

OPENFIELD AT CEREALS 2010

Meet the Breadmaker and Bring Home the Bacon

Openfield's stand features a wide range of added-value end-market focused buy-backs. It provides growers with a unique opportunity to meet with leading breadmaker, Warburtons, which secures all its milling requirements through the farmer-owned business.

In addition, the company welcomes British Quality Pigs (BQP) to the stand as part of a supply-chain agreement that sees the merchant provide local feed wheat and barley for all the company's pork sold through Waitrose.

Other demonstration plots feature specialist white wheat variety Zircon, malting barleys, oilseed rape and spring wheat, Paragon – all of which are key contract crops that the company is promoting at the event.

Openfield's stand also provides farmers with a chance to sit down and discuss ways they can improve supply chain arrangements through buying in to the businesses storage and logistics partnerships.

The company's central storage network now supplies well over 1 million tonnes of grain to end-users through farmer-owned storage businesses and members of these regional stores will be available alongside those of the Openfield Logistics team who are helping cut food miles and carbon footprints.

Finally, Cereals 2010 also sees the launch of Openfield's Seed Selector, its guide to new varieties and contract opportunities, and the company's farm business managers will be pleased to discuss your seed as well as fertilizer requirements for the coming season.

"The event provides a focus for existing and potentially new members to discuss their needs with the Openfield team," says Group Commercial Director, Graham Lacey. "Our marketing packages are among the most wide-ranging in the industry and demonstrate the real value of early-stage commitment."

Openfield is on stand no 603 – for details of your nearest farm business manager, tel 01476 862730.

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For further details, ring Emma Lock on 01264 321425

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