

Dairy farm secures future with new dispensing machinery



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“Lombard has always been very supportive of Wayside Farm, going beyond what is required to support the smooth running of our business.” *Charlie Wray, Owner*

Who is Wayside Farm?

Wayside Farm is a 127-acre family run dairy farm based in Kings Langley, Hertfordshire. Established in 1975, owner Charlie Wray cares for a herd of 75 Jersey cows, one of only two herds of its kind in the county. Producing milk for a number of house-hold named dairy manufacturers and suppliers, the farm is a key player in the agricultural industry, providing employment in the local community.

What did Wayside Farm want to achieve?

With increasing pressure being put on the UK's farming industry to sell their products at lower prices, Wayside Farm like many other agricultural organisations needed to ensure the business continued to profit.

Charlie was advised to contact Jonny Crickmore who had recently featured on BBC's Countryfile for ideas on how to diversify. The entrepreneurial farmer created a refrigerated cabinet, allowing the user to refill their own container with fresh

unpasteurised milk straight from the farm. Jonny's machine would allow Charlie to sell directly to customers at a more competitive rate than the dairy manufacturers were demanding.

How did Lombard help?

Having worked with the bank for a number of years, Charlie approached NatWest's Mark Cheadle for advice on the best funding path to buy one of Jonny's milk dispensing machines. Mark placed Charlie in touch with Lombard Senior Relationship Manager, Karen Litherland who was able to provide Wayside Farm with asset finance to support the investment.

How did Wray Farm benefit?

The new milk dispensing machine, which is one of only 12, has provided Wayside Farm with the security to survive as an independent business in the UK farming industry. Wayside Farm can now sell its milk at a competitive price rather than have its charge rate dictated by manufacturers.

Deal highlights

- Wayside Farm diversified its business and remains at the top of the dairy market
- Lombard's agricultural specialists provided £20,000 for a specialised milk-dispensing machine
- Wayside Farm now has a secure future and industry-leading equipment



“The asset finance provided to us by Lombard has been invaluable. It has allowed us to keep our business sustainable and not be at the mercy of the manufacturer.”

Charlie Wray, Owner

Security may be required. Product fees may apply.

For more information about how Lombard could help your business grow, please call 0800 028 7164 . Text Relay 18001 028 7164

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