

FOR IMMEDIATE RELEASE

## **Former dairy farmers with change of heart bringing oat drink to Midlands**

**Two dairy farmers gone vegan from Ashbourne have pivoted to producing an organic oat drink. The plant-based beverage comes in reusable glass bottles and is now available to subscribers at select pick-up locations in the Midlands – just in time for Veganuary.**

**Ashbourne, 13 January 2021**

Those eschewing cow's milk – and longing for the good old days when milk was delivered in reusable glass bottles – can rejoice. Just in time for Veganuary, a new organic oat drink will be available to subscribers at select shops, cafés, and other venues in the Midlands. The oat drink (commonly referred to as “oat milk”) is produced by farmers Jay and Katja Wilde of Bradley Nook Farm in Ashbourne, Derbyshire. The farm shifted from conventional dairy to producing organic beef in 1997. Jay Wilde inherited the farm in 2011, but in 2017 reached a point where they could no longer bear taking their cows to slaughter.

“At some point, I couldn't stop seeing the animals as individuals,” says farmer Jay Wilde. “I just couldn't send them to their death at the slaughterhouse any longer.”

Alternative methods of making a living, ideally in a sustainable manner, had to be found. With the help of The Vegan Society and the Manchester-based Vegan Organic Network, they transferred a large part of their herd to Hillside Animal Sanctuary in Norfolk and started the process of transitioning to planting crops. Their story was the subject of the BAFTA-winning documentary *73 Cows*. When Geraldine Starke, founder of Refarm'd, approached the Wildes with an idea on how to complement their new business model, a partnership quickly formed. Refarm'd is a startup that assists dairy farmers in their transition to plant-based beverage production, using only organic and locally sourced ingredients.

The Wildes' shift comes at an opportune time: UK plant-based milk sales were up 28.3% last year and 32% of British households are now buying dairy-free milk, according to [Specialty Food Magazine](#).

“The dairy industry is struggling. I believe that to help our farmers, we need to work with them and help them get out of this system. That's what we at Refarm'd are trying to do,” says Starke. “Our model is conceived such that farmers keep their identity, their dignity, their farm, and their animals while being self-sufficient. We want to show what the future of farming could look like.”

Bradley Nook Farm is the first of Refarm'd's partners in the UK to beta-launch their farm-fresh oat drink. Availability is limited to 100 subscriptions and customers will be able to give feedback to help fine-tune the product.

### **About Refarm'd**

Refarm'd is a startup working with farmers to make the transition from dairy farming to the production of plant-based drinks and, where possible, converting their farmland into animal sanctuaries. Refarm'd offer a viable new opportunity for the farmers' businesses by providing them with the tools they need to move away from the dairy trade. The startup assists the former dairy farmers in sustainably and locally sourcing the ingredients to produce organic plant-based drinks directly on their farms. [en.refarmd.com](http://en.refarmd.com)

### **MEDIA CONTACT**

Dr Jenny Di Leo, Refarm'd

Mobile: (+44) 7760926060; email: [jenny.dileo@refarmd.com](mailto:jenny.dileo@refarmd.com)

High-resolution images are available to download [here](#).

[Ends]