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CHAGFARM LAUNCHES 8-WEEK CROWDFUNDER CAMPAIGN

Social enterprise seeks £15,000 investment to expand raw goats' milk dairy

Chagfarm, a new non-for-profit Community Interest Company located in Chagford, Devon, will launch an ambitious Crowdfunder Campaign on 1 February 2014.

The 8-week campaign will see the Farm Directors, Sylvan and Davon Friend, seeking £15,000 for more farming equipment and facilities to expand their raw goats' milk dairy and ensure the continued resilience of the local community's food supply.

After successfully achieving its first year targets of turning over £12,000, the Community Supported Agriculture (CSA) enterprise, is on a mission to show that their business model is financially viable by recruiting an additional 25 new members by April 2014.

Individual donations of between £5 and £500 or more from the philanthropic Crowdfunder community and beyond will enable Chagfarm to:

1. Build a milking parlour for the milking goats
2. Construct a cheese cave to enable production of Chagfarm's own uniquely flavoured cheese
3. Carry out essential repair work on the farm roofs
4. Invest in solar panels as the farm is currently without mains electricity

In exchange for a donation, a wide-variety of bespoke rewards are up for grabs, including everything from a hand-crafted cheese board and the privilege of naming one of next season's milking goats, to an introduction to the art of hedge-laying and a VIP dining experience at the farm.

With conventional farming already very heavily subsidised and little funding available for small-scale farming, crowd-sourced funding is needed to help secure the future of Chagfarm.

"We're really excited about our Crowdfunder Campaign and hope that our exclusive foodie-based rewards and farming experiences will tempt people beyond our local community to support a low-impact, high-welfare food production," says Sylvan Friend, Founder of Chagfarm.

"We've got a tough second year ahead of us and the 15,000 if reached, will certainly help us to expand and continue to demonstrate that fantastic local food for local people is both affordable and sustainable. We believe that the way we produce and consume food needs to drastically change for the better and if we can reach out to other like-minded people via Crowdfunder, then we're one step closer to self-sufficiency," continued Friend.

To make a donation and support the local food revolution, please visit the Chagfarm Crowdfunder page www.crowdfunder.co.uk/chagfarm or keep up to date with the campaign by following the farm on Twitter @Chagfarm or on Facebook Chagfarm CIC.

Discover more about Chagfarm's subscription-based farming initiative, its goats' milk dairy, free-range pork, woodland poultry and honey, by visiting their website here or attending one of their Open Days on every third Sunday of the month.

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Picture caption: *Davon and Sylvan Friend, founders of Chagfarm*

For further press information or images, please contact:

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About Chagford Community Farm CIC

Chagford Community Farm CIC is a new non-for-profit Community Interest Company nestled on the northeast edge of Dartmoor in Devon. Chagfarm is one of the UK's first community-supported micro-dairies in the UK and started operating in April 2013. It primarily produces goats' milk dairy but also free-range pork, woodland poultry and honey.

Founded by brothers Sylvan and Davon Friend, Chagfarm aims to make the local community's food supply more resilient by working closely with Chagfood, another local food enterprise, and complementing their existing vegetable subscription offer. With a passion for local food, the brothers are on a mission to change the way we think about food miles and animal welfare and establish a thriving local food economy.

Find out more about the local food revolution by visiting www.chagfarm.org, liking us on Facebook at Chagfarm CIC or following us on Twitter @Chagfarm.

About Community Supported Agriculture

Community Supported Agriculture (CSA) is a partnership between farmers and the local community, in which the responsibilities, risks and rewards of farming are shared. Benefits are enjoyed by all sides: farmers for instance can receive a more stable and secure income and closer connection with their community, and consumers can benefit by eating fresh healthy food, feeling more connected to the land where their food is grown and learning new skills. For further information, please visit the SoilAssociation.org.