



Membership Scheme

Why does Bluebell Organics need extra support?

Bluebell Organics is a small family run business based at Forcett Hall Walled Garden near Richmond in North Yorkshire. Founded in the year 2000, it has transformed a once overgrown and unused site into a fully functioning organic garden. Not only is the site beautiful, it produces a wide range of vegetable and fruit crops from salad and beetroot to tomatoes and cucumbers as well as more unusual varieties of vegetables that are not grown commercially. Also within the garden is 100 year old orchard that still produces up to 3 tons of apples each year which are mostly made into apple juice in the onsite kitchen. Other fruits like strawberries and raspberries are also grown but also the odd fig or kiwi can be found in the greenhouse along with grapes and the best tasting peaches you ever had!

Produce from the garden is sold via a network of local farmers markets and through a small independent box scheme.

Why then is Bluebell Organics asking for extra support via membership of the “friends of Bluebell Organics”?

It's hard to explain the motivation behind Bluebell Organics – in a world of increasing ruthless commercialisation and profit making – which unfortunately is creeping into the world of organics – it may seem naïve to justify the motivation behind Bluebell Organics but it is quite simply this:

- to provide people with good quality organic produce at a price they can afford
- to protect the biodiversity and uniqueness of the walled garden site

The relationship we have with our customers is personal and meaningful because we are small and independent. It enables us to support other small family firms but most importantly we believe it is true to the original intention of box schemes in that originally they were begun as a direct route between the grower and the customer to enable there to be a fair price for both. The increase in vast national box schemes with large management and franchise schemes bumping up the price of organic produce to the consumer seems to be completely contrary to the ethos of Bluebell Organics

The motivation of Bluebell Organics is also to protect the beautiful and unique walled garden at Forcett. In an area of commercial scale agriculture and the large scale chemical warfare that seems

to bring - the garden is a haven of biodiversity –amongst its cultivated areas are wild areas host to a great array of birds, bees, butterflies, mice, ladybirds – there are at least 3 types of bumble bee as well as frogs and toads.

This small scale low profit model and motivation always leaves the business vulnerable to ongoing costs, seasonal variations and the inability at times to invest in the future of the garden – any profit made can soon disappear into a broken van! So this is why we need extra support – to secure the future of the business as it is and secure the future of its intentions

How will the money be used?

As a member you will receive an Annual Report outlining how the membership money has been used but here are some of the possible ways it could be used:

- Infrastructure projects in the garden such as restoring the greenhouse
- Investment in a reading room which could host open days and courses
- Staff wages
- Cash flow in the “hungry gap” season in May and June or to support business in a particularly poor weather year
- Investment in new equipment
- Ongoing running costs of vehicles and vehicle replacement
- Investment in re-useable packaging and delivery bags

What are the Costs and benefits?

- **Silver Membership - £60 a year or £5 a month**
Quarterly newsletter with seasonal recipes
Invitation to special open days at the garden
Annual Report on how money been spent
- **Gold Membership - £100 a year or £8.30 a month**
Quarterly newsletter with seasonal recipes
Invitation to special open days at the garden and open invitation to visit site at any time (by appointment)
Annual Report on how money been spent
Bluebell Organics calendar
Produce bonus twice a year either in you delivery or to collect at a market – either from a glut of fruit or veg or from our own made juice or chutneys

VISIT <http://www.bluebellorganics.co.uk/> TO SIGN UP TODAY!