



FarmBusiness

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P R E S S R E L E A S E

For Immediate Release

Winner of the Poultry Producer of the Year Award, sponsored by Alltech UK, at the Pig & Poultry Marketing Awards held on 14 May, was **Farmlay Eggs** from West Cockmuir. Business is challenging, markets are changing, global developments are opening up new markets, but the competition remains as tough as ever. To win this award the 21st Century producer has to produce effectively and competitively and use best practice that utilises new technology and is prepared to continually move forward with new ideas and initiatives to keep competitive.

What the Judges had to say:

The judges felt Farmlay strongly promote the Scottish egg brand which they felt is key to building a successful and sustainable UK food business in the competitive global market. It is critical for all UK food production business to establish ways of promoting local produce and branding it to a level that reduces the threat of cheaper imports. The judges were impressed by the articulation of all the areas they have focussed on, as it is multifaceted and embraces most of the UK schemes available to their advantage, together with their exceptional growth of 80% in turnover in last 3 years; Introduction of supply chain management techniques to be competitive and minimise emissions; focus on exceeding EU standards not just meeting them; embracing the industry standard schemes such as BEIC Lion, RSPCA Freedom Food and OFG and their strong focus on corporate responsibilities regarding social and environmental concerns, such as renewable energy use and supporting local communities and industries where possible.

For more information about Farmlay Eggs, contact Robert Chapman on 01346 532276.

The Pig & Poultry Marketing Awards, now in their second year, were held on 14 May 2009 at the Haymarket Hotel in London. These Innovation Awards seek out individuals and companies operating in the UK food chain offering positive, innovative solutions that help make the industry more sustainable, competitive and profitable. Entries were received right across the chain: from primary farmer producers, processors, marketing groups, farm shops, retailers, butchers and restaurants.

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The winners are all exceptional individuals and companies that help to drive the industry forward, bringing new innovative ideas in product development, building brands and developing new marketing techniques to reach the target customer.

Sponsors of the Awards were Stellamune Once/Pfizer Animal Health, RS Hygiene, Boehringer Ingelheim, Morrisons Supermarkets, The Meat Trades Journal, Alltech UK, 42 Communications and BPEX. Wilfred Emmanuel-Jones of The Black Farmer brand presented the awards and Peter King of the 2 Sisters Food Company also spoke to the guests at the Awards.

For further information contact Caroline Whibley, Pig & Poultry Marketing magazine Tel: 01892 861664. The Pig & Poultry Marketing Awards are organised by Grove House Publishing Ltd, publishers of Pig & Poultry Marketing and Farm Business magazines.

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