



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



Llywodraeth Cymru
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Llefrith Nant



Introduction:

As a result of uncertain times facing the agricultural sector including Covid-19, Brexit and diminishing farm subsidies, Gareth and Mari Jones decided to diversify their agricultural business and set up an additional outlet for their milk, by selling it and local produce through a vending machine.

Located in Cemaes, on Anglesey, Nant y Frân is a dairy farm run by the young local family. The farm has around 300 Friesian cows, milked in the most sustainable way possible. The cattle graze for the majority of the year and produce high quality milk. To maintain the natural taste the milk is not homogenised, only gently pasteurised.

The vending machine provides the opportunity for people to purchase local milk directly from the farm which has been produced by cows grazing less than 700m from the site, reducing food miles and increasing the sustainability of the product.

The freshly pasteurised unhomogenised milk available from the vending machine can also be turned into milkshakes as the machine contains flavoured syrups. Flavours include strawberry, banana, and chocolate with weekly specials like caramel, chocolate orange, raspberry, and vanilla.

Benefits of the support

The young farmers, with the funding from Project HELIX,

contacted the Food Technology Centre for help with the relevant documentation needed to start selling their products to their customers.

Gareth Jones of Llefrith Nant Dairy said,

“The help we have received from the Food Technology Centre has been excellent. They have been so supportive, helping us set up the dairy, advising us on what equipment to buy and then how to maintain and clean the equipment as well as what the regulations are on temperatures and chemicals needed.

“The next stage was testing our milk before we began selling it to the public which the centre

has taken care of. Overall, it's great that this service is on our doorstep and we don't have to travel far."

