

## **PRESS RELEASE/FEATURE RELATING TO CRAI ORGANICS LIMITED**

- 1 In 2006 Crai Organics was a joint winner of the CLA Rural Business Challenge in Wales, winning a cash prize and up to £5,000 worth of professional advice to be provided by the competition sponsors.
- 2 Crai Organics was a new business venture of farming partners Keri and Julie Davies of Crai, Brecon, Powys.
- 3 The business comprises the organic production of shitake mushrooms.
- 4 The business initially supplied local farmers' markets and restaurants but Keri and Julie were keen to expand production and to supply a bigger market. In taking up their prize under the CLA Rural Business Challenge Award, Keri and Julie consulted accountants Saffrey Champness and solicitors Swayne Johnson Limited regarding their expansion plans.
- 5 As a result of that consultation, Swayne Johnson Limited acted for Keri and Julie in establishing the company Crai Organics Limited and in the transfer of the business from the partnership to the new limited company.
- 6 Crai Organics Limited is now selling its gourmet organic mushrooms in Waitrose' 3 Welsh stores and on 16 April 2007 they will be available through 15 of Tesco's main stores. Other major supermarket chains have also expressed an interest.
- 7 Keri and Julie Davies have acknowledged the considerable assistance provided by the Really Welsh Company from the Vale of Glamorgan which has been of major assistance in the promotion of the company and its product.
- 8 Of the legal advice and assistance given to them by Swayne Johnson Limited, Keri and Julie said "they were extremely knowledgeable and professional and their guidance and assistance in the incorporation of the business and getting the business structure right was invaluable."