

BOOTH'S CASE STUDY

Bowland Fresh Milk

In 2001 a group of innovative farmers from the Forest of Bowland Area of Outstanding Natural Beauty formed their own company to develop a regionally branded milk – Bowland Fresh Milk.

Connect Plus Ltd was launched and an initial approach was made to leading regional retailer and local sourcing specialist, Booths. The intention was to provide customers with the freshest possible milk from known local sources – specially selected farms in the Forest of Bowland area.

The first delivery of Bowland Fresh Milk arrived at Booths' Clitheroe store on July 29th, 2002, and by the end of the month was available throughout its North West stores. Booths has been stocking Bowland Fresh milk since the company's launch, and remains one of the brand's staunchest supporters today. By further developing the relationship with Booths, Bowland Fresh Milk is also supplied to Singleton's, a local cheese maker based in Longridge. Singleton's produce Bowland Fresh Butter, of which 5p from the sale of each product goes toward the Bowland Mountain Rescue.

In November 2006, Connect Plus was proud to launch Bowland Fresh Organic Milk. When consumers choose Bowland Fresh Milk they not only get the freshest possible milk from a known source, but they also directly support local farmers and their families. Those involved with the scheme can be 10%-15% better off than if they sold their milk through the commercial market.

By producing and marketing the milk themselves, the farmers involved in the scheme have successfully introduced regional branding to a marketplace that is becoming increasingly aware of where its food comes from and how it is produced.