



14th June 2019

A bright new future for FRA

The Council of the Farm Retail Association is delighted to announce that we have appointed new Managing Agents.

We have bold plans to increase what the FRA offers its members and from today, we are delighted to announce that the [Yorkshire Agricultural Society](#) (YAS) will be our Managing Agents.

Their current work is at the heart of farming, food and the countryside, with clear aims of supporting, researching, challenging, inspiring and educating – which all chime well with the FRA. YAS is the charity that organises the annual [Great Yorkshire Show](#) (135,000 visitors) which is now the largest agricultural show in England. YAS also has 12,500 members.

The charity is uniquely placed to understand food retailing as they also own and run [Fodder](#) so know the challenges we all face – from the sharp end! Fodder has been a member of the FRA for 12 years. The team at YAS are full of ideas and are keen to make a lasting and positive difference to FRA.

One of the first things they will do is to have a telephone conversation with every member, so we can gauge exactly what you want from FRA going forwards, as quickly as possible. So please be honest and help them to help you.

Your new FRA contact is Jenny Rose and she can be contacted on **01423 546214** or e-mail jenny@farmretailassociation.co.uk

With a strong marketing and PR department, YAS has regular briefings with journalists and the media and recently met with BBC Countryfile. They have offered to help the producers to find the best farm shops, pick your own and farmers markets in every area they are filming in. This is the first of many new initiatives that we want you to benefit from - we truly believe there are exciting times ahead for us all.

The Farm Retail Association has never been more important or more relevant; we are all excited to maximise the positive impact the FRA has. Food retailing is changing and consumer's concerns about sustainability are increasing; local food retailers should be at the forefront of this food revolution – the FRA is here for you.

Best wishes

A handwritten signature in black ink that reads "R Copley". The signature is written in a cursive, flowing style.

Robert Copley, Chairman