

Brilliant Businesses

Paganum, Kirkby Malham



Why farmer Chris is a rare breed

Some people might say that Chris Wildman (pictured), rather like the Oxford, Sandy and Blacks pigs that he keeps, is a rare breed. He's a farmer who butchers his own meat, sells his own products and those of other farmers online, and is passionate about being as green as possible, from the packaging he uses to the construction methods used for his latest building.

He's also unusual in that he helped to set up a website for Malhamdale – which he now manages – and that he was named by Yorkshire Life magazine as its Local Food Producer of the Year in 2011.



That's pretty good going for someone who only started his online meat business, Paganum – which he says is Latin for rural tradition – four years ago.

Chris farms 420 acres at Kirkby Malham where he keeps sheep, pigs and a few hens. Though he doesn't have any cattle, his neighbour has Belted Galloways that graze happily on the limestone terrain.



He sells beef online from the Belted Galloways and other breeds such as Short Horn, Highland and Long Horn cattle (breeds local to the Skipton area). He also sells lamb from other Yorkshire farmers.

"The way I see it is that Yorkshire farmers have a fantastic product but they don't always appreciate how to market it," says Chris, "That's where Paganum can help them to build their businesses."



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Sustainability and its commercial benefits

Sustainability – with an entrepreneur’s eye on its commercial benefits – is what Chris is all about. Online orders are dispatched in boxes made from recycled cardboard that use sheep’s wool as packaging. “The wool is all sourced, washed and carded in Yorkshire and is a brilliant alternative to polystyrene,” says Chris.



Cleverly, Chris also incentivises customers to send it back to him by offering £1 off their next order. “It’s win-win because it recycles the wool and it’s good business sense for both me and my customers,” he says.

New build and sustainability

Chris is also following a sustainable approach in the construction of a butchery and curing rooms for bacon and gammon, not to mention his famous Yorkshire chorizo sausage, in his farmyard.



The building is using earthwool insulation made from recycled bottles, grey water from the roof will be collected in a tank and used to supply the toilet cisterns, and one side of the roof will have photovoltaic panels.

Contact Chris Wildman
on 01729 830727 or visit
www.paganum.co.uk

The panels should generate enough electricity to power the building with its big walk-in fridge, freezer and chilled area and still provide surplus electricity for Chris to sell back to the National Grid.



Keen to capitalise on new opportunities, he will also use the building to run courses in pork butchery and sausage making, lamb butchery, curing and charcuterie. Chris’s green credentials, energy, flair and commercial success may make him a rare breed but, in his case, it seems a sustainable one.



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