



Manor Farm Fruits have been growing and selling fruit via Pick You Own for over 50 years and during this time, we have had to adapt, modify and evolve considerably. Unfortunately for the last 9 years growing fruit has cost more money to deliver than it has generated. Every year we, as a family, have the difficult discussion about whether we can continue to fund the fruit growing and offer a Pick Your Own at Manor Farm Fruits. Every year we decide to continue, as we love what we do and enjoy opening up our farm to our lovely customers and giving you the opportunity to pick your own fruit.

The rising costs people are struggling with at the moment does not exclude us. We hope the below will help explain as to why we have had to apply an entrance charge since 2020 and the cost of fruit per kilo.

The changes over time that have affected the PYO are multiple:

- The ever-increasing price of fruit growing.
- The team who work all year round to provide an amazing crop.
- Maintaining our poly tunnels.
- The cost of coir bags the strawberries are grown in.
- Storing the propagated plants in chilled conditions.
- Planting, pruning, weeding, irrigation and feeding the crop.

These are the costs we aim to cover when deciding the price of the fruit. Our ready picked 400g punnets we sell in our shop are priced at £2.90 each, this works out at £7.50 per kilo only 25p less than having the experience of picking your own that you choose fresh from our field.

On top of the fruit growing costs are the costs associated with opening our fields to the public. These include and not exhausted to:

- Health and safety risk assessments
- Daily checks
- Mowing
- Fencing
- Staff
- Punnets
- Children's play area
- Play Straw Pyramid and tunnel
- Bouncy Castles
- Administration
- Transaction fees

Our admission charge and booking fee aims to cover these costs. (Don't forget 25p of each £1.50 is VAT).

The way our customers use Pick Your Own has changed. When Pick Your Own first began it was a way to buy food in bulk, fill the freezer or make jam. Today our customers come to enjoy the PYO as a family day out. They use it to introduce their children to the concept of “where our food comes from”, to get them out into the fresh air and enjoy a day of wholesome family fun. Most only want a relatively small quantity of fruit to take home compared to the number of family members who visit the fields. This is by no means a bad thing, merely an observation we have made over the years. We absolutely support the public visiting our Pick Your Own to connect with their family and friends and create amazing memories.

Unfortunately, we can't continue to fund this, and this is why we implemented an admissions price for visiting our Pick Your Own over the last 4 years. We consider this to be a very fair price for what can become a full day out. Children can also enjoy our play area, bouncy castles, Straw Pyramid and tunnel. All of which cost us a considerable amount to maintain annually. (In 2012 we charged £2.00 for just 20 minutes on our bouncing castle!)

We recognise that paying an entry fee into the PYO is a mindset shift for many of our longstanding customers and we acknowledge that all our customers have their own personal spending and budgets to consider.

We hope this gives you an insight as to why we have had to apply an admission price to enter our farm and the cost of our fruit.

We do hope you will continue to support us. Even if it's purchasing our ready picked strawberries in our farm shop or local shops.

With every good wish,

The Clarke family and Manor Farm Fruits team