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Erthygl i'r Wasg **Press Release**

Golwg ar fywyd y gŵr busnes Iolo Trefri

Nid pob ffarmwr sydd wedi creu brîd newydd o ddafad, mentro i fyd adloniant, sefydlu bwyty enwog a hyd yn oed sw!

Mewn rhaglen arbennig, **Cefn Gwlad: Iolo Trefri**, Mari Lovgreen sy'n dathlu bywyd un o gymeriadau chwedlonol Ynys Môn, Iolo Owen, Trefri - tad y digrifwr a'r cyflwynydd Tudur Owen - sydd wedi treulio oes gyfan yn arloesi ac arbrofi. Ac yntau bellach yn 90 oed, ac yn edrych ymlaen at ei fenter ddiweddaraf, sef adfer tŷ tafarn ym Malltraeth, mae Iolo a'i blant yn edrych yn ôl ar ei fywyd llawn a lliwgar.

Fis Tachwedd y llynedd, derbyniodd Iolo'r fraint o agor Ffair Aeaf Môn fel cydnabyddiaeth am ei gyfraniad enfawr i'r sector amaethyddol yng Ngwlad y Medra.

Creu brîd newydd o ddafad nad oedd angen cael ei chneifio oedd y freuddwyd i Iolo, ac wedi 20 mlynedd o ddatblygu'r syniad fe ddaeth yr '*easycare breed'* – dafad sy'n tyfu modfedd yn unig o wlân, sydd bellach yn adnabyddus dros y byd:

"Fues i 'rioed yn licio gwaith, a talu bobl i weithio llai fyth. Yr adeg yna oedd un oen yn talu cyflog gwas am wythnos, a rŵan rhaid i chi gael oen bob dydd - dyna'r gwahaniaeth. Mae o wedi fy synnu i ba mor boblogaidd mae'r brîd yma wedi dod. Dwi jest a meddwl 'pam ddiawch mae pobl yn cadw defaid efo gwlân?' Mae lot wedi mynd i 'Merica a Seland Newydd!"

Dechreuodd taith Iolo yn unig blentyn ar fferm denantiaeth ddiarffordd Bodgedwydd yn ne-orllewin Ynys Môn, cyn symud yn 5 oed i Trefri, un o ffermydd mwyaf stad Bodorgan ym mhlwy' Bodorgan, cartref hen lys Brenhinoedd Gwynedd. Magodd yntau a'i wraig, Gwyneth bump o blant (2 fab a 3 merch) yno, a Richard y mab sy'n ffermio yno erbyn hyn.

Gyda Iolo'n ddyn busnes o'i gorun i'w sawdl, mae'n sicr bod mentro yn y gwaed. Nôl yn y 50au prynodd ei dad fferm Glantraeth; dechrau'r 70au, penderfynodd Iolo arallgyfeirio yno cyn bod sôn am y fath air, gan droi'r hen siediau'n llwyfan i nosweithiau llawen ac yn fwyty, a Glantraeth yn gartref i'r sêr. Chwe bwthyn gwyliau sydd yno erbyn hyn, a'r hen fwyty bellach yn gartref parhaol i deulu lleol.

Prin y byddai rhywun yn disgwyl dod o hyd i sw ar dir fferm yng nghanol cefn gwlad sir Fôn, ond dyna'n union oedd un o fentrau mwyaf anarferol (ac aflwyddiannus) Iolo:

"O'dd 'na ryw foi o'dd yn rentio tŷ gen i yn rhedeg *pet shop* ym Mangor" meddai Iolo. O'dd gyno fo mwncwns ac anifeiliaid gwyllt eraill a cai o ddim cadw nhw ym Mangor. Ac mi ofynnodd os o'dd gen i rywle i roi nhw. Nes i feddwl 'duwcs mi dynnith rhein bobl i'r bwyty!"

"Mi oedd o'n *dead loss*" meddai Iolo. "Ddo'th 'na lew yna, a hwnnw'n fawr fwy na ci, cradur bach. Yn denau, a 'di colli'i flew. A sna'm byd hyllach na llew 'di colli'i flew!"

“Na’th y riportars ‘ma ddod o News of the World a neud rhyw fath o *expose*” ychwanega Tudur Owen. “A dwi’n meddwl mai’r prif beth welson nhw oedd y llew ma mewn rhyw gawell yn edrych yn drist. A mi wnaethon nhw alw’r lle ‘the worst zoo in Britain”.

Yn 90 oed, ac yn fodlon ym mro ei febyd tydi’r pen busnes Iolo Owen yn dangos dim arwydd o arafu, a Tafarn y Joiners, Malltraeth yw’r buddsoddiad diweddaraf. A’i gyngor i unrhyw un sydd eisiau mentro?

“Profwch bopeth a cadwch yr hyn sydd yn dda. Does dim byd yn rong am wneud camgymeriad, jest bod chi’n trio peidio gwneud yr un un ddwywaith. Mae’r dyn sydd heb wneud camgymeriad heb wneud dim byd.”

Cefn Gwlad: Iolo Trefri
Nos Lun, 25 Gorffennaf, 9.00, S4C
Isdeitlau Cymraeg a Saesneg
Ar alw: S4C Clic; BBC iPlayer a llwyfannau eraill
Cynhyrchiad Slam Media ac ITV Cymru ar gyfer S4C

S4C

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A look at the life of entrepreneur Iolo Trefri

Not every farmer has created a new breed of sheep, ventured into the world of entertainment, established a famous restaurant and even a zoo!

In a special programme, Cefn Gwlad: Iolo Trefri, Mari Lovgreen celebrates the life of one of Anglesey's legendary characters, Iolo Owen, Trefri - father of comedian and presenter Tudur Owen - who has spent a lifetime innovating and experimenting. Now 90 years old, and looking forward to his latest venture - restoring a pub in Malltraeth, Iolo and his children look back on his full and colourful life.

Last November, Iolo received the privilege of opening the Anglesey Winter Fair in recognition of his huge contribution to the agricultural sector on the island.

Iolo's vision was to create a new breed of sheep that didn't need to be sheared, and after 20 years of developing the idea, the 'easycare breed' came about - a breed of sheep that grows only an inch of wool, which is now well known over the world:

"I've never been fond of work, and less fond of paying people to work! At that time, one ewe paid a farm hand's wages for a week, and now you have to have a ewe a day - that's the difference. I've been surprised at how popular this breed has become. I just thought 'why the devil do people keep sheep with wool?' Many of the breed have gone to America and New Zealand!"

Iolo's journey began as an only child on a secluded tenancy farm in Bodgedwydd in south-west Anglesey, before moving at the age of five to Trefri, one of the largest farms on the Bodorgan estate in the Bodorgan parish, home of the old court of the Kings of Gwynedd. He and his wife, Gwyneth, raised five children (two sons and three daughters) there, and by now his son, Richard is the farmer.

A firm businessman from head to toe, Iolo's enterprising traits are ones that run in the family. Back in the 50s his father bought Glantraeth farm; by the beginning of the 70s, Iolo had decided to diversify before there was mention of such a word, turning the old sheds into an entertainment venue and restaurant – and so Glantraeth became a home for the stars. It's now home to six holiday cottages, and the old restaurant is a permanent home to a local family.

A zoo would be one of the last things you'd expect on a farm in the depths of the Anglesey countryside, but that was exactly one of Iolo's most unusual (and unsuccessful) ventures:

"A man who was renting a house from me ran a pet shop in Bangor," says Iolo. "He had monkeys and other wild animals he wasn't allowed to keep in Bangor. He asked me if I had somewhere suitable to keep them. And I thought 'golly, they would attract people to the restaurant'!"

"It was a dead loss," says Iolo. "A lion landed there – he wasn't much bigger than a dog, poor thing. He was thin, and he'd lost his hair. And there's nothing uglier than a lion that's lost its hair!"

"These reporters come from the News of the World and did some kind of *exposé,*" adds Tudur Owen. "And I think the main thing they saw was this lion in a cage looking sad! They branded the place 'the worst zoo in Britain'."

At the age of 90, content in his home ground, surrounded by family, businessman Iolo Owen shows no sign of slowing down, and the Joiners Tavern, Malltraeth is the latest investment. His advice to anyone who wants to take the plunge?

"Have a go at everything and take from it what's good. There's nothing wrong with making a mistake, you just have to try to not to not make the same one twice. The man who's never made a mistake hasn't accomplished anything."

Cefn Gwlad: Iolo Trefri
Monday 25 July, 9.00, S4C
English and Welsh subtitles available
On demand: S4C Clic, iPlayer and other platforms
A Slam Media and ITV Cymru production for S4C