

Atlas of the European Egg Industry



UK	29,500	100%
Italy	46,500	30%
Spain	46,353	25%
Greece	5,157	10%
Portugal	5,860	10%
France	44,319	40%
Germany	38,964	100%
Holland	31,600	100%
Portugal	5,500	10%
Slovakia	5,700	25%
Hungary	4,500	25%
Greece	5,100	
Czech	10,300	25%
Belgium	12,300	60%
Austria	4,600	10%



The Glenrath Story

JOHN P CAMPBELL OBE
GLENRATH FARMS LTD



Scottish Map





THE ORIGINS OF GLENRATH





THE FIRST REARING SHED





1ST CONTROLLED ENVIRONMENT POULTRY HOUSE 1963

5

17% INTEREST CHARGE





DEALING WITH THE SUPERMARKETS

- Initial Challenges and Tribulations
- The big breakthrough- Tesco and Asda
- Supermarket Growth
- The Lion and Traceability- SCO
- Alternates- Free Range, Barn and Organic



DEALING WITH THE SUPERMARKETS





SCO STAMPING





MILLENNIUM DEVELOPMENT





MILLENNIUM 6





THE MILLENNIUM DEVELOPMENT





GROWTH IN THE MILLENNIUM

Investment and Growth

2000	2001	2002	2003	2004	2005	2006	2007	2008
£9.92 m	£11.6m	£13.3m	£18.9m	£22.7m	£24.3m	£32m	£33m	£40m
	+17%	+14%	+41%	+21%	+7%	+30%	+5%	+21%
			2009	2010				
			£42m	£45m				
			+5%	?				

2010 - ? We don't count our chickens before they hatch!



Organic Free Range





ALTERNATE SYSTEMS



Blythbank – We've only just begun





BLYTHBANK





BLYTHBANK COTTAGES





BLYTHBANK





BLYTHBANK





THE BEECHES





THE BEECHES





Red L System





Farm Packing





A PARTNERSHIP

- Respecting the Supermarkets
- Working with and not against them



New Packing Station





New Grader at Y2K





TRADITIONAL BORDER HILLFARMING (breeks)





Charolais Champion 2005 Winter Fair (bred at Glenrath)





EASTER HAPPREW FARM





LANGHAUGH FARM





GLENRATH £49,000





Lanark Ram Sales 2006

32

305	37	1	BR	16,000.00	CASUAL
306	37	1	BR	900.00	PAT009
307	37	1	BR	3,500.00	DOU005
308	37	1	BR	850.00	DIC020
309	37	1	BR	5,800.00	MIL044
310	37	1	BR	3,000.00	COU003
311	37	1	BR	350.00	STE107
312	37	1	BR	850.00	MUN034
313	37	1	BR	1,500.00	BEN010
314	37	1	BR	1,000.00	DAL013
202	39	1	LR	11,000.00	CASUAL
203	39	1	LR	4,000.00	REN016
204	39	1	LR	3,500.00	MCG074
205	39	1	LR	5,500.00	CASUAL
206	39	1	LR	40,000.00	CASUAL
207	39	1	LR	5,500.00	CASUAL
208	39	1	LR	500.00	ROB072
209	39	1	LR	<u>750.00</u>	BEN026

Total Sales 104,500.00



THE FUTURE

- Succession is extremely important
- Family
- Company Structure
- Continued Growth



SUMMARY

- Commitment
- Attitude
- Motivation
- Control
- Marketing
- "THE ONLY THING YOU NEED TO SELL IS YOURSELF"
- Staff



UK Farm Business of the Year 2004



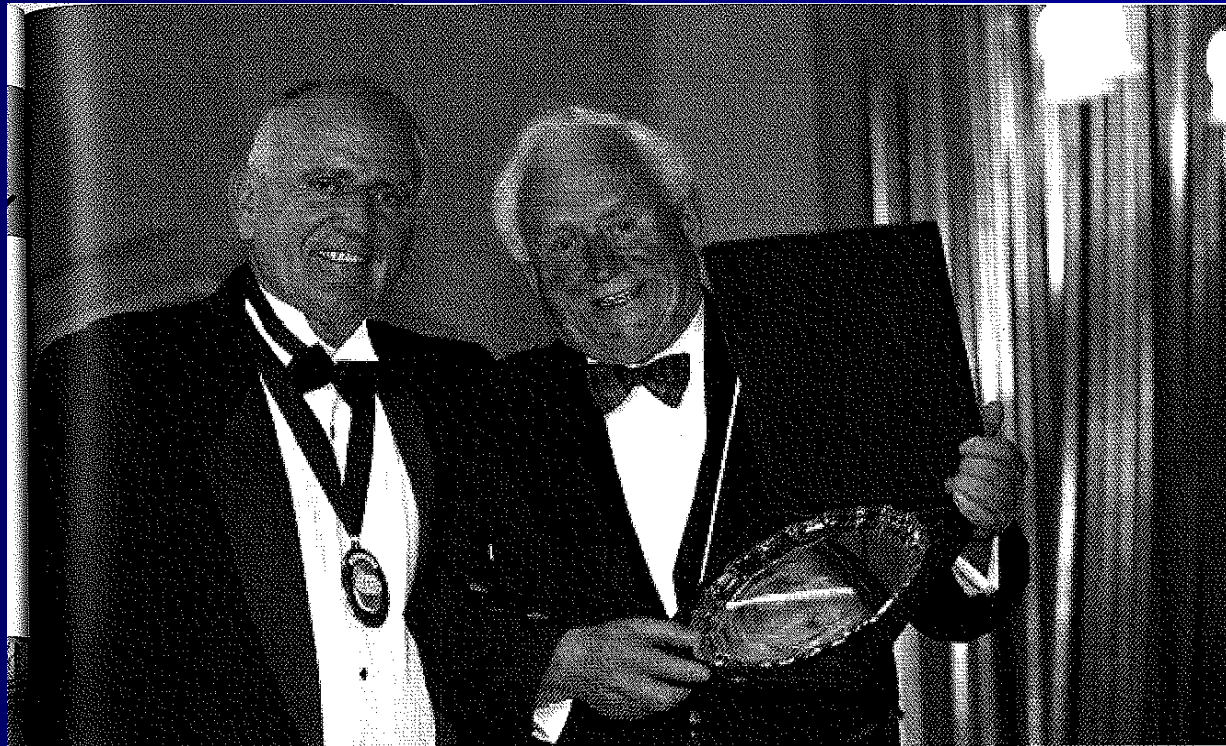
BAILEY BRIDGE



THE BUNGALOW



John Campbell, IEC, Prague 2010



st International Egg Person of the
Year awarded to John Campbell