



Meadow, East Lothian, Scotland

PLANTING SPECIES WITH COMMERCIAL VALUE AS WELL AS ECOLOGICAL BENEFITS TO FUND FURTHER RESTORATION

WHERE: EAST LOTHIAN, SCOTLAND
AREA OF RESTORATION SITE: SEVEN HECTARES
HABITAT TYPES: MEADOW
PROJECT LEAD: [SEILICH BOTANICALS](#)

USE OF WILD SPECIES

[Intensive farming has led to a loss of wildflower meadows in the UK.](#) To support improvements to her local environment, [Dr Sally Gouldstone](#) planted a wildflower meadow on degraded land that previously used to grow food crops. She developed a company- Seilich Botanicals- which sells a variety of botanical products from native/ naturalised plant species with proven therapeutic properties, sourced from the wildflower meadow. Native plant species that were better adapted to such climate fluctuations were prioritised when selecting species to plant in the meadows.

Products sold from plants harvested are skin care products, room mists, and herbal teas from a variety of species including: Blackcurrant *Ribes nigrum*, Bog myrtle *Myrica gale*, Calendula *Calendula officinalis*, Chamomile *Chamaemelum nobile*, Chickweed *Stellaria media*, Cornflower *Centaurea cyanus*, Daisy *Bellis perennis*, Dandelion *Taraxacum* agg., Marsh Mallow *Althaea officinalis*, Nettle *Urtica dioica*, Peppermint *Mentha x piperita*, Plantain *Plantago media* and *Plantago lanceolata*, Red Clover *Trifolium pratense*, Scots Pine *Pinus sylvestris*, Sea buckthorn *Hippophae*

rhamnoides, Selfheal *Prunella vulgaris*, Wild Carrot *Daucus carota* subsp. *Carota*, Wild Rose *Rosa rugosa*, Yarrow *Achillea millefolium*. See

Seilich Botanicals for examples of products for sale from each species

HOW IS THE USE OF WILD SPECIES SUPPORTING THE GOALS OF THIS RESTORATION PROJECT?

This small-scale restoration project aims to convert exhausted arable land around Edinburgh into wildflower meadows. A proportion of profits (5% of turnover) from the sale of botanical products made a range of

native wild plants are used to manage existing wildflower meadows and create new wildflower meadows. The meadow area has grown from half an acre to seven acres over six years.

Seilich Meadow Products



STRATEGIES TO SUPPORT SUSTAINABILITY

In the first year of the project, Dr Gouldstone identified which species could become locally common within the meadows (e.g., to enable harvesting of a reasonable quantity of plant parts without having a negative impact on populations) and built product ideas around these plants. Sustainable harvesting practices include harvesting no more than 25% of any single species, using an annual hay cut to manage weeds, and avoiding the use of pesticides or chemicals that could harm native plants and wildlife. The company also actively monitors the health of the meadow by carrying out annual surveys of its flora and fauna, as well as carrying out soil surveys. The products

have been certified as wildlife friendly, which means their production has a positive impact on wildlife.

Parts harvested from the plants, such as leaves and flowers, are hand-picked and processed locally (e.g., distillation, drying, infusion, and maceration) in the company's [workshop](#). The company has its own website enabling direct sales both in the UK, and internationally. The products are also sold by 30 retailers.

More information about this restoration landscape can be found on the Seilich Botanicals website and on [a fundraising page for the project](#).