

Using and enhancing high quality environmental assets to make a living out of a hill farm

BRYNMAWR

Brynmaur - activities

- Organic livestock and vegetable farming selling produce through
 - 4 farmers markets
 - 'Clun Valley Organics' website
 - Other outlets
- Collaborative organic produce marketing and branding
- Eco friendly self catering business

Brynmaur – natural assets

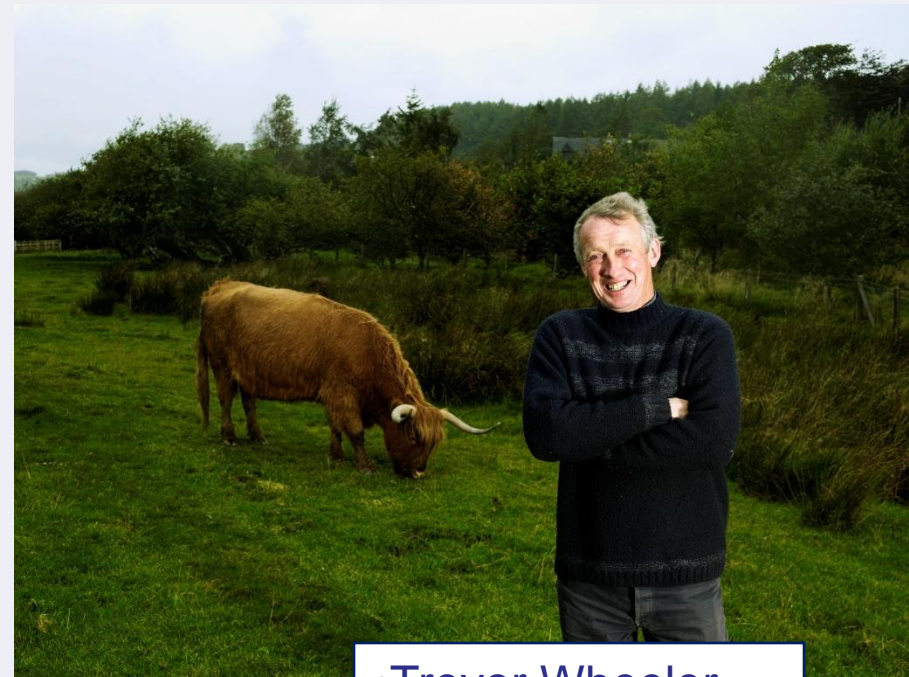
- Shropshire Hills AONB & ESA
- Unimproved upland heath nature reserve
- Traditional hill farming landscape



•Rhos Fiddle nature reserve

Brynmawr – economic outputs

- Local produce sales
- Income from self catering business
- Diversification activity supporting three generations



• Trevor Wheeler,
farmer

Brynmawr – environmental benefits

- Environmental Stewardship of land
- Sensitive management of nature reserve
- Organic farm practices
- Eco friendly self catering business
- Supporting local food sourcing

Brynmawr: Demonstrating benefits with the Rural Environmental Economy Supply Chain

Environmental Improvement Activities

- Environmental Stewardship
- Sensitive environmental land management
- Eco-friendly self catering
- Local food reducing carbon footprint

Environmental Asset

- Shropshire Hills AONB & ESA
- Remnant upland heath nature reserve

Economic Activities

- Collaborative organic produce marketing and branding
- Self catering business

Rural Economic Outputs

- Local produce sales
- Self catering business
- Hill farm through diversification supporting three generations

Public Sector interventions: Organic Entry Level Scheme (Natural England), Higher Level Stewardship (Natural England) interventions: Forest Enterprise (Forestry Commission), Sport England

Economic benefits increase the desire and resources for environmental improvements