



NORVITE

Farm & Country



When you walk through the doors of Norvite's new Farm & Country superstore, located on the A947 three miles north of Oldmeldrum, the scale of the place is instantly apparent. At ten thousand square feet, there is plenty of scope for the breadth of product ranges that Managing Director Ed Smith says he wants to offer all customers, whether they be farmers, smallholders, pet owners, equestrians or simply those who enjoy feeding wild birds.

Building on the success of the company's first retail venture at its headquarters at Inch, the store represents a £450000 investment in the local economy, and notwithstanding the general retail downturn that we hear so much about in the media at present, Ed Smith reports that initial results are even better than originally projected.

Since the opening of its first store more than three years ago, Norvite Farm & Country has prided itself on stocking the largest selection of animal feeds and supplements (including, of course, its own specialist minerals) in the North East of Scotland, and the greater area of the new store has provided the scope to expand that range even further, as well as continuing the company's policy of ordering more unusual items upon request.

The new store is divided up into key areas, so that it is easy for customers to find what they are looking for. Strikingly, each area is highlighted by huge photographs that help guide you through the store. For farmers, there is a comprehensive lambing and calving range; all you need to prepare stock for showing; boiler suits and waterproofs; knapsack sprayers; wellies and protective footwear, and a range of Hoggs clothing, as well as the usual agricultural sundries. For smallholders there is everything from electric fencing to hen houses. Dog owners have a huge selection of feeds and treats (including frozen meat) to choose from, as well as beds, leads & collars, training aids, toys and kennels. For cat and small animal lovers, to compliment the feeds, bedding and treats there is a growing range of toys and accessories.

The equestrian areas offer everything from tack-room accessories, buckets and barrows, to leatherwork, rugs, safety-wear for riders (with trained fitters on hand), lotions & potions, a smart range of casual & competition clothing, and footwear from Ariat, Toggi, Harry Hall, Muckboot and Dubarry. The wild bird area has everything you could need, from the most basic feeders to some really lovely bird houses and tables, including a stunning do'ocot, and there is a wide variety of feeds for all pockets. There is also a dedicated clothing area, smartly finished with oak cupboards, which has an impressive selection of country clothing from leading brands such as Aigle, Drizabone, Dubarry, Musto and Toggi. With gorgeous leather, canvas and tweed bags by Sandstorm; Bridgewater pottery and tinware; Turtle Mats for mucky feet; super-warm gloves, hats and socks from Sealskinz; Buffs for cozy heads and necks; books for country and animal lovers; Breyer toys; and an art-wall showcasing local artists, there really is something for everyone.

Ed Smith has continued Norvite's policy of ensuring that there is an experienced nutritionist on site every day to offer advice on any dietary or feed management issues, and the staff are AMTRA qualified to supply wormers and other non-veterinary pharmaceuticals. The Farm & Country store is open 7 days.

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