

Watergull Orchards

Awarded £30,207 under Measure 312 Micro Enterprise Support



The Fens Adventurers were delighted to support the expansion of David Fisher's successful Wisbech apple juice business, Watergull Orchards. A key priority for our Local Action Group is to promote quality local produce from the Cambridgeshire and West Norfolk Fens. Having seen a huge demand for his 20 plus varieties of apple juice David needed to invest in a new press and mill to enable the business to increase efficiencies and production.

Watergull Orchards were already supplying 40 Waitrose stores and hundreds of independent retailers and David was keen to supply more stores over a larger area. The purchase of the new machinery would enable the business to enter the cider market, which has seen a huge increase in popularity.



The grant supported the purchase of a new apple belt press, washing and milling machine. The growth of the business will see benefits passed on throughout the supply chain, from the farmers supplying the apples, to the label and bottle suppliers.



David said " The grant has really helped me move the business forward and freed up some time to pursue more potential sales which are essential to keep growing the business. The application process and follow up has been helped by the team and I really appreciate their help."

Photographs courtesy of David Fisher.

