

## Our work in social care is in food and catering

# Brenda & Teleri Jenkins

**Age:** 48 and 25

**Mother and daughter partnership**

**Live on a farm in south Ceredigion**

**Self employed:** Mondays to Fridays, 9.00 to 5.00

**Business location:** Ty Croeso, Sycamore Street, Newcastle Emlyn



**We have established a cafe in a small rural town.** Our farm is in Ceredigion, but our business brings us just over the border to the Carmarthenshire end of town. We recently extended our service, by helping a residential home when its kitchen was out of commission during renovations, providing all meals for 50 people for nearly a month. We would be happy to expand this side of our business further, possibly working with other care providers in our area.

**We have traded here for eight years.** A cafe was here before we took over, so we didn't attract funding to set up. Local people spend a fair chunk of their day in our cafe, it has become a meeting place for them and for visitors. We use locally-sourced food, freshly cooked by us.

**The farm, five miles away, breeds beef cattle and sheep.** Husband Denley and Teleri's two brothers Teifi (a YFC national ploughing champion) and Tomos, work daily on it. The family travels around Wales to show stock at various shows and exhibitions, travelling as far as Ruthin during wintertime.

### Qualifications?

"I was at Coleg Ceredigion in Cardigan for four years" says Teleri. "I studied for NVQ levels 2 and 3 in catering and

tourism. Then, off I went to Cardiff to work for two years in the capital's St David's Hotel where I had further training." YFC training at Felinfach in cooking, preserving, poultry dressing, flower-arranging – enabled Brenda to establish a previous business with the latter.

**How did we start this business?** "Teleri decided she wanted to return to the area using the experience she had gained," her mother replied. "With both of us having relevant skills, we joined forces. Enthusiasm, experience, mixed with a dollop of enterprise; there you have our recipe!"

**What do we like best about being here?** "It's busy, which shows we are on the right track." This was confirmed by a regular customer. Teleri trains the 15 waiting and kitchen staff well, including casual Saturday/holiday teenagers. "Thursday is mart day, Fridays are busy too and we can be making 200 meals on Saturdays." This indicates a strong local market.

**Are there any negative aspects?** "Catering is hard work of course, and we mustn't forget the three men home on the farm need sustenance as well." As a regular customer remarked, "These ladies aren't afraid of hard work! Look, the place is full!"



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