

CULTIVATING LANGUAGE, MUSHROOMS AND PARTNERSHIP

TETRIM TEAS

THE CHALLENGE

Transforming a commercial enterprise into a community enterprise.

THE GOAL

Communalise intellectual property and expertise and give disadvantaged communities the opportunity to benefit economically, socially and environmentally.

"Our innovative project **promotes the Welsh language**, health and well-being through products, a fair wage through the 'Real Living Wage', and has already led to **sharing employment** and **local profits** with the communities, strengthening the **local economies** and retaining skills and knowledge within the regions of Wales."
Kelly Stockwell, Tetrim Teas



3

training days held to upskill the team led by mushroom expert Cynan Jones

6 new jobs created

New products on the market

Lion's mane mushrooms

Lion's mane mushroom tea

Shiitake

6 new products from Madarch Cymru

Wood oysters

IMPACT

- **New products** created and **new relationships** with stockists and other businesses formed
- **3 mushroom growing units** were developed growing around **50kg** of mushrooms each week

THE FUTURE

- The project enables the team to accelerate the **growing and community ownership model**, supporting a new economic business model, which focuses on a **circular and sustainable economy**.