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Natural gardening firm wiggles its way to new award

Wiggly Wigglers, the Herefordshire-based natural gardening mail order company, has landed another gong in a growing number of accolades – the Farmers Weekly Alternative Enterprise of the Year Award.

Managing director Heather Gorringe picked up the prize at a glitzy ceremony at the Grosvenor House Hotel in London last week.

The company she founded 16 years ago was praised for its “enlightened management, brilliant customer care and passion for getting the farming message over to the public”.

The award, sponsored by the Health and Safety Executive, is the latest in a host of trophies Wiggly Wigglers has collected in recent years, including the 2005 British Small Business Champion of the Year.

The company, which is based on Heather’s husband’s farm near Hereford, is the UK’s leading supplier of worm composting kits, but now sells more than 600 products, from bird seed to English-grown floral bouquets.

It boasts a £2.5 million annual turnover, employs mainly local staff and provides business to farmers in the area, which encourages agricultural diversification.

“We were really pleased to receive the Alternative Enterprise Award,” said Heather. “We were particularly delighted that our weekly podcast was recognised as an important part of getting the farming message across to the public. We really wanted to be part of this positive farming scene which celebrates all the really good aspects of the agricultural industry that often get drowned out by legislation or food scares.”

Wiggly Wigglers was joined on the winners’ podium by Herefordshire’s Henry Lewis, who was crowned Dairy Farmer of the Year.

The annual Farmers Weekly Awards, one of the highlights of the agricultural calendar, aims to recognise those people who show “courage, vision, technical and business excellence in their farming businesses”.

*** Note to editors: For more information on Wiggly Wigglers or its latest award, plus photography, please contact Heather Gorringer on 01981 500391 or heather@wigglywigglers.co.uk or Ros Dodd at Scarlet Media on 0121 442 6429 or ros.dodd@scarletmedia.co.uk.**