

## **Annex 1 Extract from New Forest Produce Limited Business Plan 2017-20**

### **AIMS**

We have 3 main future aims summarised as:

1. Sustain
2. Promote
3. Engage.

#### **1. Sustain**

We will:

- continue to run the New Forest Marque for the benefit of members and continue to build on the confidence from consumers that The New Forest Marque is the sign of true local produce by continuing to implement our auditing scheme.
- further increase support to rural and local businesses - by offering subsidised training and business-related skills courses, reduced entrance fees for traders to key local Shows, producing promotional material by means of Local Produce Guide and Point of Sale material.
- grow the membership - by 25% by the end of 2018 with an awareness campaign aimed at untapped sectors e.g. butchers, B&Bs and primary producers.
- raise awareness amongst small holders and commoners of the value of New Forest Marque membership and develop a core project illustrating these benefits including helping with access to LEADER+ funding, Land Advice Service, etc and develop closer links with Commoners Defence Association education projects and the Verderers.
- increase revenue by additional membership fees from new members together with revenue stream from New Forest Christmas Fair, Ellingham Show, New Forest Marque hampers, Chefs' safaris, delivering presentations etc.
  - promote member-to-member interaction - holding more member get-togethers and developing more contacts with local chefs, putting smaller and larger members in touch with one another.
- develop a core project showcasing The New Forest Marque and the value of supporting the rural economy at schools and centres of education.

## **2. Promote**

We will develop communications and marketing by:

- increasing awareness of The New Forest Marque with point of sale and high visibility of the recognisable logo augmenting our brand identity as "The sign of True Local Produce" with promotional material including local produce guides, banners, member boards, bags, aprons, tri-fold leaflets, recipe cards etc., for both the general public and retailers.
- increasing our presence at trade shows and expos aimed at engaging business support.
- increasing presence at local events and fairs promoting the value of supporting local economies to the general public.
- increasing awareness of New Forest Marque producers through media channels (television, editorial and social media). Encouraging members to participate more in regional and national competitions, and highlight award successes.

## **3. Engage**

We will:

- address poor understanding of the benefits of buying local produce and the lack of basic cooking skills and knowledge of how to use raw ingredients by developing an educational programme to end users. This will include workshops with hands-on promotion of local food and healthy eating and cookery demonstrations advocating the value of using local food.
- increasing training skills and workshops for members including public speaking, food safety, first aid, social media, marketing etc by helping them to identify shortfalls in their marketing plans, raising standards of quality, or building personal confidence in themselves to show their products to gain maximum sales.