

## PRESS RELEASE

### HRH The Prince of Wales supports new Welsh farmers' initiative

#### Royal watercolour to feature on bilingual brand

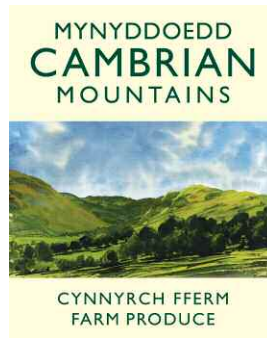
HRH The Prince of Wales is supporting a new initiative to help sustain traditional farms in Mid Wales. As part of HRH's Farmers' Marketing Initiative the Prince's Charitable Foundation has funded the development of a cross-cutting partnership **Mynyddoedd Cambrian Mountains**. The project is being developed with the support of the Welsh Assembly Government and will promote rural enterprise and add value to local Welsh products and services.

The Prince has also painted a special watercolour to be used in the distinctive **Mynyddoedd Cambrian Mountains** brand. This will be unveiled this week (Wednesday 24th June 2008) at a reception in Llangoed Hall to mark the formal launch of the scheme.

Farmers and local food producers who are part of the scheme will market their produce under the **Mynyddoedd Cambrian Mountains** brand. The first example of this will launch in September with a range of farm produced lamb from an initial group of nine farmers from the region. A contract has been secured with the Co-operative Group to supply their *Truly Irresistible* premium range throughout the UK and supplied by Dunbia in Llanybydder.

Further plans include developing distinctive farm tourism and associated rural activities. The umbrella brand will thus promote the region and signal values that consumers will recognise and trust.

The partnership includes Ceredigion, Powys and Carmarthenshire local authorities, the Countryside Council for Rural Wales (CCW) and the Welsh Assembly Government. A **Mynyddoedd Cambrian Mountains** steering group has been formed chaired by Peter Davies, Co-Chair of The Prince's Charities in Wales. A food marketing group has also been established chaired by Gareth Rowlands, founder of Rachel's Organic Dairy, with project manager Wynfford James.



Commenting, Mr Rowlands said, “This is a once in a lifetime opportunity for local producers and offers a unique trading advantage. His Royal Highness has been very inspiring, generous and hands-on. His kind contribution of the watercolour provides a very special opportunity for us.”

On Wednesday (24th June 2008) HRH The Prince of Wales will visit one of the participating family farms, Tyllywd Farm, near Cwmystwyth owned by James Raw and his wife Clare.

For further details please contact Hannah Howard, Clarence House Press Office,  
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## EDITORS' NOTES

- The Cambrian Mountains group came together originally under the Agrisgop programme in partnership with The Prince of Wales' rural action programme. Agrisgop is an innovative management development programme developed as part of Farming Connect a service provided by the Welsh Assembly Government. The programme provides farmers with the opportunity to develop their skills, confidence, ideas and future plans for their businesses. The group involved initially 9 farmers from across the region.
- As a result a Cambrian Mountain Lamb product was developed and a pilot market secured with the Cooperative Group and sold in all Welsh stores since September 2007, under the Cambrian Mountains branding. The lamb was supplied to the stores by food processor Dunbia. A premium per kilo dead weight was paid to the farmers which proved very beneficial during a difficult year.
- A new contract has now been secured with the Cooperative group to supply their premium range (*Truly Irresistible* range) **throughout the UK**, from mid September 2008. A new brand identity has been developed incorporating HRH watercolour of the Cambrian Mountains which will feature on the new packaging.
- In preparation for this contract the group will introduce new members into the group meeting the Principles set down for the Cambrian Mountain Lamb Initiative and those set down to meet the Co-op contract. The contract will require a supply of up to 400 lambs per week of between 12-18 kilos. A premium per kilo dead weight will also be received by the farmers on this new contract.