

Starting out

Written by admin

The initial idea for the site, arose little more than 24 hours prior to writing this text, and hence may bear little resemblance to the future directions of the site.

The idea was that there are a number of forums, the main one from which the initial admins of this site are drawn being rivercottage.net, which have a lot of dedicated members running small holdings and other ethically based small businesses. Wouldn't it be great if we were encouraged to use each other's products and services?

A site that allowed free advertising from individuals vetted by their reputations on public forums, could only be a good thing for both the advertisers and customers, who would be assured hopefully of good produce and services.