

Wallace Currie

Age:

Location: Arran, Scotland

www.facebook.com/RURAL2KITCHEN



Main Challenges



Transport



Enterprise



Employment

Rural Youth Project Involvement

Wallace is new to the Rural Youth Project in 2020 and looks forward to finding out what it can offer him and his business.

“My main motivation behind getting involved is to gain advice on running a rural business, with the aim of taking ‘Rural2Kitchen’ to the next step”

- Wallace Currie

Background

Wallace was brought up on beef and sheep farm in Arran. When he was younger, Wallace had an interest in the farm but lost his enthusiasm during his teenage years.

However, Wallace decided to study agriculture at SRUC’s Ayr campus, realising a love for farming again after school. During university he had a particular interest in diversification and food security and focused his honours dissertation on these two topics, going onto complete a Master’s degree in food security.

Wallace loved growing up on Arran: “I couldn’t fault it; I was 5 or 6 miles away from the local village which I cycled to everyday to play football. It was a very safe place live, so from that perspective I absolutely adored it.”

During his four-year undergraduate degree, Wallace returned home to Arran during weekends to work and in the middle of his first year, he started up his own business on Arran selling logs. As business increased during the next few years he returned home when possible to run the business whilst completing his degree.

“I have always been tied to Arran. During Covid-19, I came home from Dumfries where I was currently working, to help with lambing and I’ve not left the island since March.”

The lockdown period has proved useful for Wallace and reinvigorated an initial idea he had back in 2016.

“In 2016 I was working during harvest in Essex and one day whilst in the tractor, I made an Instagram page called ‘Rural 2 Kitchen’. The page focused on food production and started off as a little bit of fun.



“I couldn’t fault living in a rural area as a child. It was a very safe place to live, so from that perspective I absolutely adored it.”

- Wallace Currie

Background

However, I soon realised there was a market for this type of thing, as my posts were receiving 60 odd reactions and comments, which made me stop and think, maybe there is something worth pursuing here.”

Wallace now owes the current success of ‘Rural 2 Kitchen’ to Covid-19. When he returned home to Arran during lockdown, he decided to start posting images of him out feeding sheep and lambs on the farm.

“I decided to take a different approach though and put my university knowledge to use. I posted a video talking about the sheep stratification system and people seemed to like it.”

Since then, Wallace has been posting more regularly, including a range of educational and produce focused content, to engage people of all ages.

“I’ve been including in depth university grade journal references in some of my posts and also including word searches and colouring in books for children, with the aim of getting different generations involved.

“The future goal for ‘Rural 2 Kitchen is to keep posting and informing people on where their food comes from. There’s always something to talk about during the different seasons,” says Wallace.

“I’ve always wanted to try setting up a YouTube channel, which would be the next big step but I’m just testing different things at the moment to see what works.”

Wallace is currently looking at other job opportunities focusing on rural education and hopes to always live or be tied to a rural location. “The type of job I go into may take me into an office but I’m a bit of a country bumpkin, so I may feel a bit out of place there,” he laughed.

Solutions

1. Transport: I have always been very content when living in Arran. My advice is that having a positive mindset and appreciating what a rural location can offer you, helps deal with a lot of rural challenges. More frequent transport services would help with daily life.

2. Enterprise: Sourcing start up support for my business was a challenge. I have found that researching into different schemes and using your initiative can help you get somewhere. For example, I am now in contact with the Rural Youth Project

3. Employment: Take different approaches and pursue what you enjoy.

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