



Buying better,
together.

www.af.farm
01603 881881



www.ringleader.co.uk
01896 758091

A woman with shoulder-length brown hair, wearing a blue pinstriped sleeveless top and matching trousers, is sitting inside a large yellow tractor wheel. She is smiling at the camera. She has a small blue and green 'AF' badge on her left chest, a black smartwatch on her left wrist, and a ring on her left ring finger. The background shows the dark, treaded tire of the tractor.

"AF is the go-to co-operative buying group for rural UK. Our partnership with BMR allows members to discover all the ways they can benefit from managing their procurement with us. We're here to help."

Helen Whittle, AF CEO



Why AF works for BMR Members



"BMR has had a close working relationship with AF (Anglia Farmers) for over 20 years.

With its purchasing power of £330m+ and a membership of over 3,000, being a partner of AF has many benefits. The AF team are independent experts in their fields, saving BMR members time and money when procuring farm supplies. Whether you're looking for crop chemicals, seed, fertilisers, electricity contracts or a fuel card, the BMR & AF partnership is here to help.

Take a look inside this brochure to see the range of products and services that AF has available to BMR members. Please feel free to contact a member of the BMR Team to discuss your needs or to benchmark prices for any products. I am confident that working together, BMR and AF can provide real benefit to your business."

Michael Bayne, BMR Manager

For more information on how to make the most of this BMR & AF partnership please contact the BMR office.

 **01896 758091**

 **bmr@ringleader.co.uk**

 **www.ringleader.co.uk**



Crop Protection

Whether you have serviced or independent agronomy, you can rely on AF to source your crop protection for keen prices and best payment terms.





"It could not be easier to buy Ag Chem through AF; they do the hard work, providing us with all the options and making sure we get our chemicals delivered on time and at a competitive price."

Willa Straker-Smith, Wark Common Farm, Northumberland

- **Biannual price adjustments** ensure you pay the best price, regardless of when you order and which supplier your order comes from
- **Opportunities** for delayed payment terms from suppliers to help cash flow
- **Assured supply** so even when products run short, we have stock reserved with suppliers to keep you going
- **BASIS-qualified specialists** inform your choice of best value product to use without compromising efficacy
- **Complete independence** with no ties to, or support from, individual distributors.

**Save up
to 17%**
on products by
ordering through
your AF team



Fertiliser

Benefit from bulk purchasing and use our market knowledge and supplier negotiations to get the best price on fertiliser, including liquid & granular.

- **Better prices with early ordering** - we pool Members' orders to negotiate best volume discounts
- **Close connections** - we speak with 25 manufacturers and distributors daily, so you don't have to
- **Insights & updates** from our specialist team – what to buy, and when, for best price and nutrient efficiency
- **Delayed payment terms** - we negotiate to help you manage cash flow while still getting fertiliser on farm when you need it.

AF procures
150,000
tonnes of
fertiliser per year



AF



“When we buy our fertiliser through AF, we are confident that we’re paying a competitive price and receive timely deliveries, both of which are important to us.”

Patrick Clabon, H G Bliss (Farms) Ltd, Cambridgeshire





Seed

Whether it's wildflower, catch crops or cereals your AF Seed Team is here to find you the right product, at the right time, for the best price.

- **How much of a worry is seed supply?** Enjoy the certainty you have the seed you need - we're independent and use our range of suppliers to secure what you need, even when stocks run low
- **Use our specialist seed knowledge** to make informed decisions about which varieties and dressings will work best for you
- **Benefit from early access** to new varieties, price promotions and special offers that we negotiate with suppliers.

10.52%
average saving
on winter
cereals



AF



“Buying our seed through AF was easy and we got a good quality product and a good price. We also liked that fact that we could source seed locally too.”

Ryan Gue, Blackburn Farm, Berwickshire



Fuel Cards

Save time and money with our deals through fuel card providers so you can make savings on the go.



“We have been using fuel cards from AF for a few years now and everything has run smoothly. If I need a replacement card it arrives within a few days. Overall service is exceptional.”

Douglas Mathison, Agriforest, Lanarkshire

**Save up
to 20 ppl**
on pump prices
with AF fuel cards

- **Get our weekly update** so you know what next week's discount will be, to plan when & where you fill up
- **Discounts across major fuel card networks** so you fill up for less
- **Itemised invoices** in your monthly AF Statement Pack - no need to keep receipts.



Insurance

AF has partnered with Alan Boswell Group for over 10 years to bring Members benefits from the UK's biggest underwriter, Aviva.

- **Explore a full range** of insurance including business, life and medical, risk management, financial planning solutions, and financial advice
- **Receive credit back** based on the value of insurance you purchase through your AF account
- **Speak direct** to your team at either AF or Boswell with no call centres or chatbots to deal with
- **Enjoy affordable bolt-on packages** such as dental care and breakdown cover, to make your business even more attractive for recruiting and retaining staff.

£6m+
of cover
protected for
AF Members



AF



"Arranging death in service cover through AF was easy and, with timely communication for annual renewals and up-to-date information, we always know our policy gives us the protection we need."

Jill Dickson, Sorrowlessfield Mains, Scottish Borders



Livestock Inputs

**Whatever livestock you keep, we'll cut your input costs.
Our SQP-qualified specialists work closely with you to source
products that are the most effective and offer the best value.**





AF



"Buying sheep boluses from AF through BMR was a simple decision, with fast efficient delivery at a great price."

Graham Lofthouse, Bankhouse, Selkirkshire

AF procures
£20m
of livestock
feed a year for
AF Members

- **Feed better for less** – use our market insights to secure the best prices on blends, straights, compounds, minerals, or supplements for stock, wild birds or game
- **Healthy savings** – save up to 40% on POM-V (with your vet's prescription), POM-VPS, genetics, dairy chemicals & more
- **Bag a bedding bargain** – save up to 7p per bale & timely delivery of sawdust, straw, shavings, sand, paper or dust.



Machinery, Spare Parts & Vehicles

We keep you driving ahead with hire, tyres, wearing parts and vehicles. Trust our team of experienced specialists to find what you need, when you need it.



“Where we can’t buy locally, we buy consumables directly through Spaldings and a discount is automatically applied through our AF account with BMR, it’s simple and delivered to the farm within a couple of days.”

Jack Parsons, Mertoun Estate Farms, St Boswells

AF



- **Strong relationships with national suppliers** so wherever you need to hire machinery, vehicles or new tractor tyres, we'll get them to you
- **Competitive discounts negotiated** with all major suppliers to save you money
- **Use us as your single point of contact** – make one call or send one email for everything you need – saving time as well as money
- **Our market insights** keep you up to date with latest products and special offers.

AF saves an average of

9%
on new vehicles



Telecoms & Broadband

We make sure you're connected - whatever you need and where - from mobile contracts to rural broadband and everything in between.





“We’ve sourced our staff mobile phones through BMR/AF for years. It’s hassle free and the pricing is highly competitive. Most importantly, when you need to sort a renewal or replacement phone you can speak to a real person.”

Jonny Williams, Farmstock Scotland, Earlston

AF manages
14,000
mobile
connections

- **Tirelessly working** to keep you connected
- **Analysing your bills** to make sure you’re on the right tariffs, raise faults for you, make changes to your tariffs as needed, just with one call
- Deal with the **same AF team** every time, no call centres.



Utilities

Our team of AF specialists buys utilities on the wholesale market to provide you with competitively-priced electricity and mains gas. We validate and simplify your bills, only passing them to you for payment when we're confident they're correct.



"AF, working through BMR, provides a simple and reliable way for us to procure electricity at a competitive price, with clear contracts and minimal administrative burden."

John Seed, Woodend Farm, Berwickshire



AF

- **Speak to our team**, rather than call centres or chatbots, saving you time as well as money
- **Our simplified invoices** mean for non-half-hourly sites you get a quarterly single page summary invoice, no reams of energy bills
- **We procure ancillary contracts** for you such as Meter Operator Agreements and Power Purchase Agreements.

AF procures
55 GWh
of electricity a
year - enough
to run 57,400 UK
households



See how much you could save

**Scan or click below to try
our Savings Calculator:**

