



Buth Bharraigh



Sarah MacLean

4th October 2022

Barra and Vatersay Agricultural and Horticultural Association

Set up in 2000 with funding from HIE

- to promote the awareness of local produce and test the potential for local markets and marketing initiatives in Barra and Vatersay.
- to encourage and support residents to grow their own produce and to utilise local resources in their everyday lives.





Feasibility

- Summer Café and Produce tables in Northbay Hall
- Christmas Shop
- Feasibility Shop to September 2013
- Bùth Bharraigh Ltd established in October 2013
- Opened in current location on 1 December 2013



Aims

- Provide a route to market for local producers
- Provide year-round employment
- Provide goods and services currently not available
- Provide help and support for producers and encourage skill development
- Boost local economy

How it functions

- All local producers welcome – take a percentage of sales
- We help with product presentation, labelling, registrations, pricing etc... Producer discount on materials
- We may take on off island producers to fill gaps or if they have a strong link to the island
- Each producer has their own number, stock is entered onto system, sales are paid every month
- Products also promoted through social media and on website





Other Goods and Services

- Fills in gaps of what you can get locally
- Profit goes towards overheads and staff costs
- Creates more reasons for someone to visit = more sales
- Helps make the business model sustainable

We have developed a model that could easily be replicated anywhere

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