



Helping to promote equestrian, farming and rural industries

Country Marketing wins website contract for Farley Estate

Country Marketing has won a major contract with Lord Bearsted's Farley Estate to promote the various enterprises as the farm diversifies.

The new website, launched in January 2009, focuses on five commercial ventures taking place on the 1750 acre estate. The ventures include residential lettings, commercial unit lettings, shooting days, dairy production for Marks and Spencer, and general farming. A new livery yard is also being built on part of the Farley Estate which Country Marketing will be promoting through a separate website, PR and video programmes (more on this in a separate release at <http://www.countrymarketing.co.uk/farleylivery.pdf>).

The new Farley Estate website involves the following services from Country Marketing: photography, copywriting, web design, publishing and maintenance, including regular updates as various estate properties become available to let, a secure intranet site for all Farley Farms employees and a feature on BBC Radio Four's programme, On Your Farm, to be recorded and broadcast in March.

The new website is at <http://www.farleyestate.co.uk>.

More information - Country Marketing: www.countrymarketing.co.uk, telephone 0845 463 0483

Farley Farm and Estate: Mark Robins, Estate Manager: 0118 9730047