

# *Blakehill Fine Foods – ‘Sustainable conservation together with food production – respecting the environment as well as the animal’*

## **Introduction**

- Marketing needs planning, preparation and specialist advice. A growth plan is needed e.g. market the farm first, then the product
- Ask questions – who is already doing it, what is the competition?
- Success requires the passion to be the best
- Direct marketing offers a product to a select, discerning and loyal customer, not everybody
- Have to integrate stock production and marketing with nature reserve objectives

## **Aims:**

- to develop a viable commercial enterprise with up to 500 meat boxes sold
- to build a top class brand with high standards and a loyal customer base
- to respect the environment
- to ensure animal welfare is paramount
- to work together with Wiltshire Wildlife Trust

## **Strategy**

- Design in success (design out failure!)
- Start simply – use a phased approach
- Professional attitude to all things
- Quality and customer satisfaction should be paramount
- No funding issues
- Sustainability Growth plan

## **Growth Plan - Building the brand**

What do we want Blakehill to mean to our customers?

- Blakehill - a quality product at fair prices...need consistency and not cheap food
- Blakehill - means that the animal has been treated with respect for its complete life cycle....customers can come and see the animals
- Blakehill - means that the customer comes first....need to develop trust of our

## **What about the future?**

- More of the same
- Long term view with planned growth
- Continue to be sustainable
- Increase the level of customer satisfaction
- Better distribution
- Improve packaging, include information and recipes
- Set up work systems with checklists