



2009

## Global Security Summit

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Washington, D.C.



# Heather Gorringer

**Owner**  
**Wiggly Wigglers**  
**Herefordshire, United Kingdom**

Heather founded Wiggly Wigglers on her kitchen table in 1990, and now the ecogardening company has a £2.5m turnover, selling birdseed, feeders, composters, plants, flowers, turf, tools and worms.

The company is based on Lower Blakemere Farm, which is run by her husband Phil. The farm now supplies all the bird food for Wiggly Wigglers.

Wiggly Wigglers sells direct to around 90,000 individual customers all over the UK and over half of their sales are online. The company is passionate about helping people bring a positive and measurable impact to their surroundings however large or small their garden (or window box!).

Wiggly Wigglers produced one of the World's first gardening and farming podcasts and now has thousands of weekly listeners from all over the World.

The company was the UK's Small Business Champion of 2005 and this year has won its first-ever global award—the Dell Small Business Excellence Award for its Web and social media strategy.

Heather is a Nuffield Scholar 2007 and studied The Development of the Web and Social Media, and completed The Institute of Agricultural Management Leadership course earlier this year.

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