

PRESS RELEASE

## **Competition Offers Winner a Lifetime Supply of Electricity for Their Home**

*Wyke Farms and Good Energy partnership puts food and energy provenance in the spotlight*

**Bruton, Somerset, 17<sup>th</sup> February 2017** – [Wyke Farms](#), the UK's largest independent cheese producers and generators of renewable energy, today announce a national partnership with [Good Energy](#), the 100% renewable electricity and green gas company.

Going live on February 17<sup>th</sup> 2017 Wyke Farms will be hosting an 'on-pack' competition with Good Energy for 20 weeks, giving consumers the opportunity to win one of several prizes. The main prize is a lifetime supply of renewable electricity<sup>1</sup> ( value £22k), as well as 20 x 'one year supply' (capped at £550 per year each) and 50 Somerset produce hampers, worth £50 each. The competition will appear on all Wyke Farms Cheddar packs, across the core range of Mature, Extra Mature and Vintage.

Both brands share a passion for food and energy provenance and, through this partnership, hope to increase consumer understanding of the environmental consequences of their consumption choices, be it for food or energy. With over 50% of UK food coming from a foreign country, Wyke Farms' are proud to tell their farm to fork story. The Clothier family have been making award winning cheddar from their traditional family recipe, in the heart of Somerset, for over 155 years, with all of their milk coming from their family farm or other local family farms and British Red Tractor farms.

Meanwhile, Good Energy, the UK's first 100% renewable electricity supplier, is keen to educate consumers about where our energy actually comes from. Their research

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<sup>1</sup> Defined as a 40 year supply for domestic and microbusiness use only.

shows that over 60% of power used to generate electricity is [imported from abroad](#), travelling on average up to 2,500 miles before it reaches the UK. All of the electricity Good Energy supplies to the National Grid is sourced from UK renewable sources like wind and solar, as well as biofuels generated from food waste at Wyke Farms.

An inspiring partnership, Wyke Farms and Good Energy are both leaders in sustainability; Juliet Davenport, CEO & founder of Good Energy, comments: ***“We are two very like-minded businesses so it’s great to be working together. Using food waste to generate renewable energy is a great example of a sustainable business in action, and we’re proud to say that some of this unique power makes up part of our electricity.”***

Rich Clothier, 3<sup>rd</sup> generation family member and Managing Director, Wyke Farms comments: ***“The prize offering of our competition has the humble cow at the very heart of it; firstly, by supplying the milk to make the cheese and then to create the waste that generates the power, which will be supplied by Good Energy to fulfill the prize. It’s working with nature at its very best.”***

Wyke Farms and Good Energy are happy to be working in collaboration to create a cleaner, greener future. Because as well as making award winning cheddar, Wyke Farms put sustainability at the heart of everything they do, closely aligned to Good Energy’s mission to protect the environment and help combat climate change.

The Wyke Farms [products](#) are available [nationwide](#) and can be found in [Asda](#), [Co-op](#), [Makro](#), [Sainsbury’s](#), [Tesco](#) and [Waitrose](#). Good Energy sells 100% renewable electricity and green gas to thousands of homes and business around the UK via the National Grid.

For more information on the competition, visit [www.wykefarms.com/goodenergy](http://www.wykefarms.com/goodenergy)

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<http://connectedpr.com/wyke-farms/wyke-farms-media-library/>

**Notes to Editor:**

- Wyke Farms has been producing its award-winning cheddar for over a century and has grown to become one of the largest family-owned cheese makers in Britain selling over 15,000 tonnes annually.
- Good Energy harnesses natural sources like wind, solar, biofuel, hydro and food waste, to generate and sell 100% renewable electricity and green gas.
- Our Green Gas is completely carbon neutral with 6% coming from biomethane and other emissions neutralised through the support of new carbon reduction projects in Malawi, Nepal and Vietnam.
- This power is sourced from Good Energy's two wind farms and seven solar farms, as well over 1,000 independent renewable generators from all over the UK – including Wyke Farms.
- Both Juliet Davenport and Richard Clothier have also been shortlisted for Business Leader of the Year at the Green Innovation & Finance Awards 2017.

**About Wyke Farms**

**Wyke Farms** Ltd is a family run company based in the heart of the Somerset cheddar-making region. The art of traditional cheese making will never be lost on the Somerset farm where the Clothier family have been making cheddar in Somerset since 1861. Today, Wyke Farms is one of the largest independent cheese makers and milk processors in the UK producing over 15,000 tonnes of cheddar per year to the same award winning 155-year-old recipe.

The Wyke Farms brand is the 4<sup>th</sup> largest brand in the Cheddar category and the only independent company in the top 10 cheese brands with retail sales of over £60 million.

Wyke remains a truly traditional family business. Ivy's grandsons Richard and Tom now run the cheese making operations with their father John, whilst her other two Grandsons David and Roger run the family dairy farming operations. The four grandchildren share Ivy's passion for cheese making where flavour, texture and taste are paramount. They believe that this attention to detail is the reason that their cheese has won more awards at national cheese shows than any other.

Wyke Farms are committed to sustainable farming and are proud to be the UK's first national cheddar brand to become 100% self-sufficient in green energy. Wyke Farms sources all of its electricity and gas from both solar and biogas, generated from the farm and dairy waste. The biogas energy is generated from its own anaerobic digester (AD) plant, which saves Wyke Farms over 20 million kilos of carbon dioxide per annum. They have received national and international recognition for their on-going commitment to sustainability, and have won numerous awards including

- European Business Awards – Environment & Corporate Sustainability Category – European Champions 2015/2016
- The Renewable Energy Association Winner - Sustainability Category
- Insider "Made in the UK" Awards
- Winner of the Grocer Gold Awards – Green Initiative of the Year 2016

- The Guardian Sustainable Business Awards 2016
- Winner of the Sustainable Futures category at the IGD Awards 2015
- Waitrose Way Awards 2015 – Treading Lightly Reducing CO2 – Winner
- Winner of the Food & Drink Federation ‘Environmental Leadership’ Award 2015
- National Champion representing the UK in the 2015/16 European Business Awards – Environmental & Corporate Sustainability
- UK AD & Biogas Industry Awards – Best On Farm AD Project –Winner
- The Guardian Sustainable Business Awards 2015 (Winner in Carbon & Energy Management)
- The Footprint Awards 2015 – Sustainable Use of Natural Resources (Winner)
- The Footprint Awards 2015 – Energy Efficiency Award (Finalist)
- IFE World Food Innovation Awards 2015 Winner Best Corporate Social Responsibility Category
- National CSR Awards 2015 - Environmental Leadership Award (Winner)
- Farm Business Cream Awards – Cream Award – Highly Commended
- The Guardian Sustainable Business Awards 2014 (Winner in Waste Innovation Category)
- Waitrose Way Awards 2014 - Treading Lightly for Water – Winner
- Waitrose Way Awards 2014 - Treading Lightly for Carbon – Winner
- Short-Term Payback Award (Runner Up)
- Insider Made in the UK – Green/Sustainable Manufacturer Award (Winner)
- 2degrees Sustainable Business Champions 2014 (Energy & Carbon Management)
- The UK & Biogas Industry Awards for Best AD Plant in the Food & Drink Industry (Winner)
- The Grocer Green Supplier of the Year Award 2014
- The Footprint Awards 2014 - The Energy Efficiency Award (Winner)
- The Footprint Awards 2014 - Economic Sustainability Award (Winner)
- The Manufacturer Awards – Manufacturing in Action (Finalist)
- The World Dairy Innovation Awards 2013 – Best Environmental Sustainability Initiative (Finalist)
- The BusinessGreen Leaders Awards 2013 (Highly Commended)

Managing Director Rich Clothier has been recognised for his passion and commitment to sustainability. He won the Food Manufacture Excellence Awards 2013 ‘Personality of the Year’, The UK & Biogas Industry Awards ‘AD Hero of the Year’ and Farmers’ Weekly ‘Sustainable Farmer of the Year’ 2014 Award.

[www.wykefarms.com](http://www.wykefarms.com)  
<http://www.facebook.com/wykefarms>

### **About Good Energy**

**Good Energy** is a fast-growing green energy company, generating and selling 100% renewable electricity and green gas to homes and businesses across the UK, all wrapped up in great customer service. Our mission is to support change in the energy market, tackle climate change and boost energy security. Good Energy is highly rated for customer service by Which? and MoneySavingExpert users. Good Energy invests in renewable energy, matching all of the electricity our customers use with electricity sourced from wind, solar, biofuel, hydro and tidal power.

Our Green Gas is completely carbon neutral with 6% coming from biomethane and other emissions neutralised through the support of new carbon reduction projects in Malawi, Nepal and Vietnam.

Over the last two years, Good Energy has been named Company of the Year at the 2016 British Renewable Energy Association awards and at the 2016 BusinessGreen Leaders awards.

Good Energy currently has 72,250 renewable electricity & 43,000 green gas customers and administer payments for over 120,000 sites generating own power

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