



SILAGE SEASON

May is finally here and things are starting to get busy on our Red Diesel side of the business. We are raring to go this summer, getting around to as many customers as possible, as quickly as possible. Our aim is to always help farmers out wherever and whenever we can, particularly at the start of this season. The number one goal is to make sure you never run out of fuel - but we understand that slips of the mind can occasionally happen, and you may be left with an empty tank. That's why in these newsletters, there will always be a reminder to check your tanks ready for the rest of the week and the weekend. You can always schedule in a delivery in either an AM or PM slot, at a price that does not change for when you need a quicker delivery. We don't want you to be sat around waiting for us to turn up, as much as you don't want the same thing! We also know that a lot of the time, you will only be told about needing some Red Diesel when somebody has drawn the last lot out of your tank. We can help with this too if it is a common theme – just ask us about our telemetry system next time you call in, and we can monitor your tank level and stock you up when your tank is looking low.



FUEL MARKET NEWS

Although the market is still nervy, there have been signs that the ship is steadying. As with any commodity, bond or stock, the supply and demand factors always play a part in how much the price of the fuel will be; When supply exceeds demand, prices fall, and when demand exceeds supply, prices rise... Except it hasn't really been like that since Covid 19 began. What we do know right now is that the price is hovering around the lowest it has been for 14 months. Compared with just 3 months ago, there has been a big shift back

to a price that is almost "normal." What is also good to see over the last month or so is that there have been much more consistent movements in the market day-to-day. This is so important because it means that we can keep these lower prices for longer, rather than have turbulent prices that can increase at the drop of a hat.

So overall, we are feeling positive about the coming months ahead. A big problem last year was that farmers did not know what they were going to be paying for their fuel, making it impossible for them to budget. Because of this, it is our aim to be as open and transparent as possible.



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The Oil Depot | Farrington Fields Trading Estate
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BANK HOLIDAY MONDAY

A friendly reminder that we are closed during Bank Holidays. On the 29th May we have the last Bank Holiday of the month so please contact us early to ensure you have plenty of stock for the long weekend.



Jack Nix

Business Development Manager
Farrington Gurney Depot

MEET THE TEAM FEATURE:

What inspired you to join the team?

I have always known a lot about Ford Fuels when growing up, having lived in Timsbury. I liked the idea of working with a group of people that I already know, and I know are as committed as I am to do the best that we can for our customers.

What brought you to where you live now?

I have always lived in my local area having grown up in Timsbury. I now live in Paulton, so the apple never rolls far from the tree! I currently play football for Timsbury Athletic FC at the weekend and otherwise you can find me down at the Golf club trying to bring my Handicap down!

Describe a time you went above and beyond to help a customer?

Recently I have had a customer that has had a problem with their fuel tank. They are a very busy company and needed to get back up and running ASAP, so we managed to quickly get our engineering team out to fix the issue. We then had a delivery of fuel for the customer within 30 minutes of the fix being completed, so that they could get back to doing what they do best!

jack.nix@fordfuels.co.uk

07966 121963

MEET THE TEAM



George

Fuel Supply &
Pricing Co-ordinator

george.brinkworth@fordfuels.co.uk



Alex

Commercial
Pricing Co-ordinator

alex.elsworth@fordfuels.co.uk



*For up to date news and market talk
please contact our pricing team.*

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