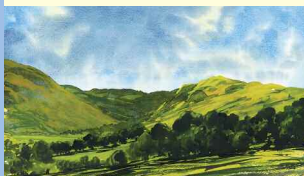


MYNYDDOEDD  
**CAMBRIAN**  
MOUNTAINS



CYNNYRCH FFERM  
FARM PRODUCE

**Quality produce with unique provenance**  
**Connecting consumers to the heart of Wales**  
**Supporting traditional farms**  
**Inspired by HRH The Prince of Wales**

[www.cambrianmountains.co.uk](http://www.cambrianmountains.co.uk)

## Welcome to the Cambrian Mountains Initiative

The Cambrian Mountains Initiative is a broad project that aims to help promote rural enterprise and add value to products and services in Mid Wales. The project was inspired by HRH The Prince of Wales who, as its President, wishes to sustain traditional upland farms, rural communities and the natural environment. The Cambrian Mountains contain some of the most beautiful, unspoilt landscapes in Europe, including rare natural habitats and wildlife. Traditional farming practices here date back to the Middle Ages.

The central aim of the initiative is to promote rural enterprise and add value to regional produce by ensuring strict ethical standards and high quality food production for consumers.

The Cambrian Mountains brand identity incorporates the royal watercolour of Cwm Berwyn in the heart of the Cambrian Mountains that was painted by HRH The Prince of Wales. The distinctive brand represents some of the best available produce in the region. This provenance offers retailers, the hospitality and tourism sectors a unique selling point and an opportunity to inspire and engage with consumers.



A rural initiative inspired by HRH The Prince of Wales

[www.cambrianmountains.co.uk](http://www.cambrianmountains.co.uk)

## **Our farmers and producers**

Staff at the Cambrian Mountains Initiative are actively engaged with a wide range of local farmers and producers who are already using the brand to add value to their produce. Together they are working hard to bring delicious, fresh produce direct to market under the special umbrella brand of the Cambrian Mountains. A campaign is also underway to recruit more producers to the scheme.

By signing up to the values and principles of the brand, farmers and producers can enjoy the benefits of extensive group marketing. Plans are in hand to expand the variety of Cambrian Mountains branded food and produce on offer.

## **Retailers and hospitality providers**

Cambrian Mountains food and drink products are currently sold as branded retail products, for example through UK-wide supermarket chains. They are also available via selected wholesalers as chefs' ingredients for hospitality and tourism menus.

The Cambrian Mountains brand excites customers because they are increasingly concerned about the provenance and quality of their food. They want to know where it comes from and who produces it. Consumers also understand how their purchases contribute to the sustainability of the rural environment. They want to know that their choices make a difference. By purchasing and enjoying delicious, fresh Cambrian Mountains products consumers can also feel good that they too are 'doing their bit' to ensure the long term future of the countryside.

The brand signifies not only the best taste and quality but also a clear, distinctive point of difference. It provides retailers and hoteliers with an opportunity to demonstrate that their sourcing is helping sustain the countryside and Welsh farmers. Research shows that this important message resonates well with consumers.

For hospitality providers in particular, featuring Cambrian Mountains produce on menus adds something really special with clear traceability to the locality. It also has a compelling 'back-story' and attractive Cambrian Mountains point of sale items are available to underline key messages and promote the brand. In other words, the unique Cambrian Mountains brand can help add value and profitability to your business too!



## **Cambrian Mountains Initiative principles**

Producers who sign up to the Cambrian Mountains scheme are committed to:

- Offering the highest quality farm produce and services
- Ensuring best practice land management and animal welfare
- Adding value to traditional Welsh family farms
- Encouraging vibrant rural communities
- Maintaining valuable habitats and eco-systems
- Caring for the natural and built environments
- Connecting consumers with the countryside
- Supporting rural tourism

Authorised use of the brand is strictly regulated to ensure that core values are adhered to and advanced.

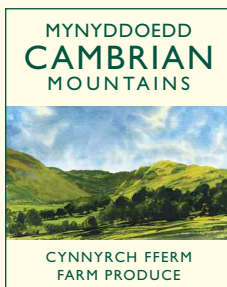


## How to engage with the Cambrian Mountains Initiative

If you are a farmer or producer working in the Cambrian Mountains area and would like to be involved and find out more about how you can benefit from the initiative, please get in touch with us. We would love to hear from you!

If you are a retailer, wholesaler, tourism or other business who would like to source Cambrian Mountains branded products and services, we would be very pleased indeed to discuss ways in which you can use the unique Welsh brand to add value to your activities.

For more information please visit our website [www.cambrianmountains.co.uk](http://www.cambrianmountains.co.uk) or contact us via details below:



Cambrian Mountains Initiative  
4 Science Park, Aberystwyth SY23 3AH  
t 01970 639410 f 01970 636414  
e [enquiry@cambrianmountains.co.uk](mailto:enquiry@cambrianmountains.co.uk)



Cronfa Amaethyddol Ewrop ar gyfer Datblygu  
Gwledig; Ewrop yn Buddsoddi  
mewn Ardaloedd Gwledig  
The European Agricultural Fund for  
Rural Development: Europe Investing in  
Rural Areas



Llywodraeth Cynulliad Cymru  
Welsh Assembly Government

The Cambrian Mountains Initiative is an integrated rural development project – a partnership between Powys, Ceredigion and Carmarthenshire County Councils; Welsh Assembly Government; Countryside Council for Wales; Tourism Partnership Mid Wales; The Prince of Wales' Charities; CADW; Castell Howell Foods; Dunbia; Eversheds; FBA; Food Centre Wales; Hybu Cig Cymru/Meat Promotion Wales; Menter a Busnes; Sequence; The Cooperative Group.