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## About CERERE:

Through a balanced, multi-actor network of researchers and communities of practitioners, the project promotes innovation by producing and disseminating accessible end-user materials and training products for farmers, food manufacturers, consumers, researchers and policy makers.

# COMMUNITY-SUPPORTED BAKING AND MILLING: AN EXAMPLE FROM RURAL WALES

## PROBLEM

Artisanal sourdough bread, particularly if baked from heritage cereals, has higher cost of production than conventional industrial bread. This is reflected in higher cost to consumers, making it an unaffordable proposition to a large proportion of the population in low-income rural communities.

## SOLUTION

Community based bakeries use short-chain, local food production systems. Torth y Tir, based in rural Wales, is one example of these innovative baking projects. Owned and run by local community members, it follows a "field to fork" model, whereby the grain used in breadmaking is produced and processed within the same community, and the final product, ie artisanal sourdough bread, is sold and consumed locally.

## Outcomes

Control over the entire production chain by the community and local distribution allows to set selling prices that are both remunerative for the producers and affordable for the consumers. Locally produced bread is perceived as a traceable, safe and sustainable product, characteristics which represent distinct selling points.

## Practical Recommendation

- Adopt a system of production based on local, short food circuit. Ideally, grains should be grown, milled into flour and baked into artisanal bread within the same farm enterprise.
- Adopt local heritage crops in conjunction with low input agronomical practices and traditional baking methods to clearly differentiate the product from industrially produced breads.
- Engage with the local community: organise dissemination and training events; consider involving members of the public in helping with some of the activities (for example harvest).

## Evaluation and sharing of the results

Use the comment section on the CERERE website to share your experiences with other farmers, processors, retailers, advisors and scientists. If you have any questions concerning this Practice Abstract, please contact the author by e-mail.

### Project partners

The University of Reading (*United Kingdom*),  
The University of Florence (*Italy*),  
Rete Semi Rurali (*Italy*),  
Réseau Semences Paysannes (*France*),  
Institut National de la Recherche Agronomique (*France*),  
The University of Helsinki (*Finland*),  
The Irish Agriculture and Food Development Authority (*Ireland*),  
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Organic Research Centre (*United Kingdom*),  
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The University of Debreceni (*Hungary*).

### Further Information

[www.torthytir.co.uk](http://www.torthytir.co.uk)  
[www.communitysupportedagriculture.org.uk/csa/torth-y-tir](http://www.communitysupportedagriculture.org.uk/csa/torth-y-tir)

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Crop: Wheat

Country: UK

Related CERERE case study: Torth y Tir a 'Community-Supported Bakery'

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