

Farm Vending



**Farm
Advisory
Service**

National Advice Hub
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Farm vending is an excellent way to sell fresh farm or croft produce direct to consumers. Farm vending is revolutionising the traditional farm shop experience and is very convenient for both producers and consumers.

Consumer demand for local food and drink sourced directly from farms and crofts has accelerated during the Covid-19 pandemic. Consumers have a much greater interest and appreciation of where their food comes from, how it is grown/produced, the food miles and environmental impact of the produce they consume.

Developing a brand for your own farm/croft produce is a great way to add value and promote your own unique farming or crofting story. Developing a farm/croft brand ensures that your story, values, animal welfare and environmental credentials are retained and promoted right through to the end consumer.

Benefits of Farm Vending

To Consumers

- Provides an opportunity to buy fresh produce direct from the producer
- Convenience with fresh farm/croft produce available 24/7
- A unique and enjoyable shopping experience
- Supports local farmers, crofters, and businesses
- Environmentally friendly; reducing food miles, carbon emissions and reduces plastic use
- Builds community and supports the local economy

To Farmers and Crofters

- Opportunity to significantly add value to produce
- Make fresh produce available to local people
- Opportunity to create a retail space without significant overheads
- Develop stronger relationships with consumers
- Promote your own farming/crofting story to consumers
- Easy to operate and keep track of sales/orders through app/SMS service
- Provides an opportunity to collaborate with other local producers



The European Agricultural Fund
for Rural Development
Europe investing in rural areas



Scottish Government
Riaghaltas na h-Alba
gov.scot

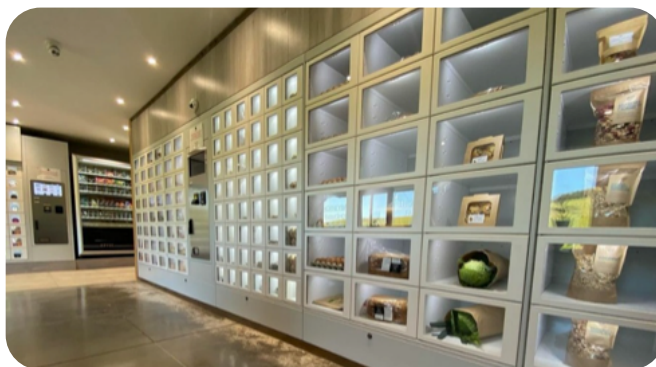
Considerations

- **Location** – farm vending machines perform best in locations which are easily accessible for consumers. E.g. close proximity to roads, cycle paths and walking routes. Urban environments like shopping centres, petrol stations, and train stations where there is likely to be high customer footfall also perform well
- **Product range** – consider seasonality of produce and ensuring enough supply to meet demand. This may require collaborating with other local producers to present a wider range of produce
- **Build customer loyalty and encourage repeat custom** – this could be done through recipe cards, meal boxes, dine in for 2 hampers which vary weekly/monthly and keep the offer fresh and engaging
- **Contact your Local Environmental Health Team for advice on labelling and shelf-life of produce, particularly if you are selling meat, milk, and home-made produce**
- **If you are creating a purpose-built retail space, contact your local Planning Department for advice on planning regulations**
- **Build with expansion in mind. Start small to gain traction but consider future growth opportunities**
- **Marketing and digital presence through social media and website are vital to promote your brand and produce**
- **Branding is crucial to share your farming story, values, and encourage customer loyalty**

Suppliers – Fresh Produce Vending Vending by JSR

Vending by JSR are UK distributors of custom-built vending machines to suit farmers, crofters, and food & drinks producers.

For full product specifications and prices visit:
<https://www.vendingbyjsr.co.uk/>
07917 730452 | stuart@jsrservices.co.uk



Suppliers – Milk Vending The Milk Station Company

The Milk Station Company are UK distributors specialising in milk, dairy and fresh produce vending machines for farm and rural businesses.

For full product specifications and prices visit:
<https://themilkstationcompany.co.uk/>
01749 681381 | info@themilkstationcompany.co.uk



*the suppliers above specialise in farm vending machines and work directly with farmers across the UK. There are other vending machine suppliers, contact the Farm Advisory Service for more information.

Video – Morton's Milk

Morton's Milk is a family business based at Auchinbay Farm in Ayrshire. Morton's Milk Farm Shop opened in February 2020 selling fresh milk via a milk vending machine. The business quickly expanded during the summer to offer a wide range of fresh produce from the farm and from over 20 local suppliers.

A video of Morton's Milk Farm Vending can be viewed here:

<https://www.fas.scot/publication/new-entrants-with-added-value-mortons-milk/>

