

Whitmuir Organics

✖ Around 100 local rural development experts from across Europe visited Whitmuir Organics farm shop and restaurant in West Linton yesterday to see an example of Rural Priorities funding in action.

The visit is part of the two-day EU Rural Cooperation Fair taking place in Edinburgh, where delegates from 23 EU Member States have gathered to share knowledge and experience on developing rural communities in the face of economic challenge.

Rural Affairs Secretary Richard Lochhead said:-“I’m delighted to showcase Whitmuir Organics to so many of Europe’s local rural development experts.

“Whitmuir was developed with funding from Rural Priorities, part of the Scotland Rural Development Programme (SRDP). The farm business produces food for local customers instead of wholesalers and provides a welcome boost to the local economy.

“In Scotland’s Year of Food and Drink, interest in local produce has never been greater, sales of Scottish food are up, and farmers markets and farm shops continue to grow. It’s a clear indication that more people are enjoying Scotland’s fantastic natural larder.

“I hope that our visitors leave Whitmuir with a lasting impression of Scotland’s reputation as a Land of Food of Drink.”

Background

[Whitmuir Organics](#) is a small family farm 15 miles south of Edinburgh. The farm business received funding from Rural Priorities, part of the Scotland Rural Development Programme (SRDP), to build a new farm shop and restaurant.

The EU Rural Cooperation Fair took place in Edinburgh on September 23 and 24, 2010. Around 270 local rural development experts from 23 EU Member States attended the event to share their experience of developing rural communities in the face of economic challenge.

Rural Priorities is a competitive funding mechanism under the Scotland Rural Development Programme (SRDP). It delivers targeted environmental, social and economic benefits to 11 designated regions. The priorities for each region are agreed with local stakeholders through RPACs, and contracts are awarded for the proposals which are best able to deliver those priorities.

Its key outcomes are to contribute to:

- * Improved business viability and competitiveness
- * Improved water quality
- * Adaptation to, and mitigation of, climate change
- * Protection and enhancement of biodiversity and landscapes
- * Sustainable rural communities