



Outdoor pigs are one of the enterprises at Fordhall Farm. If one of the options for industrial development goes ahead it could mean the nearby factory expanding on to the farm.

Rebuilding a pioneering organic family business

are not looking to make large profits, but to be able to make a 'reasonable' living while being able to develop the farm. In the longer term they also hope to be able to develop and market a machine patented by

Arthur Hollins that will sow seeds under 10cm of topsoil without damaging the integrity of the complex ecosystem that sustains soil fertility.

The farm is close by a large

dairy processing plant, which is seeking to expand. The local authority is considering two possible sites as having potential for industrial development. Both sites are alongside the main A53

Market Drayton to Shrewsbury road on the outskirts of Market Drayton. The option, which would take in part of Fordhall Farm is the smaller of the two possible sites, but would have the advantage of being on the same side of the road as the



Ben and Charlotte Hollins and their mother Connie Hollins hope to redevelop Fordhall Farm based on the sustainable farming system developed at the farm.

FACTFILE

- Fordhall Farm gained an international reputation for its environmentally friendly farming systems developed by Arthur Hollins.
- Part of the system involved cattle grazing outdoors all year round on established grassland with wide range of herbage species.
- Mr Hollins's children are seeking to redevelop the farm's organic business.
- They are also aiming to establish a farm shop, restaurant reliant on the farm's own produce.