

PROFIT WITH PURPOSE LET'S GROW WITH INTEGRITY

FARM RETAIL ASSOCIATION CONFERENCE AND AWARDS 2025

11 – 13 March | The Eastside Rooms, Birmingham

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A warm welcome to the Farm Retail Association Conference! This past year has been one of significant progress and transformation for our organisation as we've proudly unveiled our new brand identity, reflecting our modern and dynamic approach to supporting farm retailers.

We've significantly amplified our lobbying efforts, securing valuable PR coverage and directly consulting with government on critical issues like business rates and IHT reforms, especially in light of the post-October Budget stressors. Building strong partnerships has been paramount, with productive liaisons established and strengthened with organisations like the National Craft Butchers, Craft Bakers Association, Speciality Fine Food Fair, Farm Shop and Deli Show, Fine Food Digest, Speciality Fine Food Magazine, British Independent Retail Association, Plunkett Foundation, and the IRC.

Our engagement with you, our members, has been a priority. We've hosted numerous in-person and online events, fostering valuable connections and knowledge sharing. To enhance communication, we've launched a dedicated WhatsApp group and a new consumer-facing magazine, Life and Soil, showcasing the best of farm retail.

We've refreshed and expanded our member benefits, relaunched the Real Farmers Market accreditation scheme, and improved networking opportunities and support specifically for farmers markets. Finally, we've proudly collaborated with Riverford Organic on their important Farmwashing campaign. I look forward to a productive and engaging conference and can't wait to catch up with you all.

All best,
Emma Mosey
FRA Chair

AGENDA

Tuesday 11 March

AGM

The Eastside Rooms, Birmingham | 4.30pm

Join us to review progress, shape the future, and make your voice heard for your association.

Welcome Evening

The Eastside Rooms, Birmingham | 7pm - late

Join us for a lively and informal networking dinner, a great way to catch up with existing and meet new friends in a relaxed setting, with a Peaky Blinders theme.



Wednesday 12 March

Farm Retail Tours

Depart The Eastside Rooms, Birmingham, from 7.30am

Join us on a tour of some of the best retailers in the area, going behind the scenes and getting an inside perspective from your peers.

Tour 1: Inspirational Foodie Tour of Birmingham, Slow Food Birmingham

Tour 2: Butchery Deep Dive at Essington Farm

Tour 3: Battlefield 1403 & Canalside Farm

Tour 4: Ludlow Farm Shop & Fordhall Organic Farm



Farm Retail Awards Gala Dinner

The Eastside Rooms, Birmingham | 7pm drinks reception, 7.30pm dinner - late

Join us to celebrate the best in the business, as the winners of the 2025 Farm Retail Awards are announced, with a drinks reception and three course dinner.

Thursday 13 March

Conference and Trade Show

The Eastside Rooms, Birmingham | 8.30am – 5pm

A full-day conference with a range of inspirational speakers and informative workshops, a trade show featuring leading partner organisations, and new for 2025, our Mini Farmers Market.



**Tour 1: Inspirational Foodie
Tour of Birmingham,
Slow Food Birmingham**

A City of a 1000 Cuisines

Slow Food Birmingham is hosting a food tour led by Chair Jayne Bradley, exploring the city's rich multicultural food scene. Slow Food Birmingham aims to champion local producers and food businesses and support the local economy and local people by providing a fresher, tastier and more sustainable alternative to the carbon intensive supply chains of major supermarkets.

The tour begins in Digbeth, Birmingham's historic food hub, with a visit to The Old Crown, the city's oldest pub (1368), located next to The Custard Factory, where Alfred Bird invented custard powder. Digbeth, home to the Irish Quarter and the UK's largest St. Patrick's Day Parade, was the first stop for many immigrant communities.

The tour continues to the Indoor Food Market, operating since 1166, where visitors will sample oysters at Pearce's Seafood Bar.

Next, in Chinatown, guests will enjoy Dim Sum at Chung Ying before heading to the Taj Mahal Restaurant for an iconic Birmingham Balti. Created in the 1970s, the Balti helped establish Birmingham as a major culinary destination.

**Tour 2: Butchery Deep Dive
at Essington Farm**

Essington Farm

Essington Farm, run by Will and Penny Simkin with Will's parents, evolved from a 1970s PYO soft fruit farm into a thriving retail business. The butchery launched in 2007 transformed operations, expanding meat production and processing. Today, the butchery processes cattle, lambs, pigs, and chicken, selling high-quality, locally sourced meat. A dedicated team of butchers and counter staff ensure integrity, quality, and excellent customer service. The farm won MTJ Butchers Shop of the Year awards in 2019 and 2023. Essington Farm also features a farm shop, restaurant, PYO, and plant nursery.

Join us for an in depth, all day visit to the award-winning butchery and deli at Essington Farm. The day includes a welcome and introduction to Essington Farm, its history and why the butchery is such an integral part of the business. This will be followed by a guided tour of the farm shop, butchery, deli and farm.

Following this, Colin Faraday from Dalziel will be demonstrating new added value products and Duncan Syme will be talking about butchery sales data, trends and data analysis. The day will include a meat-based buffet lunch and will conclude with an informal chat / social.

**Tour 3: Battlefield 1403
& Canalside Farm**

Battlefield 1403

Battlefield 1403, three miles north of Shrewsbury, is part of the Albrighton Estate. Historically significant, it borders the edge of the battlefield where King Henry IV and his son defeated Henry (Harry Hotspur) Percy.

In 2008, the redundant red brick agricultural buildings surrounding a courtyard at Battlefield Farm were transformed into a farm shop, butchery, deli, café, and battle exhibition. Now a popular visitor attraction, it features a Bird of Prey Centre, Ride-on Tractor Barn, play area, nature walk, and the seasonal Tack Room coffee and ice cream kiosk.

Canalside Farm

Canalside Farm is a family-run farm in Great Haywood. Since 1983, they've supplied fruit, vegetables, and plants directly to businesses across the region, and locally from their Farm Shop—one of Staffordshire's first! They've extended their Farm Shop, built a new Café, developed a Pick Your Own experience, established a seasonal Plant Centre in their main glasshouse, and created a programme of educational events for the whole family to enjoy.

Brothers Geoff & Doug Barton will be taking you on a tour of the Farm Shop, Bakery, Butchery, Deli, Café and Farm.

**Tour 4: Ludlow Farm Shop
& Fordhall Organic Farm**

Ludlow Farmshop

Ludlow Farmshop, located two miles from the beautiful town of Ludlow, is where farming, passion for great food and retail come together to create an award-winning experience. The farm traditionally rears Limousin cross beef cattle along with Shropshire lamb, both of which are used across the farm shop site in the butchery and restaurants. 80% of the food sold at Ludlow Farmshop comes from Shropshire and its surrounding counties and over half of the site's food is made in the production units that surround the shop floor.

A behind-the-scenes look at the production units in the Farm Shop.

Fordhall Farm

England's first community owned farm, Fordhall Organic Farm is located in North Shropshire. The farm was saved from eviction back in 2006 by over 8000 'landlords' nationwide and globally, each having a non-profit share of the farm and an impact on the direction of the farm.

See the areas of diversification on the farm and tour behind the scenes of their onsite butchery, bakery and farm shop. They also have a successful catering division which you may have seen across the country at stadiums and festivals. Spend time looking around their operations and see a couple of their units up close.



Overall Awards Sponsor



Awards Drinks Reception Sponsor



Awards Table Wine Sponsor



Hosted by food and drink broadcaster and champion, Nigel Barden, a fantastic evening celebrating the best in our industry, with a drinks reception and three course dinner. Congratulations to all our finalists.

Associate Member of the Year

Recognising companies that provide quality products, services and support valuable to our industry.

- Cotswold Fayre
- Cress Co
- Hortifeeds

Rising Star Award

Celebrating new businesses or those who have launched a new development in the past three years.

- River Cottage Kitchen & Store
- The Farm Table at Darts Farm



Farm Shop Butchery of the Year

Helping to form the core of many Farm Shops, this award celebrates the creativity and passion behind Farm Shop butcheries.

- Denstone Hall Farm Shop & Café
- Fordhall Farm Shop
- Millets Farm Butchers



Farm Café/Restaurant of the Year

Recognising those offering fantastic local food and service, strengthening the connection to the farm retailer's story.

- Millets Farm Centre
- The Farm Table at Darts Farm
- Harley Cafe at Welbeck Farm Shop

Pick Your Own of the Year

Celebrating PYO Farms that connect customers to the land, providing enjoyment and education of fresh, locally grown produce.

- Craigies Farm Ltd
- Garson Farm
- Manor Farm Fruits

Farmers Market of the Year

Honouring Farmers Markets for providing a vital local route for farmers and producers to market their produce.

- Hall Place Bexley Farmers Market run by M Farmers Market
- Lenham Country Market run by M Farmers Market



Small Farm Shop of the Year

Celebrating small Farm Shops that champion local products and suppliers, serving as invaluable assets to their communities.

- Ardross Farm Shop
- Castle Farm, Kent
- Fordhall Farm Shop



Large Farm Shop of the Year

Recognising large Farm Shops who showcase real local food, support local economies and foster a deeper connection to food.

- Cannon Hall Farm Shop
- Darts Farm
- Welbeck Farm Shop



Lifetime Achievement Award

The Lifetime Achievement Award celebrates individuals whose dedication, passion, and contribution to our industry have left a lasting impact. This prestigious award honors those who help shape the future of farm retail and inspire others in our industry.



CONFERENCE AND TRADE SHOW | THURSDAY 13 MARCH

	KEYNOTE THEATRE	WORKSHOP 1
0830	OPEN Trade Show & Refreshments	
0850 - 0905	Welcome Emma Mosey, FRA Chair & Nigel Barden, Conference Host	
0905 - 1005	Putting People, Purpose and Planet before Profit Paul Hargreaves, Cotswold Fayre	How to Increase Revenue through Events Ben Loughrey, Over Farm, Ted Newton, Farmer Copleys and Jonathan Lukies, Cammas Hall Farm
1015 - 1115	The Future of Food and Rural Retail in the UK Panel: George Eustice, Former Secretary of State for Environment, Food and Rural Affairs 2020-22, Andrew Goodacre, CEO of British Independent Retailer Association, Phil Bennion, former MEP for West Midlands, current VP of Bureau of Liberal International, chaired by Nigel Barden, food and drink broadcaster and champion	Maximising Profits with Retail Flow and Merchandising Andrew Burton, Pleydell Smithyman, and Judy Roberts, Right Product Right Place
1115 - 1145	Trade Show & Refreshments	
1145 - 1245	Building a Successful and Ethical Farm Retail Business Guy Singh-Watson, founder of Riverfood Organic	Lean Awareness: How you can put theory into action to increase profits Marc Jordan, Lean Management
1245 - 1345	Trade Show & Lunch	
1345 - 1445	What Can We Learn from Bigger Retail? Panel: Jen Price, Director of Insight and Customer Services at Morrisons, Rob Hainsworth, Head of Change at Sainsburys, Matt Baxter, Head of Transformation at Sainsburys, chaired by Michael Lane, Editor of Fine Food Digest Magazine	Butchery Panel: Making Ends Meet with Ends Meat – Focus on Profitability Stuart Bennett, Charnwood Food Safety, Eleanor O'Brien, National Craft Butchers, Simon Taylor (MB.Inst.M), Surrey Hills Butchers
1445 - 1515	Trade Show & Refreshments	
1515 - 1615	From Farm to Fame: Building a Brand with Purpose and Resilience Wilfred Emmanuel-Jones, The Black Farmer	No Session
1700	Conference Closes	

WORKSHOP 2	WORKSHOP 3	
OPEN Trade Show & Refreshments		0830
Welcome Emma Mosey, FRA Chair & Nigel Barden, Conference Host		0850 - 0905
Planning a New, or Extending your Existing, Farm Shop Chris Primett, Malcolm Scott Consultants, and Edward Berry, The Flying Fork, chaired by Salim Sajid, Advantage Buying	Breadwinning: How To Make Production Kitchen Profits Without Compromising on Quality John Foster, National President of Craft Bakers Association, and David Mitchell, Rumwell Farm Shop	0905 - 1005
How to Improve your Social Media Marketing David Porter, Surge Marketing	What is A Real Farmers Market? – Accreditation and Beyond Carmelo Troccoli & Richard McCarthy, World Farmers Market Coalition, chaired by Henrietta Green	1015 - 1115
Trade Show & Refreshments		1115 - 1145
How To Build A Dream Team Kevin Taylor-Murphy, Employment Law Solutions	How to Develop a Brand Jess Kaye, Chilli	1145 - 1245
Trade Show & Lunch		1245 - 1345
Exposing the Invisible: Uncovering Hidden Risks to Your Farm Shop Darran Lindley and Michael Boyle, Fresh Retail	How to Run a Farmers Market David Isgrove, Moseley Farmers' Market, with Nigel Barden	1345 - 1445
Trade Show & Refreshments		1445 - 1515
No Session	No Session	1515 - 1615
Conference Closes		1700

*Schedule subject to change.

KEYNOTE THEATRE

Putting People, Purpose and Planet before Profit | 0905 - 1005

- Paul Hargreaves, Cotswold Fayre

Through stories from his own and other businesses, Paul will show that companies which have a clear purpose in the world ahead of making money, are the more successful businesses in these challenging times. Not only do they create more fulfilment and happiness for the people working there and the owners, but they are often making more profit too.

Paul Hargreaves is one of the leading voices in the UK encouraging and inspiring businesses to make a positive impact on the world.

Paul's main role is as CEO of Cotswold Fayre, a speciality food and drink wholesale business supplying over 2,000 retail, mainly rural sites in the UK. The company diversified in June 2021 by opening Flourish, its first foodhall, restaurant and home and lifestyle store and opened a second store in Nov 2024.



The Future of Food and Rural Retail in the UK | 1015 - 1115

- PANEL
- George Eustice, Former Secretary of State for Environment, Food and Rural Affairs 2020-22
 - Andrew Goodacre, CEO of British Independent Retailer Association
 - Phil Bennion, former MEP for West Midlands, current VP of Bureau of Liberal International



- CHAIR
- Nigel Barden, food and drink broadcaster and champion

Rural retailers and farmers face significant challenges and opportunities in the modern world. This panel will explore the key trends shaping the industry, and discuss how to protect and preserve food culture in the UK. Join us as we delve into the future of food and rural retail explore the opportunities and challenges that lie ahead. George Eustice was a Minister in Defra for nine years including almost three years in Cabinet as the Secretary of State. Since leaving politics he has formed his own consultancy business, Penbroath, which specialises in environment and agri-food policy and regulatory affairs.

Andrew Goodacre has been the CEO of Bira since 2018 and is passionate about working with the high street and supporting small businesses. Since taking up the role, has been integral in pushing forward independent retailers and showcasing that they're a vital part of life and the economy within local communities.

Phillip Bennion is an arable farmer from Staffordshire with diversifications in accommodation and renewables. He is a current District and former County Councillor with a strong interest in the broad aspects of the rural economy. He is also currently Vice President on the Bureau of Liberal International.

Nigel Barden is a food and drink broadcaster and champion, with over 30 years of foodie knowledge, experience and tastings under his scrawny belt.

Building a Successful and Ethical Farm Retail Business | 1145 - 1245

- Guy Singh-Watson, founder of Riverfood Organic

This keynote is a must-hear for anyone interested in ethical business, sustainable growth, and visionary leadership. Guy Singh-Watson, the passionate and outspoken founder of organic veg box company, Riverford, will share the knowledge and insights he has accumulated over the last three decades on authentic leadership rooted in integrity and purpose. As a pioneer in organic farming and a champion of Employee Ownership (EO), Guy will discuss how placing people and planet over profit has shaped Riverford's journey. He will delve into Riverford's sustainability achievements and dedication to reducing its carbon footprint, as well as offering a candid look at the challenges of growth and maintaining values in the face of expansion. Drawing from his personal experience, Guy will also reflect on the importance of building a motivated and committed team and the wisdom required to know when it's time for a founder to step aside.



What Can We Learn from Bigger Retail? | 1345 - 1445

- PANEL
- Jen Price, Director of Insight and Customer Services at Morrisons
 - Rob Hainsworth, Head of Change at Sainsburys
 - Matt Baxter, Head of Transformation at Sainsburys

- CHAIR
- Michael Lane, Editor of Fine Food Digest Magazine

What can farm retailers learn from the larger multiples about running successful food businesses? Join us for a panel discussion with Sainsbury's and Morrisons, chaired by Michael Lane, editor of Fine Food Digest Magazine. Our experts will discuss customer experience, product range, pricing, digital transformation, and sustainability. Don't miss this opportunity to gain valuable insights and elevate your farm retail business.

Jen is a self-confessed geek when it comes to understanding customers, and she loves using customer insights to drive action to improve the shopping trip for customers at Morrisons. Clearly, we try to get things right for customers, but when things do go wrong it's really important that we do our best to win that customer's trust back and, importantly, resolve the issue so that it doesn't impact more customers.

Rob has worked for Sainsbury's for over 16 years, starting in a number of store roles, including being a store manager for a few years. For the last 6 years or so he has worked out of store support centres, particularly Sainsbury's head office in London. In that time he's worked on, and led teams across, a number of large tech projects, change and transformation initiatives.

Matt Baxter has worked for Sainsbury's for over 30 years having started in stores with a number of roles leading to store managers and then Convenience Area Manager for a combined 20 years. He has spent the last 4 years in central roles including leading the National Field Team for our Bakery and Food Service specialists and then more recently as Head of Transformation leading projects on store simplification and the future of some of our more complex in store propositions and operations.

Michael is the editor of Fine Food Digest, a magazine for the independent food retail trade published by the Guild of Fine Food.



From Farm to Fame: Building a Brand with Purpose and Resilience | 1515 -1615

- Wilfred Emmanuel-Jones, The Black Farmer

In this keynote, Wilfred Emmanuel-Jones, The Black Farmer, will explore the power of resilience, innovation, and diversity in the world of British food and farming. Sharing his inspiring journey from humble beginnings to creating a multi-award-winning brand, Wilfred will discuss how staying true to your roots and embracing your unique identity can drive business success. He will also offer insights into building a brand with a strong social conscience, navigating challenges, and creating opportunities in a competitive industry. Whether you're an entrepreneur, retailer, or food enthusiast, Wilfred's talk will provide valuable takeaways for anyone looking to make a meaningful impact.

Wilfred is an entrepreneur, farmer, and passionate advocate for diversity in British food and farming. Originally from Jamaica, Wilfred arrived in the UK as a child and grew up in inner-city Birmingham. He fulfilled his dream of owning a farm in Devon, which led to the creation of his brand The Black Farmer. He uses his platform to inspire others through public speaking, writing, and mentoring.



WORKSHOPS

How to Increase Revenue through Events

0905 - 1005 | Workshop 1

- Ben Loughrey, Over Farm
- Ted Newton, Farmer Copleys
- Jonathan Lukies, Cammas Hall Farm

Join us to hear our discussion on how to boost revenue through events in this session. We'll explore ways to attract visitors, create memorable experiences, and leverage farm activities for extra income - helping you turn your farm into a thriving hub for events and activities.

Over Farm has recently diversified and grown all areas of the business, with Ben overseeing the retail operation as well at the farm park, events and wedding barn. Family is at the core of Over Farm, Ben works closely with his cousin, brother and a great team, offering a fantastic experience to their customers.

Farmer Copleys is a family run farm shop, Moo Café, function space and events centre based in West Yorkshire. The Copley family has been farming for over 140 years with the aim to showcase British agriculture to their community whilst also getting people engaged with the countryside.

Located in the beautiful Essex countryside, Cammas Hall is one of the UK's leading PYO farms. In recent years they have expanded their offering to include a maize maze, footgolf, play area, café and farm shop, as well as hosting a wide variety of events throughout the year including beer festivals, craft fairs, children's shows, workshops and firework displays.



Planning a New, or Extending your Existing, Farm Shop

0905 - 1005 | Workshop 2

- Chris Primett, Malcolm Scott Consultants
- Edward Berry, The Flying Fork
- Chaired by Salim Sajid, Advantage Buying

With two experts from complementary sectors, this will be an opportunity to delve into some of the more important elements of farm retail as a way to diversify. From assessment of the existing business and seeing how moving in a new business direction would affect you to the realities of diversification to farm shop or extension. Discussion will include size and scope, planning and its challenges and processes, design for the proposed shop, development cost estimates, business plans, opportunities, effects on business and life, finance, staffing, responsibility and accountability, operations, measures and evolving a strategy.

Come with your questions for our experts.

Chris Primett has been a Director of Malcolm Scott Consultants Ltd based in Worcester for 28 years, is a qualified Chartered Town Planner, Member of the Royal Town Planning Institute and trained as a cost and management accountant.

Edward Berry operates the Flying Fork, an advisory service for independent food retailers, farm shops and delis and food producers, which was awarded FRA Supplier of the Year 2022, and has been Managing Director of the Ludlow Food Centre, and Chief Operating Officer of Newby Teas.

Salim is a former director of Blooms of Bressingham and Rosebourne Garden Centres and developed award winning restaurants and food halls with multiple sites and sales in excess of £10m p.a. He now runs a cost advice consultancy helping businesses improve their profitability.



Breadwinning: How To Make Production Kitchen Profits Without Compromising on Quality

0905 - 1005 | Workshop 3

- John Foster, National President of Craft Bakers Association
- David Mitchell, Rumwell Farm Shop

With David Mitchell from Rumwell Farm Shop addressing the importance of accurate costings to achieve correct margins that result in profitability, John will address maintaining quality, particularly when upscaling. John will ask what we mean by quality, communicating food information, preserving skills within the business with a few tips and tricks he's learned over the years.

John is National President of the UK Craft Bakers Association and has been Managing Director of Fosters Bakery, Barnsley, since 1990. With his cousins, John evolved the bakery from retail and catering into a BRC Global Food Accredited wholesale bakery with customers world-wide. In his career, he's chaired government initiatives around the food industry and employment. He appears often on regional TV and starred in the BBC TV series Victorian Bakers. In the 1990s he wrote for British Baker and won 5 baking industry awards.

Rumwell Farm Shop is a multi-award-winning, independent, family-run farm shop, owned by David and his wife, Anne, and family. The venture started as a simple potato store with the couple selling potatoes and eggs from their farm, and they have since steered, developed and grown the farm shop into the thriving and successful enterprise it is today. David is also a Chartered Accountant and senior partner of Mitchells Chartered Accountants, which is a specialist agricultural practice that acts for over 500 farming clients.



Maximising Profits with Retail Flow and Merchandising

1015 - 1115 | Workshop 1

- Andrew Burton, Pleydell Smithyman
- Judy Roberts, Right Product Right Place

Discover some practical ideas and gain insights about customer behaviour in retail environments that will nett you more sales and profit from your stock. Learn how to make the most of every customer that comes through your doors – whether they are regular or occasional visitors – using product planning, layout and display techniques. Hone your store layout to increase dwell time, basket size, profitability, and, most importantly, customer satisfaction, so they keep coming back!

Andrew is an Associate Director within Pleydell Smithyman Limited, and he specialises in farm shop and garden centre business strategy and development. He provides site development, commercial and operational support to clients throughout the UK, with over 30 years management experience in retail and leisure sectors.

Judy runs her own retail merchandising consultancy RightProductRightPlace, and has spent her career in food and catering businesses, working for more than 15 years specifically in merchandising and product sourcing. Her approach is to help producers, caterers, and retailers to make the most of their products and spaces by giving them a practical and realistic strategy that will ensure their customers buy more of the things they really want to sell.



WORKSHOPS

How to Improve your Social Media Marketing

1015 - 1115 | Workshop 2

- David Porter, Surge Marketing

This workshop will cover how to make the most of your social media strategy. From knowing which platforms suit your business based on your target audience, to creating engaging content and targeting new customers with ads.

With over a decade of experience in digital marketing, David has helped brands all over the world improve their online presence. Specialising in marketing for attractions, professional services and engineering firms, David and his team have a wealth of experience in helping brands succeed.

A creative digital partner helping brands scale their business with the right digital solution. Surge supports clients with a range of services, covering creative services, website & software development and digital marketing services including social media, Google Ads and SEO. Their ethos is simple, provide the right digital solution at the right time for your business.



What is A Real Farmers Market? – Accreditation and Beyond

1015 - 1115 | Workshop 3

- Carmelo Troccoli & Richard McCarthy, World Farmers Market Coalition
- Chaired by Henrietta Green

What is a farmers market? What are the expectations from shoppers and how do we meet them? Learn different strategies to assure that farmers — and only farmers — sell the fruits of their labour directly to consumers in an organised manner beneath the tents and umbrellas of farmers markets. In the wider marketplace, shoppers choose farmers markets because they are looking for food and food relations they can trust. How do we fulfil this trust? Which rules and what measures can be taken to guarantee the authenticity of a product? From the Participatory Guarantee System to farmer association models to individual market verification systems, there are measures that can be taken that work — from light to heavy. Learn from the world of farmers markets via the Director General of the World Farmers Markets Coalition, Carmelo Troccoli and President, Richard McCarthy.

The WorldFMC is a membership association with members in over 70 countries, that envisions farmers markets as pivotal commercial and civic interventions to transform local food systems, improve options for farmers (and in particular women and youth), and provide a pathway to regain food sovereignty for local territories.

Award-winning food writer, broadcaster, journalist & consultant, Henrietta’s career highlights include successful campaigns to launch Farmers Markets in the UK and the formation of NAFM, a consumer market at Borough Market, CherryAid to save the British cherry and an annual FoodLovers Fair in London’s Covent Garden. Her trailblazing FoodLovers Guide to Britain set the standards for the best of British producers and her more recent Henrietta Green’s Farmers Market Cookbook showcases our produce and how best to cook it!



Lean Awareness: How you can put theory into action to increase profits

1145 - 1245 | Workshop 1

- Marc Jordan, Lean Management

A whistle-stop look at Lean principles and practical applications that can improve your bottom line. The focus will be on Lean Leadership to help you lead with a Lean Mindset, and explore the key Tools and Techniques that you can apply to help banish waste and increase value in your business. The aim is to help you lead your team towards continuous improvement and operational excellence. Be prepared for some learning by doing!

Marc has a wealth of experience in change management with a successful background, and a passion, for turning Operational Excellence theory into everyday practice. He has an impressive track-record of achievement from working in Managing and Operational Director roles internationally, and across various business sectors. Marc has a collegiate approach and his success has come from introducing lean methodologies and operational best practices, and just as importantly, through developing people. Marc is a multi-award winner having received recognition for Business Impact, Transformation and Excellence both on the continent and here in the UK



How To Build A Dream Team

1145 - 1245 | Workshop 2

- Kevin Taylor-Murphy, Employment Law Solutions

A Dream Team, why you want one and how to get one! What's the difference between good performance and exceptional results? Between meeting targets and smashing records? Often, it comes down to having a dream team – that rare group of individuals who elevate each other and consistently deliver.

In this presentation, we'll explore why dream teams are the secret weapon of successful organisations and, more importantly, how to build one. You'll discover the critical elements that transform a collection of talented individuals into an unstoppable force with simple and effective steps to implement.

Drawing from real-world examples we'll review the different ways of assembling, nurturing, and leading a dream team.

Kevin Taylor-Murphy is an employment lawyer and director at Employment Law Solutions. Drawing on over 10 years of experience in employment law, he provides expert counsel to both business owner and managers on matters ranging from contract and policies to workplace disputes to unfair dismissal claims. He earned his law degree from the University of Lancaster and completed his Legal Practice Course at BPP Law School.



WORKSHOPS

How to Develop a Brand

1145 - 1245 | Workshop 3

- Jess Kaye, Chilli

The importance of branding is talked about everywhere, but what is it, really? Why IS it so important? And vitally – how do you build a successful brand that lasts? Join Jess from CHILLI in this hour-long workshop to demystify and explore the power of building your own brand.

Using familiar food & drink brands and the FRA rebrand as an example, Jess will share insight, tips and tools to help you gain confidence in the world of strategy, branding and identity. Come & learn how you can apply the theory to your own branding challenge and see how doing it well can grow your reputation and customer base.

CHILLI is a specialist food branding and packaging design agency.

We are experts in strategy and visual identity. Our work is based on real world insight, bringing the brand experience to life across the whole customer journey.



Butchery Panel: Making Ends Meet with Ends Meat – Focus on Profitability

1345 - 1445 | Workshop 1

- Stuart Bennett, Charnwood Food Safety
- Eleanor O'Brien, National Craft Butchers
- Simon Taylor (MB.Inst.M), Surrey Hills Butchers

Join us for an insightful discussion on how to unlock new revenue streams in your butchery business. We will explore emerging trends in Offal, Charcuterie, and Ready Meals, focusing on safe and effective integration into your operations. Gain valuable insights from industry experts, including the National Craft Butchers (NCB), a Master Butcher, and Food Hygiene Specialist Stuart Bennett.

This session will delve into practical strategies for achieving benchmarked profit margins, reducing wastage, and driving product development. We'll also provide guidance on navigating food safety regulations, ensuring that your investments align with Environmental Health Officer (EHO) expectations. Additionally, we will touch on regulatory differences across devolved nations to help you stay compliant wherever you operate in the UK.

Don't miss this opportunity to gain actionable knowledge and take your butchery business to the next level!

Stuart Bennett is the senior consultant at Charnwood Food Safety Limited, and with 30 years' experience in food manufacturing, hospitality and retail sectors he has extensive knowledge of all aspects of food safety.

Eleanor is Managing Director of NCB, with extensive experience in communications, commerciality, and operational management, having previously worked in the retail and hospitality industry for over 13 years.

Simon's passion for the butchery industry started at the age of thirteen when he took his first job in a traditional high street butchers shop. It was from there that Simon's love from the industry began to grow and 30 years on he is now the successful owner of Surrey Hills Butchers, and is an accredited Master Butcher with the Institute of Meat.



Exposing the Invisible: Uncovering Hidden Risks to Your Farm Shop

1345 - 1445 | Workshop 2

- Darran Lindley and Michael Boyle, Fresh Retail

Fresh Retail recognises the increasing concerns surrounding digital and physical security risks. However, the true scale of these risks and the most effective ways to mitigate them often remain unclear. They are aware of potential threats but need to better understand their severity and how to address them effectively.

Fresh Retail have observed that many businesses, including our own, face significant security challenges. Often, struggling to identify and understand the risks they face or to ask the right questions to protect themselves.

Join us to see the anonymous results of the Security Trial with FRA Members, showcasing the tests, the outcomes and ultimately, strategies to prevent these threats.



How to Run a Farmers' Market

1345 - 1445 | Workshop 3

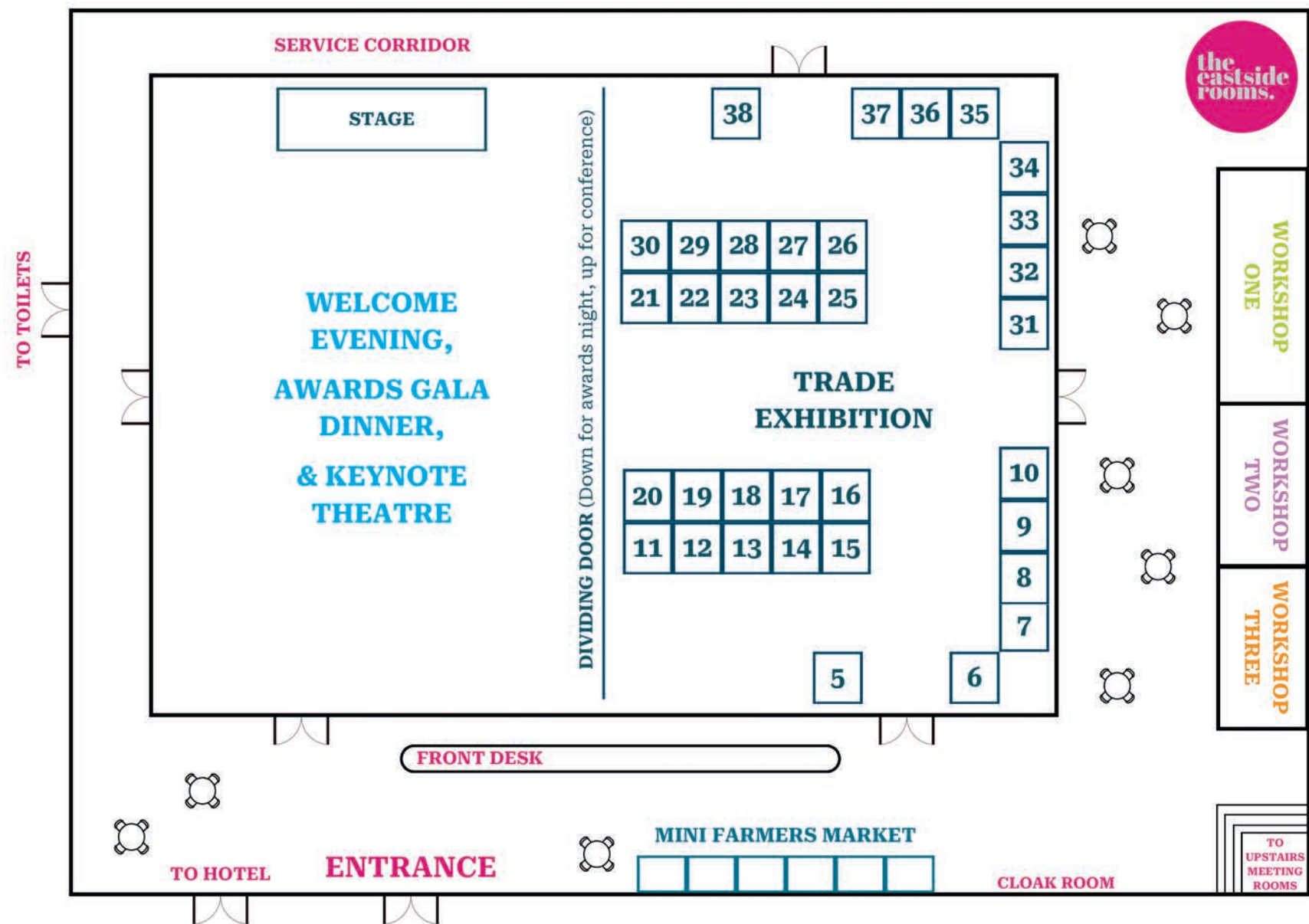
- David Isgrove, Moseley Farmers' Market, with Nigel Barden

Easypeasy or a weight on your shoulders? Some tips and guidelines on how to not only run your farmers' market but how to make it more successful.

David started the successful Moseley Farmers' Market 25 years ago and has experienced many ups and downs along the way, as well as winning many awards including the Best FARMA/FRA Farmers' Market in the UK 4 times. David has also helped another four farmers' markets in Birmingham to get started during this time. He's always had a passion for community involvement, regeneration and encouraging farmers to bring the taste of the country into the city, reducing food miles and giving them a better price for their products than supermarkets. So this becomes a win-win for everyone.

Nigel Barden is a food and drink broadcaster and champion, with over 30 years of foodie knowledge, experience and tastings under his scrawny belt.





Platinum Sponsor

Trade Stand 21 & 30

CSY Retail Systems Ltd

CSY have been delivering powerful retail systems to businesses for over 30 years. We specialise in providing EPOS to Farm Shops, and other food retailers across the UK.

We are constantly working closely with our customers to improve our system. Our Vector EPOS can help food retailers track customer behaviour, improve stock management, grow online, reward loyal customers, and give incentives to new ones. We also partner with Avery Berkel and Bizerba to provide a wide range of weighing scales.

www.csy.co.uk



Gold Sponsor

Trade Stand 19 & 20

The EPOS Bureau

Award-winning farm shops use our till systems every day to help make money and save money. Engage more with customers, sell more, reduce queues and get proper control on stock so your business can survive and thrive. Get your EPOS supplier right first time by choosing a solution designed for farm shops that you can depend on to help you grow.

www.theeposbureau.com



Trade Stand 5

Choc Affair

We believe that cocoa is a gift from nature and that the very best chocolate begins with the finest cocoa beans. Based in York, the historic home of chocolate, we're proud to be an independent, family owned chocolate maker, creating sustainable, hand-crafted chocolate products that simply sell themselves. With enticing collections of flavours, eye catching packaging, fast order turn around and competitive pricing, you and your customers can trust we're the perfect brand for you.

www.choc-affair.com



Silver Sponsor

Trade Stand 16

Doublecool UK Ltd.

Retrofit acrylic doors to existing open fronted fridges helping to save up to 50% on the energy costs to run the fridges

www.doublecooluk.com



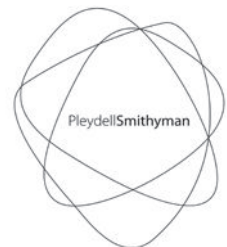
Trade Stand 6 & 7

Pleydell Smithyman Limited

Pleydell Smithyman are rural land owner development specialists who offer a diverse range of skills, enabling them to add value and deliver bespoke solutions in line with their client's requirements.

The team has a range of industry experts, which cover all development aspects for farm parks, including business development strategy consultancy, retail and catering operational expertise, visitor attraction advice, internal and external design, landscape design and town planning, for businesses throughout the UK.

www.pleydellsmithyman.co.uk



EXHIBITORS

Trade Stand 8

Arrange Spaces

Welcome to Arrange, a family-run manufacturing company driven by a passion for crafting uniquely designed furniture for the hospitality industry.

From design to manufacturing and installation, our team is dedicated to creating spaces that reflect your brand and elevate the dining experience. Whether it's rustic charm, urban elegance, or timeless classics, our designs help you create spaces as memorable as the moments shared within them.

www.arrangespaces.co.uk

Trade Stand 9

Hortifeeds

Hortifeeds manufacture in the UK, producing the highest quality specialist plant nutrition products. For a comprehensive guide please visit our website below.

Our specialist fertilisers and bio-stimulants efficiently overcome any growing challenges, also ensuring excellent root development and supporting the crop during times of stress. We work with leading growers in the UK, providing them with our expert knowledge gained over many years. Our range includes liquid, water soluble and granular fertilisers suitable for any growing situation.

www.hortifeeds.co.uk

Sponsor

Trade Stand 10

The Cress Company

Cress Co distributes ambient and chilled speciality retail foods across the UK using our own fleet of dual temperature vehicles. Supplying a range of independent retail customers including delis, cafés, farm shops, garden centres, butchers, fishmongers, bars and hotels. We feel customer service is a priority and are proud to have been voted No 1 distributor for 7 years running by the readers of fine food digest.

www.thecressco.co.uk



Trade Stand 11 & 12

TST Shading Ltd

TST Shading provide the best quality market stall umbrellas, tables & trailers for councils, market operators and sole traders in the UK. Supported with a range of gazebos and giant umbrellas for the private resident and commercial use, TST Shading offer a convenient one-stop-shop for all your shelter and shade needs.

www.tstshading.co.uk

Trade Stand 13

Hatfield Park Pumpkins

We are leading suppliers of pumpkins and squash to a range of retail outlets across the UK. Get in touch with us today to see how we can help!

www.hatfieldparkpumpkins.co.uk

Trade Stand 14

Talking Tortoise

Talking Tortoise works with businesses across the agri-tourism industry to help boost footfall, solidify reputation and diversify income streams. With a combination of strategy, marketing and PR services we can help you to be seen by the right audiences to help you grow profitably and with integrity. We are delighted to offer FRA members a FREE marketing and PR consultation session to help ensure success in 2025 and beyond.

www.talking-tortoise.com

Trade Stand 15

Heaven Sends

Heaven Sends is one of the UK's leading Home & Giftware suppliers, delivering the extraordinary since 1998. With products for all seasons, as well as a wide range of everyday giftware, Heaven Sends is the ideal one-stop-shop to build out a seasonal range in your Farm Retail space.

www.heavensends.com



Trade Stand 17

Kelsius

Kelsius is a leading supplier of digital HACCP and wireless digital temperature monitoring systems for food retailers and producers. The Kelsius system improves product safety, ensures regulatory compliance and optimises the costs associated with food safety management. The user-friendly tablet and probe combination allows staff to easily check the temperature of produce at any time. The system enables automated traceability management, remote access to real-time data and reports on demand for audits and inspections.

www.kelsius.com

Sponsor

Trade Stand 18

Speciality & Fine Food Fair

Experience the UK's leading showcase of artisanal food and drink! Unearth innovative products from exciting new-to-market brands, explore the finest artisan food and drink, and debate the latest trends with industry experts. Held at Olympia London from 9 – 10 September 2025, Speciality & Fine Food Fair is an inspiring journey of discovery, designed to help farm shops and rural retailers source unique products and stay ahead in the competitive fine food and drink world.

www.specialityandfinefoodfairs.co.uk



Trade Stand 23

Nisbets

Nisbets is Europe's leading supplier of catering equipment, with over 40 years' experience serving the industry. With our next-day delivery promise and extensive product range that includes over 35,000 items ranging from clothing, knives, and utensils to cooking machines and refrigeration units, we are first choice for hundreds of thousands of customers. We pride ourselves on providing top-quality products at competitive prices, ensuring that businesses can find everything they need to run a successful kitchen.

www.nisbets.co.uk

Trade Stand 24

Lynx Purchasing LTD

Lynx Purchasing has worked with the independent hospitality sector since 2003. A nationwide leader in hospitality purchasing with an expert team, we use our negotiating skills and network of more than 60 category leading suppliers to get you the best value and service. And because we manage over 2,000 accounts for businesses just like yours, we have extra leverage to get the best value in the market - saving you time and money every day.

www.lynxpurchasing.co.uk

Trade Stand 25

DigiTickets

We provide award-winning software to help attractions, tours and events manage their operations. Trusted by over 1000 venues in the UK and further, DigiTickets provides everything needed to run an attraction; from online ticketing and queue-busting ticket redemption to staff scheduling products and point of sale systems. Backed by cutting edge software and exceptional service and support, we allow attractions to effortlessly control their business from anywhere at any time.

www.digitickets.co.uk



EXHIBITORS

Trade Stand 26

Workforce.com

Workforce.com is the leading platform for time and attendance, scheduling, HR, and payroll. Tailored for farm and retail businesses, it ensures employees are paid accurately and on time while simplifying HR processes. Workforce.com helps improve compliance, streamline operations, and optimise labor costs, enabling businesses to enhance profitability and focus on what matters most.

www.workforce.com



Trade Stand 27

Delice De France Ltd

40 years, Delice de France has been sourcing great products from around the world to supply our customers in UK. Our mission has always been to deliver market-leading food-to-go solutions, combining our passion for delivering excellence and our entrepreneurial spirit to always have the customer at the heart of everything we do!

We have our own 140 multi-temperature vehicles delivering across UK. Supplying Farm Shops, Coffee Shops, Hotels etc. Offering over 500 high-quality, innovative products.

www.delicedefrance.co.uk



Trade Stand 29

History & Heraldry Limited

History and Heraldry was launched in 1996 and began life as an innovative impulse gifting supplier to UK retail. With a huge emphasis on product design and the best possible service for customers, we have become a global organisation selling to over 40 countries with products in multiple languages. Now known as The H&H Group, the organisation is comprised of several brands across gifting, home fragrance, ecommerce and lifestyle and continues to grow worldwide.

www.historyheraldry.com



Trade Stand 31

Data Strategy Consulting Ltd

Specialising in the Farm Retail sector, Data Strategy Consulting helps our clients to harvest the data they are collecting through their EPOS systems. We use this data to fertilise the yield of our client's customers through long term customer loyalty strategies.

As a result of a partnership, our clients deliver growth through positively changing customer behaviours and work in a more efficient, cost effective and productive way. Join them.

www.datastrategyconsulting.co.uk



Trade Stand 32

Forest Feast

OUR STORY We are a team of explorers and innovators whose mission is to make utterly delicious snacks. Every single time. We go to all four corners of the world to find the best ingredients and handcraft these into the most irresistible treats for you to discover. Please eat curious. Our wonderful world awaits those who do.

www.forestfeast.com



Trade Stand 33

Cotswold Fayre

CotswoldFayreistheleading speciality fine food wholesaler supplying independent & national retailers with quality products sourced from the very best producers from the UK and across the globe. As one of the first UK companies to be certified as a BCorp in 2015, we are proud to be the leading carbon neutral supplier to the speciality sector. In 2019, we opened our first retail and hospitality site, Flourish Glenavon Farm near Bristol, which was followed by Flourish Farleigh Road in Bath in 2024, which not only showcases the many fantastic brands we sell but allows us to develop our expertise within fine food retail for the benefit of our diverse customer community.

www.cotswold-fayre.co.uk



Trade Stand 34

Angel Refrigeration Ltd

Angel Refrigeration supply high quality, reliable and durable specialist refrigeration to the food and drink sector within the UK & Ireland, whilst also providing expert advice and after sales service.

www.angelrefrigeration.co.uk



Trade Stand 35

The Fabl

The fabl is a Yorkshire marketing agency that helps brands grow. As creators and publishers of Life & Soil, we are delighted to help the FRA get it off the ground. We'll find your story and make it stick. We call this Storygelling.

www.thefabl.com



Trade Stand 36 & 37

Organico Realfoods Limited

Our product offer includes a wide range of Cooling, Display, Production and Storage Refrigeration suitable for the Bakery, Butchery, Charcuterie, Chocolate, Fish, Game, Ice Cream, Meat Ageing, Hospitality and Food Service.

www.organicorealfoods.com



Trade Stand 38

OJ Fresh Limited

OJ Fresh (trading as Zumex UK) are the master distributors for Zumex in the UK (one of the world's leading brands of commercial juicers). We can offer juicing solutions for every type of location and have already installed juicers in 100s of Farm Shops and Garden Centres

www.ojfresh.com



MINI FARMERS MARKET

NOTES

New for 2025 is our FRA Mini Farmers Market, featuring stallholders from the local Moseley Farmers' Market.

Cameler Spice Co

Camelər is a brand steeped in a rich tapestry of history and heritage.

The great gastronome - Marcus Gavius Apicius inspired our award-winning Vegeto from the oldest surviving cookbook from the Roman period. Quatre Épices is a 17th-century French blend shaped by daring pirates who sought to conquer distant lands and spice routes.

Camelār (cameleer) means the driver of the camel that delivered precious spices and other thrift of old. Every jar has an authentic story.

www.camelerspiceco.com



New Era Coffee

Specialty Grade Coffee Roasters based in Birmingham, we offer a range of ethically source small hold single origin coffee's as well as our signature blends.

We import ethically sourced green coffee from around the world, all our coffee hand roasted small batch to order.

www.neweracoffee.co.uk



Tan Rosie

Mother and daughter team Monica and Lee create award winning Caribbean food products inspired by their Carriacou Grenada heritage. They also write and publish their own range of cookbooks and run a successful Caribbean cookery school from their base in Witton, Birmingham.

www.tanrosie.com



Wenlock Edge Farm

Peter began pig farming at 11 with one sow and 10 piglets, and later expanded to 200 sows, producing 4,000 pigs yearly. When pig prices collapsed in the 1990s, he pivoted to butchery, creating Wenlock Edge Farm. With his Swiss heritage influencing him, Peter pioneered British charcuterie, introducing air-dried meats. His farm now sells pork products online, wholesale, and at farmers' markets. His wife, Alison, contributes to product development, and their charcuterie range includes salami, coppa, pancetta, and prosciutto.

www.wenlockedgefarm.co.uk



Marches Mushrooms

A small, zero-food-waste gourmet mushroom farm nestled in the hills of the Welsh border. We pride ourselves on growing the freshest and most delicious mushrooms year round, and turning our waste into fantastic inoculant-grade living compost with which we can regenerate and rejuvenate poor and diminished soils.

www.marchesmushrooms.co.uk

PROFIT WITH PURPOSE LET'S GROW WITH INTEGRITY

FARM RETAIL ASSOCIATION CONFERENCE AND AWARDS 2025

11 – 13 March | The Eastside Rooms, Birmingham



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GOLD



SILVER

