

## FARMWAY TO LAUNCH ONLINE TRADING

Farmway are developing their website and will be trading "online" soon.

Sophie Blackett has been appointed E-Commerce Co-ordinator and her role is to manage and develop the performance of the website and drive sales. E-Commerce is a fast growing area and offers Farmway the opportunity to trade in new exciting areas.

Several attempts have been made to develop our website, said Stephen Chambers, Farmway's IT Support Manager, but we have been working in partnership with Visual Soft and we are delighted with the result.

"The objective of our e-commerce business is to build a competitive online business selling to a worldwide audience," said Iain Reynolds, Farmway's Retail Manager.

This is an exciting process said Peter Hull, Farmway's Chief Executive: "We plan to launch the website on 1st September."

## FARMWAY FUELS BUSINESS WINS NATIONAL AWARDS

Each of the Farmway Retail Fuel Garages have been successful in the JET awards scheme. The scheme acknowledges customer care, safety of handling fuel and site cleanliness.

Karl Smaller, Jet Area Manager, said he was delighted that Farmway has been so successful. JET are aware of the need to ensure safety is paramount with regard to the delivery of liquid fuels and the award shows Farmway are equally serious.

Peter Hull, Chief Executive of Farmway, said he was pleased that the training and hard work of the staff had been acknowledged: "As JET is a national brand these awards are widely acknowledged in the fuel industry and it reflects well on our staff," added Peter.

## BIOFUELS BENEFIT FOR NORTHERN GROWERS



Robert Jarratt, Farmway Representative, inspecting Oilseed Rape at Bainton near Driffield

Arable farmers in the north east have a promising future according to Farmway and its grain marketing company GrainCo.

The optimism has been increased by the two recent announcements from Bioverda and Ensus, regarding the proposed oilseed crushing plant and the bioethanol plants planned for Teesside.

It is intended that GrainCo will solely manage the supply of oilseed rape to the biodiesel plant. This is especially welcome news for growers in the Vale of York who have been particularly adversely affected by the closure of the York sugar beet factory. Oilseed rape now offers a viable and profitable alternative to Yorkshire growers.

However, as many farmers are aware there is more to just marketing their produce, correct varietal selection of seed can be critical for a profitable business. Farmway's portfolio of seed varieties for this autumn will include Kalif the highest yielding variety in TAG's trial site at Bainton, Yorkshire.

Kalif returned an impressive 5.58 tonnes/Ha (2.25t/ac) coupled with a very high oil content and according to Farmway's seed manager Peter Collins, the story does not end there: "Kalif has good autumn vigour coupled with short stiff straw, however, one of its many attributes is disease resistance," he comments.

### Farmway's commitment to customer service

Iain Reynolds, Farmway's Retail Manager, explains why customer service is given top priority in Farmway's Country Stores.

The recent miserable weather found me en-route with my partner for an afternoon of retail therapy.

I thought for a change we would visit the local Outlet Village. Having worked for many years in the retail sector, I had heard that this Outlet was a bit special.

The afternoon was quite rewarding, not just because of the great discounts that were available but we received some excellent customer service.

This was not just in one store but every store we visited that afternoon. Shopping is so much more enjoyable when the service is excellent

Genetic control of stem canker and light leaf spot are now essential, particularly as growers are looking to tighten crop rotations and ADAS stress that growers are losing significant amounts of money where they are not controlled.

"The benefit of Kalif became evident on a recent trip to the Momont Oilseed Breeding trials in northern France. Unlike the UK where Rape is grown approximately every four years, the crop is regularly grown every other year in the same field very successfully in France," said Peter.

It is expected that Kalif, with its multi gene defence mechanism to help minimise disease resistance is expected to take 20% of the French market by 2008. For further information on Kalif Oilseed Rape please see pages 5 and 11 of Farmway's Autumn Arable Guide 2007. If you require a copy of the Guide, please telephone Farmway Seeds on 01325 504600.

Further good news for northern growers is that starch production in wheat is significantly better in the cooler north with the longer grain - fill period. Therefore, varieties such as Alchemy, which is available this autumn from Farmway is regarded as having a high starch content and will be ideal for this market.

and the staff are friendly and helpful.

Here at Farmway we feel that it is vital that every customer experiences good customer service when visiting one of our many Country Stores.

Our staff strive to deliver excellent customer service at all times, and to help them continue these high standards they are now attending development courses, based around providing a superior service.

This will ensure that all our customers will not only receive a choice of quality products and expert advice, but the very best in customer service from dedicated Farmway staff who are always friendly and helpful.

## Cereal open day success despite rain



Farmers viewing trial plots at Croft near Darlington

### Message from Peter Hull, Farmway's Chief Executive

Welcome to this latest edition of Farmway Focus. I hope you find it both interesting and informative. As we enter the busy summer season, it is to be hoped that the wet weather will relent to allow a successful harvest.

Our Croft Open Day was again successful, despite heavy rain during the day, with over 350 farmers attending and a visit by Owen Paterson, the Shadow Minister of Transport who was keen to learn about the actions being taken by the agricultural industry to meet the demands of the biofuels industry. The heavy rain prevented him from visiting the plots!

Farmway continues to develop and we have strengthened our senior management team by appointing David Stephenson as Head of Agriculture. There is an article about him on page 3.

We also welcome back Helen Forbes from maternity leave to resume her position as Head of Human Resources.

During the past few months we have launched our own brand of dog food, (see article on page 2) which has proved to be very successful and re-launched our poultry range of bagged feed (see article below).

Included in this publication is an article about our new venture - Farmway Online - our e-commerce offering which we will launch later this year (see article on page 4).

As we enter the second half of the year we do so with confidence but mindful that despite the many changes which have been implemented there are more to come.

## MAKE SURE YOUR CHICKENS GO GREEN WITH GOLDEN YOLK



June saw the launch of Farmway's new range of poultry feeds aimed at the smallholder as well as the commercial farmer. After investigation into the demands of smallholders the decision was made to manufacture our poultry feed with GM free ingredients. Specially sourced South

American Soya Bean Meal is used along with traditional ingredients such as locally sourced Wheat and Wheatfeed. This enabled us to claim the feeds GM Free Status in line with supermarket retailer specifications.

The diets are specially formulated using natural yolk pigments based on plant extracts to complement the GM Free Status. The pigments used are based on Marigold Petals and Red Pepper.

Farmway also include a source of OMEGA 3 in the diets to increase the levels of Long Chain Fatty Acids which leads to healthier hens and eggs. A diet high in OMEGA 3 has long known to give health benefits to humans. According to the clinical literature, increased Omega 3 fatty acid levels in the blood have been proven to positively impact cardiovascular disease, help control silent inflammation, slow the growth and development of certain cancer cells, slow the progression of Alzheimer's disease, significantly enhance brain function and assist in managing neurological disorders.

Look out for the bright new packaging to launch the range which is available as Golden Yolk Layers Pellets, Golden Yolk Layers Mash and Golden Yolk Poultry Growers.

## FARMERS FLOCK TO NORTH SHEEP AND BEEF EXPO



Enjoying a day out: Harry Thompson of Sofley Farm, Butterknowled near Bishop Auckland

Farmway has recently attended Beef Expo at Skipton Auction and North Sheep 2007 at North Hanging Wells Eastgate in Weardale near Bishop Auckland. Both these events were well attended by members of the farming community from all over the UK as well as visitors from overseas.



Peter Hull, Farmway Chief Executive with Richard Harle of Brandon Hall Farm, Brandon near Durham.

Many customers took part in various competitions on the Farmway stands at both events, with some of the questions requiring more thought than others. Listed below are the winners of the competition: -

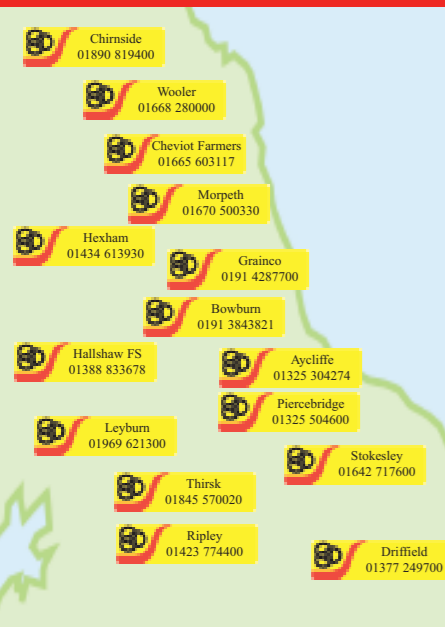
### BEEF EXPO

- Richard Ward**, Crag Top, Langleydale, Barnard Caste
- D Watson**, Gowbank Farm, Risplith, Ripon
- John Birkett**, West Park, Baldersdale, Bishop Auckland
- Jonathan Meed**, Cotehead Farm, Sawdon, Scarborough
- James Stubbs**, Penwell Farm, Fencote, Northallerton
- Barry Bowman**, Westwick, Roecliffe, Boroughbridge

### NORTH SHEEP

- Anthony Walker**, Houselope Grange, Tow Law, Bishop Auckland
- Brian Rutherford**, Pilmore, Old Cassop, Durham
- David Etherington**, Mill Farm, Sledmere, Driffield
- D & H M Hodgson**, Dyke Nook Farm, Consett
- J Morgan**, Grange Farm, Old Cassop, Durham
- Patrick Wilson**, West High Wood, Langleydale, Barnard Castle
- Hannah Teasdale**, Lynesack Farm, Lane Head, Copley, Bishop Auckland
- Richard Laing**, East Grange Farm, High Shincliffe, Durham
- Michael McClurg**, Blakey Hill Farm, North Bitchburn, Bishop Auckland
- Charles Hedley**, Burn Farm, Willington, Bishop Auckland
- E W Snowdon & Son**, High Baxton's Farm, Helmsley

## WHERE WE ARE



## JOHN BIDS FAREWELL TO FARMWAY



Retirement dinner: (from left): Christine Hutchinson, Peter Hull and John Hutchinson

After 27 years as a Director of Farmway and Chairman of the Board for 10 years, John Hutchinson has retired.

Following the June Board Meeting a dinner was held to mark his retirement and Peter Hull, Chief Executive, thanked John on behalf of the executives for the support given to both himself and his predecessors, David Loane and Alan Charlton, who were also at the dinner. Peter said John had given his time and advice whenever required and it was always much appreciated. John's three principles, said Peter, were good food, good fellowship and good farming and he would be a difficult act to follow.

Malcolm Rayfield, who was elected as Chairman at the recent AGM, thanked John on behalf of the Board for his leadership over the past ten years, during which there had been many changes to both Farmway and in the supply trade.

John was presented with a gun case and cartridge holder for his retirement.

In his final speech he thanked everyone at Farmway and said how much he had enjoyed his time and he wished Farmway every success in the future.



## FARMWAY'S COMPLETE SOLUTION FOR DOGS

In March of this year Farmway launched a range of complete dog foods. The range has proved so popular that at the beginning of July we took delivery of our sixth articulated load.

Emma Kitching Farmway's Equine & Pet Category Manager said: "Farmway Complete continues to sell well and we are very pleased with the initial uptake by customers. The next step for the range will be the launch of our e-commerce site which will allow Farmway Complete to be available for sale nationwide."

The range consists of five varieties. The Working range consists of an 18% protein diet and a 24% protein diet, both diets are VAT free and available in 15kg bags.

The Adult dog food diets are Beef & Vegetable, Chicken & Vegetable and Meaty Chunks. Fully extruded diets give an increased digestibility and provide a delicious and appetising meal. All the diets have been formulated by nutritionists to suit dogs of all breeds. The diets provide nutrients to ensure health and vitality. All of the varieties are available from Farmway Stores.

## EQUINE DAYS & NIGHTS

Farmway customers are invited to attend a series of Equine Open Days and Nights at their local Country Store. Lots of offers and help and advice available so make sure you visit a store near you

Leyburn	20th September	5.30pm – 8pm
Piercebridge	27th September	5.30pm – 8pm
Thirsk	29th September	8.30am – 5pm
Ripley	4th October	5.30pm – 8pm
Stokesley	6th October	8.30am – 5pm
Driffild	6th October	8.30am – 5pm
Hexham	6th October	8.30am – 5pm
Morpeth	11th October	5.30pm – 8pm



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Ragtime Only £34.95 RRP £39.95  
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Offer available from 1st August to 30th September

## EVENTS DATES FOR YOUR DIARY



Farmway will be attending the following agricultural shows:

Kelso Ram Sales - 14th September  
Eggleston Show - 15th September  
Stokesley Show - 22nd September  
Nidderdale Show - 24th September

Please visit our stand for a refreshing drink and a chat!

## SPECIAL NOTICE



**PET PORTRAIT WEEKEND AT MORPETH**  
Calling all pet owners in the Morpeth area FARMWAY'S MORPETH COUNTRY STORE IS HOLDING A SPECIAL PET PORTRAIT WEEKEND ON SATURDAY 15TH SEPTEMBER & SUNDAY 16TH SEPTEMBER MAKE SURE YOU BRING YOUR PETS OR TELEPHONE 01670 500330 FOR MORE DETAILS

## NEW HEAD OF AGRICULTURE FEELS OPTIMISTIC FOR THE FUTURE

David Stephenson, Farmway's new head of Agriculture says he is still optimistic about the future of agriculture despite the difficult times it has faced in recent years: "In my view it's a fantastic industry full of great people and its importance to Britain is vastly underestimated"



Peter Hull, Chief Executive (left) along with Chairman Malcolm Rayfield welcome David Stephenson (centre) to Farmway

I am very much looking forward to working with the staff and customers of Farmway. I have been made very welcome by all in the short

time I've been here and have been very impressed with many aspects of Farmway. I have spent all my working life in agriculture

and wouldn't wish it any different. In my view it's a fantastic industry full of great people and its importance to Britain is vastly underestimated.

Much of my career has been spent in the livestock and animal feed sector but I have always had a great interest in all sectors of agriculture and I am looking forward to being involved in all areas

My natural optimism has often been tested throughout some of the difficult times agriculture has faced in recent years but I firmly believe we all have more reason to be optimistic for the future of our industry than for many years.

Agriculture, like any dynamic industry will always change and companies such as Farmway must change with them.

After just a few weeks of being here I am convinced that with the support of our staff, members and customers, along with the facilities we have, Farmway can thrive and progress and I very much look forward to playing my part.

Finally, I welcome a call from any of our customers to discuss any aspect of Farmway's agricultural activities.

David Stephenson

## ★ ★ ★ SPECIAL OFFERS ★ ★ ★

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