



‘The Glenrath Story’

Mr John Campbell OBE

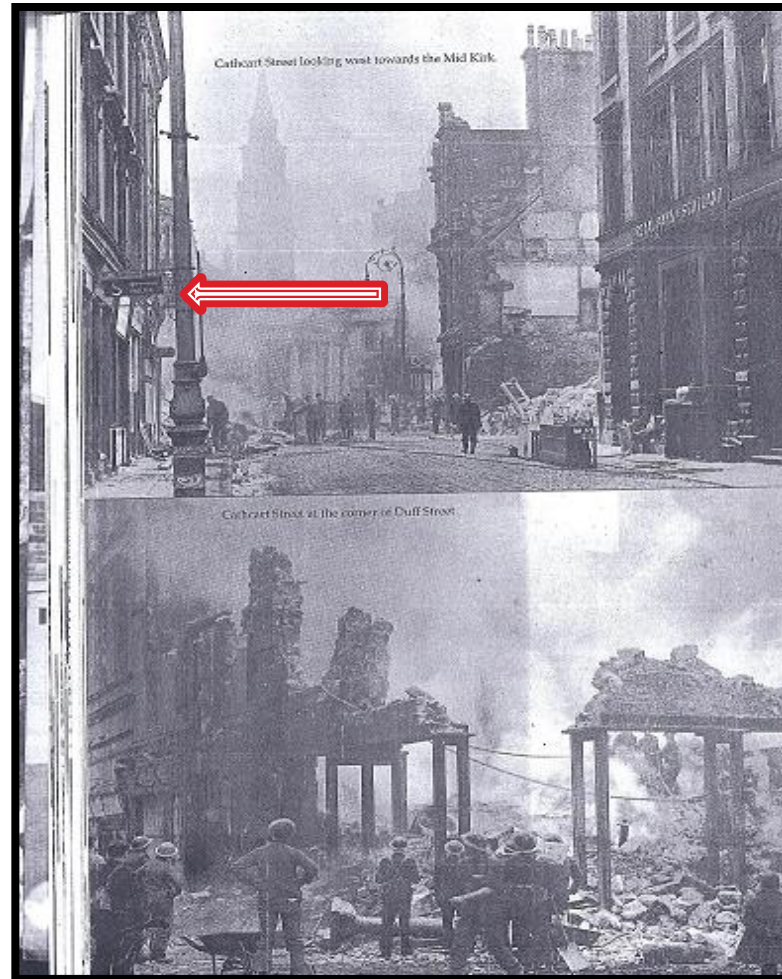
Glenrath Farms

UK Farm Business of the Year 2004 & 2012





Father's Butcher Shop





Greenock – replacement building blown up last week

This photograph is labelled 'Selville Place top class 1965' and was probably taken when the school was scheduled for closure and demolition. When the Education (Scotland) Act 1972 came into operation the town possessed 27 schools, but despite this, of 4,900 children over five and under sixteen years, 2,871 were not attending school. The newly formed school board erected two schools – at Moura Street and Selville Street – without delay; the first of a series of well-equipped and modern schools located in the most densely populated areas of the town. Selville Place School opened on 5 August 1976 and cost £14,520 3s., with accommodation for 232 pupils and fees on a scale from eight pence to two shillings. At its opening it was stated that pupils would be urged to cultivate habits of cleanliness and good manners and would be taught 'useful' rather than ornamental needle work.

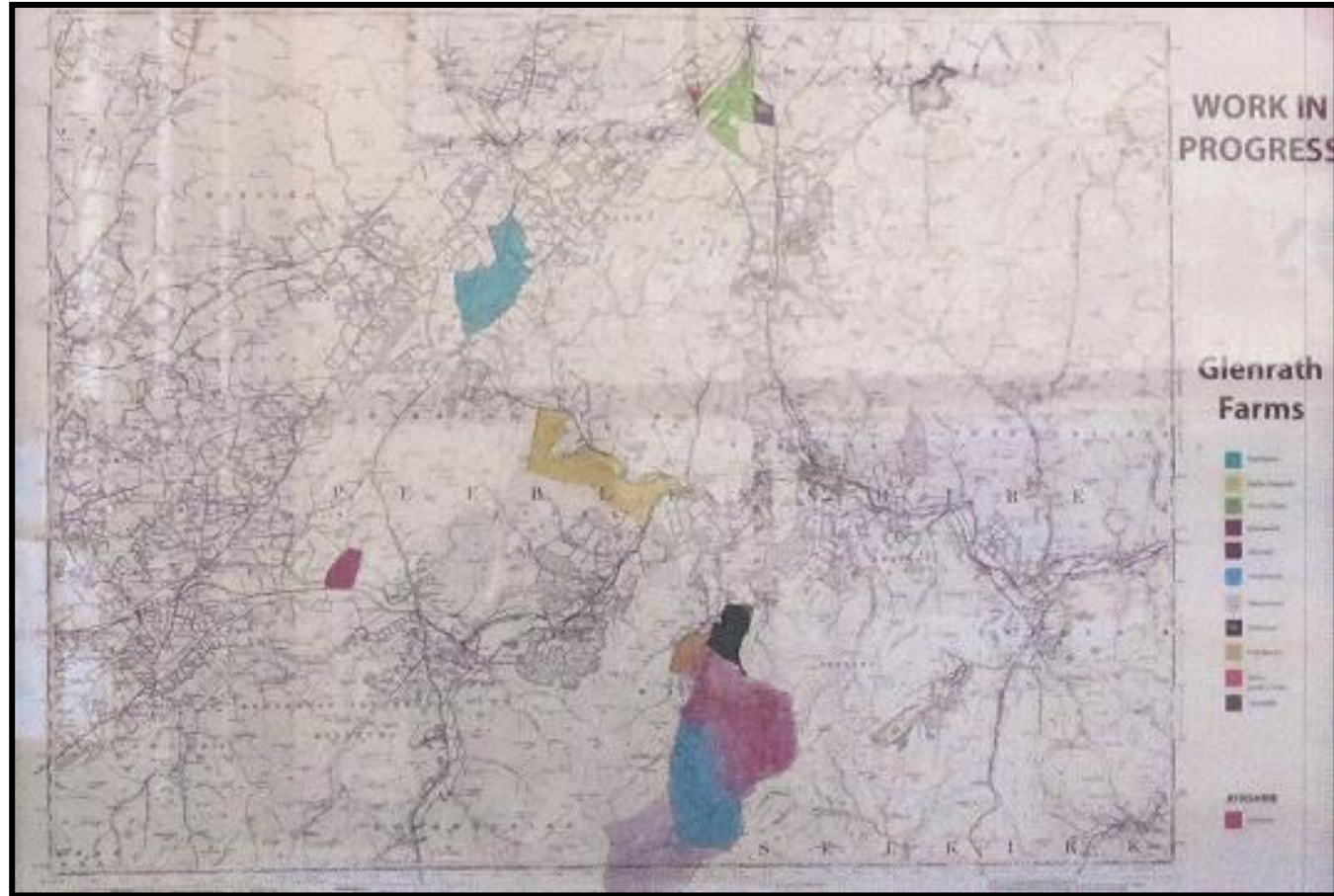


The tenements at 27 and 43/45 Selville Street suffered severe damage during the Glasgow Blitz of May 1941. Selville Street was hit on the first night's raid on 4 May, and a considerable number of people were killed in these three tenements, as well as further along at Lauriston Street and St Lawrence Street. In January 1992 the town council agreed in principle to a massive redevelopment plan for the Selville

Street/St Lawrence Street area. Proposals included a number of maisonettes and originally nine blocks of multi-storey flats intended to replace 40 existing houses in the area with 714 modern ones. The cost was estimated to be £2 million. The first phase of new flats at St Lawrence Street was completed by 1964, and the redevelopment continued over the next ten years or so.



Map of Farms





The first rearing shed





FIRST CONTROLLED ENVIRONMENT POULTRY HOUSE 1963 1.7% INTEREST CHARGE





Dealing with the Supermarkets

- ▶ Initial Challenges and Tribulations
- ▶ The big breakthrough– Tesco and Asda
- ▶ Supermarket Growth
- ▶ The Lion and Traceability– SCO
- ▶ Alternates– Free Range, Barn and Organic



Developments since 2000





Millennium Packing Station





Packing Station





New Grader





Robotic packing





Robotic packing





Five Robots





Our Customers

TESCO **ASDA**

Sainsbury's





SCO Stamping





Millennium Packing Station





Financial Performance to 31st May

Sale Growth & Profit Before Tax

Year	2015	2014	2013	2012	2011	2010	2009
Turnover	£52m	£54m	£55m	£50m	£42m	£45m	£42m
Variance	-3%	-2%	+10%	+19%	-7%	+7%	+5%
Profit Before Tax	£7.794m	£7.488m	£8.1m	£8.0m	£4.6m	£7.8m	£8.2m
Year	2008	2007	2006	2005	2004	2003	2002
Turnover	£40m	£33m	£32m	£24.3m	£22.7m	£18.9m	£13.3m
Variance	+21%	+3%	+31%	+7%	+20%	+42%	+14%
Profit Before Tax	£7.3m	£3.9m	£4.5m	£5m	£4.2m	£1.6m	£1.9m



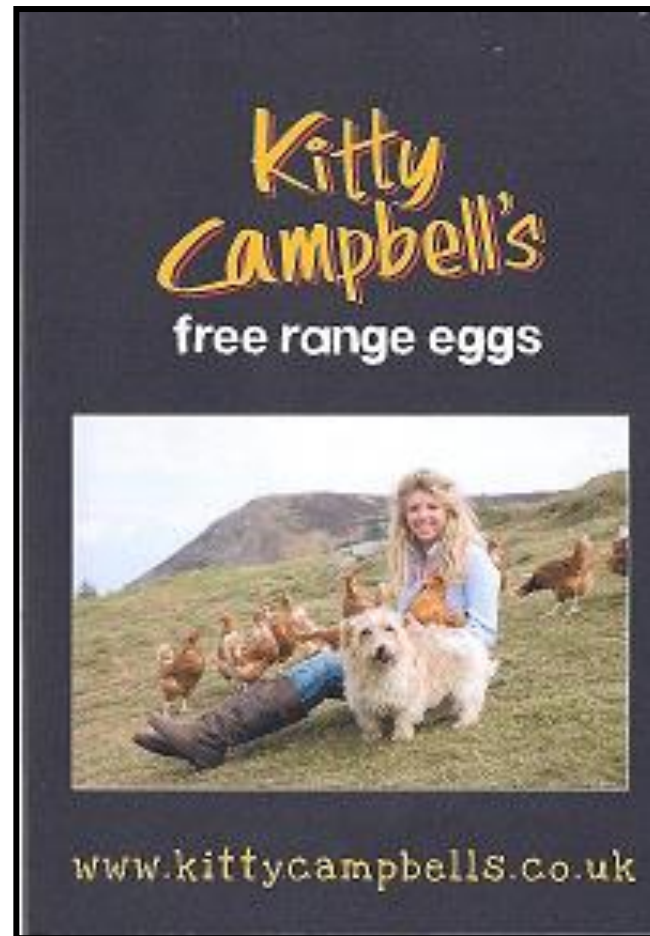
What we did as a result :Brands

We have developed our own brands to help reinvigorate sales





Kitty Campbell Brand





Blythbank





Blythbank





Pioneering the Multi tier Aviary System



Vencomatic would like
to congratulate
GLENRATH FARMS LTD
on their continuing
innovative and welfare friendly
approach to egg production with
the introduction of the first
RED-L aviary system into
the UK market



Free Range Egg Collection





Processing plant





Processing plant





Processing plant





Processing plant





Charolais Champion 2005 Winter Fair (bred at Glenrath)





Traditional Border hill farming (breeks)





Farms





Glenfyne, Glenrath, Easter Happrew, Langhaugh





The Future

- ▶ Succession
- ▶ Family
- ▶ Company Structure
- ▶ Continued Growth



Summary

- ▶ Commitment
- ▶ Attitude
- ▶ Motivation
- ▶ Control
- ▶ Marketing
- ▶ **“THE ONLY THING YOU NEED TO SELL IS YOURSELF”**
- ▶ Staff



Glenrath Farms are the main sponsor of Peebles Rugby Club





Miles of Daffodils



Marie Curie
Cancer Care





Justin King CBE Visited Glenrath Farms





Glenrath Farms



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