

www.biglittlefruit.co.uk

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A rhubarb-free zone!

The Big Little Fruit Campaign starts its year by urging the media to look beyond rhubarb, think outside the strawberry box and push the seasonal envelope: In other words, to focus on British culinary fruit!

Yorkshire rhubarb is rightly celebrated in due season, as are strawberries and seasonal veg such as asparagus and Jersey Royal potatoes, but many British culinary fruits go unregarded. These last, Big Little Fruit Campaign highlights wherever possible: culinary fruits that were **BIG** in our past, but that now occupy only a **LITTLE** place in our diets.

Would you know a myrobalan from a mirabelle? Can you say why 'bullace' sounds rude, but isn't? And have you ever put a tummelberry in your tum? All three fruits need to be revived and celebrated, along with numerous others that the cooks of the past valued but are no longer grown, or that simply go unharvested in the hedgerows and pick-your-own farms of the UK.

2007 will see the Big Little Fruit message reaching the public in various ways, as campaign founder Debbie Hearn cooks, talks and tastes her way around food festivals and other events.

2007 launch 12.30 pm Sunday 27 May

Join Debbie Hearn to taste a selection of fruit-based products at *Food at The Fringe*, Victoria Park, Newbury (part of the Newbury Fringe Festival www.newburyfringefestival.org)

Fresh fruit tastes will be offered at the Ludlow Marches and Abergavenny Food Festivals later in the season. The Big Little Fruit website gives details of further events: www.biglittlefruit.co.uk

More...

The Big Little Fruit Campaign was founded in 2005 by Debbie Hearn, a passionate advocate of fresh, seasonal British foods. As a food writer, Debbie specialises in fruit and she judged the Tastiest Apple at the National Fruit Show in 2006. She is a member of the Guild of Food Writers.

You can read about her long-term vision for the future of British culinary fruit at the Big Little Fruit website, but first notice these pats on the back for those who are already doing good things:

- Fruit farms such as Boyce's at Manstree in Devon, which has a wide range of cane fruits, and specialist producers such as The Somerset Cider Brandy Company, which makes high-quality products from the fruits that flourish at Burrow Hill.
- Farmers' markets whose local sourcing policies provide real commercial opportunities for small-scale fruit farmers and food producers whose products contain culinary fruits.
- Waitrose, whose Cooks' Ingredients range offers seasonal fruits selected for their cooking properties, including the late-season pear, 'Glou Morceau'.
- The media: They have a crucial role to play in highlighting areas of our food culture that the Great British public would otherwise miss. And that's not rhubarb!

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