



How to make the most of marketing for sustainable fenlands

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Broads National Park

‘Broadland farmers have led the way in boosting the biodiverse grazing marshes through over 20 years involvement in conservation management’ Rob Wise, NFU



Photo: Mike Page

Broads National Park

'Improving sustainable wetland management'
Broads Reed and Sedge Cutting Association



Photo: Mike Page

CANAPE Partners



Interreg VB North Sea Region
Programme Area 2014-2020

Regions within the NSR programme area



European Regional Development Fund



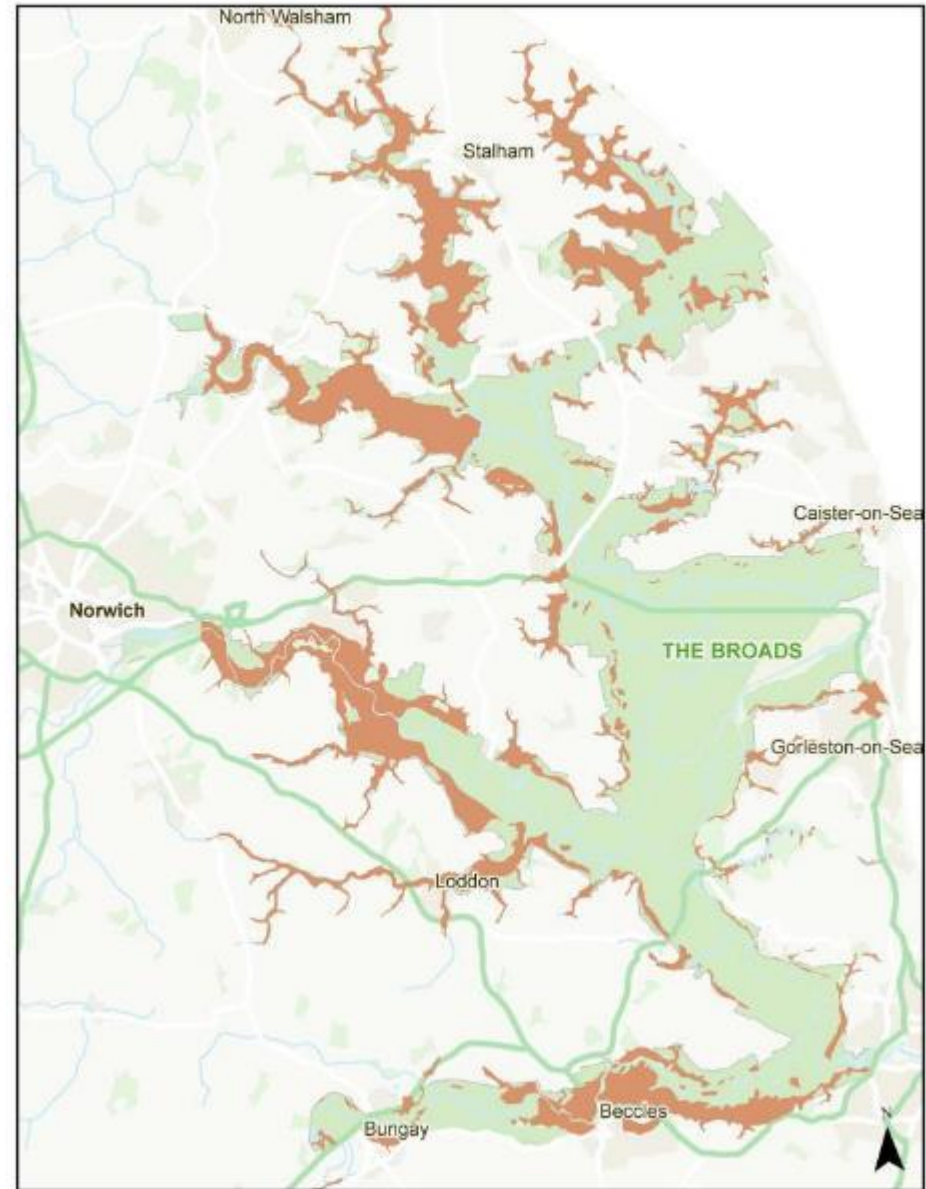
EUROPEAN UNION

Broads National Park

Peat = orange

Peat

Breydon Formation



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Food



Reed and Sedge





Rush





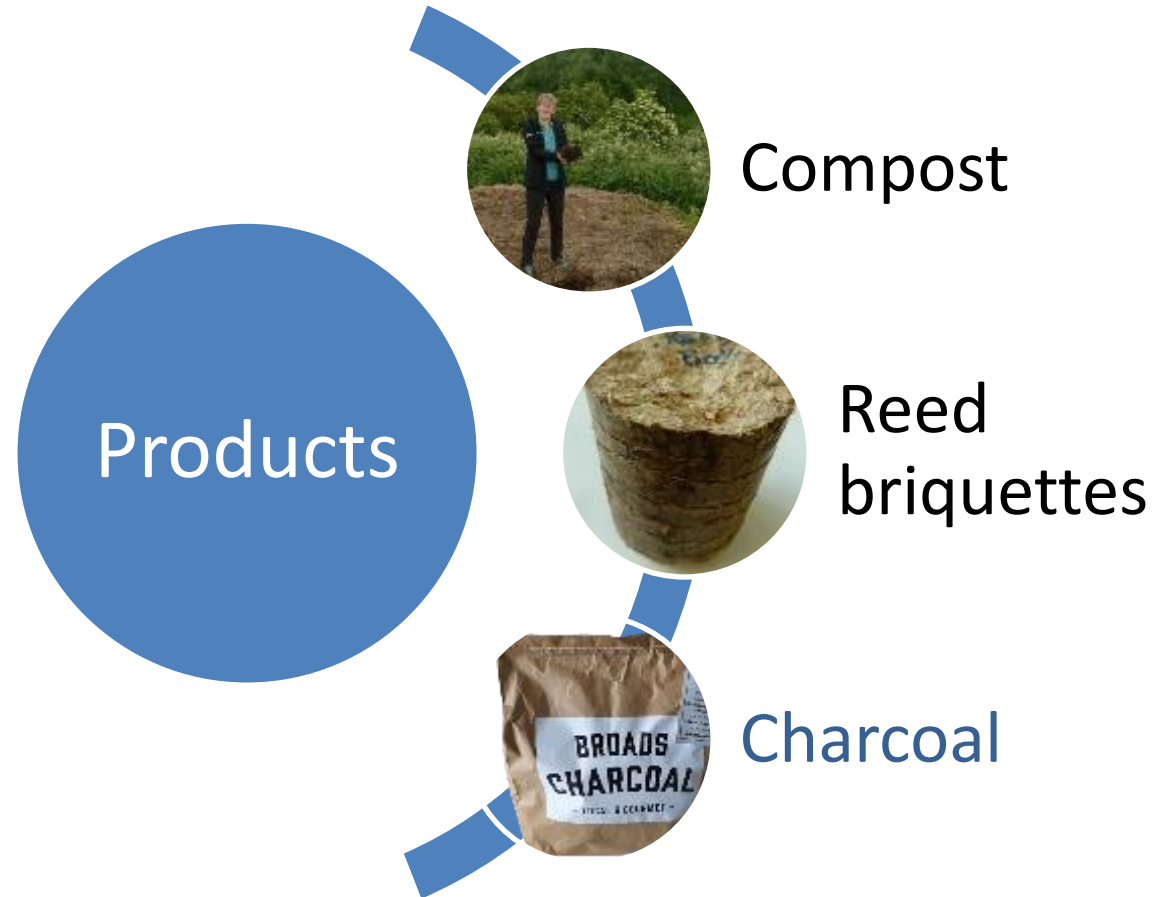
Photo: Waveney Rush Ltd

Managing habitats



Photo: Sally Mills.

A sustainable & Marketable Future for peatlands



Paludiculture – Product development

- Reed briquettes for heating



Reed compost for soil improvement



Benefit from conservation and development



Charcoal for cooking



Reed biochar for soil improvement



Market Testing

Examine the market potential for a range of wetland and peat sustaining products and create partnerships with business

	Reed briquettes	Compost / soil improver
Product	✓	✓
Place	✓	✓
Time	✓	✓
Price	✗	✗

Charcoal and Biochar

Product

- Existing businesses - not all the products are the same

Place

- Broads National Park
- Locally produced for a rural audience

Time

- Demand for local products that have low pollution, enhance biodiversity, capture carbon, and create high quality food

Charcoal and Biochar

Price

£5 per bag (£4 per Kg)



Next steps

- Creating demand (e.g. 2020 charcoal festival)
- Engage with Defra, farmers and land managers about local sustainable products
- Continued support to the reed and sedge industry



Interreg
North Sea Region
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Creating A New Approach to Peatland Ecosystems

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