

Farm Shop Workshop

Gaining & Keeping Customers



A workshop for those already running a farm shop or thinking of doing so

Wednesday 26th September 2007, 10.00am to 4.00pm

HFG Farm Shop

Nth Walsham Rd, Beeston St Andrew, Norwich, NR12 7BW

The Farm Shop: a chance to look around the farm shop and facilities with a talk by Judy Taylor, Director of HFG, covering her own experiences of turning this shop into the great success it is today

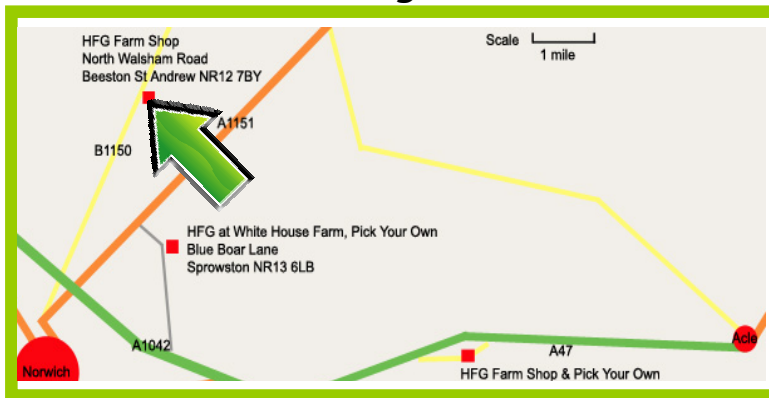
Farm Shop Design & Layout: tips on how to attract customers into your shop, encourage those all important purchases and increase the average spend. (Gareth Jones, FARMA)

Support for Farm Shops: Mike Richardson of EBLEX: an insight into support for distribution, marketing and butchery

How Big is the Market in this Area? Who's buying what in this area - Paul Mayfield of the Food Chain Centre talks on customer buying patterns in this region drawing on extensive market research into food purchasing habits

Adding Value: Recipe development for higher value offerings in your shop (Mike Richardson, EBLEX) and selling fruit & vegetables locally - a real success story; local veg to local schools (Sam Frosdick)

Cost for the Workshop:
£25 per delegate
including lunch



Contact:

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Save me a space.... to secure your place please fill out this form and post it to us with your cheque for £25 per delegate. Please make cheques payable to **Otley College**



NAME.....

FARM/BUSINESS.....

ADDRESS.....

TELEPHONE NO..... EMAIL.....

2nd Delegate Name..... ERfi, South Green Park Enterprise Centre,
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