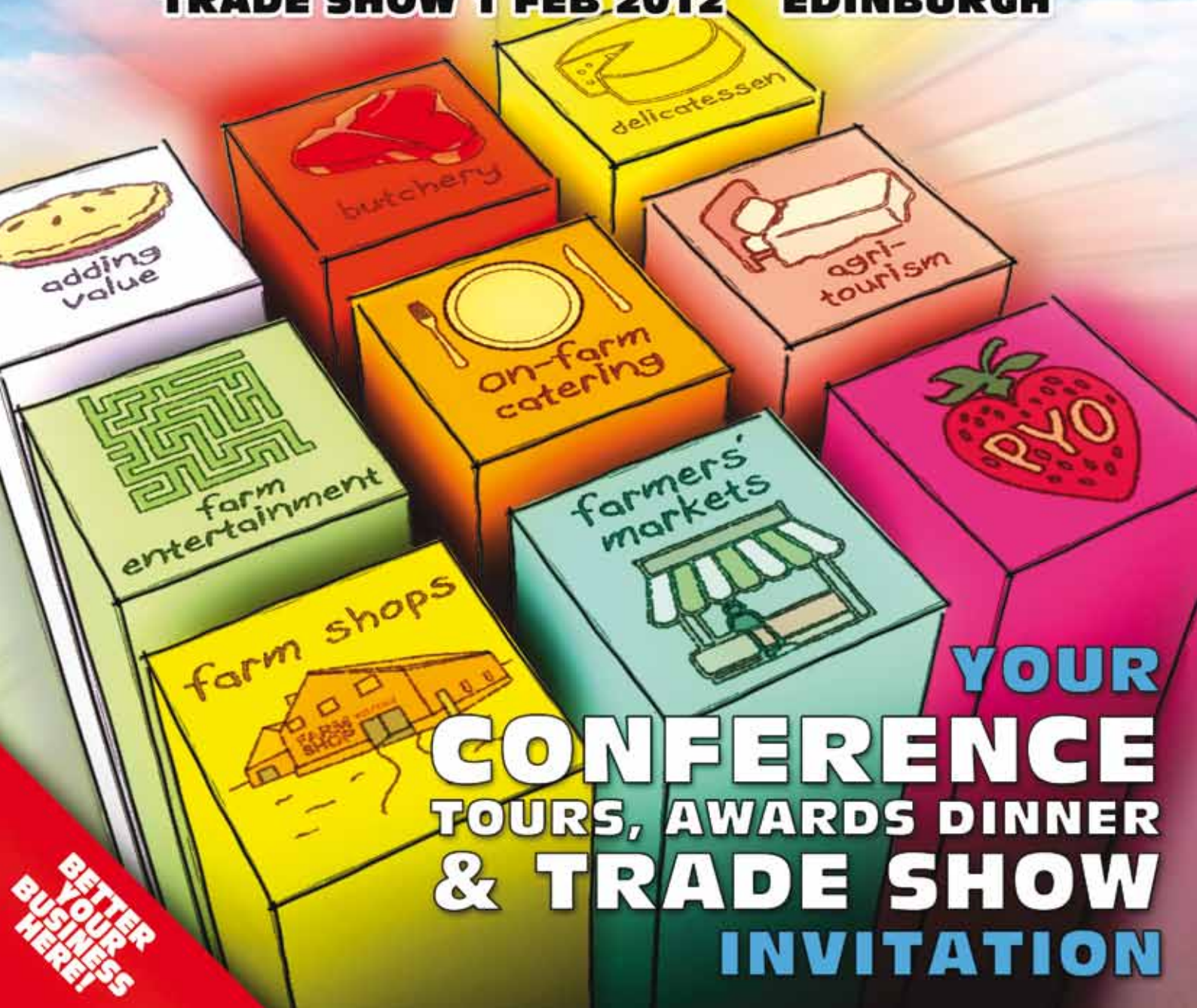


# FARM & MORE

**THE FARM DIVERSIFICATION EVENT**

**TOURS 30 JAN 2012    CONFERENCE 31 JAN 2012**  
**TRADE SHOW 1 FEB 2012    EDINBURGH**



**YOUR**  
**CONFERENCE**  
**TOURS, AWARDS DINNER**  
**& TRADE SHOW**  
**INVITATION**

**BETTER  
YOUR  
BUSINESS  
HERE!**

# Welcome to FARM & MORE 2012

... and the annual gathering of the farm retail and diversified farming sector, this year in the fabulous city of Edinburgh. The last time that there was a UK-national farm retail event here was in 2003 when the merger between the Farm Retail Association and the National Association of Farmers' Markets that created FARMA, was sealed, actually at the conference. We're planning that 2012's event will be just as memorable.

How farm retailing has changed in nine years - and in Scotland in particular. Where before there were few, there are now some 200 farm shops in Scotland; more than 80 farmers' markets as well as farm parks and PYO farms that offer a great family day out. A fantastic food culture has developed, focusing on local and great foods from Scotland, that's supported by the Scottish Government in various practical ways.

FARMA is the only UK-national organisation representing farm diversification, mainly into direct sales and adding value to food produced on the farm but increasingly it's also agri-tourism, entertainment and educational aspects of diversification. It's your sector's organisation, owned by its members and proud of more than 30 years as a co-operative.

As a sector, farm retail is worth over £2 billion a year; it employs some 100,000 people, adding skills and valuable jobs to rural communities. It keeps farming families together and the land cultivated for food. It produces magnificent artisan foods and has revived traditional crafts and regional specialities. It provides a market place for start up businesses. And most importantly, it provides consumers with an alternative to the supermarkets for their food shopping - almost the only alternative in some places. It has spawned a huge range of local food businesses from chic cafes to people's supermarkets. It's been hugely influential - not bad for a few thousand independent, family-owned businesses.

What this event explores most of all is what you - we - all of us - can do to build business on diversified farms, from direct sales and real local foods. We'll be armed with information and lots of creativity - ideas from all of us, for all of us.

Together, we are a force to be recognised. Let's get started. Be part of something good.



**FARM  
& MORE**  
THE FARM DIVERSIFICATION EVENT™  
EDINBURGH / 2012



FARM & MORE 2012  
is supported by



# There's a lot going on!

## Arrive Sunday 29 January for the tours

or Saturday and visit Edinburgh's farmers' market

If you're going on the FARM & MORE tours we *strongly* recommend that you arrive on Sunday; the tours will leave on Monday at 8am promptly and you don't want to miss the bus! With low-cost pre-booked rail and bus options, and flights from many UK regional airports, Edinburgh is easy to get to. The airport shuttle bus whisks you to the city centre for £3.50 single, £6 return. Take time to enjoy the city (some wonderful food outlets to see) and join us on Sunday evening at the Premier Inn, Haymarket to meet your fellow travellers and get your tour details, from 18.30-21.30. We'll also have information about a range of places to eat just a short distance away.

The tour coaches leave from the car park opposite the Premier Inn, Morrison Link, Haymarket. We've got a great package deal for you! Book the tours, conference and Awards dinner package, and stay three nights at the Premier Inn, Haymarket for just £120 (+ VAT) - that's £40 per room per night. Just tick the box on your booking form and we'll do the rest. Not booking a package? Check [www.farmandmore.org.uk](http://www.farmandmore.org.uk) for a list of hotels.

## Start with four fabulous tours on Monday 30 January

Scotland's farm retail scene is buzzing. There's so much energy, creativity and drive going into farm retail - if you could bottle it you could make a fortune!

There's a choice of four tours, each themed differently:

- Fife's Fabulous Food & Retail;
- Inside Farm Retail;
- Retail Destinations; and
- Food & Production. Details start on the next page.

The visits are inspiring but they're only half the story; it's the networking, conversation and commentary throughout a full-on day that makes these tours a talking point for years afterwards.

**After the tours** - or the farmers' market session - join us, from 20.00 until midnight, at the Ghillie Dhu - one of Edinburgh's coolest venues - for food, drink and live music: just £25pp plus VAT.

**FOR FARMERS' MARKETS DELEGATES** - join us for a mini-conference from 15.00-17.30 on Monday at the EICC - more details on page 11 - then join us at the Ghillie Dhu if you can.



Here's Muddy Boots!

There's a great package price for the Tours, Conference and Dinner saving over £40 pp - and you can also book the Premier Inn for just £120 for 3 nights

## The FARM & MORE Conference at the Edinburgh International Conference Centre on Tuesday 31 January

This is a **REAL** conference, one that's asking for your participation, and your views and comments on some of the key issues affecting our industry today.

It's a day immersed in the exchange of **GREAT IDEAS and INNOVATION** to drive your business - whether that's a farm shop, farmers' market, artisan food production, farm attraction, on-line or PYO - to more success in 2012.



**RICHARD LOCHHEAD**, Cabinet Secretary for Rural Affairs & Environment in the Scottish Government will give the keynote speech. We're joined by **JAMES WITHERS** (pictured above), chief executive, Scotland Food & Drink. **JOHN STANLEY** launches his 'Retail Futures' White Paper, focusing on current and future trends and how you'll need to change: Continued in the **TRADE SHOW** next day.



After lunch speaker **DICK STRAWBRIDGE** inspires us about meeting challenges - finding a way through is a mind-set.

Food writer and investigative journalist **JOANNA BLYTHMAN**, who is as keen a supporter of farm direct sales and real food as she is against the power of the supermarkets, closes the conference day.



## FARMA Awards Dinner



Introducing the FARMA's - the most sought-after Awards in the farm-direct sector!

From 19.45 at the EICC, fabulous food, great company, and **CLARISSA DICKSON WRIGHT** as the guest of honour to present the Awards. Then dance to the music of The Menu until midnight. Dress theme - a dash of tartan. Details on page 8.

## TRADE SHOW on Wednesday 1 February at the Royal Highland Centre

With over 100 exhibitors expected this trade show is focused on the diversified farming sector - everything from how to get into making real bread to barista-training (great coffee) and making cheese in The Little Creamery.

Be among the first to see new products, sign up for seasonal promotions, learn more about mystery shopping, plus tills, scales, chillers ...

**FARMA ANNUAL GENERAL MEETING from noon at the trade show. More on pages 8 & 9.**



Darrell Woodman & The Art of Brilliance

**Three talks about the Art of Being Brilliant! at the Trade Show ... Wednesday 1 February.**

**PLUS two further seminars in the RETAIL FUTURE White Paper series with John Stanley - attend and get the full report FREE (worth £900)**

**BE THERE because:**

- It's highly relevant
- Many exhibitors are offering special exhibition-only discounts and offers
- Get the £900 Retail Futures White Paper FREE and learn the Art of Being Brilliant!
- Get a discount on your 2013 FARM & MORE conference
- and it's FREE to attend

**Book early for tour, conference and dinner & get a great hotel deal: £120 for 3 nights!**

Four tours to choose from each taking a different look at local food and farm retailing in Scotland. There will be one coach for each tour - no more - so book early to avoid disappointment.

## Fife's Fabulous Food & Retail Tour

Depart Premier Inn, Haymarket, 8am



**BLACKETYSIDE FARM SHOP & PYO, Leven** has been extended to almost double its size - in the picture taken in July 2011, work is nearing completion. Leven is on the coast, attracting both a mild climate and lots of summer visitors. Our hosts are the Todd family.

**THE BALGOVE LARDER, St Andrews** opened in September 2010.



Our host, Will Docker was a salmon fisherman in Siberia and a chef before his passion for local food and the farm brought him to open Balgove Larder in an elegant setting just outside St Andrews. The farm shop is developing a strong USP with its excellent home cooking.



**MUDDY BOOTS FARM SHOP, Balmalcolm** (lunch stop)

This place is fun! What you see above is the very individual cafe, which extends into a conservatory via a cosy fireside. It's a real family destination with lots to do outside in summer: the marketing line is 'family run for family fun'. The farm now grows fruit and vegetables just for the farm shop and cafe. Free range eggs are also produced on the farm and there's lots of home-baking too. Our hosts are Treina and Elise Samson.



**PILLARS OF HERCULES FARM SHOP, Falkland**

Pillars, as it is popularly known, is based on an organic farm run by Bruce Bennett and his wife, Sue. The shop is small and pretty and the cafe serves wonderful foods, freshly made, with organic ingredients. The farm shop and cafe are full of positive energy with lots of individual and attractive ideas to inspire you.

**LOCH LEVEN'S LARDER, Milnathort, Kinross**



Located on the north side of Loch Leven, customers in the cafe and using the terrace outdoors in summer enjoy panoramic views across the lake to the mountains beyond. The restaurant is packed with detail, with the food presided over by chef, Peter Backhouse and his team. *Optional extra stop if there's time, at Dobbies to see the food hall.* Return to Edinburgh at about 18:00 for airport, 18:30 centre.

## Retail Destinations Tour

Depart Premier Inn, Haymarket, 8am



**LOCH LEVEN'S LARDER, Milnathort, Kinross**

The farm produces a range of vegetables for the supermarkets and for the farm shop. The amazing thing is that this is a simple steel-frame building which, once inside takes you into another retail dimension. This stylish farm shop is already a highly acclaimed visitor destination. Our hosts are Emma and Robin Niven.



**HOUSE OF BRUAR, Blair Atholl**

The House of Bruar, dubbed the 'Harrods of the North' attracts thousands of customers, it's got style and its food hall is a lesson in great merchandising. The current owners, Mark & Linda Birkbeck, founders of high-street chain, Jumpers (which they sold in 1992) found a derelict hotel on the site and realised its visitor potential. Our host will be food hall manager, Robert Thain.



**STEWART TOWER DAIRY, Stanley, Perthshire**

is the home of fabulous ice cream, sold all over the region. Neil & Lindsey Butler have their dairy farm across the road from this popular shop/cafe/ice cream parlour. The ice cream is made in small batches behind the servery.



**GLOAGBURN FARM SHOP at Tibbermore, Perth** (lunch stop)

illustrates vividly how farm retail is growing. Owners Alison and Ian Niven produce free range eggs, veg and pork, and offer a huge range of locally produced foods - and some food themed gifts - in their attractively merchandised farm shop. The hub of the shop is the production kitchen behind the scenes which services an ever-expanding restaurant. Our hosts are Alison and Ian, and their son Fergus.

**HOPETOUN FARM SHOP, Newton**, on the Hopetoun Estate, is one of Scotland's newest farm shops, with its own homegrown beef, lamb, poultry and game and a growing selection of Scotland's finest foods. Its architecture mirrors the next-door garden centre. Our host is the estate's farm manager, Mike Eagers.



**CRAIGIE'S FARM DELI & CAFE, South Queensferry**

is run by Kirsteen and John Sinclair. The farm shop first opened in 2007 and has been extended since to include a full service butchery, run as a franchise by Puddledub Pork. The cafe and the kitchen are central to the farm shop - and there's a much-loved doggie dining area outside too! Approx return to airport, 18:30, Edinburgh centre 19:00



## Inside Farm Retail Tour

Depart Premier Inn, Haymarket, 8am



### CRAIGIE'S FARM DELI & CAFE, South Queensferry

Kirsteen and John Sinclair (pictured) started off with a small PYO - which is still a strong summer attraction at the farm - joined in 2007 by a farm shop and cafe, expanded in 2010 and still growing. Behind the scenes there's another strong business, the

Jam Kitchen run by Anne Sinclair, which uses fruit from the farm to make 40 different lines, supplying the farm shop and other outlets.



**HOPETOUN FARM SHOP, Newton**, on the Hopetoun Estate, has the Hopetoun Garden Centre as its neighbour. Opened in Summer 2011, the farm shop is stylish, with top quality meat and game from the estate its principal 'own' offer. It provides an excellent showcase for a range of Scotland's finest artisan foods. Our host is the Estate's farm manager, Mike Eagers (pictured).



### LOCH LEVEN'S LARDER, Milnathort, Kinross (lunch stop)

This farm shop is large, very diverse in its product ranges and impressively merchandised - look up, and you'll see it's a steel-framed building, and very practical. Pictured above is the restaurant interior - it's got a lot going on, not least excellent food prepared by chef, Peter Backhouse. After lunch, there's a chance to look around it all and appreciate how space has been handled to create retail excitement.



### MUDDY BOOTS FARM SHOP, Balmalcolm

Treina and Elise Samson opened Muddy Boots Farm Shop in a tent in 2003 and expanded in 2004 into a polytunnel. Now they have created a destination. Selling fruit from the farm direct, and offering a family-friendly visitor experience has helped the farming business to reduce its dependency on supermarket contracts - and at the same time, pack a lot of fun into the farm.

### BLACKETYSIDE FARM SHOP & PYO, Leven

This is an opportunity to see one of Scotland's most successful farm shops, situated on the coast at Leven. It is still a PYO in season and a major fruit growing business. The farm shop and cafe have just been extended - learn more from Elaine Todd, our host.

Return to Edinburgh at 18:00 for airport, 18:30pm approx. city centre



## Food & Production Tour

Depart Premier Inn, Haymarket, 8am



### EARTHY FOODS

33-41 Ratcliffe Terrace, Edinburgh

Not a farm shop but an excellent local food outlet, Earthy Foods & Cafe was voted Scotland's Best Independent Retailer in the Observer Food Awards 2011. Populated with 'Earthings' who are passionate about good food, we'll look particularly at the Earthy Market Cafe.



### FLETCHER'S OF AUCHERMUCHTY Reediehill Farm, Auchtermuchty

John and Nicola Fletcher have more than 38 years experience of raising deer and producing excellent venison on their farm. It has a tiny farm shop, they sell direct from the website and attend farmers' markets. Venison still has good potential for growth in the UK, and there's a supply shortage - find out from the experts. Our host is Vikki Banks who runs the retail side.



### BLACKETYSIDE FARM SHOP & PYO, Leven

(Lunch stop)

This lively farm shop and restaurant has a great reputation for good food. It's a destination - in summer, the nearby seaside calls; in winter, its friendly atmosphere makes it an anytime treat to call into. There's a pick-your-own on site too. Our host is Elaine Todd and family.



### THE BALGOVE LARDER St Andrews

The farm shop, open since September 2010 is developing a strong USP with its excellent home cooking. The cafe is integral with the farm shop, serving a range of own-produced foods such as the ham just coming out of the kitchen pictured left, carried by Louisa Coccis. Our host, Will Docker comes from a food background. Much to see and learn from this farm shop.



### CAIRN O'MHOR

Fruit Wines, East Inchmichael, Errol, Perth

Cairn O'Mhor wines are very good, made from the natural harvest around the farm - berries, leaves and fruits. You'll have a guided tour of the winery, seeing how it's done, and an opportunity for a taste or two - and to buy a bottle or two if you like.

Return to the airport 18:15 approx, city centre 18:45

## Monday evening at the Ghillie Dhu

Join us from around 20.00 at the Ghillie Dhu for a convivial evening with a flavour of Scotland! The Ghillie Dhu - voted Scotland's Best Small Venue - is a pub, restaurant and meeting room in a converted church in Rutland Place, just a short walk (or taxi ride) away from the Premier Inn, Haymarket. Tickets are £25 plus VAT and include food, some drink (there'll be a pay bar too) and live music - just tick the box on the Conference booking form.

Or, if you prefer, enjoy fine Edinburgh cuisine at a variety of restaurants nearby: we'll have a list to help you choose.

**If you are arriving on Monday evening** for the Conference next day please come to the foyer of the Premier Inn, Haymarket between 19.00-21.30 to collect your Welcome pack, and we'll point you in the right direction for the Ghillie Dhu or restaurants.



# WHERE DO YOU WANT TO GO TODAY?

Welcome to the FARM & MORE conference 2012 from FARMA Chairman, Stuart Beare

08.55  
Plenary sessions

## KEYNOTE ADDRESS: Richard Lochhead, Cabinet Secretary for Rural Affairs & Environment



### Getting the road map

**John Stanley and Gareth Jones** explore global and UK retail and food trends. The signs are pointing to 'local' and consumers want to know more about, and even be part of their food supply. John Stanley launches his Retail Futures White Paper at FARM & MORE 2012.



**Scotland Food & Drink Chief Executive, James Whithers**, says the food image of Scotland is fantastic, largely through the rise of artisan producers - but poor diet is at the heart of health issues. Will the deep-fried Mars Bar ever go away?

### Deciding on direction



What do customers think of local food, what do they want? why do they shop at farm shops and farmers' markets? **Claire Tyrrell-Williams** from SPA Future Thinking outlines findings of recent consumer groups carried out for the Local Food Work programme.

10.30

30 minutes for networking and to plan which streams you'll attend over a cup of tea or coffee, water or fruit juice

11.00  
Choose your talks from the streams

## BUSINESS DEVELOPMENT

### Retail is Detail

**Nigel Chandler**, Garsons Farm Shop, and **Gareth Jones**, Lloyds Europa, get into the detail of running a farm retail business. Understanding price-points, setting and achieving target profit margins, reducing waste and more ... bring your questions and comments for discussion.

## FARMERS' MARKETS

### First-timers to old-timers - and getting that £20+ spend!

The first two hours of a farmers' market is the busiest. How do you get the next two hours to work as hard and get everyone to spend more? Panel includes **Douglas Watson**, SAOS; **Sue Thomson**, FARMA; chaired by **Hilary Barker**, Scottish Association of Farmers' Markets.

## FOOD, SERVICE + ADDED VALUE

### Production Kitchen Makeover

**Mark Stevens** from Scobie McIntosh sent a team into Craigie's Farm Shop kitchens to review the way it works, resulting in great insights into laying out a production kitchen for improved efficiency, saving time and money in the process. With **John Sinclair**, Craigie's Farm Deli.

11.45

### Refocus your business

**John Stanley** chairs this session which explores 'what do we sell, and how can it be made more profitable?' as part of his Retail Futures White Paper. With **Edward Garthwaite**, Blacker Hall Farm, Wakefield and **Michael Doyle**, Welbeck Farm Shop, Nottingham who, in different ways, changed their business focus to build profitability and their USP.

### Guerilla marketing and more

**Sarah Milne**, support co-ordinator of the Scottish Farmers' Market Partnership uses 'guerilla marketing' to promote farmers' markets; plus **David Lamb**, from the Scottish Agricultural College on what mystery shopping at Scottish farmers' markets in autumn 2011 revealed - and your ideas please.

### Stoats Oats, & Labelling Regulations

Stoats Oats began with a wish to sell better food - porridge - to music festival audiences, then grew, via farmers' markets, to be a strong brand. **Tony Stone** tells the story. Plus **Stephen Hendry** from the Scottish Food Standards Agency clears up confusion about the new food labelling regulations - they should actually help local sales.

12.30

### It's a steal!

Your profits could be walking out of the door much more often than you think. Did you know that great customer service improves security? A specialist service, 'mystery thieving', exposes weaknesses. With **Jonathan Winchester**, Shopper Anonymous.

### Know your numbers, change your market

**Gareth Jones**, Lloyds Europa, outlines what the 200 Retail Healthchecks carried out for the Big Lottery funded Making Local Food Work programme have achieved. As a body of work, the Healthchecks have provided valuable benchmarks which in turn point to strengths and weaknesses at individual markets. Great insights - not to be missed!

### Success, on many levels

The Loch Arthur Creamery won Best Food Producer in the BBC Food & Farming Awards, 2011. It's not the first accolade for the excellent products which come out of the drive to provide meaningful work for the Loch Arthur Community, part of the Camphill Village Trust at Beeswing, Dumfries. **Barry Graham** explains.

13.00

LUNCH - with networking 'pods' - do join in!

14.10  
Plenary session

## MEETING THE CHALLENGES with Dick Strawbridge, famous for leadership and innovation, for presenting S

14.45  
Choose from the streams

### Social media & business marketing - avoiding the banana skins

They're free and can be effective - but how do you make Facebook, Twitter and blogs work for you? **Alicia Cowan** leads with her top ten tips for using Twitter to build business. You need a very different approach from the usual marketing channels.

### Learnings from an Award-winning market

**Malcolm Veigas** is Assistant Director of Community Services at Bolton Council, responsible for eight services. He talks about strategies that link Bolton Market - winner of Best Food Market in the BBC Food & Farming Awards 2011 - to different communities, using spare resources and a bit of persuasion.

### Fulfilling a niche market

**Bob Wester** introduced wild boar to woodlands at the Gosford Estate, Aberlady, and is struggling to keep up with demand for the meat in the farm shop. **Nuffield Scholar, Marnie Dobson** of Chestnut Meats, Radmore Green Farm, Cheshire has found niche markets for her goat meat.

15.15

### The trust shift

**John Stanley** covers a key aspect of his Retail Futures White Paper in this session.

**CHALLENGE: Farm shops and farmers' markets must retain and improve consumer trust in farm direct sales.**

Consumers are changing. They are becoming more vocal with their expectations of integrity and honest-dealing, whether that's with big business or the local restaurant. They need to trust what you - we - say about farm retailing - and the conversation starts here. FARMA has Certification schemes for the sector, can they deliver what's needed?

COMPLETE JOHN STANLEY'S RETAIL FUTURES WHITE PAPER AT THE FARM & MORE TRADE SHOW

### Thinking outside the box

With the 10th Anniversary of Certified farmers' markets in 2012, how do farmers' markets reconcile commercial pressures to grow with retaining consumer trust and remaining distinctive?

**CHALLENGE: Farmers' markets will increase opportunities for farmers and food producers who are selling their own produce.**

Case studies: Hereford Farmers' Market went weekly, this year, which has resulted in more stallholders coming forward, and more customers.

London Farmers' Markets Ltd is now the largest farmers' market group in the UK - how has it managed growth?

Have chefs really discovered farmers' markets yet?

### Price Sensitivity in Farm Retail

It looks as if UK household incomes will be put under ever greater strain in coming years. Should the farm retail sector tackle its 'expensive' price-tag?

**CHALLENGE: Consumer and media perception is often not based on fact. Quality food is worth every penny.**

With **Ian Byatt**, Moorhouse Farm Shop, Morpeth - this farm shop is not in a wealthy area; **Simon Hirst**, Hinchliffe's Farm Shop, Huddersfield, who's not shy about making price comparisons.

**Gordon Leatherdale**, creator of Wild Trail snacks has also run a chain of farm shops; do farm retailers miss out when talking to suppliers?

16.30

20 minutes for tea & coffee

16.50  
Plenary session

### Where do we go from here?

**Jude Thorne**, CEO of the Ice Organisation, on the benefits of collaboration with a national loyalty card, with **John Sinclair**, who's been using it for years. What does 2012 hold for the sector? Can we hold onto the plot as the economy worsens? What will be this sector's strongest marketing message? **Kath Dalmeny**, Policy Director, Sustain; **Gareth Jones**, Lloyds Europa; **Sally Jackson**, The Pink Pig Farm Shop, Lincolnshire; **David Isgrove**, Moseley Farm Shop, Lincolnshire.

**Closing remarks from author and investigative food journalist, JOANNA BLYTHMAN**

18.30

Conference Closes : The Awards Dinner (pre-booked) will be at the EICC, from 19.45 for a pre-dinner drink. Chan

## nt in the Scottish Government



Richard Lochhead,  
MSP, Cabinet Secretary  
for Rural Affairs &  
Environment, Scottish  
Government.  
The Scottish Government  
has just increased its  
budget for supporting  
local foods and drink.

## Let's put in some landmarks

So we want people to choose farm shops, farmers' markets and PYO. What are we doing to build their trust in the farm retail sector?

Farmers' market Certification is celebrating 10 years in 2012, a quality standard that has stood up to the test. But we need to do more.

**Robin Niven**, Loch Leven's Larder explains why he respects the supermarkets and their standards that underpin quality food production.

**Sally Jackson**, of The Pink Pig farm shop, Lincolnshire and **David Isgrove**, Moseley Farmers' Market, Birmingham talk about standards for farm shops and farmers' markets: customers have to know what we stand for.

*These themes will be explored further during the day. There's more detail about speakers over the page.*

Note that due to circumstances beyond the organisers' control, the conference programme may be subject to change without notice.



## FARM ATTRACTIONS

## Play on the Farm

**Treina Samson**, Muddy Boots Farm Shop, and **Cameron Laird**, Cairnie Fruit Farm, lead the discussion: simple ideas that work: things to bounce, ride, slide and balance on; maize mazes; plus safety, insurance and other issues.  
More at the Trade Show, 1 February.

## What about food at Farm Parks?

Food is an important part of the family day-out but what should the farm park offer? Cheap and cheerful burgers and chips, or something more reflective of the farm and locality? **Neil & Katie Milbourn** talk about food at Walby Farm Park, Cumbria, winner of National Farm Attraction of the Year 2010.

## The Visitor Attraction Assessment

Agility Marketing is a specialist agency working in the Attractions Industry. In 2011 it carried out one of its Visitor Attraction assessments on Tulleys Farm, West Sussex for its Halloween event. Speakers are **Anita Waddell**, managing director, Agility Marketing and **Stuart Beare**, Tulleys Farm.

## MARKETING &amp; SELLING

## Marketing today is broadcasting

Marketing today a breathless mix of website & search engine optimisation, Facebook, Twitter, Google remarketing ... active, not passive, and making millions of connections. Speakers, **Anita Waddell** from Agility Marketing; and **Maria Cotton**, of the specialist markets and events team at Kirklees Council, who has encouraged stallholders to use Twitter to build awareness.

## Celebrate the season

Holidays mean good business for farm shops and farmers' markets provided that themes are well-executed and delivered with enthusiasm. Take your pick of ideas for Easter, summer, Halloween and Christmas from **Stuart Beare**, Tulleys Farm, West Sussex and **Heather Copley**, Farmer Copleys, Pontefract, West Yorkshire.

## Food on-line - it's going places

As a supplement to other retail activities, or stand-alone as a route to market, on-line is coming out of the shadows. **Tod Bulmer** and **Ed Woolley** talk about Northern Harvest, which celebrates 10 years in 2012. What are the benefits and challenges of on-line local foods sales? And what did it take to push sales to over £1 million a year?

## MOVE THOSE NUMBERS!

Benchmarking & more workshop  
Led by **Richard Simkin**, Essington Farm, Wolverhampton.

This workshop gets underneath the numbers in farm retailing. Richard has followed up the guidance given at FARM & MORE 2010 in Telford and has progressively 'moved the numbers' at Essington Fruit Farm. Whether you attended the Telford event or not, you'll find this workshop helps you benchmark your costs and margins against other farm retailers and identify your target areas for action in 2012.

## Please pre-book for this session

This is an active participation session and to benefit from it you must have prepared recent sales and cost-of-sales information, details of salaries and overheads costs such as water, gas and electricity. Participants will be invited to place data on a new, secure website ahead of FARM & MORE 2012. **Gareth Jones** explains more about creating the roadmap for development.

## crapheap Challenge and 'It's not easy being green' - and of course, that wonderful moustache.



## Farm shop + Attraction + ticket price

The Farmer's Cart, York is an Award winning farm shop and cafe, much loved by families. In 2011, the play area - which had been free - was developed to become Piglets Farm Park, with an entry charge. **Edward Sykes**, managing director of The Farmer's Cart, talks about the impact of making the change.

## The Next Big Idea?

How was 2011 for the farm attractions sector and what will 2012 bring?

A new Code of Practice for Open Farms allowing access to animals will be in place from March and some businesses will have made significant changes. Between the squeeze on consumer spending and weather that's all over the place ... what was learned in 2011 and what's new for 2012?

Panel includes:

**Neil & Katie Milbourn**, Walby Farm Park, Cumbria  
**Sally Jackson**, The Pink Pig, Lincolnshire  
**Grant Bell**, East Links Family Park, East Lothian

## The Fife Diet

**Mike Small**, founder of the Fife Diet, talks about the food movement in Fife that aims to get 80% of food from local sources. Now one of the largest local food movements in Europe it's a strong campaign and a model for many more initiatives.

## How to construct and use campaigns

**Kath Dalmeny**, Policy Director at Sustain, is a skilled campaigner on food and sustainability issues. She outlines the essentials for creating a campaign and invites you to consider ideas for the farm retail sector and how the campaign(s) would be made effective. This is an unusual and creative session and a must for anyone charged with making a big impact with little budget.

Love Food Hate Waste: farm retailers should benefit from this excellent concept.

Climate Week (12-18 March 2012) focuses on food - there's great potential to get involved.

Landmark Industry Debate  
Should PYO Farms charge their customers on entry to the field?

PYO is back! The message is great fresh produce, coupled with a few hours of enjoyable outdoors activity. But there are clouds on the horizon: Stealing fruit has become a real problem for PYO farms and has caused many to give up in the face of losing substantial revenue. However some have started to charge customers in the form of a pre-payment on what's finally picked. Is this a route forwards for PYO? Should it become standard practice?

Contributions from **Peter Shaw**, Copas Bros, Buckinghamshire who's been charging for some years; **Sally Bendall**, Hollow Trees Farm Shop, Ipswich, reflects on the experiences of going from free entry to charging for her farm trail.

**CHALLENGE: 'The PYO sector will make pre-payment on entry a standard feature during peak seasons.'**

his farm shop.

s and how should we get them across to our target customers? Panel for your questions and comments with **John Stanley**, Farmers' Market; **Cheryl Cohen**, London Farmers' Markets, **Stuart Beare**, Tulleys Farm; joined by **Joanna Blythman**.



mpagne reception for Awards finalists at 19.30. The evening's guest of honour is **Clarissa Dickson Wright**

# THE 2012 FARMA LOCAL FOOD AWARDS DINNER



**At the Edinburgh International  
Conference Centre (Lomond Suite)**

**Pre-dinner cocktails from 19.45**

**Champagne reception for Awards finalists  
from 19.30**

**Dinner starts 20.00**

We begin with a pre-dinner cocktail, based on Spencerfield Spirits' Edinburgh Gin and Cawston Press Apple & Rhubarb (or a glass of wine if you prefer), in the Strathblane Hall at the EICC.



If you are a FARMA Awards finalists, please join us for a special champagne reception at the EICC to celebrate your achievement.

In the evening, the Lomond Suite transforms into a magical, starlit venue set for a superb three course meal, sourced from Scotland, with a finale of locally produced cheeses.

Following the Awards presentation, in the company of Clarissa Dickson Wright, please take to the floor for a really good time, dancing to The Menu until midnight. Or retire to the Strathblane Hall if you prefer to catch up with friends and continue conversation.



Tickets: £60 per person plus VAT  
Includes wine.

With special thanks to sponsors:



## FARM & MORE TRADE SHOW WEDNESDAY 1 FEBRUARY 2012

**COMPLETE YOUR CONFERENCE WITH THE  
TRADE SHOW - and GET LOTS OF FREE ££!**

Every FARM & MORE conference delegate will receive a voucher for **£25** off their booking for the 2013 FARM & MORE event in Harrogate - TO VALIDATE IT YOU NEED TO ATTEND THE TRADE SHOW - details are on the voucher.

PLUS the JOHN STANLEY RETAIL FUTURES '20/20 VISION' WHITE PAPER will be available as a FREE download - otherwise priced at **£900** - for conference attendees registering at the final two talks at the trade show. Details below.

### PURE INSPIRATION

#### FREE Trade Show Seminars - open to all

Choose one, two or more of these short seminars.  
Numbers will be restricted to room capacity.

#### 10.00-10.20 The Art of Being Brilliant 1:

What stops you being brilliant?  
Introducing the 2%ers  
With Darrell Woodman



#### 11.00-11.45

##### Retail Futures

John Stanley's 20/20 Vision White Paper (1)

- Becoming a show stopper
- Owning the market
- Become a guerilla
- Free marketing
- Join your community



#### 12.50-13.15

##### The Art of Being Brilliant 2:

How to be a 2%er  
With Darrell Woodman



#### 13.45-14.30

##### Retail Futures John Stanley's 20/20 Vision White Paper (2)

Trends - are you keeping up?

- Urban Farming
- Will you 'pop-up' in the future?
- Grab & Go shopping
- Education is critical
- The bricks and clicks future



#### 15.00-15.25

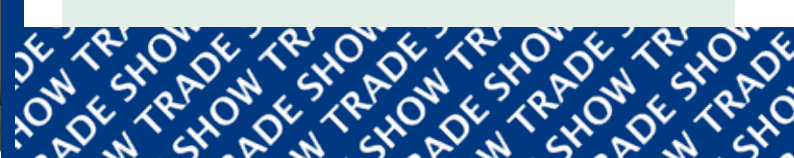
##### The Art of Being Brilliant 3:

What the 2% version of you can achieve.  
Get a HUGG  
With Darrell Woodman



#### FARMA Annual General Meeting

The FARMA Annual General Meeting will take place in the Seminar Room at the FARM & MORE Trade Show (free to attend) from 12 noon on Wednesday 1 February 2012. All FARMA members are warmly invited to attend.



**DON'T  
MISS IT!**

# FARM & MORE TRADE SHOW

WEDNESDAY 1 FEBRUARY 2012

FARM & MORE is a one-stop trade show for farm diversification and food innovation: retail kit - lights, tills, scales and refrigeration; added-value production - cheesemaking and adding a bakery; attractions and ticketing for events, books, toys, speciality food and drinks - and more. Check updates to the exhibitor list at [www.farmandmore.org.uk](http://www.farmandmore.org.uk)

Featuring

## PRODUCERS' VILLAGE

Hosting the exciting start-up businesses that you want to meet - innovative and entrepreneurial, with great foods to help build your retail distinctiveness.

## CHEESE & DELI EXPERIENCE

Get more from your cheese and charcuterie - everything for today's delicatessen counter - plus workshops:



11.30, 13.30 & 14.30

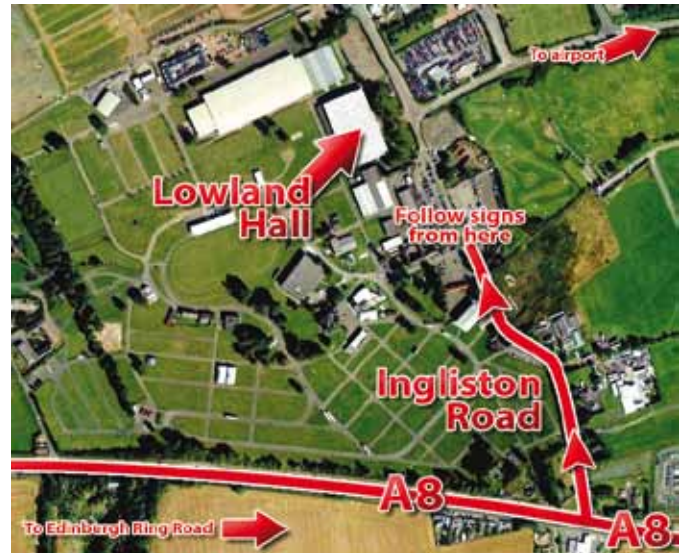
### How to make more profit from your deli

Jeremy Bowen of Paxton & Whitfield has top tips to pass on about cheese display, selling techniques and how you can become a cheese expert.

The FARM & MORE Trade Show is at the Royal Highland Centre, Ingliston Edinburgh EH28 8NB.

in the LOWLAND HALL.

Follow signs to the North Car Park



### Getting to the Trade Show is easy!

The Royal Highland Centre is just off the A8, Glasgow Road, one of the main routes into Edinburgh. It's about six miles from the city centre. Find a map at:

[www.google.com/maps/place/6d3b6](http://www.google.com/maps/place/6d3b6)

There's ample parking for visitors in the North Car Park.

### GETTING A FLIGHT HOME?

Visit the Trade Show - it's on the way to the airport so plan for an afternoon/evening flight if you can. The airport is just alongside the Royal Highland Centre & the Lowland Hall - it's a 10-15 minute walk or short taxi ride.

### NEED A RIDE TO THE TRADE SHOW FROM CITY CENTRE?

We will provide a special shuttle bus service to the Trade Show from outside the Premier Inn, Haymarket from 09.15 on Wednesday morning until 13.00. Otherwise there's a frequent bus service to the Airport from Haymarket station, costing £3.50 single, £6 return.

### Who is exhibiting? So far the list includes:

Agrafreeze t/a Field Fare	Loomis
Anila's Sauces	McKays Ltd
Anthony Rowcliffe	Quay Ingredients
Avery Berkel	Reddipak Ltd
Bookham Cheese	Retail Computer Solutions Ltd
Bookspeed	Scobie McIntosh Ltd
Burtree House Puddings	Shopper Anonymous
Bushel Boxes 'n' Stuff	Speciality Breads
Cawston Press	Spencerfield Spirits - makers of Edinburgh Gin
City Golf	St Andrews Farmhouse Cheese
Country Choice	The Cress Co Ltd
Dalziel Ltd	The Garlic Farm
Digitickets	The Little Creamery from MCE
Dip Nation	Engineering
Equiscene	Tozers Seeds
Farmer Phil's Feeds & Seeds (Wiggly Worms)	Wackysnaps
G7	Watco
Green City	Wessex Mill
Ice Organisation	Wild Trail
Kerry Ingredients	XL Refrigeration
Labelling & Packaging Ltd	... and more booking each day!
Lakeland Computer	
Consultancy Services Ltd	
Link Print	

**FREE TO ATTEND!  
OPEN TO ALL!**  
Pre-register on-line at [www.farmandmore.org.uk](http://www.farmandmore.org.uk)  
Conference delegates automatically registered  
On-the-door entry £15

## Speaker Profiles & Themes

It is a great pleasure to welcome RICHARD LOCHHEAD, MSP, Cabinet Secretary for Rural Affairs and Environment, Scottish Government to deliver the keynote address.



The Scottish Government supports the farmers' market movement with funding for, and participation in, an industry Partnership that includes the Scottish Agricultural Organisation Society (SAOS), Scottish Agricultural College, Scottish Food Quality Certification, the Scottish Association of Farmers' Markets and FARMA - more details below.

In 2012 the Scottish Government plans to increase its spending on food and drink support. It's the only area of government activity to receive an increased budget, recognising the importance attached to the sector which generates £9.5 billion income a year, and employs 360,000 people in Scotland.

MIKE SMALL started THE FIFE DIET at Scotland's largest environmental event, The Big Tent Festival, at the Falkland Estate, Fife in 2007. Between October 2007 and October 2008 the original group of 14 asked people to sign-up to eating food from the region of Fife, for a year, monitor their progress and share their experience. The project has developed from a voluntary network into a funded body and in its development has changed from a small number of people dedicated to eating 'from Fife' for a year, to a much larger network of people trying to re-localise generally and explore what sustainable food might be. And it is replicable elsewhere. The project won Ethical Contribution of the Year, 2009 from the Observer Food Monthly; and a Not Stupid Award in the same year from Friends of the Earth and the World Development Movement.

*'The beauty of the initiative is that it taps into the growing awareness of consumers in the provenance of what they buy - they want to know where their food comes from and supports local business at the same time.'* Roseanna Cunningham, Environment Minister

DICK STRAWBRIDGE is a TV presenter, eco-engineer, ex-army Colonel and proud owner of the best moustache in showbiz. He was persuaded by his family to audition for the first series of Scrapheap Challenge and became the charismatic leader of the Yellow team for that and several more series of the programme. He also runs a smallholding at Newhouse Farm, Cornwall which was featured in the BBC2 TV-series, 'It's not easy being green' from 2006-2009. More recently he was a contestant in Masterchef, which showcased his exceptional skills as a chef. As well as speaking and lecturing on leadership and teamwork, he also runs courses in eco-engineering from Newhouse Farm



JAMES WITHERS joined Scotland Food & Drink as chief executive in autumn 2011; he was previously chief executive of NFU Scotland, a post he held from 2008. On his appointment, the chairman of Scotland Food & Drink, Ray Jones, said Mr Withers was 'one of the most highly regarded and knowledgeable individuals in the Scottish food and drink industry' and he was delighted to be welcoming him to the team. James Withers is an acclaimed speaker - we're delighted to welcome him to the FARM & MORE event.

JOANNA BLYTHMAN is an award-winning investigative journalist, the author of five landmark books on food issues, and one of the most authoritative, influential commentators on the British food chain.

Her writing covers a broad sweep of subjects, encompassing topics as diverse as supermarket domination, the environmental impact of salmon farming, the validity of healthy eating advice, farm animal cloning, and the causes of food price rises and obesity.

Joanna believes that basing your diet on whole, unprocessed food that you cook yourself is the key to a great relationship with food. She is a passionate supporter of independent shops, markets and similar non-supermarket outlets.



Picture left shows Sarah Milne, support co-ordinator of the Scottish Farmers' Market Partnership with Richard Lochhead, Cabinet Secretary for Rural Affairs and Environment in the Scottish Government and Douglas Watson, National Development Officer for the Partnership, at its launch in March 2010. With



£120,000 funding from the Scottish Government over three years, the Partnership is cross-sectoral and aims to develop and grow farmers' markets in Scotland with strategic development work, marketing and communications, and to provide information and advice.

KATH DALMENY is Policy Director of Sustain. Her background is as a food campaigner and consultant to organisations such as the Food Commission, National Consumer Council, National Federation of Women's Institutes, Food Climate Research Network and the London Development Agency. She has a special interest in food, sustainability and climate change - especially how local food systems can help create resilient local economies that reduce their impact on the environment.



### FIND YOUR NICHE ... BOB WEBSTER & MARNIE DOBSON

Gosford Bothy is the result of BOB WEBSTER'S passion and interest in Wild Boar. Bob rented woodland to rear traditional free-range wild boar in a healthy, stress free environment as close to their natural life cycle as possible. The result is Northwood Wild Boar. A collaboration with Wemyss and March Estates who hold the same viewpoint as Bob regarding quality and honesty in food production resulted in the Bothy Farm Shop and its butchery department, reducing food miles to a minimum. Gosford Bothy's slogan is 'when you like to know what you're eating'; Bob is expanding his wild-boar herd to keep up with demand.

MARNIE DOBSON took over Radmore Green Farm with her husband Tim in Spring 2000. During a family holiday in Western Canada in 2004 they were struck by the potential of goats as an alternative, healthy red meat. They now have a large breeding herd of Boer goats whose meat is healthier than chicken. The goats, she says, are inquisitive, clever and a joy to work with. Although goat meat is one of the most widely eaten meats in the world, there's almost no market for it in conventional outlets in the UK. During her recent Nuffield Scholarship Marnie investigated global markets and identified a niche for the meat in the UK which is now developing well.



LOCH ARTHUR is a working Community at Beeswing, near Dumfries in South West Scotland which includes men and women with learning disabilities. There are nine houses in which more than 70 people live, including about twenty-eight people in supported tenancies. There is a farm, a large garden, a creamery, a bakery,

a wood workshop, a weaving workshop and a thriving farm shop - with a new one under construction. The Loch Arthur Community produces superb foods and was voted Best UK Food Producer in the BBC Food & Farming Awards 2011.

## Launching John Stanley's RETAIL FUTURES

### The Vision 20/20 White Paper

THE CHALLENGES AND OPPORTUNITIES  
IN THE DECADE AHEAD

What does the future hold for the independent farm retailer? Pick up any news bulletin and there's doom and gloom and stories that tell of the woes of retailing. As spending was the engine for growth of the UK economy now that consumers are reining in their consumption, retailers are suffering badly in the new economic world order. What is the future for retailers and, more importantly, what is the future for retailing on the farm?

It's a question that has challenged John Stanley over the last few months and now he has written a White Paper, Vision 20/20, on his views of the futures for the farm retailer.

The White Paper is premiered at the FARM & MORE 2012, with sections delivered on Tuesday at the Conference, and on Wednesday at the Trade Show. If you attend the FARM & MORE conference, *and* the sessions at the Trade Show, you will receive a complimentary copy of the E-Report. Otherwise it will be available to download, priced at £900 - details in your delegate pack at the conference.

Don't come to John's sessions - or read the White Paper - expecting to agree with everything he says. Sometimes he'll present an idea to create the debate that is needed on how we develop a future retail strategy.

In the full White Paper, which goes into strategies for farm retailing that will guide your future growth, John predicts that in under ten years time, 40% of farm sales will be virtual and 60% will be on site. Every farmer must have a 'Bricks and Clicks' marketing strategy if they are to have a retail business in the next few years - it's important to know what will, and won't work.

As more transactions go on-line, the salesperson's role will diminish. What sells on-line is information and understanding, leading to confidence - not to mention feedback from satisfied customers.

Consumers are changing their buying habits, and you have to get in-tune with the needs and wants of this new breed. They have access to more information and choices than anyone at any time, ever before. It's a brave new world out there. Join John Stanley on a journey into your future.



## FARMERS' MARKETS MINI-CONFERENCE Monday 30 January from 15.00-17.30 at the Edinburgh International Conference Centre: FREE!

If you're in Edinburgh on Monday afternoon ready for the Conference on Tuesday, join us for a special Mini-conference at the Edinburgh International Conference Centre. Meet representatives of the Scottish Association of Farmers' Markets and other farmers' market organisers from Scotland and round the UK, to exchange news and ideas, problems and solutions; plus workshops to get you thinking about some of the topics covered in Tuesday's Conference. Just £10 plus VAT to attend - do join us if you can.

## Getting to Edinburgh

If you drive, the Premier Inn, Haymarket and other hotels offer limited parking, or there's a Public car park opposite the Hotel at Morrison Link. Charges for 6-24hours: £12.50

Train: the nearest station to the EICC is Haymarket, walkable in five minutes. Waverley main-line station is a short taxi-ride to the EICC.

Flights: there are cheap flights for early booking from Bristol, Birmingham, Exeter, all London airports, Manchester, Nottingham and Southampton. Check websites for details. On arrival in Edinburgh the Airport Shuttle to Haymarket is £3.50 single, £6 return.

## Where to stay in Edinburgh

Lots of hotels to choose from around Haymarket and West End in Edinburgh. The Premier Inn, Morrison Link, Haymarket is closest to the Edinburgh International Conference Centre and if you don't book a three night package (Sunday 29-Tuesday 31 January, £40 per room/£120 for 3 nights) the room rates vary from £54-60 per room (as at 1/12/2011) inc. VAT. Book on-line or call 0870 238 3319.

There is another Premier Inn at Lauriston Place, about 10 minutes walk away with similarly priced rooms. Hotels in the area range from budget to luxury - such as the Sheraton Grand Spa just behind the Conference Centre. Find a link to a list of hotels at [www.farmandmore.org.uk](http://www.farmandmore.org.uk) or call 0845 45 88 420

## FOOD AS PART OF THE FARM ATTRACTION



Neil and Katie Milbourn take food seriously as part of the day out at Walby Farm Park, Crosby on Eden, Carlisle. This is still a working farm though; cattle and sheep for beef and lamb, cereal crops including barley for animal feed. The Farm Park, which opened in 2008, won the Farm Attraction of the Year Award from the National Farm Attractions Network. The Curly Tails Cafe serves

home cooked food from locally sourced ingredients: homemade soups, pasta dishes, home-made burgers, steak pies and casseroles. For Neil and Katie, the food offer is not an incidental it's very much part of the enjoyable day out they want to achieve.

## MOVE THOSE NUMBERS! BENCHMARKING WORKSHOP

Richard Simkin attended the FARM & MORE conference at Telford in January 2010 and was inspired to look afresh at his management at Essington Fruit Farm, Wolverhampton. The business consists of a fruit farm offering PYO, pigs and Hereford suckler herd supplying the butchery in the farm shop, and a busy production kitchen servicing a thriving 80-seater restaurant and creating cakes, pies and preserves for the farm shop. He shares his experiences, and encourages you to compare figures - benchmarking the best performance and analysing what's behind the numbers.



## THE LAST WORD

### What delegates say about FARM & MORE

*'I have just come back from FARM & MORE. In my opinion it is one of the best get togethers of independent retailers during the year. That is why I always go, to spend some time with my top customers but also to learn more about our favourite customer group - farm shops. 2011 was no exception: one of the main thrusts of the conference was the need to embrace social media. How times are changing! One customer who is only just starting to use email came back from the conference talking about twittering and facebooking to drive more customers to his farm shop. The best part of the conference, as always, was the fact that there are loads of retailers together in one place, talking, drinking and dancing until all hours which means that ideas are swapped, people get excited again about what they can do for their business and come back buzzing with ideas.'*

*Yet again, I am on the warpath against gloom-mongers. Sure some farm retailers struggled in the snow last December, but many were reporting excellent figures for January. How timely it was that the government's negative trading figures for October-December came through on my mobile during a seminar from a farm shop owner who had grown her business from nothing to £1.2million in just a year. Nice juxtaposition!'*

- Paul Hargreaves, Cotswold Fayre, delegate at FARM & MORE 2011

# How to book for FARM & MORE 2012

1. Please use this page to work out what you want to book with your partner, family and colleagues
2. Go to [www.farmandmore.org.uk](http://www.farmandmore.org.uk) to book online. There's secure payment by credit or debit card and you'll get an instant receipt. Package and members' discount prices available to FARMA members only. To get members' ticket prices select the 'FARMA members' category: get the code required from 0845 45 88 420
3. If you want more details, have questions, can't book online or want to book and pay for your conference another way (cheque, BACS or you need an invoice/purchase order), please call 0845 45 88 420

**Full price non-package £340 - save over £40 pp!**

**FARMA members only Book the Package\* at £299 per person (ex VAT)**

Package includes a **TOUR** of your choice\*, **CONFERENCE TICKET, AWARDS DINNER & TRADE SHOW** entry.

Monday evening at the Ghillie Dhu is an additional £25 plus VAT pp. Use the planner below to decide who is going on which tour on Monday, and remember to tick who's going attend the Ghillie Dhu on Monday night, and the Benchmarking Workshop on Tuesday.

Name \_\_\_\_\_ \*subject to availability

.....  Fife Tour  Retail Destinations  Inside Farm Retail  Food & Production  Ghillie Dhu  Move Those Numbers

.....  Fife Tour  Retail Destinations  Inside Farm Retail  Food & Production  Ghillie Dhu  Move Those Numbers

.....  Fife Tour  Retail Destinations  Inside Farm Retail  Food & Production  Ghillie Dhu  Move Those Numbers

.....  Fife Tour  Retail Destinations  Inside Farm Retail  Food & Production  Ghillie Dhu  Move Those Numbers

**... and get an accommodation offer - just £120 plus VAT for three nights' stay**

When you book the package you can also book for three nights accommodation (Sunday 29, Monday 30 & Tuesday 31 January 2012) at the Premier Inn, Haymarket at the **special low price of £120 (or £40 per night per room), excluding VAT**. Just put your room requirements on the booking form at [www.farmandmore.org.uk](http://www.farmandmore.org.uk) and we'll do the rest.

NOTE the number of rooms at this price is limited - when they're gone, they're gone - and the package offer closes on 25 January 2012 (but you can still book for the event, and there will still be plenty of hotel options in the area, including the Premier Inn, Haymarket)

## Or book just the bits you want

Use the planner below to decide who is going to what. FARMA members save huge money on ticket prices!

**Please book online** and select the **non-package** section. If you need accommodation, please contact hotels directly, via websites for best prices. There's a link to a comprehensive list at [www.farmandmore.org.uk](http://www.farmandmore.org.uk) or call 0845 45 88 420. All prices ex VAT.

Name	Tours: Monday 30 January 2012 Full, non-member price of tickets shown in brackets					Monday evening	Tuesday 31 January 2012 Full price of tickets shown in brackets			Wednesday 1 February 2012
	Fife Tour	Retail Destinations	Inside Farm Retail	Food & Production	Farmers' Markets mini-conference	Ghillie Dhu	Conference	Move Those Numbers	FARMA Awards Dinner	Trade Show
	£125 (£190)	£125 (£190)	£125 (£190)	£125 (£190)	£10	£25	£155 (£250)	FREE with conf	£60	FREE
	£125 (£190)	£125 (£190)	£125 (£190)	£125 (£190)	£10	£25	£155 (£250)	FREE with conf	£60	FREE
	£125 (£190)	£125 (£190)	£125 (£190)	£125 (£190)	£10	£25	£155 (£250)	FREE with conf	£60	FREE
	£125 (£190)	£125 (£190)	£125 (£190)	£125 (£190)	£10	£25	£155 (£250)	FREE with conf	£60	FREE

**BOOK ONLINE AT**  
[www.farmandmore.org.uk](http://www.farmandmore.org.uk)



**Terms & Conditions:** FARM & MORE is open to all in the farming, farmers' markets, local foods and diversified farming sector. FARMA members benefit from a substantial discount on ticket prices. You can choose to come to all of the event, or just part of it. Packages and prices are available only as quoted. VAT at the appropriate rate must be added to all bookings. Conference delegates are automatically pre-registered for Trade Show entry; others should register for free attendance at [www.farmandmore.org.uk](http://www.farmandmore.org.uk). All information is correct at the time of going to press and subject to change without notice. The organisers reserve the right to refuse to allow attendance.

**CANCELLATIONS POLICY:** refunds less 25% for administration for cancellations received before 7 January 2012. No refunds after that date. You may substitute delegates at any time - please try to advise the organisers of changes: 0845 45 88 420.

FARM & MORE is organised by the National Farmers' Retail & Markets Association Ltd (FARMA) and Lloyds Europa Ltd. The organisers assert their intellectual property rights over the concepts and content of FARM & MORE. Registered address: 12 Southgate Street, Winchester, SO23 9EF