

Farm Retail Awards - category guidance notes

Large Farm Shop of the Year

This award is for farm shops that have an annual net turnover greater than £1,500,000. These businesses are professional outfits which offer a diverse range of services and products. They are also to demonstrate their commitment to the principles of the FRA by raising, growing, making and baking in house with produce from their farm (where possible) and local suppliers. Large Farm Shops are often seen as figure heads of farm retailing. Each shop will work hard to source from their own farm where possible, as well as using other local suppliers.



2021 Winner Calcott Hall Farm Shop

With the constant turnover of customers, maintaining both these supply chains and the customer experience can be a real challenge. The finalists in this category will be able to demonstrate their ability to balance supply chain integration and customer experience, whilst maintaining high levels of quality and service.

Small Farm Shop of the Year

This award celebrates the best farm retailers whose net turnover excluding VAT is less than £1,500,000 per annum. Small farm shops are often real gems for the local communities they serve, while some are specialist businesses focusing on specific product ranges straight off the farm.



2021 Winner The Farm, Stratford

Small farm shops provide an opportunity for many members of the public to connect with where their food has come from and to be able to buy genuinely sustainable local produce. They are also often a key outlet for small growers and producers, connecting the product with the consumer.

Finalists in this category should have clear messages on farm retailing, championing local suppliers and educating local customers.

Farmers' Market of the Year

Championing the best Real Farmers' Markets in the UK is an important role for the Farm Retail Association. This award will recognise markets which strive to abide by the Core Principles of being a Real Farmers' Market, whilst creating an enjoyable retail experience for its customers.

Farmers Markets' constantly have to reinvent and promote themselves to attract more customers from different backgrounds. We appreciate the

dedication and commitment shown by Farmers Market Organisers in operating a business which encourages sustainable shopping whilst supporting local growers and producers.

The winner of this award will show innovation with regards to the customer experience and how you promote and develop your market, as well as being able to demonstrate a diverse selection of produce.



2021 Winner Hampshire Farmers Market

Farm Café/Restaurant of the Year



2021 Winner Nourish at The Farm, Stratford

that offers a warm welcome within pleasant surroundings. Finalists in this category will not only produce lovely food, but will ensure it is prepared and served by passionate and knowledgeable staff.

It can be challenging to maintain the ethos of farm retailing whilst running a commercially successful cafe or restaurant. We applaud all farm retailers who are able to balance provenance with profit. With this award we celebrate the successes of your endeavours, whilst recognising the hard work and dedication required to make a sustainable catering offering thrive.

We are looking for menus packed with sustenance and locally produced food, provided by a venue

Rising Star/Newcomer of the Year

The Farm Retail industry can be a daunting and challenging environment, especially for newcomers! This award allows us to recognise new farm retailers who are navigating their way through the first 3 years of business. Submissions are welcomed from farm shops or farmers markets' who have been in operation for 36 months or less.

Tell us about the obstacles you have encountered and hurdles you have climbed, alongside your proudest moments and biggest successes so far. The FRA is proud to be able to help guide new businesses, and would like to celebrate the hard work you put in to bring your business to life.



2021 Winner Yolk Farm

Finalists in this category should be able to demonstrate a clear growth plan and share their ambitions and targets for the future.

PYO of the Year



2021 Winner Cammas Hall Farm

Pick Your Own farms are a wonderful cornerstone to British farming, giving the public a chance to select the fruit, vegetable and flowers straight from the field. This award recognises excellence in PYO and the judges will be looking for an economical and environmental balance of great service, excellence in crop management, and innovation.

Understanding and meeting the needs of your customers is the blue-print for great retailing, delivering this in a 'fresh from the farm' environment is challenging. We are looking for the

business with a clear and successful PYO model who are planning for the future and leading the way in this diverse sector, and a PYO that truly connects their fresh produce with their customer.



Kindly sponsored by...



Supplier Member of the Year (includes Associate and Producer/Maker members)



2021 Winner Appetite Me

We recognise the valuable role that suppliers and producers play in the success of a farm retail business. The FRA is proud to have a strong selection of associate and producer members, made up of companies who supply products and services to our members, and proudly share our values.

This award recognises supplier members who go out of their way to help support FRA members and in doing so help bring business success to all. Finalists in this category may have gone above and beyond for a customer,

may have developed a product or service that specifically benefits farm retailers, or may be committed to sustainable and ethical business practices.

Perhaps you encourage your staff to buy their lunch from a farm shop near you?! Or maybe you offer vouchers for a local farm shop to your staff as an incentive reward. There are many ways in which supplier members offer their support to the farm retail industry, and we welcome submissions from all.