

# FARMA SEASONAL FOCUS



## CHRISTMAS & HALLOWEEN Conference & Trade Show

**MONDAY 28 APRIL 2008**

**PACKINGTON MOOR FARM, LICHFIELD, STAFFORDSHIRE, WS14 9QA**

# FARMA SEASONAL FOCUS

## TOWARDS A CRACKING CHRISTMAS 2008...

While Santa takes his holidays, now is your chance to plan for a cracker of a Christmas 2008.

FARMA is delighted to offer expertise from two fine farm retailers at this event: **Nigel Chandler** has seen Garsons, Esher grown its Christmas business year-on-year through great product selection, merchandising and keen margin-setting. For **Georgina Mason** at Gonalston farm shop, planning for Christmas is a year-long process, starting with an assessment of Christmas just gone, sourcing new and better products for the next, and then introducing them in plenty of time to ensure customers take notice.

**Sadie Lynes** from Jadecliff Christmas Trees Ltd, and **Copas Traditional Turkeys** will be offering advice on the most essential Christmas products.

## AND A SPOOKTACULAR HALLOWEEN

Halloween is a trick not to be missed. Family attractions from pumpkin trails to haunted houses not only provide a half-term treat, but pull in the crowds to the farm shop and cafe, boosting your business before the Christmas rush.

This interactive session is designed to tackle your burning questions and conjure up ideas beyond pumpkins and pointy hats. Our panel of experts includes **Stuart Beare and Sally Duguid** from Tulleys Farm, West Sussex, **Lorna Harris** from Broadditch Farm Shop in Kent and **Rob Keene** from Over Farm, Gloucestershire.

## TOTALLY FOCUSED TRADE SHOW

Saving you valuable time and effort, this year we've brought the suppliers to you. The FARMA Seasonal Trade show features companies specially selected for their suitability to the farm retail sector.

## WORKSHOPS

Hands-on activities and discussion forums to inspire you to think outside the box and develop your consumer offer. Use the ideas to create your own festive product range for the shop and restaurant, or pick up some tips on running your own workshops and activities. Numbers at each are limited, please indicate which you would like to attend when you book; first-come, first-served.



## DON'T GET CAUGHT NAPPING!

*"Christmas means a 25% increase in sales throughout December."*

*Nigel Chandler, Garsons farm*

*"Retail sales up just 0.3% in December 2007."*

*Slowest high street growth in three years according to the British Retail Consortium*

## MAKE CHRISTMAS WORK FOR YOU!

### TICKET PRICE

only £30 plus VAT

or

**BOOK 4 PLACES** for a special

**price of £99 plus VAT!**

## SPEAKERS

# Christmas Showcase



### The Ingredients for Success

Christmas sales are worth a quarter of a million pounds at Garsons farm, Esher. With over 30 years of retail experience, including 10 years as Garson's shop manager, Nigel knows what sells. He will be sharing his tips on selling the right products at the right time at the right price.



### Christmas means Business

Georgina and Ross Mason opened Gonalston farm shop in 2003 to 73 customers. It reached its annual target within three months. Georgina Mason will be talking on how to make the shop floor work for you: great business lessons to learn, great ideas to make Christmas a sell out.

### Sadie Lynes on Christmas Trees

The most obvious Christmas accessory - but not all trees are born equal. Sadie Lynes of Jadecliff Ltd will be steering us through the minefield of what to look for in a tree:- growing and sourcing, varieties and sizes, environmental issues and consumer trends that favour farm shops.



### Copas Traditional Turkeys

Copas Traditional Turkeys is well-known for the high quality of its traditionally-reared birds.

Founder members of the Golden Promise brand, they will be offering tips on sourcing and selling, giving you the expertise to please your customers next Christmas.

# Halloween Showcase

### Stuart Beare & Sally Duguid

Tulley's is blazing a trail in UK on-farm activities. Fun by day, scary by night, from the field to the restaurant and farm shop, Tulley's crowd-pulling events offer nothing short of the full package. It started with a home-made pumpkin festival some ten years ago. Now the farm's Halloween 'Spooktacular' events face the challenge of managing thousands of daily visitors on the farm, and the co-ordination of over a hundred new staff.

### Lorna Harris

Halloween is the biggest of the many events held at Broadditch Farm Shop. The staff have become experts at original and highly entertaining family-based activities. From hairy to horrifying, the team promise to make 'your screams come true!'



### Rob Keene

Pumpkin and squashes provide the centre-piece for Halloween activities at Over farm, from trailers and quad trains to treasure hunts and haunted hayrides, Rob knows how to create a showcase event with lots of imagination and a little hard work.

## WORKSHOPS

### Pumpkin Fun

### Sally Bendall

Pumpkins are synonymous with Halloween and running a pumpkin carving workshop is the obvious activity for many farm shops. Anyone who's done it, however, will realise that entertaining adults and children for an afternoon of poking, scraping and sore fingers is no easy task.

Sally Bendall, who has become an expert at running a range of family activities at Hollow Trees farm shop, will be leading this session about putting on a productive and engaging event that is guaranteed to keep their spirits up!



### Seasonal displays & decorations

### Julie White

Farm shops lend themselves to a more natural and sophisticated Christmas look. Julie White is an experienced florist and product display consultant, who has taught at Rodbaston agricultural college. Whether your passion is a beautifully decorated farm shop or to sell homemade wreaths to the public, this is the workshop for you. Learn how to package holly and mistletoe and have a go at making your own festive showpiece.

### Clever Cooking

### Beverley Glock

Learn how to run cookery workshops and make festive bakery items for your farm shop and cafe. Hosting the sessions is Beverley Glock of Splat Cooking. Beverley is renowned for running cookery schools for adults and children across the UK and writes for magazines and The Times.

### Fancy Icing Workshop

Learn to make perfect icing for decorating Christmas and Halloween biscuits & cakes. Ideal for selling through the farm shop bakery or cafe.



### Edible Christmas Gifts

Beverley demonstrates how to make the perfect gifts from sweets and mini puds to nuts and tree decorations. Taste the results and go away with a collection of recipes to rejuvenate your Christmas range.

### Hosting Weddings

### John & Rosemary Barnes

Weddings are big business. People are looking for venues beyond the church walls to tie the knot and 'somewhere in the country' is a popular choice. Farms often have the space and the scenery, but it's not always obvious how to turn the cow shed into ballroom.

John and Rosemary have renovated two barns into a five star venue that combines glamour with integrity. They cater for over 70 weddings a year and provide on-site accommodation for the bride and groom.

This workshop is for anyone interested in creating a beautiful venue, with the chance to hear from the experts on everything from design and planning permission to dealing with anxious in-laws.



# FARMA SEASONAL TRADE SHOW

## Your most organised Christmas yet!

The number of potential suppliers can be overwhelming, making the right choices and getting your ordering done in good time is essential if you are to keep those tills ringing through to Christmas Eve.

To keep you in good cheer, we've done some of the leg-work for you, bringing together a selection of suppliers offering everything from specialty foods and drink to gifts and decorations. The trade show will be open all afternoon, giving you plenty of time to browse in-between workshops.

### Exhibitors include:

#### Food & Drink

Bespoke Foods, Wooden Spoon, House of Dorchester, Copas Traditional Turkeys, Coles Traditional Foods, Turkey Talk, Church Farm Studio Breweries, Splat cooking ... & more

#### Gifts, cards & Stationary

Sophie Allport, Wood Like to Play/Ecochums, Dowman Soft Touch, The Old Basket Company, Past-times Quilling Handmade Papers, The Compost Heap,

#### Seasonal Decorations

Sebini, The Christmas Cabin, Premier Decorations

A full programme of exhibitors will be available on the day  
Information correct at time of going to press



**BOOKING** Ticket Price **£30** plus VAT or Book four places for just **£99** plus VAT  
Call 0845 4588 420 for instant booking! Or complete the form.

Booking contact.....

Address for correspondence .....

..... Postcode .....

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

email address .....

Delegate 1 ..... Delegate 2 .....

Delegate 3 ..... Delegate 4 .....

I wish to book ..... places @ £30 each: Sub total £ ..... £99.00 for 4 places  
Now add VAT @ 17.5% £ ..... TOTAL £ .....

I would like to attend the following workshop/s (please specify number of places):

**Fancy Icing** ..... **Edible Christmas Presents** .....

**Pumpkin Carving** ..... **Hosting Weddings** ..... **Festive wreaths and decorations**

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.

Note that while every effort will be made to deliver the programme as listed, circumstances beyond the organiser's control may require changes without notice.  
Cancellations: in full less 20% for administration until 1 April; from 2/4/08-20/4/08, 50% refund; after 21/4/08 no refunds. You may substitute delegates at any time.



Please return your booking form to:

**FARMA,**  
12 Southgate Street  
Winchester  
SO23 9EF

Tel: 0845 45 88 420

[www.farma.org.uk](http://www.farma.org.uk)

Please let us know if you have any special dietary or accessibility requirements.

Book four places  
for just

**£99** + VAT!