



'Our plight touched people everywhere who wanted to help keep farming alive'

A fair share of sustainability

In 2004, Charlotte Hollins, above, at only 22, and her brother Ben, then 19, hit the headlines with their fight to save their family's organic farm from the grasp of property speculators. The farm had been pioneered by their father Arthur, an early revolutionary for the organic cause, who died in 2005 at 89, and the siblings were determined to keep his legacy alive. By forming the charitable Fordhall Community Land Initiative, in which thousands of people invested £50 a share (with backers coming from Australia to Japan, Italy to Hong Kong), Charlotte and Ben pooled together just enough money, with 24 hours to go, to take up the landowner's offer of first refusal. So rather than one landlord, they now have more than 8,000 – 'our plight touched people everywhere who wanted to help keep farming alive,' Charlotte says. Today, they run a successful farm shop (Fordhall specialises in traditional breeds such as Hereford and Angus beef, Suffolk sheep and Gloucester Old Spot pigs), and the farm is a rapidly expanding centre for education, volunteer programmes and sustainability research. *The Fight For Fordhall Farm by Ben and Charlotte Hollins is published by Hodder & Stoughton, £16.99. Shares in Fordhall Farm are still available; tel: 01630 638696 or visit fordhallfarm.com for more information*

Grime scene investigation: the next generation

There's a fun and funky little group calling themselves the 'people against dirty' sweeping our shores, revolutionising the way we clean our homes. Behind it is San Francisco-based company Method, with its groovy recyclable packaging (designed by hip pop-art guru Karim Rashid) and freshly scented formulations (think cucumber, pink grapefruit, almond and lavender scents, apparently so toxin-free it is even claimed that if you accidentally sipped any – obviously, not to be advised – it wouldn't kill you) for cleaning every surface in the house, from bathroom to kitchen, floors to walls. Tom Fishburne and Nicole Kurz are responsible for bringing Method's products to the UK. 'It's important to us to feel a part of the community – there are real people behind the brand, people who believe passionately in what they are creating and how it affects the world we live in, and we want to be able to tell people about that in person,' says Tom. 'We want to make the experience of cleaning fun,' adds Nicole. The specialist cleaners for wood, granite and steel have been particularly popular, and the ergonomic mop shown here is due to launch next year.

From selected Tesco, Waitrose and John Lewis stores, and online via the-green-apple.co.uk; for more information, visit methodhome.com

