

ROB WARD – Food Marketing Network

From a farming background, Rob Ward grew up in Shropshire, UK. The family farm grew and supplied soft fruit nationally to M&S, TESCO's and WAITROSE.

Early 1990s, Rob set up a Farm Shop and Garden Centre called Green Fields, this business is still thriving today in Telford, Shropshire, UK. Here he could combine his passion for food production and retailing by direct connection with the farmer and consumer.



He has worked in production and distribution in a wide range of regional and national food products, from Supermarkets to local food markets.

After being featured in a **BBC1** programme in 2005, a number of food producers and retailers began to ask Rob to help them develop their businesses.

Following winning a scholarship awarded by Nuffield Farming Scholarship Trust, he travelled the world during 2008 to 2009 covering over 80,000 miles, studying the latest ideas in 'Food Innovation and Retailing'. This was sponsored by HSBC Bank Plc.

During this study tour he set-up the **Food Marketing Network** to offer the food industry a practical and simple way to help food and farming businesses keep up to date with the latest ideas and opportunities in the food market.

Now ranked **number one on Google.com** for '**Food Marketing**', his site has developed world wide appeal.