GARDDWRIAETH CYMRU

Datblygu Cadwynau Cyflenwi **Gorffennaf 2011**

Pa mor dda ydych yn adnabod eich cwsmeriaid?

Gall ymgymryd ag ymchwil farchnata eich helpu i ddarganfod beth mae cwsmeriaid yn ei feddwl o'ch busnes ac fe all fod yn ffordd dda o'ch helpu i wneud penderfyniadau busnes.
Nid oes raid i ymchwil farchnata fod yn gymhleth. Gellir gwneud hyn trwy sgwrsio gyda'ch cwsmeriaid e.e. gallai gofyn iddynt ble glywsont am eich busnes i ddechrau ddatgelu llawer am eich strategaeth farchnata. Os ydych yn talu i hysbysebu mewn cylchgrawn ond nad oes unrhyw un o'ch cwsmeriaid yn sôn am hyn, hwyrach y dylech ailystyried eich strategaeth.
Os ydych eisiau holi nifer o gwestiynau i'ch cwsmeriaid, efallai y byddai'n syniad creu arolwg byr naill ai ar bapur neu ar-lein gan ddefnyddio offer creu arolwg, rhai ohonynt y gellir eu defnyddio am ddim.
Cyn i chi gychwyn ar unrhyw ymchwil farchnata, meddyliwch yn ofalus am y math o gwestiynau yr ydych eisiau atebion iddynt ac a ydych eisoes yn gallu cael gafael ar wybodaeth a allai eich helpu i'w hateb. Gallai hyn gynnwys eich data gwerthiant eich hun, gwybodaeth o arolygon a ymgymerwyd gan gyrff megis FARMA neu'r HTA neu ddata sydd ar gael yn gyhoeddus megis arolwg Bwyd Teulu Defra.
Am fwy o wybodaeth am ymgymryd ag ymchwil farchnata a dadansoddi'r canlyniadau, lawrlwythwch y taflenni gwybodaeth Garddwriaeth Cymru sydd ar gael yn adran llyfrgell y wefan www.horticulturewales.co.uk.

Beth yw eich barn am ein cylchlythyr?
Rydym eisiau gwybod eich barn chi.
Beth hoffech weld mwy ohono, beth hoffech weld llai ohono?
Ebostiwch **culturewales@glyndwr.ac.uk** neu ffoniwch **01978 293967**

Mae angen i fusnesau gydweithredu i gwrdd a'r galw am gynnyrch Cymreig

Mewn digwyddiad rhwydweithio diweddar a gafodd ei drefnu a'i gynnal gan Garddwriaeth Cymru, dywedodd cynrychiolwyr o'r busnesau cyfanwerthu Castell Howell a Peter Broughton Limited eu bod yn gobeithio ffynonellu mwy o gynnyrch garddwriaeth Cymreig er mwyn cwrdd â galw eu cwsmeriaid. Yn y rhan fwyaf o achosion, dywedir fod cynnyrch Cymreig yn gofyn premiwm pris 10-15% uwch na chynnyrch nad yw'n Gymreig.
Pwysleisiodd y ddau fusnes yr angen i gyflenwadau cynnyrch fod o ansawdd da a chyson a chwrdd â safon sicr-hau ansawdd Consortiwm Manwerthu Prydain. Mae'r ddau fusnes yn casglu o depos ledled Cymru ac yn ceisio ffynonellu cyflenwyr newydd o bob cwr o'r wlad. Fodd bynnag, er mwyn gwneud y gorau o'r cyfle yma a chwrdd â'r meintiau sydd eu hangen, efallai y bydd ang-en i fusnesau weithio ar y cyd.

Tra gallai hyn ymddangos fel gorchwyl frawychus i rai, mae yna lawer o fanteision posib os ydych yn barod i gydweithredu. Mae Garddwriaeth Cymru yn gallu cefnogi busnesau sydd â diddordeb mewn cydweithredu. Pe hoffech ystyried y cyfle yma ym-hellach, cysylltwch â Jane Morgan (j.c.morgan@glyndwr.ac.uk 01978 293972). Am fwy o wybodaeth am gynlluniau Sicrhau Ansawdd, gweler taflenni gwybodaeth Garddwriaeth Cymru a gyhoeddir ym mis Medi.

GARDDWRIAETH CYMRU
HORTICULTURE WALES
DEVELOPING SUPPLY CHAINS • DATBLYGU CADWYNAU CYFLENWI

Mae Garddwriaeth Cymru yn cef-nogi busnesau sy'n ymwneud â'r cadwynau cyflenwi garddwriaeth bwyd ac addurniadol yng Nghymru.

Swyddfa Garddwriaeth Cymru,
Prifysgol Glyndŵr,
Ffordd Treffynnon,
Llaneurgain,
Yr Wyddgrug, CH7 6AR.
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07850 924033

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Mae ein partneriaid yn cynnwys Prifysgol Glyndŵr, ADAS, Prifysgol Bangor a Chanolfan Organig Cymru

Digwyddiadau

18 - 21 Gorff 2011: Stondin sioe
Sioe Amaethyddol Frenhinol
Llanfair-ym-Muallt, Powys

7 Medi 2011: Digwyddiad rhwydweithio
Cyfleoedd i gyflenwi LUSH Cosmetics ar gyfer tymor 2012 .
Canolfan Ymchwil Henfaes, Abergwyngregyn

9 Medi 2011: Digwyddiad rhwydweithio
Cynnyrch lleol i ddarparwyr lleol: dod â chynhyrchwyr a thwristiaeth ynghyd.
Felin Fach Griffin, Felin Fach

19 Hydref 2011: Digwyddiad rhwydweithio
Cyfleoedd i gyflenwi'r sector llety-garwch ym Mannau BrycheiniogY
Gwesty'r Castell, Aberhonddu

Am fwy o wybodaeth neu i archebu, ewch i
www.horticulturewales.co.uk

Cronfa Amaethyddol Ewrop ar gyfer Datblygu Gwledig: Ewrop yn Buddsoddi mewn Ardaloedd Gwledig
The European Agricultural Fund for Rural Development: Europe Investing in Rural Areas

Llywodraeth Cymru
Welsh Government

HORTICULTURE WALES

Developing Supply Chains July 2011

How well do you know your customers?

Undertaking market research can help you find out what your customers think about your business and can be a good way of helping you make business decisions.

Market research does not have to be complicated. It can be done in conversation with your customers e.g. asking your customers where they first found out about your business may reveal a great deal about your marketing strategy. If you pay to advertise in a magazine but none of your customers mention it you might want to rethink your strategy.

If you want to ask your customers a number of questions, you may want to create a short survey either on paper or online using a survey creation tool, some of which are free to use.

Before you embark on any market research think carefully about the kind of questions you require answers to and whether you already have access to information that can help you answer these. This might be your own sales data, information from surveys carried out by organisations such as FARMA or the HTA or publically available data such as the Defra Family Food survey.

To find out more about conducting market research and analysing the results download the Horticulture Wales information sheets available on the library section of the website www.horticulturewales.co.uk.

What do you think of our newsletter?
We want to know what you think.
What would you like to see more of, what would you like to see less of?
Email **horticulturewales@glyndwr.ac.uk** or phone **01978 293967**

Businesses need to collaborate to meet demand for Welsh produce

At a recent networking event arranged and hosted by Horticulture Wales, representatives from wholesale businesses Castell Howell and Peter Broughton Limited reported that they were looking to source more Welsh horticulture produce to meet their customers' demands. In most instances Welsh produce is reported to be commanding a 10-15% price premium over non – Welsh produce.

The two businesses stressed the need for supplies of produce to be of good, consistent quality and be covered by the British Retail Consortium quality assurance standard. Both businesses collect from depots across Wales and are seeking to source new suppliers from across the nation. However, to make the most of this opportunity, and to meet the volumes required, businesses may need to work together.

While this may seem a daunting task for some, there are many benefits that can arise if you are prepared to collaborate. Horticulture Wales is able to provide support to businesses interested in collaborating. If you would like to explore this opportunity further please contact Jane Morgan (j.c.morgan@glyndwr.ac.uk 01978 293972). For more information about Quality Assurance schemes look out for the new Horticulture Wales information sheets which will be published in September.

GARDDWRIAETH CYMRU
HORTICULTURE WALES
DEVELOPING SUPPLY CHAINS • DATBLYGU CADWYNAU CYFLENWI

Horticulture Wales provides support to businesses involved in both edible and amenity horticulture supply chains within Wales.

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Our partners include Glyndwr University, ADAS, Bangor University and the Organic Centre Wales.

Events

18th - 21st July 2011: Show stand
Royal Welsh Show
Builth Wells, Powys

7th September 2011: Networking event
Opportunities to supply Lush cosmetics
Henfaes Research Centre, Abergwyngregyn

9th September 2011: Networking event
Local produce for local providers: bringing producers and tourism providers together
The Felin Fach Griffin, Felin Fach

19th October 2011: Networking event
Opportunities to supply the hospitality sector in the Brecon Beacons.
Brecon Castle Hotel, Brecon

To find out more or to book visit
www.horticulturewales.co.uk

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