

Rectory Farm Pick Your Own

WINNER: FARMA Pick Your Own of the Year 2008

Learn from the best!

Tuesday 20 May 2008

10:00 - 16:30

Stanton St John

Oxfordshire

OX33 1HF

FARMA

National Farmers' Retail
& Markets Association

What Makes A Winner?

**What Makes
A Winner events:
Learn from the best
in the industry
through on-site
best practice visits,
seminars & workshops**

Ticket price £55 +VAT

SEE OVERLEAF FOR MORE DETAILS!

What makes a Winner?

Rectory Farm at Stanton St John, Oxford, just off the Oxford city ring road, was established as a Pick-Your-Own in 1981. Over the years farmer, Richard Stanley and farm manager, Paul Clark, have responded to customer demand by increasing the range of crops grown and services offered.

Members of LEAF and the Assured Produce Scheme, the farm grows 24 acres of asparagus (of which half are picking this year); around 17 acres of strawberries, and five acres of raspberries for PYO. Polytunnels are used for some soft fruit and a variety of growing techniques can be seen to good effect, working with ADAS advisor Janet Allen to produce solutions to particular cultivation problems and needs. Richard estimates that he has invested over £400,000 in irrigation over the years, and there's a chance to see different applications at this event. As winners of FARMA Pick-Your-Own of the Year 2008, Rectory Farm is a professional showcase for quality produce that keeps customers coming back.

When, after 23 years of continuous trading, the original timber weigh-and-pay shed/farm shop burned to the ground in 2004, Richard took the opportunity to build anew. A steel-framed barn now houses a farm shop with a full-service butchery, operated by respected local butcher 'Mr. Finn', supported by a range of the farm's own-produce in season. In 2005 Graham and Penny Corbett took over the running of Rectory Farm's 'Country Kitchen' cafe as an extension of their established outside catering business, providing a consistently high quality offer which complements the PYO, farm shop and butchery.

Finally, Richard recently commissioned a professional market research company to provide insights into the attitudes of local people to the farm and its retailing. Richard will talk about some of the results from over 1,000 responses.

FARMA
Pick-Your-Own Award
2008
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Programme (approximate timings)

- 09.30** Registration, tea and coffee
- 10.00** Welcome from Richard Stanley, Rectory Farm; Highlights from Rectory Farm's own original customer research carried out earlier this year
- 10.30** Drive to Asparagus fields for farm walk
- 12.00** Growing interest in vegetables - Nick Forsyth, Rebecca Dawson, Tozer Seeds Ltd
The soft fruit season ahead - Janet Allen
- 13.00** Lunch - Asparagus and Steak
Vegetarian option will be available
- 13.45** Irrigation and growing for PYO at Rectory Farm
- 14.00** FARM WALK to see strawberries and other soft fruit production
- 16.30** Close

BOOKING FORM : Send to FARMA, 12 Southgate Street, Winchester, Hampshire 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 £
Does any delegate require wheelchair or other facilities?	Add 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

FARMA members pay £55 + VAT to attend this event. Non members can attend for a ticket price of £80 + VAT or apply to join the Association, subject to eligibility: Please call 0845 45 88 420 for details.

Cancellations: No refund for cancellations received after 16 May 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.