Business opportunities at Scotland’s largest smallholder event

Scottish Smallholder Festival
Saturday 23rd September 2017 at Lanark Agricultural Centre
Scottish Smallholder Festival

Celebrating life in the countryside.

Interest in living sustainably continues to grow – demand for allotments is outstripping supply, traditional crafts are experiencing a resurgence in activity, interest in traditional breeds of farm livestock is buoyant, and backyard poultry keeping is now hugely popular. The market for goods and services to support those seeking a sustainable and independent lifestyle continues to blossom – and the **Scottish Smallholder Festival** brings together under one roof the growers, livestock keepers, suppliers, businesses and other organisations that are part of the framework of the ‘good life’.

The Scottish Smallholder Festival is the leading place where smallholders, growers and everyone interested in a sustainable way of life come to share, learn, show and buy. We bring together a livestock competition with a seminar programme, trade and small business exhibition, and a produce competition. The nature of the competition and the seminar programme is driven by the calendar, but the focus is on three clear strands – **Livestock, Food / Craft** and **Smallholding** which includes growing, wildlife and sustainable energy.

Businesses, organisations and individuals can support the Festival in a number of ways:

- By financial sponsorship
- By taking a trade stand
- By buying advertising
- By donating prizes, either perpetual or single year
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Scotland’s Largest Smallholder Show

The Scottish Smallholder Festival is now in its sixth year. The Festival was originally created to celebrate a successful year of production, to gather ideas for next year, and to provide an opportunity for all to display their products and benchmark their success against other small producers. It has now grown to offer all of those interested in the countryside and sustainable living in the widest sense an opportunity to join in the celebration.

Our first Festival in Forfar at the end of September 2012 was a great success, attended by close to 1300 people, featured on BBC’s Landward, in “Home Farmer” magazine, “Country Smallholder” magazine, “The Scottish Farmer” plus many more, and drawing excellent feedback from exhibitors and members of the public alike. For 2013, we took the decision to move the Festival to a bigger venue to allow for expansion, and we chose Lanark Agricultural Centre as a central base in close proximity to the major population areas of the central belt. Lanark Agricultural Centre is a successful and popular venue for a wide range of events throughout the year and is well known within the rural community. The move to Lanark was a great success with an increased level of interest and activity across all categories, and recent years have seen a step up again in terms of visitors, entries and the enjoyment of all who attended.

The Festival is now established as a fixed event in September at Lanark.

The Festival follows the same successful format each year, with livestock competitions, a full seminar programme, food and crafts, trade stands and displays. The 2014 Festival launched the RBST Scottish Championships, a competition aimed at rare and native breeds that has been established with the Rare Breeds Survival Trust. The Championships will be returning again to Lanark for 2017 featuring a rare breed poultry class, and there will also be the return of the “Demonstration Theatre” in the Craft Hall.

The Scottish Smallholder and Grower Festival is now a fixed event in the rural and agricultural calendar –

This September at Lanark Agricultural Centre
Sponsorship opportunities

There is a range of sponsorship packages available to businesses, organisations and individuals, each with a different level of promotional activity associated with it.

Main Sponsor
The Main Sponsor package gives headline branding on all material associated with the Festival.

Key Sponsors
We have created a second tier of opportunities that are available to sponsors keen to associate themselves with our main themed areas within the event.

Garden, Craft and Food Sponsors
Garden, Craft and Food sponsorship packages are available for each of the competition sections.

Individual event sponsorship
Businesses, organisations and individuals may wish to sponsor specific livestock, poultry & waterfowl or “Garden, Craft and Food” competitive classes or sections through a financial contribution to the prize fund.

Donation of prizes
We are delighted to accept donations of prizes to reward our dedicated competitors. Prizes may be perpetual e.g. a cup, salver or rose bowl, or may be for a single year e.g. rosettes, bags of feed or items of equipment.
Commercial Space

Taking commercial space at the Scottish Smallholder and Grower Festival is a great way to access a targeted audience, with a strong interest in your product or service.

The Festival has developed a strong and innovative commercial approach. Key to this is the flow of visitors through the event space, beginning and ending in the commercial exhibition areas. This generated a high level of interest for our commercial trade partners in 2015, and will be repeated this year.

An innovation for 2016 will be repeated this year, with an area within the Craft hall set aside as a demonstration theatre, where visitors to the show will be able to get ‘hands on’ with smallholder skills. The food and craft hall will also see a repeat of the Café seating area which led to an increased level of interest in the stands within the Hall.

Our Commercial Form contains everything you need to know about taking a trade stand at our events – costs, type of stand, terms and conditions, application form – is available to download from our website at www.ssgf.uk or at any time from Martin Beard, who will be happy to email it to you and deal with any queries you may have.

You can contact Martin Beard on 07917 105540 or email martin@ssgf.uk
Breed Societies

Breed societies will be warmly welcomed to our special breed stand area. We are particularly keen to attract breed societies for British rare and traditional breeds. Further information for Breed Societies and an application form can be found in our Breed Society Pack, which is available to download from the event website.

For more information please contact Rosemary Champion on 07986 451129 or email livestock@ssgf.uk

Advertising

We have a range of advertising options at our events, including the opportunity to advertise your business or organisation in the Event Catalogue and reach a wide range of visitors. The Festival Catalogue is approximately 100 pages and lists all entries, and it is giving free to all attendees at the show – exhibitors, visitors and competitors. Special positions are available including rear cover, although the main catalogue pages are black and white only.

If you are a commercial exhibitor or Breed Society, reduced rates apply for an advertisement placed in the catalogue.

An application form, including further information for catalogue advertisers is available to download from the Event website.

For more information, please call Martin Beard on 07917 105540

Contact us

If you require any further information or wish to discuss other options for promoting your business at the Festival please contact us by:

- Email: info@ssgf.uk
- Telephone: 01241 859108
- Website contact form: http://www.ssgf.uk
About Us

Smallholder Events (Scotland) Ltd

The Scottish Smallholder and Grower Festival is developed, owned, and organised by Smallholder Events (Scotland) Ltd, a company incorporated in Scotland having its head office in Barry, Angus. The company is dedicated to supporting and promoting the productive and sustainable use of small land holdings. It is run on a "not for profit" basis, with any surplus being reinvested in producing and promoting events for the smaller scale producer.

The team involved in organizing the Festival comprises:

**Rosemary and Dan Champion** have been smallholding since 2000, first in Alloa and now in Barry, Angus. As well as around 100 laying hens producing free-range eggs for sale locally, they breed Coloured Ryeland sheep and Shetland cattle. A vegetable and fruit garden provides for the house and a recently planted 120-tree apple orchard will, in a few years, provide fruit, juice and (hopefully) cider.

Rosemary is perhaps better known as “The Accidental Smallholder”. She developed the online presence of the Accidental Smallholder to chart her own experiences of establishing a smallholding. Today the Accidental Smallholder website (www.accidentalsmallholder.net) has over 50,000 unique visits each month, and Rosemary has contributed to smallholding and sustainable living publications and other media. **Rosemary looks after the livestock, poultry and waterfowl shows and liaison with breed societies.**

Dan runs Mooch Marketing, (http://www.moochmarketing.co.uk) a digital marketing company specializing in the production of vertical price comparison websites, supported by high quality SEM marketing, SEO and data services. **Dan is responsible for all of the digital content related to our events.**

**Martin Beard** runs a smallholding in Angus featuring rare breed pigs, cattle, sheep, goats and poultry. Martin is a Trustee of the Rare Breeds Survival Trust (RBST), the leading national charity working to protect and promote rare and native breeds of farm livestock; he acts as the Treasurer to the charity. He is also Chair to the Caledonian Support Group of RBST.

**Martin looks after the commercial side of the Festival, including commercial stands, advertising and marketing.**