



# Making your Soft Fruit Business a Success



# I am a consumer!

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- Love and enjoy soft fruit almost every day
- Oranges, Plums, Blueberries, Kiwis –
  - seasonality / value / taste
- Homemade smoothies - 4per week avg.
- Freeze – Blueberries, strawberries
- Health / Convenience / Sustainability/food miles

# Observations on our purchases

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- Not brand loyal – not aware of the unique selling points of any brand
- Generally not aware of where it comes from
- It's a job - keeping supply of fresh fruit
- You must listen to the customer..

# In an ideal world – I want

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- Fresh fruit every day.
- A box of fresh fruit and veg delivered /collected nearby every week.
- I want to order once a month
- New combinations / recipes / taste/surprises
- To conduct all my business online
- I want Irish as far as possible
- I want value for money
- I want to become buy off someone I know.
- Willing to adapt to help supplier / reduce my cost.

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Innovate – Innovate –  
Innovate

Customer focus...

# Your own Strengths & Weaknesses



YOU!!



Finance

Administration

Sales

Production

Purchasing

Marketing /  
Distribution

# Get yourself very organised

<b>time-log</b>		Shane Houston		
Day:				
Time	Activity Description	Duration	did you plan to do this now?	notes





Build a brand...at the start..




# Preparation is vital


Owned by BWG Foods, worlds largest retail chain, in 33 countries

Started 1963

470 sites in Ireland - both owner operator and franchisees

3 different brands in Spar

**SPAR**  Neighbourhood stores for convenience

**SPAR**   
*express* Forecourts of petrol stations

**EUROSPAR**  Supermarkets

 40% of stock is Irish sourced

Running initiative "Yes to Irish" to encourage buying Irish products – has sticker to put on Irish products



# Know your figures..

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- Selling Price
- Number of units sold – Year 1,2,3
  
- Direct Costs
  - Plants / raw materials / fertiliser /sprays
  
- Is there a gross margin?
  
- Think through fixed costs
  - Transport, phone, marketing, website,
  - interest, insurance, office, promotion
  
- Net Profit – will you ever make money?
  
- Profitable businesses can fail...cash flow..

Keep getting  
more  
accurate

# SECRET VALLEY

ADVENTURE FARM

*Great value family fun*



- Stand back from your business
- Prioritise
- Manager versus worker



# Take Home Messages

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- Listen and focus on the customer
- Get organised and make time – so you can stand back and innovate
- Make time for the business side
  - Analysing, branding, distribution, money
- Seek out opportunities to be challenged on your business
- Network
- Be confident and believe

The **JFC**  
**INNOVATION** for  
 ★ **AWARDS** rural  
 business

