



Ethical and sustainable first generation farmers

Nestled in the Cherwell Valley floodplain, a stone's throw from Oxford, lies Willowbrook Farm. It was founded in 2001 by Lutfi and Ruby Radwan, after they made the life-changing decision to give up their careers in academia to become first generation farmers. With little experience, but plenty of energy and commitment, they have created a stunning example of a socially and environmentally sustainable lifestyle and business. Their impressive journey illustrates one family's determination to change their relationship with the food they consume, the energy they use and the waste they produce.

Ruby and Lutfi strive to live a simple farming life, championing responsible stewardship in tune with nature and the seasons, whilst minimising their impact on the environment and encouraging nature to flourish, devoid of any chemicals or pesticides. Land rights, community relationships, access to land, activism and climate justice are topics which they're particularly passionate about, making them perfect interviewees and public speakers on those subjects.

Over the past 23 years, Willowbrook has blossomed from a humble family farm to a multi-generational concern, supplying customers across the UK. Their inspiring story has led to the Radwan family appearing on ITV1's Love Your Weekend and Ramadan: A Journey Across Britain, as well as BBC2's My Unique B&B, Channel 5's Ben Fogle's New Lives in the Wild and Springtime on the Farm, as well as numerous interviews on Radio 4 and the BBC World Service. They have also appeared on the popular podcast On Jimmy's Farm and contributed to the likes of the Guardian, the Observer and Geographical magazine.



LUTFI & RUBY RADWAN

WOLFSONG MEDIA



Broadcast

- ORGANIC HALAL
- ON YOUR FARM
- LOVE YOUR WEEKEND
- ON JIMMY'S FARM
- MY UNIQUE B&B
- CTVC GREEN ISLAM
- BEN FOGLE'S NEW LIVES IN THE WILD
- FARMING TODAY
- SPRINGTIME ON THE FARM
- BEYOND BELIEF
- RAMADAN: A JOURNEY ACROSS BRITAIN

Public Speaking

- MADE IN EUROPE
- INTERNATIONAL WOMEN'S DAY EVENT
- CUMMINS

Press

- BBC ASIAN NETWORK
- GEOGRAPHICAL MAGAZINE
- LAND WORKERS' ALLIANCE
- THE GUARDIAN

- BBC Radio London - Guest appearance (2014)
- BBC Radio 4 - Guest appearance (2019)
- ITV 1 - Guest appearance (2020)
- Podcast - Guest appearance (2021)
- BBC - Guest appearance (2021)
- BBC World Service - Guest appearance (2022)
- Channel 5 - Guest appearance (2022)
- BBC Radio 4 - Guest appearance (2023)
- Channel 5 - Guest appearance (2023)
- BBC Radio 4 - Guest appearance (2024)
- ITV 1 - Guest appearance (2024)

