

INTO SOMERSET CASE STUDY – FOOD AND DRINK

Sharpham Park

Key to the success of Sharpham Park organic food farm is its Somerset lifestyle and the support of an unsurpassed business and community network.

Sharpham Park, near Glastonbury, the family home of Roger Saul, founder of the Mulberry designer and his wife Monty, specialises in growing spelt, a ancient alternative to wheat, as well as rearing rare-breed cattle, deer and sheep.

Manager Leona McDonald, pictured with Roger, says, "Somerset's lifestyle is key to who we are what we produce. The frenetic pace of life in London is just not suitable for what we do.



"Market towns are such a valuable part of the local community. I have recently had the pleasure of judging the best farmers market for the Taste of Somerset Awards, and it was a really warming experience. From the producers to the shoppers, the passion was tangible.

"We are surrounded by passionate foodies within a farming environment. The levels lend themselves perfectly to what we do and the community is very supportive of local businesses. We have great relationship with fellow mills, shops, gardens, butchers and this all helps when starting a new business.

"Also, the countryside is beautiful and just ten minutes away from your desk here outside in the fresh air is worth more than an hour in a city!"

Since launching its first mueslis in November 2005, business has grown steadily and Sharpham Park now has 27 spelt products and is hoping to launch new types of biscuits, fresh pasta and a bread range.

Its products are available in prestigious stores, including Waitrose; Selfridges, Harvey Nichols, Fortnum and Mason, and Wholefoods, and also in small, independent delis and farmshops.

The business benefits from Somerset's fast rail service to London, which takes under two hours. Leona says, "I travel frequently from Castle Cary to London Paddington and enjoy this journey very much. The service is fast, efficient and simple. Just the way I like."

CONTACT DETAILS

Sharpham Park
Walton, near Street
Somerset

Tel: 01458 844080

Email:
info@sharphampark.com

Website:
www.sharphampark.com