

## **CASE STUDY**

### **EDIBLE ORNAMENTALS**

#### **The Brief**

Joanna and Shawn Plumb run a small, successful nursery growing over 40 different varieties of chillies. They wanted to open their nursery as a 'Pick Your Own' vegetable centre. After recommendation from Business Link, they commissioned Ultimedia to publicise this development of the business, and to help grow the reputation of Edible Ornamentals

#### **The Solution**

Ultimedia began a campaign around the 'Pick Your Own Vegetable' theme, which was successful. Over the ensuing months further stories were developed and were distributed to relevant publications. We also advised on presentation of the nursery, provided support for national exhibitions, and advised on TV and radio appearances.

#### **Results**

Edible Ornamentals has received coverage, not only in the local papers, but Daily Mail, Telegraph, Express and Mirror. The initial story received coverage in national trade publications (Fresh Produce Journal and The Grocer) as a result of which they were approached by 'From My Farm' and were awarded a contract to supply Morrisons stores throughout the Eastern Region. Joanna has now been a guest on 'The Lorna Milton Show' on BBC 3 Counties Radio, Radio 2's 'Chris Evans Show' and Radio 4's 'You and Yours'. TV appearances include BBC TV's 'Ready Steady Cook', 'Economy Gastronomy' and Edible Ornamentals was voted East Anglian regional finalist in The Good Food Channel' Local Food hero.

Visitor trade has dramatically increased, and stock for 2009 was totally sold out. Joanna is now recognised as one of the UK's leading experts and receives regular enquiries from local and national media for her opinion on growing and cooking with chillies