

**TheStore**  
our farm, our passion - your lifestyle

[www.thestorecompany.co.uk](http://www.thestorecompany.co.uk)

# Andrew Booth

(October 2006)

Andrew Booth

Retail Farmer

Aberdeenshire Perspective.

Is it all a Bed of Roses?

**The Store**

foveranstore.com

"the farm shop with a difference"

**Who**

**&**

**What**

# So What has Changed?

- New Markets
- New Producers
- New Customers

# So What has NOT Changed?

- Lack of producers/products
- Lack of awareness of local FM's
- Different organising structures
- Every town wants one

# So how can we make it better

- Attractive Stand & Personnel
- Quality Product
- More Stall holders
- Product Variety

# So why do we do it?

- 10% of Turnover
- PR for The Store
- Increase customer base
- A market for Sausages & Mince

# Conclusion

- Markets Marketing Together
- Abdn Pop 250K – All potential customers
- Improved locations

Farmers Markets are not a quick fix for:

- farmers pockets
- town economies

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and  
finally

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