Whitmuir the Organic Place is a farm with a strong commitment to food quality, biodiversity and sustainability. This underpins everything the business does and although it has required extra investment of time and money, this self-imposed obligation is the key marketing strength of the enterprise providing it with a competitive edge to take on large supermarkets.
### Business Benefits

- Business ideals drive forward strong PR which leads to increased sales.
- Engagement and education of visitors helps to create a market for organic foods and produce.
- Investment in green technology lowers bills and will have paid for itself in the next 4-6 years.

### Wider Benefits

- Improved biodiversity from diversification and organic farming practices.
- Opening up access to an area previously shut off from people, including 2.5 km of trails.
- Educates consumers about the benefits of sustainable farming and fresh organic produce.

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**Case Study Summary**

**Whitmuir the Organic Place**

This summary report is taken from a suite of case studies which demonstrate that green network and green infrastructure approaches can create a profit, save money and create better solutions for businesses.

The full report for Whitmuir the Organic Place can be downloaded from:

[www.centralscotlandgreennetwork.org](http://www.centralscotlandgreennetwork.org)

The Central Scotland Green Network (CSGN) will change the face of Central Scotland by restoring and improving the rural and urban landscape of the area.

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Formerly a sheep farm, Whitmuir was bought by Peter and Heather in 2001 with the radical ambition of running the farm in the most environmentally sensitive way possible. This approach has been successful and they were able to reduce costs through the adoption of holistic farm husbandry and sustainable energy practices.

At the same time, they embarked upon an innovative marketing and engagement strategy to bring customers directly to their farm and educate them about the benefits of organic food. This has paid off with a subscription scheme whereby customers pay for produce in advance and also the establishment of a successful visitor destination centre including a shop and restaurant.

“We shop there because we care about the food we eat. We want to know how the meat is reared and how the veg is grown.”

Mrs Philips, a member of the Farm Supporters Scheme.