

The Balloon Tree Newsletter

¥ ISSUE 2 ¥ SPRING/SUMMER 2005 ¥ GROWN FROM A FAMILY BUSINESS ¥



Well, we have been open a year now - what a roller coaster that was! It has been a hugely testing experience for us all, but it has been well worth it just to see our customers leave happy and return time after time with such uplifting feedback. The demand for our superfresh fruit and vegetables has really amazed us. I have to use our new concept of superfresh because the word fresh has become saturated for the purposes of food marketing as opposed to actual product description.

We have also been taken aback by the success of other avenues that have opened up - take meat for example. As well as the welfare, feed type and breed of animal, the fact that we hang it for much longer provides an unrivalled flavour. We can provide total traceability of all our meat. Our customers don't have to worry about whether their food has been shipped from overseas, injected with water and salt, reconstituted at one end of the country and repackaged at the other, and then sold without any of this even being mentioned. The issue of water addition alone is worrying. For example, it may be some 10% cheaper - bargain you may say - it's just a shame you may lose up to 25% of the weight when cooked. I'll let you decide which makes the most financial sense, let alone all the other issues such as health, our local and national economy, flavour, traceability etc.

We are busy planting vegetables now, in order to be ready for harvest on time. We are looking forward to the coming months as our produce is at its best. We hope you enjoy it.

Matthew Machin



Award WINNERS New Business of the Year

This was the first and only award we entered for last year as we were simply too busy! We're pleased our business strategy seems to be working. We have an original and innovative concept, to grow our own produce and sell it direct to customers. This is already proving to change the way people eat for the better. We minimise on processing and packaging costs as well as transportation costs by only having to use a quad bike or feet. This helps offset the high cost of a labour intensive farm.

To tip the balance in our favour, we sell direct to our customers and so can compete with the larger food retailers. Moreover, we can still maintain a high level of customer service and unrivalled superfresh products.

Having seen that the shop, cafe, kitchen and bakery were so busy, the judges appreciated the work load on everybody's shoulders. Their decision was also influenced by the high level of customer service. So a fantastic team effort everybody, well done!

Matthew and Will Machin were proud to receive the New Business of the Year award.

