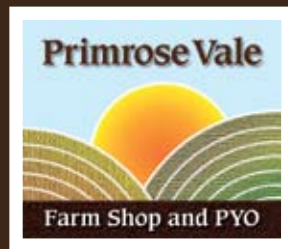


# From A & A to Primrose Vale

## Questions & Answers



**Q: Where does the name A & A come from?**

**A: Over the years much discussion has taken place with many of you about the origin of the farm and it's name. So to set the record straight here's the history .**

Two farmers from Cranham founded A & A Farms on the site of Primrose Vale in the 1930's. Primrose Vale is still marked on the A - Z map today and the field where the shop is built is also known by this name. However, Mr Alexander and Mr Angell were pig and poultry farmers. In the 70's Mr Andrew Hope, our landlord, began growing strawberries and changed the name of the business to A & A Fruit Farm.

Andrew grew strawberries for Pick Your Own and the wholesale market for twenty years building up a reputable and successful business. In 1997 the new A417 chopped the farm in half and Andrew decided it was time for a change. So in 1999 Mr Paul Keene took over the tenancy. The farm now grows fruit and vegetables for both the ready picked and pick your own market, but only occasionally supplies small local wholesalers.

**Q: Why the name change to Primrose Vale Farm Shop & PYO?**

**A: Undoubtedly the name "the A & A" is well known throughout the surrounding area and we are proud to be representatives of the business. Every year we see the same friendly faces returning to buy our fruit and veg. Thank you for your loyalty.**

However, talking to people outside the business it is obvious that we are known as a strawberry farm and not much else. Those not in the know seem to be unaware that we sell ready picked as well as pick your own. New customers often pull in saying, "we had no idea you did all this!" So the decision was made to change the name of the business to Primrose Vale Farm Shop & PYO. The name A & A was not conveying what we do.

A questionnaire was circulated last year asking for your opinions on the matter. The majority of you were in favour or didn't care as long as you could still get your fruit and veg. You understood our need to change the name and were pleased it had some relevance to the surrounding area. Several of you were sad. Even one or two of you were adamantly against it, primarily because you believe the high level of customer service (which we hope you've all experienced!) will decrease. This will definitely not be the case. It's extremely important to us that we remain a small, friendly place to visit but with improved facilities.

In fact many of you will probably call the farm A & A for many years to come. Primrose Vale is based on the spirit and philosophy of A & A and for those of you who can't quite get the hang of the new name, don't worry we'll still be advertising in the phone book and have references to A & A in all our literature. So, please don't let the name change stop you calling in as the farm has never grown such a wide variety of delicious seasonal fruit and veg.

**Q: Did the shop have to move?**

**A: Yes, to obtain planning permission for the shop, the new build had to be less visible from the road. This is why the shop has been moved and the car park altered. Basically, it was because of the planners! Hopefully the newly arranged car park will make it easier for some of you to visit. There's also a disabled toilet open to all on the left hand side of the building with baby changing facilities should you need them.**

**Q: Is Pick Your Own becoming less important as your expansion seems to focus on ready picked?**

**A: Absolutely not. Pick Your Own is an integral part of the business. It's crucial to our success and we're constantly trying to think of ways to improve it for you. Old tired plants are often replaced and we're always experimenting with different types of fruit and veg. We're already a couple of years ahead of you as there's never a quick fix to growing so we're constantly thinking about future planting strategies. In fact the raspberries should be back on form this year.**

We are also aware that many of our Pick Your Own customers will not want to join the ready picked queue in the shop. During the busy June and July months a kiosk will be by the gate so you can pay without having to enter the shop. Picking information will also be easily accessible. If, however, you also want to pick up, for example, a bunch of carrots, some tomatoes, local cheeses or a cake from the shop we will serve you quickly and efficiently, making your whole shopping experience as pain free as possible.

**Q: I used to pop in really quickly on the way home from work for a punnet of strawberries. Will I be able to be just as quick?**

**A: The new shop is quite small and will be arranged so that our seasonal produce is the first thing you see. The till area will be easy to access so you'll still be able to pop in quickly. The shed we sold from before was far from ideal. Our produce will benefit greatly from more ambient display conditions. Hopefully the inconvenience will be minimal.**



Primrose Vale Farm Shop, Shurdington Road, Bentham, Cheltenham, Gloucestershire, GL51 4UA.  
Tel 01452 863359 Picking Info 01452 864592 Email [info@primrosevale.com](mailto:info@primrosevale.com) [www.primrosevale.com](http://www.primrosevale.com)

**Shop Open from Friday 18th May 2007**