

Local Origins Rural Network

LOCAL ORIGINS RURAL NETWORK

Farmers Food and Creative Producers Skills

The idea behind the formation of this organisation is to bring the local food and creative producers, farmers, and skills businesses, together with the local community of the Lorn area. The aim is to provide the businesses with the chance to communicate with each other, to improve our local and economic sustainability, grasp opportunities that are, so often, more effective as a group and engage with the community better.

Are you a local producer? :-

livestock farmer, shellfish farmer, vegetable grower, baker, confectioner, cook, involved in the creative arts, making your own crafts, designing your own art, using your skills to earn a living in the rural economy.

Are you interested in joining a local organisation which aims to enable all of us to communicate with each other better, engage with the local community better, take more advantage of opportunities by working together, and keep abreast with all the incoming regulations more easily?

Do you find yourself working alone, with your partner, wondering what others in the area are doing and thinking?

Do you see opportunities, like wholesale, retail, events, mail order, grants, development or exhibitions, pass you by because you are too small alone to take advantage, or to set up the required facilities? Do you hear about good things after they have passed?

Would you like access to representatives of the local regulatory and advisory bodies to ask questions before problems occur, to have them coming to us with the latest news?

Would you like to use the services of others in the area, but often find it hard to find out who does want? Would you like to offer your services to others in the area but find it far too expensive to advertise in our local media and too haphazard otherwise?

Would you like to work with other producers to create more marketing situations selling direct to the local community, both resident and visitors, so adding value to your product, reducing the food miles / carbon footprint and improving the viability of your business? The ideas include developing both retail and wholesale markets.

Would you like to access more training that is tailored to your needs in both content and timing and location? Whether business, technical skills, regulations, whatever?

Can you think of other reasons to get together with other small businesses who are producing or using their skills to make a living in the Lorn area?

If you can answer any of these in the affirmative –then please join LORN

Fill in your relevant form and send it, with your membership of £15 for 2009

to : LORN, c/o Kintaline Farm, Benderloch, Oban, Argyll PA37 1QS

Local Origins Rural Network

Local :- Marketing the produce, and skills, from small farmers, crafters and businesses who are based in the North Argyll area of L-O-R-N.

Origins :- All products to be grown, created, built, or made on the producers own premises. Promoting local talent and skills; improve the use of our own resources .

Rural :- Sustaining our own rural economy in L-O-R-N area of North Argyll

Network :- Bringing small businesses together, with the community, to facilitate training, grasp & create opportunities, inspire cooperation and empower each other.

AIMS for 2009

- α **Develop NETWORK to connect local businesses and the community**
- α **Local PRODUCERS MARKET : food, crafts, skills**
- α **Create online community of all interested in local sustainable economy**
- α **Initiate TRAINING, SKILLS, and other projects as identified by members**

See : www.lorn.org.uk

contact admin@lorn.org.uk for more details or phone 01631 720223

Local Origins Rural Network

"LORN - LOCAL ORIGINS RURAL NETWORK"

MEMBERSHIP

Application to Full Membership of LORN

Membership of the Association will be open to all bona fide local farmers, growers, food and creative producers and rural skills workers within the LORN area

- a) Members and Associate Members will be required to pay an annual subscription. The cost of annual membership will be set by the members in general meeting. 2009 :- Full members to pay a £15.00 annual subscription
- b) Membership fees will fall due on 1st January each year. New members will pay the full annual membership rate regardless of joining date.
- c) Failure to pay the annual membership fee within 30 days of the due date will be considered a lapse of membership.
- d) Membership of **Local Origins Rural Network** will be open to all farmers, growers, other food, drink, arts, crafts producers and other individuals who use their own skills and talents in the activities of their rural business, living in the LORN area whose product portfolio and business objectives are consistent with the aims and objectives of the Association. The Committee reserves the right to refuse membership to any prospective member.

Membership Criteria - FULL

- a) Where reasonably practicable, produce or ingredients must be grown by, or purchased from, local suppliers within Argyll and the Islands to give the final product a clear area based provenance.
- b) Creative arts producers are encouraged to support other local businesses as far as economically feasible for their materials.
- c) Members must be living and working in the rural economy of the Lom area of Argyll, although the Committee reserves the right to accept members from further afield at their own discretion.
- d) All members and associate members will be required to confirm that they have all the necessary insurances and legal certification required whilst working under the auspices of the Association.
- e) All members and associate members will be expected to operate to best practice guidelines in terms of food quality and any relevant health and safety and trading standards requirements.
- f) All members and associate members will be expected to operate in a professional manner in keeping with the aims and objective of LORN and any associated brand umbrella.
- g) Members and associate members will be asked to confirm their permission for LORN to pass on their business contact details where this appropriate.

Membership Benefits

All members and associate members will receive the following membership benefits -

- a) Listing in any web site, database or directory managed, or with which, LORN is involved.
- b) Network support and advice.
- c) The opportunity to participate in LORN events as appropriate.
- d) Opportunity to access funding for joint schemes to promote and enhance business profitability and sustainability.
- e) Access to any area based brand and related promotional materials as sanctioned by LORN and its funding partners.
- f) Representation to private and public sector organisations.
- g) Opportunity to improve individual sales opportunities through adopting a group approach.

As the membership grows, so increased benefits will be developed.

"LORN - LOCAL ORIGINS RURAL NETWORK"

Some of the aims for 2009 are

Widen the breadth and depth of members in the Network to encourage as many relevant businesses to join in with LORN, to build as strong a community of skills, services and businesses as possible. This gives us strength within the Network, resilience between members, and the ability to voice Members concerns to in other arenas. There is such a deep pool of knowledge, experience, resources, and skills that are not being well used in the area. Together we can work to changing this.

Develop online community for the members and for the local population as a whole to communicate. There will be public areas for general conversation, promotion of events and products, and somewhere for the general public to ask questions.

There will be private areas for members to discuss their business, arrange events, share ideas, and generally reap the benefits of the membership. This will include a Skills register, a full database of members and the facilities offered. Members will be able to use this area to seek answers to problems, organise more cost effective deliveries, and keep up to date with local news.

Develop a fortnightly Producers Market using Kintaline Farm, where local food and craft producers can sell their wares, we can cook and do skills demonstrations to create a worthwhile event, other local related organisations can join in to attract a strong visitor and local following. This will give producers the confidence to develop each business.

Set up a Business Database incorporating a **Skills Register** and a **Product List**, members can choose whether their details are included in a public list or keep their details within the membership. These details will allow members to gain a far better knowledge of the skills and resources available to them and so able to support local businesses. This will go a long way to improving our business and community sustainability. We can then encourage other local businesses and communities to use LORN as their port of call for a wide range of products and services.

Develop connections with all the local and national agencies to enable them to come to the Network with any opportunities they have, keep members up to date with news and relevant changes, and give members easy access to information to help them make the most of their businesses.

Promoting the Friends membership, recruiting as many members of the local and visiting community to join Friends of LORN, so providing a direct marketing route to interested consumers. Our Friends will receive regular newsletters, access to parts of the online community, and special offers from you. They will become the perfect way to promote new products, sell directly to, test out new ideas, and revitalise your marketing.

Help Source Funding for Members projects to promote and develop their businesses – there is a lot of it about, we need to be better at getting it to stick in this area.

Investigate the Wholesale market for interested Members.

Listen and respond to Members needs and ideas. There will be many more good projects to add.

We will have plenty of other ideas, and will set up project teams, so there is lots of opportunity for new members to get involved in making things happen. Let us know of YOUR ideas.