct Debits from the account detailed in this Instruction subject to the safeguards assured by the Direct Debit Guarantee.

I understand that this Instruction may remain with The National Farmers' Retail & Markets Association Ltd and, if so, details will be passed electronically to my Bank/Building Society.

Signature(s)

Date

Banks and Building Societies may not accept Direct Debit Instructions for some types of account

This guarantee should be detached and retained by the Payer



The Direct Debit Guarantee

- This Guarantee is offered by all Banks and Building Societies that take part in the Direct Debit Scheme. The efficiency and security of the Scheme is monitored and protected by your own Bank or Building Society.
- If the amounts to be paid or the payments dates change The National Farmers' Retail & Markets Association Ltd will notify you 10 working days in advance of your account being debited or as otherwise agreed.
- If an error is made by The National Farmers' Retail & Markets Association Ltd or your Bank or Building Society, you are guaranteed a full and immediate refund from your branch of the amount paid.
- You can cancel a Direct Debit at any time by writing to your Bank or Building Society. Please also send a copy of your letter to us.