



## **Norvite Farm & Country, South Blackbog, Oldmeldrum.**

### Official Opening.

Norvite's new Farm & Country retail store at South Blackbog, Oldmeldrum, Aberdeenshire, celebrated its official opening by the Rt.Hon. Alex Salmond, M.S.P., First Minister on Friday, with more than 100 guests in attendance. Praised by Mr Salmond as an "Aladdin's Cave" for the countryside, the store represents a £450,000 investment in the local economy and has created 4 new jobs. It is the company's second retail venture, the first having been opened more than three years ago at the headquarters at Wardhouse, Inch with the desire to promote the equestrian side of the business, to expand the existing pet supply trade and to provide a selection of additional items to core customers. Ed Smith, Managing Director of Norvite described the initial retail experience as a "tremendous success" which encouraged him to look at the potential of the redundant building adjacent to one of the company's blending plants. In a prime spot, next to the A947 Aberdeen-Banff road, the building was reconstructed to Norvite's specifications by local firm RPD Scotland and opened in late December. Since the opening of its first store, Norvite Farm & Country has prided itself on stocking the largest selection of animal feeds and supplements (including its own specialist minerals) in the North East of Scotland, and the greater area of the new store, at 10,000 sq.ft., has provided the scope to further broaden the product offering. It supplies equestrian, pet and farm equipment and upmarket country clothing as well as an attractive selection of gifts and local artwork. 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 staff are AMTRA qualified to supply wormers and other non-veterinary pharmaceuticals. The Farm & Country store is open 7 days.

Since opening, sales at the store have exceeded expectations and indeed, Norvite itself has been growing 22% year-on-year since Mr Smith bought the company from international animal feed giant Provimi in May 2005. He indicated, "The business as a whole has been very robust over the last few months, reflecting the buoyancy in the livestock trade and a generally positive outlook in the rural economy." The company employs 40 staff and has three manufacturing sites – a mineral plant at Inch (it is one of only two mineral manufacturers in Scotland, which enables it to ensure a consistently high quality of output) and two blending plants, one in Ayrshire and the other at Oldmeldrum.

As well as cutting the ribbon to officially open the store, the First Minister announced that Norvite has received the great honour of being granted a Royal Warrant by Her Majesty The Queen as Manufacturers of Specialist Animal Feeds and Supplements.

Photo: Norvite Managing Director Edward Smith with First Minister Alex Salmond in front of the Royal Warrant

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