

Dear Sirs/Madam,

Ref Free Range Egg Unit: Cae Mor

As a Farming Diversification Mentor working within North Wales, I cannot understand why on earth this application is going to Appeal – However this has encouraged me to compile this letter as utmost support.

Emma & Julian Morris are keen, energetic and dynamic couple who want to utilise their land to generate a viable income, grow the current business, produce a food product that is in demand and offer employment in the local community by doing so.

Due to many factors especially the amount of land & land type at Cae Mor and indeed the surrounding area, opportunities to diversify are limited – The Morris family want to remain within agriculture in a sustainable industry and provide food for the nation – having secured a egg contract with local Egg Packing Company – Oakland Eggs in Ruabon, these eggs would be eligible for the “Welsh Egg” market and are in great demand, and would only need to travel 8 miles to be packed.

The type of building that the Morris’s have opted for has taken in account the size, they could have option for a bigger shed with the flat bed internals which would have been a cheaper option – however they have opted to go for the smaller foot print shed with tiered internal fittings which is making their investment larger. This size of building is true to type for the industry, this is deemed as the optimum size for bird welfare as well as return on investment.

I have over the past 10 years worked with excess of 200 diversifying farmers, the challenges they face as they develop their businesses are challenging and stressful. However they are all moving on with their business, securing future viability, additional employment, planning for succession and all for the right reasons.

Julian has taken this project very seriously he has attended in excess of 15 meetings since April 2015 as part of a Welsh Government Initiative Agrisgop, through Farming Connect.

Agrisgop works with groups of farmers to encourage entrepreneurial thinking, to look at other opportunities to their businesses, it provides mentoring and the ability to share experiences and challenges with group members. Through this scheme whose members were all new entrants into the egg sector - Julian has become very knowledge on the needs of the sector, the legislation and has spent weeks on operational units working with the birds and understanding the needs and demands – Julian & Emma are well aware of what they are entering – and in fact taking it far more seriously than many other farmers.

This application takes into account possible concerns and addresses them with strong mitigation. I cannot believe that all the positives this application offers can be ignored.

Yours Faithfully



Elaine Rees Jones

Farm Diversification Mentor

