



The Name that lays your

GOLDEN EGG



INTRODUCTORY MEETING

We offer a one to one meeting to explore all aspects of free range egg production at your own pace and without commitment.

SITE VISIT

We will undertake a full assessment of your site, without charge or obligation, to assess its suitability to free range.

FREE RANGE AGREEMENT

We will secure the sale of your egg on a guaranteed agreement, giving peace of mind and complete clarity of our trading relationship.

PLANNING APPLICATION

We work alongside several established agricultural planning companies who can carry out the entire planning application on your behalf.



PULLETS

Our pullet team provides a robust scheduling system and monitors the growth and development of your flock to ensure quality control over the rear of all pullets to maintain high standards.

BUILDING / EQUIPMENT

We work with you to help keep your build on schedule, ready for birds-in date, utilising approved independent contractors to ensure a successful build.

GROUNDWORKS

Getting the right specification for your groundworks keeps your building on track and within budget.

FINANCE

Obtaining finance alongside the planning process is essential to the success of your free range business.



FEED

We provide high quality feed rations specially formulated for free range layers, helping ensure optimal production.

PRODUCER SUPPORT

We help drive your performance using a combination of approaches, including farm visits from our Regional Managers.

EGG COLLECTION

We arrange collections twice weekly, to ensure regular supply straight from farm into packer.

OLD HEN REMOVAL

We will organise and schedule the removal of your old flock and explain how to prepare the unit for removal of old hens.

An Introduction to Bowler Eggs

The Free Range Egg Market

It is quite incredible to consider where the free range egg industry has travelled over the past 3 decades. From humble beginnings in 1980 our business was more of a cottage industry, with flocks comprising of a few hundred birds, and a free range egg on a retailer's shelf was hard to find. Organic growth over this time has led to the successful free range egg production system we deliver today.

Today flocks comprise of much larger units, in well-equipped state of the art housing, being legislated under the BEIC Lion Code, RSPCA Assured and DEFRA regulations.

The free range egg market accounts for over 50% of UK egg consumption and continues to be one of the most remarkable success stories in British agriculture in recent times.

Throughout our time in the industry we have seen periods of strong growth and demand. Similarly, we experienced a difficult time in 2011 through over supply, after many years of very high margins, which coincided with high feed prices, lower summer trading and a small decline in sales due to the UK's economic depression at the time. Fortunately, this difficult period was short lived, less than a full 14 month flock cycle.

Today the free range egg market is in a massively better position than it was during 2011, we are still experiencing year on year growth in the retail sector and we are still seeing expansion in the producer base. That said, it is still important that new entrants do their homework to ensure their business will be financially viable and, should they decide to go ahead, it's important to continue to monitor this on an ongoing basis; all of which Bowler Eggs can help with.

People enquiring about free range egg production frequently ask about gross margins (i.e.: margin over pullets and feed), the breakeven point and net profit which is very difficult to answer because everyone's financial situation is slightly different.

During our one-to-one introductory meetings we go to great lengths to discuss and explain all of the financial implications of running a profitable free range egg business and our team can readily organise cashflows/projections to identify what your personalised projected profit should be. Projections cannot always materialise into reality but it's amazing how accurate they often prove to be. If the sums still don't add up then we would strongly recommend you don't continue looking into free range egg production. For your piece of mind we only want to bring on producers for whom the financial side of the operation stacks up.



An Introduction to Bowler Eggs

Our Services

Within the egg industry our services are unique. We are not aware of any other business that offers the total commitment to your business that we do. Even if you want to undertake certain parts of your entry into free range egg production yourself, it is comforting to know that we are only a telephone call away with help and advice.

Our introductory visits expand on all aspects of the services we offer. Many people believe you can only join Bowler Eggs if we undertake all aspects of your project, or that we only undertake one type of build or won't use certain breeds of bird – our discussions will dispel all of those myths for you. Rest assured it will be an interesting and worthwhile visit, leaving you with a strong sense of free range egg production, and armed with all the facts and figures to make an informed decision.

Once on board, Bowler Eggs provides a comprehensive computerised costing service which compares actual figures and performance statistics against projections, in order to analyse side by side as the flock progresses through its laying cycle. Additionally, we benchmark your performance and management using our vast statistical database, and if those benchmarks are not met or surpassed then we have plenty of resources available to help your flock improve.

Real time monitoring of performance means you can be best equipped to stay on track, and with our team having this detailed information at their fingertips, they are best placed to advise and achieve this.

Our producer services are designed with one objective in mind: maximising efficiencies and production to maximise potential producer profit. Our producers' success is ultimately ours, and we prefer to focus on working together for the benefit of both.

We feel it is important that potential producers understand the benefits of our franchise style business operation. Many people would automatically assume that we get a cut out of the business at their expense for doing nothing, and that specialist skills are not required to run a free range business, which is not the case. Franchise style operations could better be described as an expansion to an existing business rather than a new business because it involves replicating a proven business model which should help to avoid the majority of learning curves of a new business, and which should substantially reduce the risk elements. This is why many bank managers find franchise operations so attractive.

Over our 40 years of trading, we have established an enviable relationship with our key suppliers for obtaining the best products and the best market prices. Also, over the years we have perfected areas such as feed rations, breed types, management techniques, building design, to name a few, and all to ensure maximum performance. We are totally independent of any supply company which means we offer what we research and find to be best in the market. It is true that we do make a profit due to our massive bulk buying, but similarly our experience of buying should mean you do not pay a premium for our products and services.

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Planning Services

We work hand in hand with dedicated planning consultancies who specialise in managing all planning applications associated with free range egg production units and associated dwellings, which are submitted to Local Planning Authorities (LPAs) across the UK.

Our 40 years' experience in the Free Range Egg industry, is reflected in our success rate of obtaining full planning permission for over 97.5% of free range egg units on sites with planning applications submitted. Our success rate is also based upon our open and honest advice when reviewing a site, as not all locations are suitable for free range egg production.

As part of a planning application we can also help manage the preparation of specific reports often required by the LPA to support the application, examples of these are:

- SCAIL Modelling
- Ammonia Modelling
- Preliminary Ecological Appraisal
- Noise Assessment
- Odour Assessment
- Transport Statement
- Manure Management Plan
- Landscape & Visual Impact Assessment
- Landscaping / Planting Scheme
- Flood Risk Assessment

Ordinarily we would submit for full planning permission, however for sites which may be quite challenging, we are able to submit for an Outline Permission, followed by submission of a Reserved Matters Application, or we can speak to the LPA to discuss the principle of the development on a Pre-Application basis.

This staged type of approach has proven to be successful in gaining permission for free range egg production units within Areas of Outstanding Natural Beauty, Green Belts and Special Landscape Areas.

When planning permission has been granted by the LPA, normally the permission would be subject to planning conditions which must be satisfied prior to the construction of the free range unit. Again, we can handle the application to satisfy any planning conditions relating to the permission.