

BLACKERHALL FARM

INDUSTRY	FARM AND FARM SHOP
APPLICATION	PACKING FRESH PRODUCE
PRODUCTS	FT14 MANUAL NET PACKING MACHINE



BACKGROUND

Blackerhall Farm is an award winning farm shop producing and selling locally produced fruit, vegetables and meat. Covering five generations, the family business, now owned by the Garthwaite family, were awarded UK Farm Retailer of The Year in 2014. Established in 1999, the farm has a farm shop with butchery, bakery, delicatessen, wine loft, gift houses and café. More than 80% of everything they sell in the shop is produced by themselves.

SITUATION

The locally grown produce on the farm is available to buy from the greengrocers in their Farm Shop. The produce includes broccoli, purple sprouting broccoli, sweetheart and savoy cabbage, kale and swede.

As part of the high quality shop merchandising, the owners were looking for a professional way to display and sell their produce.

“Our FT14 manual netting machine enables us to do what the big supermarkets do! The end product has a practical and professional look and feel to it and the machine is so easy to use.”

Edward Garthwaite, Managing Director,
Blackerhall Farm

PROCESS NEEDS

The machine needed to be able to produce a certain number of packs a day, switching between sprouts, potatoes or other products depending on what needed to be packaged at the time. As well as having a certain budget for the packaging machine, the end produce needed to look professional as well as being practical.



SOLUTION

After visiting the site, Xact Prepack Sales Manager, Paul Bennion decided that an FT14 manual netting machine would fit the bill.

The FT14 manual machine cuts, seals and prepares for the next net pack in one easy operation! The end product is a high quality presentation at an affordable price. It is ideal for all types of fruit and veg.



OUTCOME

Sales of the produce packaged using the FT14 at Blackerhall Farm have increased. This is due to being able to display produce more effectively and therefore sell more. The management are really impressed with the machine, the results it gives, its ease of use and reliability.