# WWF-UK secures £1 million to boost community-led seaweed farming in Pembrokeshire



In a significant initiative aimed at combating climate change and enhancing local economies, WWF-UK has secured £1 million in funding from the National Lottery Community Fund for a groundbreaking project in Pembrokeshire, Wales. This three-year programme seeks to unlock the potential of seaweed through the establishment of community-led regenerative seaweed farming. Known for its rapid growth and minimal resource requirements—having no need for fertilisers, pesticides, or freshwater—seaweed presents a sustainable alternative to traditional agriculture. The project aims to benefit not only the environment but also local communities by providing economic opportunities and fostering a sense of cultural heritage tied to seaweed harvesting.

The initiative will unfold in collaboration with key partners, including Câr-y-Môr, which is recognised as one of the pioneers of seaweed farming in the UK, based in St David’s. Founded in 2019 as a Community Benefit Society, Câr-y-Môr prioritises sustainable practices, producing both seaweed and shellfish while advocating for the restoration of marine and soil biodiversity. The farm’s success has already led to the creation of 20 year-round jobs and generated a turnover of approximately £300,000. Their mission resonates powerfully within the local community, as they have also engaged over 1,500 young individuals through educational workshops on the importance of seaweed and sustainable practices.

Further collaborating on this ambitious project are the Scottish Association for Marine Science (SAMS) and Plant Ecology Beyond Land (PEBL), which will aid in capturing community perspectives on the impacts of seaweed farming and in monitoring biodiversity. This cooperative effort is not just about farming; it also aims to provide an open-access database that enables local residents to contribute to sustainable practices, thereby enhancing their connection to marine life and the coastal environment.

Ollie Parker, Pembrokeshire's regenerative ocean farming manager for WWF-UK, has expressed enthusiasm for the project, stating, "We’re delighted that The National Lottery Community Fund has recognised our work… we... are looking forward to working with coastal communities to develop a sustainable, locally-led future seaweed farming industry." This forward-thinking approach underscores a commitment to addressing not only local employment needs but also broader environmental challenges.

Moreover, an ambitious vision extends beyond Pembrokeshire with projections indicating that a successful seaweed farming industry could be worth £105 million and create over 1,000 jobs across Wales. As organisations such as Câr-y-Môr continue to engage in projects that promote seaweed as a biostimulant for agriculture—potentially improving soil health and reducing fertiliser dependency—the community approach is becoming a blueprint for sustainability. The introduction of trials involving seaweed biostimulants is set to provide practical insights into how seaweed can enhance agricultural resilience, thereby benefiting both farmers and the environment.

Reflecting on this multifaceted approach, Mel Eaglesfield, director of funding strategy at The National Lottery Community Fund, described it as "an innovative approach to tackling issues such as climate change." The project not only presents a promising avenue for environmental change but also invites communities to partake in a shared vision of sustainability and economic revitalisation.

As this initiative takes shape, it serves as a compelling reminder of the diverse benefits of regenerative agriculture, showcasing how a localised focus can engender significant ecological and economic transformations, while reconnecting communities with cherished cultural traditions.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.inyourarea.co.uk/news/wwf-announces-1m-project-to-unlock-power-of-seaweed-in-pembrokeshire), [[2]](https://www.inyourarea.co.uk/news/wwf-announces-1m-project-to-unlock-power-of-seaweed-in-pembrokeshire)
* Paragraph 2 – [[3]](https://www.carymor.wales/), [[4]](https://www.gov.wales/car-y-mor), [[5]](https://www.tenby-today.co.uk/news/environment-news/pembrokeshires-car-y-mor-pioneers-regenerative-sea-farming-in-wales-775063)
* Paragraph 3 – [[2]](https://www.inyourarea.co.uk/news/wwf-announces-1m-project-to-unlock-power-of-seaweed-in-pembrokeshire), [[6]](https://businessnewswales.com/crowdfunder-launched-to-support-growth-in-wales-105m-regenerative-sea-farming-industry/), [[7]](https://terrafarmer.co.uk/seaweed-based-biological-inputs/)
* Paragraph 4 – [[1]](https://www.inyourarea.co.uk/news/wwf-announces-1m-project-to-unlock-power-of-seaweed-in-pembrokeshire), [[2]](https://www.inyourarea.co.uk/news/wwf-announces-1m-project-to-unlock-power-of-seaweed-in-pembrokeshire)
* Paragraph 5 – [[4]](https://www.gov.wales/car-y-mor), [[6]](https://businessnewswales.com/crowdfunder-launched-to-support-growth-in-wales-105m-regenerative-sea-farming-industry/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.inyourarea.co.uk/news/wwf-announces-1m-project-to-unlock-power-of-seaweed-in-pembrokeshire> - Please view link - unable to able to access data
2. <https://www.inyourarea.co.uk/news/wwf-announces-1m-project-to-unlock-power-of-seaweed-in-pembrokeshire> - WWF-UK has secured £1 million in funding from the National Lottery Community Fund for a three-year project aimed at developing community-led regenerative seaweed farming in Pembrokeshire. This initiative seeks to harness seaweed's potential to combat climate change, improve water quality, enhance biodiversity, and support local economies. The project involves collaboration with partners like Câr-y-Môr, a pioneering seaweed farm in St David’s, and aims to create employment opportunities, support coastal industries, and promote cultural heritage in the region.
3. <https://www.carymor.wales/> - Câr-y-Môr is Wales' first regenerative seaweed and shellfish farm, established as a Community Benefit Society in 2019. Located in St David’s, Pembrokeshire, the farm focuses on sustainable practices, producing seaweed and shellfish without the use of artificial fertilisers, pesticides, or freshwater. Their mission includes improving the coastal environment, creating local employment, and promoting the Welsh seafood sector. Câr-y-Môr also engages in community education and offers a range of seaweed-based products.
4. <https://www.gov.wales/car-y-mor> - Câr-y-Môr, based in St David’s, Pembrokeshire, is Wales' first regenerative ocean farm. Founded in 2019 as a Community Benefit Society, it aims to enhance the coastal environment through sustainable ocean farming and improve the well-being of the local community by creating year-round jobs and supplying fresh local seafood. Over the past three years, the business has expanded from two small trial sites to a three-hectare seaweed and shellfish farm with 12 employees.
5. <https://www.tenby-today.co.uk/news/environment-news/pembrokeshires-car-y-mor-pioneers-regenerative-sea-farming-in-wales-775063> - Câr-y-Môr is pioneering regenerative sea farming in Pembrokeshire, Wales, aiming to develop a £105 million industry projected to create over 1,000 jobs and restore marine and soil biodiversity. The community-owned business has built a 500-strong community, generated a £300,000 turnover, and created 20 year-round jobs. It has also educated over 1,200 children and young people through school visits and workshops, and partnered with local farmers to trial a seaweed-based biostimulant, improving soil health and increasing crop yields.
6. <https://businessnewswales.com/crowdfunder-launched-to-support-growth-in-wales-105m-regenerative-sea-farming-industry/> - Câr-y-Môr, a community-owned regenerative sea farm in Pembrokeshire, has launched a crowdfunder to support the growth of Wales' £105 million regenerative sea farming industry. The funds will be used to lease a disused RNLI station to open a seaweed and shellfish hatchery, expand trials and production of seaweed biostimulant products, and deploy new offshore farms with community backing. The business has built a 500-strong community, generated a £300,000 turnover, and created 20 year-round jobs.
7. <https://terrafarmer.co.uk/seaweed-based-biological-inputs/> - Terrafarmer is collaborating with Câr-y-Môr, WWF UK, and Welsh farmers to trial a regenerative, seaweed-based biological input that could help reduce fertiliser use, build soil biology, and boost farm resilience. The field trials across several Pembrokeshire farms aim to assess soil structure, soil biology, crop yield, and nutritional value, providing practical data on the effectiveness of seaweed-based biostimulants in regenerative farming systems.