



**HOLLISMEAD<sup>TM</sup>**

**ORGANIC DAIRY**

Urless Farm, Corscombe, Dorset, DT2 0NP



# Biodiversity and Nature Recovery – can farming make the difference?

Oliver Hemsley – Farmer, Hollis Mead organic dairy

**HOLLIS MEAD**  
**ORGANIC DAIRY**  
Urless Farm, Corscombe, Dorset, DT2 0NP

250ml e  
**HOLLIS MEAD**  
ORGANIC DAIRY  
Creme  
Creme

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200g e  
**HOLLIS MEAD**  
ORGANIC DAIRY  
Hand Wrapped  
Organic Salted Butter



# Biodiversity and Nature Recovery – can farming make the difference?

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- Background to farming and nature.
- Purchase of land in 1998 – beginning of a learning journey.
- Over grazing and lack of hedges.
- No hares, hedgehogs or yellowhammers.
- Absence of insects.
- Extensive use of chemicals – fertilizer, pesticides, herbicides and insecticides.
- Rivers, streams and land all polluted.
- Focus on ‘tidiness’ and industrial farming for the production of cheap food.







# Hollis Mead organic dairy – a solution in the making...

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- Farming 'differently'...
- Control what happens to the land.
- Extensive grazing – outside most of the year.
- Plant hedges, trees, create 'rough' areas.
- NO CHEMICALS.
- No contract with processors – they are the enemy of nature.
- Pasture fed only cattle.
- Low yield – high value. Low impact.
- Create network of vending machines.



# Hollis Mead organic dairy – a solution in the making...


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- Create a brand.
- Build distribution (River Cottage, Pipers Farm, etc.)
- Build online presence.
- Create 'noise' with market presence.
- Invest in good PR.
- Reuse everything – 'circular economy'.
- Create understanding of why 'slow food' is important
- Hire local people.
- Encourage local procurement – hospitals, prisons, schools and local authorities – why import?
- Spread the message.
- Bring other farmers on board.
- Expand the footprint of nature.









# What have we achieved?

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- Great products which are becoming better known.
- Low yielding but longer living cows.
- Good prices for products and calves – so not impossible.
- Direct to the consumer model.
- 20 kms of hedges planted.
- Much cleaner water in the River Hooke.
- Much greater sub soil life.
- Amazing insect life.
- Wildflowers coming back.
- Regular biodiversity studies by Dorset Wildlife Trust.
- Good brown hare and dormice population.
- Employment for 12 people.
- A lovely untidy farm...

# Species recorded Wednesday 26 May 2021

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- 75 species of bird inc Hobby, Lesser Spotted Woodpecker, Crossbill and Garden Warbler.
- 30 species of butterfly inc White-letter Hairstreak, Wall and Silver-washed Fritillary.
- Nearly 50 species of bee inc 4-banded Flower Bee and Tormentil Mining Bee.



# Birds

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- Mallard
- Pheasant
- Little Grebe
- Grey Heron
- Sparrowhawk
- Buzzard
- Kestrel
- Moorhen
- Stock Dove
- Wood Pigeon
- Collared Dove
- Cuckoo
- Swift
- Green Woodpecker
- Great Spotted Woodpecker
- Lesser Spotted Woodpecker
- Skylark
- Swallow
- House Martin
- Meadow Pipit
- Grey Wagtail
- Pied Wagtail
- Wren
- Dunnock
- Robin
- Stonechat
- Blackbird
- Song Thrush
- Mistle Thrush
- Willow Warbler
- Blackcap
- Garden W.
- Reed W.
- Whitethroat
- Lesser Whitethroat
- Goldcrest
- Spotted Flycatcher
- Long-tailed Tit
- Blue Tit
- Great Tit
- Coal Tit
- Nuthatch
- Treecreeper
- Jay
- Magpie
- Jackdaw
- Rook
- Carrion Crow
- Raven
- Starling
- House Sparrow
- Chaffinch
- Greenfinch
- Goldfinch
- Siskin
- Linnet
- Bullfinch
- Yellowhammer



# What do we need to achieve...

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- More!
- Wildlife and wildflowers.
- Insects.
- Recognition of a different way of farming.
- A greater understanding that cheap food is destructive.





MEAD

Enjoy Hollis Mead at home?

250ml e



HOLLIS MEAD  
ORGANIC DAIRY

Organic  
Cream

USE BY



250ml e

