

Wales, United Kingdom

Ty Tanglwyst Dairy



THE BUSINESS

Ty Tanglwyst is a family-run business: across the farm, the processing plant and the deliveries, there are 27 people involved in the business (owners and employees).

Approximately 60% of milk goes direct to consumers with domestic deliveries. Milk and dairy products are delivered door-to-door to private customers.

Milk is also sold to commercial local businesses (pubs, coffees, ice cream manufacturers). Other important customers are schools, nurseries and care homes of the local council area.

The farm comprises 25 acres (10 ha) of ancient oak woodland under a conservation management scheme. The remaining 125 acres (50 ha) of lush green pastureland are largely divided into paddocks by ancient hedgerows. Another 150 acres (60 ha) are rented from neighbouring farms.

Over the years the farm has been involved in a wide variety of environmental schemes and has worked with many partner organisations including the [RSPB](#) (Royal Society for the Protection of Birds) and more recently the [Glamorgan Bird Group](#).



LOCAL PRODUCTS

The farm is located in Bridgend, South Wales. Deliveries are limited to a radius of 30' in all directions from the farm.

The farm currently produces 1.2 million litres per year, approximately the 0.1% of the total Welsh milk production.

The products sold are:

- milk (whole, semi-skimmed and skimmed), in 1 pint, 1 litre and 2 litre. Higher volumes' containers are available for commercial customers.
- Milk sales split is around 60% semi skimmed, 35% whole and 5% skim
- cream (double, single and whipping) in 2 litre bottles (also 250 ml for double cream)
- butter (artisan 200g roll).

The products have also won several awards, including success at The Royal Welsh Show, The Great Taste Awards and Wales True Taste

SWOT ANALYSIS DIAGRAM

01

STRENGTHS

- Locally produced and processed milk
- Less exposition to price volatility
- Own control
- Competent and professional staff
- Strong ties to the community
- Passion for the job



02

WEAKNESSES

- Sometimes difficult to achieve a good work-life balance
- High workloads
- High pressure to provide a consistently high-quality product
- Reliance on own brand and reputation
- High reliance on staff



03

OPPORTUNITIES

- Increasing number of consumers willing to shift towards more sustainable and local produce
- General increase focus on environment



04

THREATS

- Competition from the good big processors
- Loss of customers due to loss of their income



TESTIMONY



**Rhys Lougher,
Owner**

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In 2003, I went on a study tour to Bavaria, Germany, with the Future Farmers of Wales.

There, we visited a small poultry farmer who, in times of bad prices for the poultry industry, had adopted a different business approach, focusing on the production of egg-based products (liqueurs, pasta,..) with a nice packaging and branding.

I realized this approach could be transferrable to the dairy sector as well and, after 2 years of accurate planning, in 2005 I started the first deliveries of milk.

Since then, the level of investment has been significant, but the business success has allowed for a good return and all investments are now paid off. The good and thorough original business plan that was prepared has also been essential to get a loan from the bank.

A key factor to our success has been having the right basics at the beginning of the activity. The farm started the journey with good soil quality, good herd genetics and management, good grassland management and good infrastructure. This allowed to focusing on the new developments and making a smooth and efficient start of the new business.

Our future plan is to consolidate the current status and strengthen the financial situation. Should specific demands arise, we are ready to explore further developments (i.e. new certifications in addition to our Red Tractor assurance ...)

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For more information

<https://tytanglwystdairy.com/wordpress/>

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