

Case study

Móðir jörð Vallanesi – Mother Earth Vallanes Iceland

Móðir Jörð is an independent family-owned organic farm and food producer that grows cereals and various types of vegetables. Their product line is inspired by ingredients they grow or forage.

Móðir Jörð is situated on a farm called Vallanes in beautiful east Iceland, near a glacial lake, midway between the town of Egilsstaðir and Hallormsstaður, a school district in the forest of Hallormstaðaskógur. This area is known for its forests and relatively mild climate.



modirjord.is



Organic Farming



Wellbeing



Food and accommodation



Forest Products

Organic farming and forestry



The grain fields and vegetable beds in Vallanes have been shaped by the planting of over 1,000,000 trees, some of which make shelterbelts that protect the growing crops. Everything grown and/or produced in Vallanes is certified organic by the Icelandic certification office TUN. The planted trees help to build soil and ecosystems, attract birds and shape the farm in many ways. A lot of the vegetables are grown outside but the more sensitive species are grown in polytunnels.

The farm has received much domestic and international recognition for sustainable farming and product innovation.

Organic local food



The farmers in Vallanes run the cafe *Asparhúsið on site*, where organic and local breakfast and plant-based meals are offered every day during the summer. The farm also offers organically grown vegetables, health and gourmet products for sale.

Asparshúsið is the first house in Iceland that is built entirely from Icelandic timber and that timber was all grown in Vallanes.

The forest and wellbeing



Accommodation is offered in Vallanes where guests can stay in cozy flats or cabins and enjoy the surroundings e.g., by exploring the forest path Ormurinn (The Worm) and enjoy the presents of the forest.

Green Friendly Approaches



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Energy

Vallanes farm is in a part of Iceland that is categorized as a cold area. That means that geothermal heat is not as easily accessible as in most parts of the country and electricity is used for heating in these areas.

The planted forest has given the innovative farmers in Vallanes a unique opportunity for energy exchange. A wood furnace has been built on the farm and the station can use both wood curl shavings from the forest in Vallanes and wood beads produced in the vicinity. The heat is now used to heat the houses on the farm in a more efficient way than with electricity and all the grain grown on the farm will now be dried with the heat from the wood furnace. The aim is for the wood heating to also heat up a greenhouse on site, which supports cultivation and production on the farm.

Waste

With the latest amendments to the Icelandic law on waste management, a uniform classification system for recycling and waste management was established. This is important for the implementation of a circular economy in Iceland and a major step forward, as it has been shown that separate collection of raw materials leads to more and better sorting. Vallanes follows these laws as well as working on massive composting with its plant wastes.

Social responsibility and activity

Many events and activities are held in Vallanes that help people to connect with trees, their products and general effects on wellness, e.g., the Skógargleði (Forestjoy) event and the Jarðeplahátíð (Potato Festival) that attract many people each year.