

JO HILDITCH

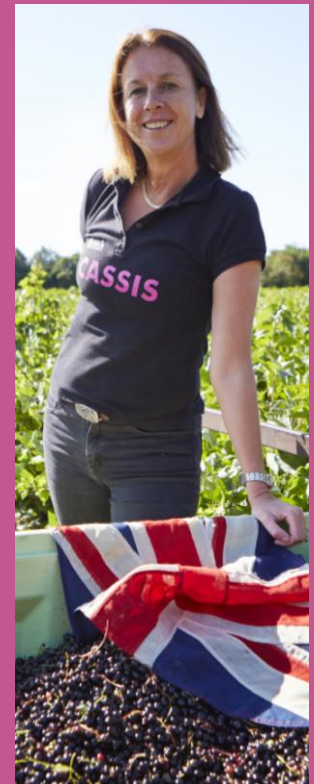
British

CASSIS

WHAT IS THE PLACE OF BRITISH CASSIS IN THE WORLD OF BLACKCURRANTS?

- 4th generation grower
- Herefordshire on the Welsh Borders
- Looking for surplus opportunity

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WHAT SHOULD WE DO IN AN OVERSUPPLIED MARKET?

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World Blackcurrant Market



Little Jo



BRITISH CASSIS KNOWS ITS PLACE IN THE WORLD!

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French Cassis
Market



Jo's Cassis
Market



Kir Royale



WOMAN
AND HOME

WHERE HAVE WE GOT TO IN 10 YEARS

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- Set up in 2005
- Produce a uniquely different product to the French in taste and style
- Use our own secret recipe
- Supply to our own market
- Mainly supply delis, farm shops, independents
- Also in a few larger outlets including Fortnum's
- Mainly promoted ourselves through my PR contacts and background
- Small but still great
- Plenty of room for everyone in this niche market place



BUT IT'S VERY HARD WORK....

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NOT-EXPERTS!



HOW DO WE FIND OUR EVENTUAL MARKET?

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- We're farmers, not marketers
- We must put our land to optimum use and identify markets for our final product
- Why produce 100 tonnes as a farmer; 1000 tonnes as a national group or 100,000 tonnes as a country, when we are not even sure who the final customer is...
- When I started my Cassis I thought that it would be easy and that I could satisfy my own market
- With a small business like mine it goes some way to satisfying this need, but not all the way....



DO WE ALL NEED A LONGER TERM VIEW?

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- Blackcurrants are a technical and long term crop
- Costly to grow
- 3 years to get a crop; 5 years to break even and 7 years to making a Return on investment
- Find a market before we grow them
- Develop products yourselves in identified markets
- Be prepared to work hard in a different environment
- Use the fantastic health credentials to back up the work on the product
- Even then you won't become a millionaire!
- Remember who your customer is, and do all that you can to use your skills to get in front of them
- Could all double our market through finding new products and opportunities – so much potential



IN SUMMARY...

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- The future is bright, the future is purple...



- And talking of purple....

