



THE RUSHLADE WOOL COMPANY

A Natural Fibre Company case study



As seen on TV

When Jessica Steer and her husband, Russ of The Rushlade Wool Company were featured in More4's TV programme 'Devon & Cornwall', we were delighted to help the Devon based business and even played a small starring role. The crew of True North Productions filmed aspects of daily life on the family-run farm in Ashburton, showcasing their work within the wool industry. The filming coincided with the completion of the first batch of fleece being spun by our expert team at NFC, so the film crew visited our Launceston mill to capture the finished product being handed over to Jessica.

During the COVID19 lockdown in 2020 when the TV series was repeated on our screens, there was such great interest in The Rushlade Wool Company's south west made, quality products that 3 more batches of yarn were spun by NFC to meet the increased demands.

Jessica says: *'We love that we can have our wool spun so locally and that the miles are small and the story strong! It's a more personal process too which fits our business. I really appreciate the personal level - I can ring up and they know me, and my order so can advise appropriately for me, my wool*

and my business. I knew little about yarns before, but they've always helped and were willing to give me the time of day when I started out and I would hope they will then benefit as my orders grow significantly. I've looked at other mills - they can't compete on the whole package against the Natural Fibre Company- the hidden values tip it over - the location and the people'.

Jessica and Russ set up The Rushlade Wool Company in 2017. They have several breeds of sheep on their farm including The Whiteface Dartmoor; The Dartmoor Merino; North Country, Cheviot and Herdwick Mules; Teeswater; Dalesbred; Texels and Beltex. 'Our business is a diversification of our farming after we noticed a strengthening demand from spinners. We have grown year on year'.



To find out more visit:
www.rushladewool.co.uk