



A whole new approach

“Since our Buyers actually use the materials, they understand the high levels of service and quality that are required from our suppliers. However, our Buyers simply don’t have time to become experts in purchasing or to research supply markets. By engaging Vendigital to provide the market knowledge, purchasing skills and the latest techniques to complement our Buyers, we think we will have created the optimum purchasing function.”

Jim Dickinson
Owner and Managing Partner, Longley Farm

Longley Farm has been Yorkshire’s favourite producer of cream, yoghurt and cottage cheese since 1948. With one of the largest Jersey herds in Europe, the Dairy supplies thousands of independent retailers as well as large supermarket chains such as Morrisons and ASDA.

To maintain sustainable growth in the deflationary dairy market, Longley Farm has focused on increasing efficiencies and reducing costs. The largest category of spend is milk and considerable effort has been made to ensure it is purchased at the best terms. Now attention has been turned to the purchase of all its other categories.

Vendigital has been engaged to provide Category Management Services to Longley Farm over the next three years. Vendigital will help Longley Farm to improve its market research, tendering processes, negotiations, and ongoing supplier management across all areas of the business.

This arrangement was put in place following the success of several purchasing projects that Vendigital undertook with Longley Farm to improve the supply of Yoghurt and Cream pots as well as cardboard packaging.

According to Mr Dickinson... **“The results were surprising. Vendigital helped us gain access to a complete market place of potential suppliers with options that we never knew existed. The process enabled us to make accurate and informed choices on new suppliers. We are now looking forward to gaining the same level of market understanding for a range of other commodities.”**



Title:	Outsourced category mgt
Company:	Longley Farm
Main business:	Dairy products
Value:	Market price confidence
Main Benefit:	Optimised purchasing function



▲ Longley Farm, Holmfirth

▼ Jim Dickinson, Owner and Managing Partner

“We now have access to a professional team and a whole new approach to purchasing...”



VENDIGITAL[®]
dynamic procurement