

including Sting, Monty Don, Zac Goldsmith and Patrick Holden of the Soil Association. Prince Charles offered a tour of Highgrove as an auction prize to help raise funds. There is a sense that the whole organic movement is on trial here.

"The public response has been great. If every person we met and had phone calls from actually bought a share, we'd be there by now. One chap sent £1,000 – you only need eight hundred people like that.

"We had a letter from one man who bought a share for his son. He said: 'I can't buy him a farm, so maybe this is the next best thing'. We have support from retired farmers who say that farming today has lost its centre. We have one shareholder in Australia who thinks what we're doing is fantastic."

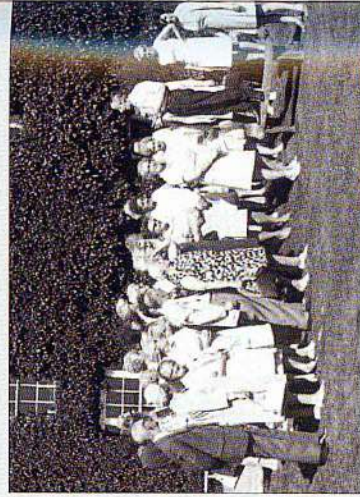
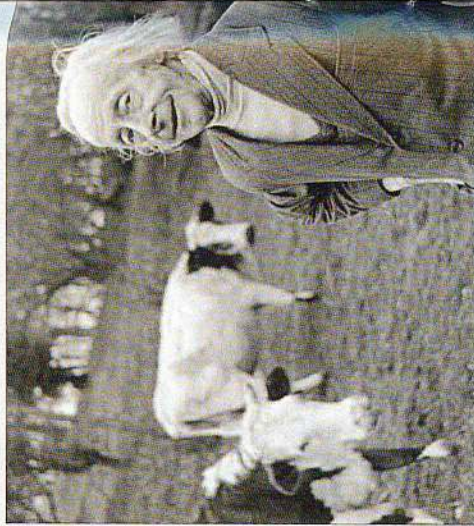
At the heart of the Hollins' campaign is the commitment not only to save Fordhall as a working farm, but to turn it into a place that will 'reconnect people with the land and food'.

In practice, this means building a bunkhouse for visiting school groups and an education centre to explain to city children the natural cycle of pasture to plate. There will also be a farm shop and organic tea rooms.

"We hope that visitors will take away an idea of why we eat and appreciate everything that is involved in growing our food. A lot of children don't get a chance to come out of the city and develop a deep understanding of farming life.

"It used to be the case that farms were

'Everything we're doing is right with public opinion. It works now or it doesn't work at all. We need people to put their money where their mouth is'



FORDHALL PHOTOCALL: 'pure, live, nutritious' is a message that rings as true today as it did in the farm's post war heyday

