

# Innovate UK's New Innovators Fund Fuels Agri-Tech and Food-Tech Advancements in Mid and North Wales

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**Innovate UK's New Innovators in agri-tech and food technology funding competition has allocated a collective £400,000 to nine pioneering projects across Mid and North Wales. This significant investment is set to propel innovation, bolster sustainability, and strengthen the region's prominent position in the agri-tech and food-tech sectors.**

The selected projects represent a diverse array of cutting-edge solutions addressing various challenges and opportunities within the food and agriculture industries. These initiatives aim to enhance productivity, improve efficiency, and foster skill development, while simultaneously championing sustainable practices and health-conscious food solutions.

Among the funded projects, **Yr Ardd Fadarch Eryri (The Snowdonia Mushroom Garden)** by Madarch Cymru will develop a nutritious, umami-rich mushroom-based vegan jerky. This initiative targets public health by offering a sustainable, health-conscious snack that aims to reduce salt and trans-fat intake, catering to the growing flexitarian market.

Another notable project, **Pant Du**, is set to produce a Welsh heritage Apple Cider Vinegar with enhanced health benefits. By utilizing heritage apples and surplus cider, this project focuses on creating a functional food product that supports improved wellness and sustainable production methods.

In the realm of agricultural technology, **Pasture Farming Ltd** is introducing Tirlun.ai, a mobile Learning Management System. This platform is designed to modernize farm training in Wales by enabling farm owners to create customized instructional videos, offering on-demand access and progress tracking. This cost-effective solution aims to enhance productivity and skill development across the agricultural sector.

Furthering innovation in food production, **Fungi Foods**, based at Tyn yr Onnen Farm in Gwynedd, plans to

revolutionize mushroom production. Their project focuses on developing automated, scalable block-making processes to meet the increasing demand from supermarkets and brands, while also supporting smaller-scale growers throughout the UK.

For sustainable farming practices, **Bionerg Ltd's** project will support sheep farmers in Mid and North Wales. By enhancing soil fertility and crop yields through the sustainable use of locally produced biochar, the initiative offers a cost-effective alternative to traditional fertilizers, promoting sustainable agriculture and environmental resilience.

Additionally, **UK Hospitality Solutions Ltd's** "Sheeps and Leeks" project aims to develop a sustainable line of ready meals. This initiative will utilize locally-sourced and home-grown produce, leveraging precision farming, innovative processing, and eco-friendly packaging to deliver nutritious and convenient options. This project is set to support regional economic growth and sustainability in Wales.

Finally, **Dyfi Dairy Ltd's** project seeks to develop a renewable energy-powered mobile milking parlor. This innovative solution is designed to support rotational grazing on upland dairy farms, thereby enhancing carbon sequestration, soil health, animal welfare, and biodiversity. This effort directly contributes to the UK dairy industry's overarching goal of achieving carbon neutrality by 2050.

The substantial investment from Innovate UK is expected to accelerate the development and market entry of these innovative solutions, providing significant benefits to both the regional economy of Mid and North Wales and the broader agri-tech and food-tech industries.