



CALU Press Release 03/07

Success of Welsh Herbs Project Grows at Local College

An initiative launched by the Centre for Alternative Land Use (CALU) in summer 2006 is proving to be extremely popular with local herb growers. The project aims to provide support and guidance for growers of herbs wishing to supply commercial industries, thus encouraging growth and development within the natural produce markets throughout Wales.

Talks, presentations, and advice sessions that are held regularly at the Welsh College of Horticulture are generating an exceptional amount of interest, with dates now being required to re-run to accommodate numbers. It is hoped that the popularity will act as an indicator for the level of success that the project will generate in linked business.

The project has enabled the college to establish a specific area of protected cropping to produce fresh organic herbs on the Northop campus, facilitating technological transfer. The site now acts as another base to provide regular meetings for all CALU associated projects. Those interested in sharing such knowledge are invited to planned events where key information is given by industry leaders and shapers including Horticultural Network Wales and CALU representatives.

Those who attended the most recent gathering which took place last week were treated to a talk and demonstration from the Welsh College of Horticulture's Principal Dr Mark Simkin. The practical advice given by the principal was appreciated by the attendee's. Mr Jones commented that "the support and information given was very useful, I look forward to the next event."

Trials event organiser Amy Dutton said "since the summer 2006 the Welsh College of Horticulture has generated a lot of interest. This was clearly evident at the meeting on the 19th/26th February, where over 30 people attended. We hope that the project will keep developing as more research and support becomes available."

The next CALU meeting will look at farming crops and their potential as a method of fuel, and will be held on the 29th March. All members of the public are invited to the meetings which are free.