



building

better

business

conference

Sunday 9 - Wednesday 12 November 2008
At the Marriott Hotel, Gosforth Park,
Newcastle-upon-Tyne

For farm shops, farmers' markets,
pick your own, box schemes, producers...
EVERYONE WELCOME!



FARMA CONFERENCE 2008

BUILDING BETTER BUSINESS

at the Marriott Hotel, Gosforth Park, Newcastle-upon-Tyne



A WARM WELCOME FROM FARMA CHAIRMAN, SALLY BENDALL

'Just say the words 'farm shop' or 'farmers' market' to anyone these days and the result is a smile and recognition. According to FARMA's YouGov surveys, around a third of households shop at farm shops and at farmers' markets, and around 90% would choose to buy direct from the producer if they could. Farm retailing is a success story.

But there are clouds in our sunny skies, and not just those producing all the rain over recent weeks. Supermarkets continue their drive to offer 'local' foods, there's the price of fuel, the 'credit crunch' and a stressed economy going into its first downturn for a decade.

Contrasting with all that - and good news for us - there's an accelerating trend to focus on local, the simplicity of home-grown, and more environmentally friendly ways of living and working.

This is the backdrop to the FARMA 2008 conference where we are focusing on the positive and shouting to the rooftops about the 'real deal' from farm shops, farmers' markets, box schemes and pick-your-own farms. Building Better Business is what we're all about, and the conference tours, talks, workshops and trade show are all designed to help you and your direct-sales business to grow.

Whether this is your first FARMA conference or your umpteenth, there's a warm welcome waiting along with lots of new ideas and new friendships. I look forward to meeting you there.'

About the Marriott Hotel, Gosforth Park

The four-star Marriott Hotel, one of the top conference venues in the north-east, is situated in almost 200 acres of parkland, just off the A1 to the north-west of Newcastle-upon-Tyne (take the A1056 signposted Wide Open), about four miles from Newcastle-upon-Tyne airport and a little further from the city-centre and railway station. All the bedrooms have been refurbished this year - Marriott Hotels are famous for their comfortable beds - as have all the public areas. Our conference suite is on the ground floor just off the main reception. There is a fitness centre and swimming pool in the hotel, free to guests; a beauty salon and hairdresser are also on-site.



Supported by DEFRA under the Agricultural Development Scheme



THE FARMA CONFERENCE IS UNIQUE ... it's been designed around YOU

This conference has been created with the aim of adding value to your business, and we want you to get the most from your investment of time & money.

The conference themes and their benefit to you

Building the Values of the direct sales sector (it's what your customers want and will make your business stronger)

Improving your catering, butchery, business management, marketing - and saving money, with lots of practical ideas from experts, farm retailers, fellow delegates and the Trade Show

Meet some of your speakers ...



Clarissa Dickson-Wright



John Timpson



Matthew Fort



Nigel Risner



Martin Butler



David Russell

GET THE MOST FROM YOUR CONFERENCE

Arrive on Sunday evening - the Welcome reception is FREE from 6.30-9.30pm - it gets you in the Conference mood, and you get a good night's sleep!

Come for as many days as you can ...

It can seem difficult to be away from your farm and business for three days, and it won't be possible for everyone. However, delegates report that taking part in the whole conference is a great experience ... and sometimes just being away from the coal-face for a while can refocus your thinking. Book before 4 November for a great package price.

Bring your partner, and people from your team ... The same talk or workshop can influence people in different ways and getting other people from your business involved can produce a better result for you.

Networking ... bring your leaflets or newsletters

Meeting new people is a big part of what the conference is about - there will be a central place to leave your leaflets, and for you to pick up those from your fellow delegates.

Taking Farmers' Markets to the Top

09.00

Welcome from the conference chairman

Looking at farmers' markets in the UK today:

How can farmers' markets continue to fit with today's trends?

Can we blame it all on the economy?

YouGov survey results 2004-2008

Where have standards got us?

What marketing messages have worked, and will work now?

Can we do more collaboratively?

Farmers' markets move on in the USA

The number of farmers' markets has trebled in the past decade - what has been driving this trend? And how are they faring in these credit-crunch times?

Speakers: **Garry Stephenson & Larry Lev**, Oregon State University.

What are the barriers to farmers' market growth?

We have sent Mystery Shoppers to farmers' markets - and we've got news for you!

Speaker: **Jonathan Winchester**, Shopper Anonymous.

After the pain, everyone gains from weekly farmers' markets?

Speakers: **June Small**, Vale of Taunton Farmers' Markets,

Clare Gerbrands, Stroud Farmers' Market.

How many new customers do you need to make stallholders happy? Management & marketing to achieve growth: **Gareth Jones**, Lloyds Europa

More Successful Farmers' Markets

Larry Lev and **Garry Stephenson**, Oregon State University, identify essentials for successfully building business at farmers' markets. Managing, measuring, tough commercial decisions and intricate dependencies.

13.00

LUNCH, networking and trade show

Workshops: over to you ...

Theme: Keeping consumers in love with farmers' markets

What tools are available, how will you use them, what will work best?

Making farmers' markets work

Management models that work, including co-operatives, involving community, stallholders and local authorities. The Big Lottery funded 'Making Local Food Work' programme has case studies that illustrate what can be achieved.

From this point forward!

Conclusions of the day and action plans.

PEOPLE DON'T BUY WHAT YOU SELL, THEY BUY WHAT YOU STAND FOR: Speaker: Martin Butler

Successful retailing is all about being chosen and Martin Butler offers timely ideas that could make a difference in these changing times, how to expose and promote Values that make farmers' markets special in the hearts and minds of consumers.



18.00

Farmers' Market Conference Closes - but please stay for more if you can!



Farmers' markets in Pimlico, London; Union Square, New York and Taunton, Somerset. All are at least weekly - the one in Union Square runs more than once a week in summer.

CONFERENCE FEATURES

LAUNCHING PRODUCER VERIFICATION

A major contribution to increasing consumer (and stallholder) trust in farmers' markets will be launched at this conference: FARMA's national Producer Verification scheme becomes available at the event.

MAKING LOCAL FOOD WORK

is a Big Lottery funded programme aiming to reconnect people and land through local food and increased access to fresh, healthy, local food with clear, traceable origins. FARMA is a partner in one of ten project strands: to foster co-operatives as a management structure for farmers' markets.

MARTIN BUTLER is the author of 'People don't buy what you sell, they buy what you stand for'. He is a highly recommended speaker. He has worked in advertising and marketing, and comes from a retailing background.

MONDAY 10 NOVEMBER : THE FARMA FARM RETAIL TOURS

The FARMA tours combine inspiration, learning and networking - all in one packed day. After each stop, there's an opportunity for you to comment on what you have seen, resulting in lively discussion. The most useful comments are passed back to the host farms. Livestock and arable farming dominates in the north-east and this is reflected in three tours, which focus on butchery, catering and great farm retail examples. Thanks to Ian Byatt for his researches, and to all the farms for taking part.



Butchery Specialist Tour

Departs 08.00 Returns to Marriott Hotel at approximately 6pm



North Acomb Farm Shop, Stocksfield on Tyne

For the past 24 years Robin and Caroline Baty have run North Acomb farm in beautiful Stocksfield, Northumberland. The farm overlooks, and is visible from, the A68. The farm shop sells the farm's own beef and lamb, plus Caroline's top quality meals. One customer described it as 'Everything a farm shop should be.' The farm also offers a first-class livery.



Northumbrian Quality Meats, Monkridge Hill Farm, West Woodburn, Hexham

Steve Ramshaw, pictured above, realised a life-long dream when he moved to Monkridge Hill Farm and has developed a business based on internet sales/deliveries and farmers' markets. The farm's remote - and beautiful - location rules out a farm shop. He farms organic Aberdeen Angus beef and hill lamb; he has recently introduced a breeding programme to based on Wagyu beef cattle from Canada, and another breeding programme is underway to improve the eating quality of his lamb.



Wallington Farm Shop

The only National Trust owned farm shop, Wallington Farm Shop sells lamb raised on the 13,000 acre estate as well as produce from dozens of other farm shops on National Trust properties. The shop is located on an agricultural estate in the Trust's care and uses produce from the shop in its own catering.

Fabulous Farm Retail Tour

Departs 07.45 Returns to Marriott Hotel 6.45pm approx



Look out for stylish features, and good use of limited space.

Lowfield Farm Shop, Willington, Crook, Co Durham

Pictured left is Sarah Moralee, the driving force behind the farm shop, just yards from the A690 which runs through Willington village. The farm shop has been open since June 2007 and was an immediate hit with customers - there is just one other butcher's shop still trading in the village. Dominating the shop is the butchery counter and serve-over chiller, with a pretty cafe tucked away around the corner, serviced by a small kitchen. The farm shop sells beef, lamb and pork from the family-run 600 acres farm.



Mainsgill Farm Shop, East Layton, Richmond

The farm shop is on the farm owned by Maria and Andrew Henshaw and again features a large butchery counter selling the farm's own meats; there is a large butchery prep area in a separate building, with a production kitchen. Located on a busy tourist route, Mainsgill Farm Shop has an 80-covers cafe which forms part of the farm shop, and a large separate gift shop. In front of the shop is a field in which a Bactrian camel grazes with llamas - Maria would like to add a zebra to the collection.

Catering Specialist Tour

Departs 07.45 Returns to Marriott Hotel 7pm



Kirkharle Courtyard, Kirkharle

At Kirkharle Courtyard you will meet Kitty and John Anderson, owners of the site which is part of a larger livestock farming business. The Courtyard contains 15 craft businesses, including a farm shop, upstairs from the cafe. The farm shop, run by Jane Ostrowska, is small & packed with local foods; Kitty runs the cafe which includes a full production kitchen. We will arrive before 9am and the craft businesses may not be open at that time.



High House Farm Brewery, Matfen

High House Farm Brewery is becoming a popular choice for wedding receptions & events. Grain from Steve Urwin's farm is used in the beers made on site; we'll have a short tour of the brewery and look at the coffee shop, Brewery Shop and Real Ale bar.



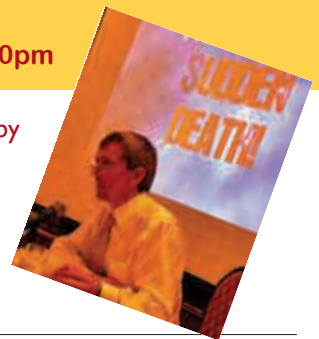
Vallum Farm Cafe, Eastwallhouses

Vicky and Peter Moffitt have a cafe, ice-cream parlour and production unit at the purpose-built premises. Brown Swiss cows produce the milk for the ice-cream; the farm is a little distance from the cafe which is on Military Road, running alongside Hadrian's Wall.

QUIZ & DINNER : MONDAY 10 NOVEMBER from 7.30pm



Everyone is warmly invited finish a busy Monday with the Quiz & Dinner, hosted by Quizmaster Richard Simkin, pictured right at a moment of high drama during the Quiz last year. When the food is done, the gloves are off ... it's a lot of fun testing your farming, retailing and general knowledge after a three-course meal, featuring great locally-sourced ingredients, and a glass or two of wine.



Wallington, Cambo, Morpeth

Farm shop in the north-east, Wallington Farm Shop sells beef from the Wallington Estate with pork and poultry sourced locally, as well as other local suppliers. Open since 2002, it is among seven other farm shops. The Wallington Estate, at 13,000 acres, is the largest in the region. The cafe, which is within the grounds of the House, serves meals, and produces foods for the farm shop.



Moorhouse Farm Shop & Coffee Shop, Stannington, Morpeth

These farm shops are just three miles apart, and jointly won the FARMA Best-on farm Butchery Award for 2008. Neither is located on the farm that supplies their core products. Ian Byatt, pictured centre above, with two of his highly skilled butchery team at Moorhouse Farm Shop & Coffee Shop, knows that his customers demand quality, but not at any price. The farm shop is on a former mushroom farm on a busy local road. The family farm is about twelve miles away, too remote for successful retailing. The Blagdon Farm Shop is part of a small shopping village housed in converted farm buildings; the butchery is recognised by the Guild of Q Butchers and is supplied with top quality meats by farmers on the estate. Farm Shop Director, Jo Celerier, has built excellent working relationships with local farmers who produce eggs, poultry and vegetables for the shop. Lunch is at Moorhouse Farm Shop.



The Blagdon Farm Shop, The Milkhope Centre, Seaton Burn, Newcastle-upon-Tyne



Bradley Burn Farm Shop, Wolsingham, Bishop Auckland: Lunch stop

Chris and Jill Stephenson's farm shop is just a few miles east of Lowfield Farm Shop and also opened in June 2007. Timber has been creatively used in its construction, and the building is spacious and well-lit with a cafe integral to the shop. A timber terrace leads from the side of the shop with views over the fields. The farm is a member of LEAF, offering walks and educational visits.



Knitsley Grange Farm Shop, Knitsley, Consett

Pictured above, Rachael Toomer, who is one half of the partnership behind the farm shop which will have been open just a few weeks when we visit - it has been a race against the weather this summer. The farm shop and cafe are based on the farm's own meat production.



Brocksbushes Farm Shop, Corbridge

Brocksbushes Farm Shop is a landmark on the roundabout where the A68 meets the A69. Farmer Caroline Dickinson is cordon-bleu trained, which is reflected in the quality foods sold in the shop, many of which are made in the large production kitchen (a short distance from the shop), which also supplies the cafe. There is a seasonal PYO - the 1980's forerunner of the shop - and a large Christmas Fair will be in the final stages of organisation.



Brocksbushes Farm Shop, Corbridge: Lunch stop Brocksbushes Farm Shop Cafe is deservedly popular, serving simple lunches and a range of cakes and desserts, using seasonal produce as much as possible. Much of what is sampled in the cafe can be bought to take home from the farm shop; the small cafe kitchen is supplemented with a larger production kitchen.



Bradley Burn Farm Shop, Wolsingham, Bishop Auckland

Pictured above is the cafe area in the farm shop - open plan with the shop, with the terrace through double doors a popular summer option. Food is kept simple and seasonal, reflecting the farm shop range. The farm shop and cafe feel modern, light and airy, rustic yet sophisticated in design.



Broom House Farm, Witton Gilbert, Durham

The farm is just five miles from the centre of Durham City, and over two miles from a main road. The farm shop sells the farm's own organic beef and lamb, which is also used in the meals sold in the cafe. While the farm shop is building a loyal customer base, the cafe is an important draw; there is a large play area and an adventure trail through the woods.



TUESDAY 11 NOVEMBER : CONFERENCE, TRADE SHOW & AWARDS DINNER

Registration from 08.00

The doors are open, pick up your badge and a delegate pack, and start to make friends over tea, coffee and croissants.

08.45 Welcome to the FARMA conference

from FARMA chairman **Sally Bendall** and conference host, **Ian Byatt**.

09.00 'People don't buy what you sell, they buy what you stand for'

is the title of speaker **Martin Butler's** recent book. How do you make sure that you continue to be chosen by consumers as the economy changes? Martin's ideas about the Values inherent in a brand or concept are right-on for farm retailing, right now.



09.45 It could be you!



Nigel Risner is a renowned speaker on motivation and empowerment. If success was simply a matter of putting in hard work, we'd all be millionaires by now - so there must be something else that makes certain people more successful than others. What is it that's holding you back? Nigel's approach is refreshingly direct ... so come prepared for action.

10.30 CHOOSE A WORKSHOP: Tea & coffee served in workshop rooms

Managers & team leaders

10.30-12.30 Successful teamwork with Nigel Risner

What makes a successful team - and a good team leader? A workshop to help farm shop managers and team leaders to work better.

Improve your butchery department

10.30-12.30 Be famous for your meat counter

Work with **Michael Richardson** of the English Beef & Lamb Sector Company (EBLEX) to understand your butchery costs and how to make more profit through your skills, with farm retail examples.

Farmhouse catering or on-farm production

10.30-12.30 Profit on a plate

Catering can be deceptive and outgoings can easily outstrip income; understand your costs and your USP's. Led by **David Russell** of the David Russell Partnership which has developed unique tools for analysing catering businesses.

Knowing Me, Knowing You Numbers limited to 25

10.30-12.30 Knowing me, knowing you ...

An insight into psychological profiling; learn about tools to understand yourself better and to work more effectively with staff, suppliers and customers. With **Anna Springett**, occupational psychologist. Pre-booking essential: Tickets £35

12.30 LUNCH Served in two sittings: 13.15 Second sitting

TRADE SHOW OPEN 12.30-17.00

14.30 FARMA ANNUAL GENERAL MEETING IN THE ST LEGER ROOM



15.30-17.00 Pick-Your-Own for the 21st Century

Concepts for revitalising PYO for today's consumers - product ranges, presentation and marketing. With **Janet Allen** and **Gareth Jones** among the speakers.

15.30 : DROP-IN SESSION: A Bit of This & That

about running a farm retail business: uniforms, security, tills ... anything & everything, you bring the subject matter to share experiences and information.

Plus Trade show talks: Shop fitting and design: Stagecraft; Mystery Shoppers & what they can do for you: Jonathan Winchester; Food packaging for small businesses: Avery Berkel; What makes a great muesli & great porridge: Margaret Mackenzie, Spoff



17.15 More Upside Down Management : John Timpson

John returns by popular demand with his fresh thinking about managers and management. 'Football teams need players, managers can't score goals and chairmen never make a tackle...' This is a talk you'll never forget.

18.15 TUESDAY CONFERENCE CLOSES

20.00 AWARDS DINNER

and dancing to music from **Beethoven**

THE TRADE SHOW : 12.30-17.00



The FARMA Trade Show 2007

The Trade Show this year is the biggest ever - there will be 60+ exhibitors. It's 'three trade shows in one': foods, kit and services.

Agra Freeze Ltd	Laurence Gould Partnership
Atkins & Potts	Mantinga Ltd
Avery Berkel	Moles Seeds Ltd
Azorie Blue	Newberry Foods Ltd
Ba.ro Lighting	Olifera/Borderfields Ltd
Bailey & Smiths	Parkview Foods
Bizerba UK Ltd	Pipers Crisps
Bodymatter	Reddipak Ltd
Bramble & Gage	Robert Workman
Carroll's Heritage Potatoes	Rude Health
Cartmel Sticky Toffee Puddings	Shire Foods
Country Choice	Shopper Anonymous
Cotswold Fayre	Spoff
Country Puddings	Spencerfield Spirits
Crips Snacks	Stagecraft
Design Base International Ltd	Store Development Services
G7	Suma
Gilchester Organics	The Garlic Farm
Glebe Farm	Tozer Seeds Ltd
Glenroyd Organics	Tracklements
Inverawe Smokehouses	Tractorland
Jenkins & Huskit	Tyrrells Potato Chips
Labelling & Packaging Ltd	Ultimate Plum Pudding
Lakeland Computer Consultancy Services Ltd	Vanessa Bee
	Webbs
	... and more

The Awards Dinner at 8pm



The Awards dinner starts with a Champagne Reception for Awards Finalists at 7.45pm. Dinner, which will feature local produce, starts at 8pm with the Awards presentations followed by dancing 'til midnight. Black-tie if possible, please.

Registration from 08.00

For new delegates only: pick up a badge and delegate pack and join people already at the conference for tea and coffee.

More about your speakers



Jonathan Winchester started Shopper Anonymous in Australia and has now brought the business to the UK. Mystery Shoppers look for key components of customer service and are a wonderful aid to staff morale and training. Did you know that John Lewis stores are mystery shopped more than 400 times a year?



Matthew Fort has been food and drink editor of The Guardian since 1989 and has won many prizes for his work. He also writes for The Observer, Country Living and Waitrose Food Illustrated as well as co-hosting UK TV's Market Kitchen programme.



Since taking over editorship of The Grocer, **Adam Leyland** has refreshed the format and content of this venerable magazine which began publication in 1862. Adam says that he is a huge fan of farmers' markets.



Clarissa Dickson-Wright has been a patron, first of the National Association of Farmers' Markets and now FARMA since farmers' markets first started in the UK. Her support is for everyone involved in local foods and she has often been quoted warmly endorsing the sector.

09.00

Welcome to day two of FARMA conference from the FARMA chairman.

Be famous for great customer service

Jonathan Winchester runs Shopper Anonymous, a mystery shopper service that's in demand for independent businesses. Where does customer service begin? At the till? At the entrance? In the car park? What happens when you don't deliver? And what's the most important question you can ask your customers?

10.00

The Way I see it ...

Matthew Fort writes a weekly column for Saturday's Guardian newspaper, 'Round Britain with a Fork', that has featured many a farm retailer and farmers' market, often affectionately and always honestly. We asked him what he thought of the direct sales sector and he said ...

10.30

Launching the 'real farm shop' campaign.

There's a war on for the hearts and minds of consumers, with the 'credit crunch' opening up yet another front. What are the Values of farm retailing and how can we make them a tool to build loyalty when the supermarkets set out to imitate and challenge everything we stand for? The project to develop farm shop Certification is supported by DEFRA and is at the heart of the new FARMA campaign to keep farm retailing in front.

11.00

Tea and Coffee and networking break

WORKSHOP CHOICE 11.30-13.00: Finding the right person for the job
Round pegs, square holes ... how to match the right person to the job at interview and afterwards. Workshop with Anna Springett.
Numbers limited & Pre-booking essential: tickets £25

11.30

Choice of Workshops:

Building a stronger balance sheet

Claire Kingston of the Laurence Gould Partnership finds five ways to improve farm shop finances, with **Gareth Jones** to help extract some benchmark figures.

Reduce your overheads - go green

Jenny Goldsack of Goldy's Farm Shop, Dorset, won the FARMA environmental award for 2008. Find out how you can run your chillers more economically, how to reuse waste heat and the benefits of solar panels and wind turbines. Plus ideas on reed bed filtration, wood chip boilers and more: with **Alison Park**, Low Sizergh Barn, Cumbria.

12.30

National scheme will drive 'green' consumers to farm retailers

Ice is a new kind of loyalty card that rewards consumers for making environmentally-sound choices when they shop. Farm shops, farmers' markets and box schemes are the only food outlets that will be linked with the scheme at launch. **Jude Thorne**, CEO and **Sharon Hardcastle**, Client Services Director, Ice Organisation

13.00

Lunch

14.00

Trends in UK food retailing

Whole Foods Market set alarm bells ringing among UK food retailers when it opened in London in June 2007 but, according to recently published figures it has made a substantial loss (£16m) in its first year of trading in the UK. Meanwhile Tesco and the other multiples continue to build up consumer perceptions of their 'local food' credentials. Then there's the 'credit crunch', Lidl and Aldi luring customers with a strong PR campaign, and environmental concerns which pull consumers in the opposite direction. Where is it all going? **Adam Leyland**, editor of the hugely influential The Grocer magazine, offers his expert views.

Finally ... Clarissa Dickson-Wright

It's been five years since the FARMA conference last welcomed Clarissa Dickson-Wright and it is wonderful to renew our friendship at this event. Clarissa is a great supporter of all things farm retail and the artisan food producers represented by the sector, and she closes the FARMA 2008 Conference with her observations.

15.30

Conference 2008 closes at 3.30pm (approx)

Looking forward to next year!
FARMA conference 8-11 November 2009 in the West Midlands

