

A R D R O S S

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E L I E · E A S T N E U K · F I F E



NIKKI NIKKI – SHOP MANAGER SHOP MANAGER

- Studied Geography at Glasgow University
- Worked at Perth and Kinross Council looking at flooding
- Came back to the shop for a couple of months 19 years ago
- Expanded our retail offering

Combining a passion for food,
farming and the environment!



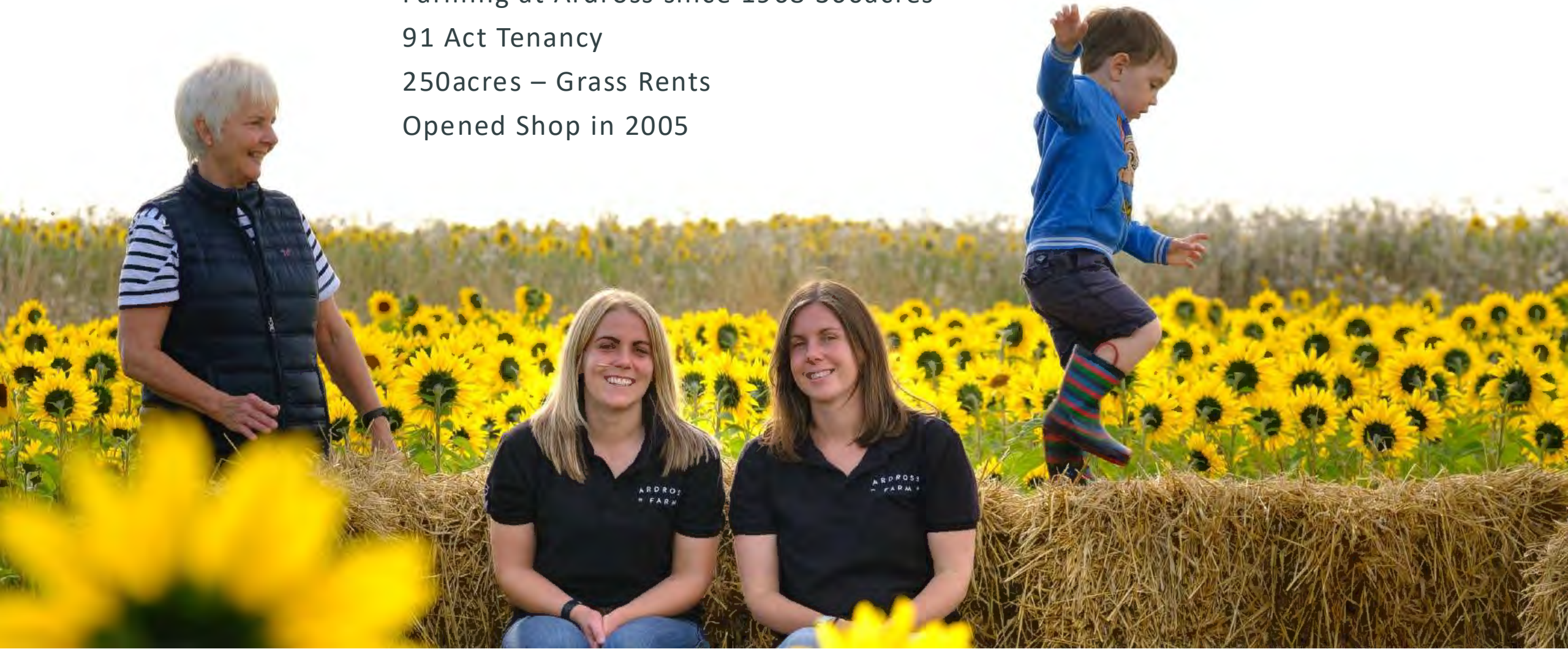
ABOUT US

Farm and farm shop in the East Neuk of
Fife

Farming at Ardross since 1968 360acres –
91 Act Tenancy

250acres – Grass Rents

Opened Shop in 2005



Our Family



OUR TEAM

We employ over 25 other local people who are key to everything we do, from chefs to Saturday girls and everything in between.
Unfortunately, we don't employ Gordon, Gino or Fred!



WHAT WE DO





VEGETABLES

AREA
10 acres

OUR AIM IS TO GROW AS MUCH AS POSSIBLE
OURSELVES

Potatoes, Squash, Onions, Fennel, Broccoli, Lettuce and
everything in between (including weeds)

Enabling people to eat veg, freshly dug, from a
field just meters away

OUR BEES

10 Hives

Key pollinators

Incredibly important part of our farm

Key to biodiversity

Honey - Another Ardross product



OUR SHEEP & CATTLE

BREED

130 x Easy Care sheep & 125 Stabiliser cows plus their followers

HEALTH

High health herd.

No tail docking and no shearing.

GRASS

Pasture for Life

Increase numbers/increase grass





KITCHEN

Adding value

USING EVERYTHING

Bone – Bone Broth/Stocks

Fat – Beef Dripping

Left over bread = bread crumbs

FILLING GAPS

To produce product's, we cannot
source locally or from other
farmers.

MAKING GOOD FOOD CONVENIENT

ARDROSS 19 FARM 68

ARABLE

ROTATION

Barley, wheat, Spring
beans, fodder crops
Green Manures and Cover
Crops

CLAYDON DRILL

Claydon drilling for around 10 years
Use of Straw Harrow and Terra Star – Weed/Slug
Control
Carbon – Volume of Topsoil

HERITAGE GRAINS

Orkney Bere, Shetland Black Oats,
Hebridean Oats and Rye from the
island of Luing
Add value now it's at scale



‘A nation that destroys it’s soil, destroys itself.’

Franklin Delano Roosevelt



THE SHOP

Adding value to what we do on the farm and reconnecting people with fantastic local food.

Showcase fresh local produce,
help other farmers and
businesses



Everything you need to
make a local meal



Awards
Feedback





WHO ARE OUR CUSTOMERS?

LOCAL COMMUNITY

- Without them it would be a long winter
- Allows us to sell large volumes of what we produce

TOURISTS

- the cream on the top
- high spenders
- looking for an experience, to try local food

FOODIES & SUSTAINABILITY-CONSCIOUS CONSUMERS

- sector of society that really care who they buy things from and how they were produced

Tourism plays a role in our business, but we couldn't survive without local trade.



TOP 5 TIPS FOR RUNNING A SUCCESSFUL FARM SHOP

KNOW YOUR STORY & SHARE IT

- people connect with people
- people want to know where their food comes from
- social media, in-store, staff training

BUILD STRONG RELATIONSHIPS

- With customers
- With suppliers
- With the community
- Word of mouth
- Trust

PRIORITISE QUALITY & SEASONALITY

- make your shop unique
- in season is cheaper & sells
- reduce waste
- never compromise

LISTEN TO YOUR CUSTOMERS

- they will lead you
- might not be the direction you thought

ADAPT & INNOVATE

- stay relevant
- trends, customer needs, new opportunities



FUTURE PLANS?

- continuing to listen to our customers
- continuing to promote sustainable farming and local food
- new product lines from our farm e.g. lager, tallow soap & skin care
- new partnerships with local companies



THANK YOU

www.ardrossfarm.co.uk

@ardrossfarm

