



## P R E S S   R E L E A S E

1<sup>st</sup> April 2010

Release: Immediate

### **HAY WELCOMES LOCAL HERB FARM**

#### **- TV's Green Lady Brigit Strawbridge launches herb farm's first shop -**

Local shoppers welcomed local organic entrepreneurs en masse last Saturday (27<sup>th</sup> March) at the opening of their first shop. The inspiration behind BBC TV's 'It's not easy being Green' series, Brigit Strawbridge attracted a throng of enthusiasts from across Herefordshire.

"Not only are Paul and Carol Richards transferring the medicinal properties of the traditional herbs they grow to their Herbfarmacy skincare range; but they are also providing much needed foraging and habitat for wildlife, especially bees," said Brigit Strawbridge, founder of 'The Big Green Idea'. Bees have been declining at an alarming rate in recent years. One in three of the UK's 240,000 honeybee hives were lost in the winter and spring of 2008<sup>1</sup>. A major problem is the use of pesticides in intensive agriculture which kill off plants which bees forage on in contrast to organic systems which work with nature.

From his Herefordshire herb farm Dr Paul Richards has been growing medicinal herbs organically and producing tinctures, ointments and oils for the past 25 years. Together with his wife Carol he has used these skills to develop an award-winning range of beauty products.

At the grand opening children joined in the fun of the facial exercise routine whilst others learned more about what an amazing job the largest organ in the body – your skin - does. Dr Paul Richards will be walking his farm and sharing some of this knowledge with James Wong in the current BBC 2 series of Grow Your Own Drugs'.

---

<sup>1</sup> according to a survey carried out by the British Bee Keepers association (BBKA)

- ends -

**Notes to editors:**

[www.herbfarmacy.co.uk](http://www.herbfarmacy.co.uk)

**The Herbfarmacy Shop, 22 Broad Street, Hay-on-Wye, Herefordshire, HR3 5DB**

**Brigit Strawbridge** cares about people and the planet. Her charity '[The Big Green Idea](#)' is all about showing people in an accessible and hands-on way how sustainable living can be easy, healthy, inexpensive and fun. It does this by using a specially adapted eco-bus which goes directly to individuals and communities who are looking for help, and offering them information, guidance and expertise on a host of sustainable topics.

**For further information, please contact:**

**Barbara Rayner**

**Tel: 01793 710070; Mobile: 07966 880458;      [barbara@raynermarketing.co.uk](mailto:barbara@raynermarketing.co.uk)**