

# Mid and North Wales Businesses Secure £400,000 to Drive Agri-Tech and Food-Tech Innovation

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**Nine pioneering projects across Mid and North Wales have been awarded a total of £400,000 in funding through Innovate UK's New Innovators in agri-tech and food technology competition. This financial support will enable these ventures to advance innovation, enhance sustainability, and reinforce the region's standing as a leader in the agri-tech and food-tech industries.**

The diverse range of funded projects includes initiatives focused on developing novel food products, modernizing agricultural practices, and promoting sustainable farming. For example, Madarch Cymru's "Yr Ardd Fadarch Eryri (The Snowdonia Mushroom Garden)" project will focus on the development of a nutritious, mushroom-based vegan jerky. Pant Du will work to produce a Welsh heritage Apple Cider Vinegar with enhanced health benefits. Pasture Farming Ltd. will implement Tirlun.ai, a mobile Learning Management System designed to modernize farm training. Fungi Foods will develop automated mushroom production processes, and Bionerg Ltd. will support sheep farmers through the use of locally produced biochar. UK Hospitality Solutions Ltd. aims to develop a sustainable line of ready meals using locally-sourced produce, and Dyfi Dairy Ltd. will develop a renewable energy-powered mobile milking parlor.

These projects collectively demonstrate a commitment to advancing technology, promoting sustainability, and fostering economic growth within the agri-tech and food-tech sectors of Mid and North Wales. The funding provided by Innovate UK will be instrumental in enabling these businesses to bring their innovative ideas to fruition.