



Case Study

Taking the stress out of fuel management for Fairfield's Farm

The telemetry system has given us one less thing to manage on the farm as I know fuel levels are constantly being monitored so I don't need to worry about taking time to place an order. The local Certas Energy team are friendly, helpful and focused on making my life easier which is really important as we continue to grow the business. I know I can always call if I need an extra delivery if we've got a really busy week and they'll get it sorted for us. It's exactly the kind of service farmers need from a fuel provider.

Robert Strathern
Fairfields Farm Crisps Owner



Introduction

Fairfields Farm is a shining example of an entrepreneurial success story within the UK agricultural industry. Owned by husband and wife team, Robert and Laura Strathern, the farm harvests potatoes, maize and rye on farmland across the Colne Valley, just north of Colchester, Essex. The farm grows 12 different potato varieties which are cold stored, washed, graded and bagged before being supplied to wholesalers and retailers across the UK.

Farming has been in the family for three generations and in 2006, Robert and Laura decided to start making hand cooked crisps. The farm started producing on site in 2013 to ensure the highest quality standards and Fairfields Farm now sell their natural, locally sourced, award-winning products to customers around the world including Hong Kong, Dubai and North America.

Running a busy farm and business supplying the competitive FMCG market means that the Fairfields Farm team often work long hours to meet demanding production schedules. With a fleet of farm machinery in operation on a daily basis, making sure the farm never runs out of fuel is essential to maintaining productivity.

To provide greater control and visibility over fuel levels and avoid running out during busy periods, Certas Energy helped Fairfields Farm introduce a fuel monitoring system to make fuel management one less thing to worry about.

The Problem

As the Fairfields Farm business continued to grow and production ramped up, the team were often working around the clock to meet production deadlines. As a result, although vital to keeping moving, checking fuel levels often fell to the bottom. of

the list. This meant that Robert was having to place emergency deliveries, costing him valuable time and money.

Fairfields Farm Crisps needed a fuel management solution that would provide peace of mind through a reliable supply, allowing the team to get on with what they do best.

The Solution

Robert's father had been a loyal Certas Energy customer for many years, so through his recommendation, Fairfields Farm Crisps approached Certas Energy for a solution in May 2015.

With the Certas Energy team's expert knowledge of the agricultural sector and understanding of the demands placed on farms during the busy harvest season, they developed a bespoke fuel management package that suited the needs of the business. As a result, Certas Energy introduced its telemetry technology to the farm's 10,000 litre steel tank.

During busier times of year, such as harvest season, Fairfields Farm can consume between 100-200,000 litres of fuel. The telemetry system monitors fuel supplies 24/7 and automatically triggers a delivery from the local Ipswich depot when fuel levels reach 50 percent.

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The Solution Continued

This means Robert and his team don't need to do anything to guarantee a safe, reliable and secure fuel supply and is much more accurate than the side gauge.

The fuel management solution from Certas Energy also included a monthly payment plan. These monthly payments mean that Fairfield's Farm can plan outgoings on a monthly basis with fuel bill transparency, allowing them to invest in other areas of the business including new product expansions and flavour collaborations with other brands.


The Certas Energy Business Account Manager for Fairfield's Farm said:

"Fuel management doesn't need to be stressful or time consuming but for many busy farms it's a continual challenge. By providing a range of fuel storage solutions, we can help farms meet regulatory requirements for fuel storage and protect against theft, spillages and leaks. Fuel monitoring technology also helps to prevent farms running out of fuel by triggering automatic top ups when fuel levels reach a certain point. It's an absolute pleasure working with Robert and the team at Fairfield's Farm and seeing the business continue to go from strength to strength has been really rewarding."

The Results

With the confidence that its fuel is being managed by the telemetry system installed by Certas Energy, Fairfield's Farm has been able to stop worrying about running out of fuel, giving them the time to focus on running a busy farm and successful business operation.

About Certas Energy


6 billion
litres of fuel and lubricants
delivered each year

2,300
employees



130
local depots

900
tankers on
the road


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