



blackberrybarn.co.uk
fresh produce direct to your door

Thames Valley Local Food and Farmers Markets now online.

It has been well reported that Local Farmers markets have become a huge success across the country. They have re-established the connection between producer and consumer. The consumers at last able to see where their local food and drink has come from. For the farmers and producers it means they can reach their customers directly, without the supermarkets taking their larger share of the profits.

One downside though for both the producer and the consumer has been that the markets are only held on certain days and often only once a month. Bad weather, holiday seasons can all affect this lifeblood for farmers, but now there seems to be another option that is open 24 hours a day.

The 1st September sees the launch of **Blackberry Barn.co.uk**, a nationwide online farmers market. Initially this is focussing on the **Thames Valley region; Buckinghamshire, Berkshire and Oxfordshire.**

Blackberry Barn is not the first website which allows producers to sell online, nor will it be the last. It does however appear to be a little different. The site has been built in consultation with actual farmers and local food group organisations.

Until now, the main problem time and again for the farmers and producers has been the logistics. Setting up websites, arranging couriers etc is something which requires resources which most producers simply do not have; particularly the time explains Andy Tee, Director of Blackberry Barn: "We therefore have taken care of the whole process from setting up individual web pages for producers including photos and video clips. From there we take care of all orders and also have teamed up with national couriers. All that our producers need do is check their orders twice a week, pack the orders and wait for them to be collected." For the consumer this means a very efficient order experience and ensures that they are notified throughout the process: "Even before you order you know which day it will arrive at your home or workplace. Following your order thank you confirmation, you even get an email when it has been collected from the farmer and is on route!"

Consumers also don't have to worry about cold or even frozen produce arriving such as meat and cheeses. Special recyclable packaging ensures that everything arrives ready for your fridge or freezer. This can even keep food fresh for several days, depending on how natural ice pockets are popped into the box.

The new site, www.blackberrybarn.co.uk, already has all types of producers signing up fast from all over the country and will be added to the site in waves. Andy continues 'From a producer's perspective the setup cost is minimal, after which we take a small percentage of each sale. We enable 24hour sales from both local and national customers, which producers are simply unable to do on their own. From a consumer's perspective the choice will be enormous, as well as having the ability to learn more about where their produce comes from. We've also included a recipe section, kids corner, competitions and much more.'

If you'd like to know more about **Blackberry Barn**, either as a producer or a consumer, log on to www.blackberrybarn.co.uk or email Andy at info@blackberrybarn.co.uk. Tel: 0845 116 1484