



## The merger of Lewes Farmers with Framlingham Farmers

‘At the beginning, our board were nervous employing a consultancy to delve so deeply into our business, but the process that EFFP took us through and the sensitivity they showed during such a challenging time for Lewes Farmers and its members was exemplary.’

**Peter Appleton**

Previous Chairman, Lewes Farmers

**Summary**

EFFP worked with Lewes Farmers to develop their strategy, research opportunities and finally facilitated the merger of Lewes Farmers with Framlingham Farmers.

**The business challenge**

With falling commodity prices and consolidation across the industry, Lewes Farmers, a top 10 input supply business, based in the South East of England, were concerned about their ability to maintain a sustainable business model and more crucially to return a competitive price and service to their membership. Although financially sound, the board realised that they needed to fully consider their position, understand their members’ aspirations, thoroughly analyse their strategic options and make some difficult decisions.

# Top 10

A top 10 input supply business, based in the South East of England.

**How we helped**

EFFP was employed by Lewes Farmers to undertake a full strategic review of their business. This work included an analysis of the current business position, a face-to-face survey with members together with a number of strategic sessions with the board and staff.

This work led to a decision to pursue potential options for a merger and EFFP were asked to analyse the options, provide a comparative analysis and facilitate meetings with interested parties.

EFFP played a key role in helping the two parties reach a decision and then subsequently advised on the deal structure; they were also pivotal in the negotiation of terms.



### The outcome

The directors of Lewes Farmers were able to make a decision based on a thorough and independent analysis of their business and the options available to them. The process included and took account of the aspirations of both the board and staff, and more importantly the members.

Lewes Farmers has effectively become the Southern hub of Framlingham Farmers presenting enhanced benefits for Lewes Farmers members as well as new opportunities for Framlingham Farmers. Since this merger, Framlingham Farmers has gone on to merge with Atlas Agriculture to form AtlasFram a significant player in the market place, turning over in excess of £120M.

### Facing the challenge

A merger, acquisition or joint venture is exciting and can be very rewarding if the right deal is made; but the cost of getting it wrong can be even greater.

A successful transaction not only needs great leadership and a clear strategic purpose, but also well defined plans and milestones, excellent execution and clear and concise communication.

EFFP has been involved in many transactions where we not only have assisted in defining the goals, strategies and plans but have remained an integral part of the team to help coordinate and deliver a successful outcome.

### About EFFP

EFFP is a specialist agri-food business consultancy, working across the whole supply chain. We combine our farming knowledge with food industry expertise to address structural, commercial and trading relationship issues from an objective and independent viewpoint.

As a national organisation, with a dedicated team of highly experienced sector and regional specialists, we not only assist individual businesses but also promote new thinking and transformational change across the complete chain. We reinvest all our profits back into the industry to help make that change happen.

### We offer

- strategic insights into what is happening both globally and nationally, and crucially the implications for UK businesses;
- a range of business development services to help deliver growth, organisational and structural improvements and continuing professional development;
- expert advice and practical solutions to strengthen and integrate the supply chain back to farm level.

### Speak to us

To discuss how EFFP can support your business please contact us.

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