



## **BUYING LOCAL GOES ONLINE IN OXFORDSHIRE**

**20 November 2009**

Buying local food and drink and supporting Oxfordshire based businesses has just become a whole lot easier. For the first time, Oxfordshire residents will be able to buy direct from specifically local outlets through one company: buy-LOCAL Oxford (which is found at: [www.buy-local.net/oxford](http://www.buy-local.net/oxford)). The enterprising new business supplies a range of Oxfordshire grown and sourced goods, including pork, lamb, beef, fresh fruit and vegetables, artisan biscuits, and even Christmas turkeys.

Citing buy-LOCAL as an example of an ethical and sustainable community business, David Cameron MP said that, “buy-LOCAL.net is putting local producers and shoppers together and creating a market based on consumer demand.”

Buy-LOCAL Oxford was set up to meet this demand for fresh, locally produced food and to address a growing awareness of the need to keep food miles to a minimum. The company promises to deliver fresh produce on the same day that it has been collected from the farm gate to any address in Oxfordshire.

Jake Kingsbury, director of buy-LOCAL Oxford, said:

“Our goal is to combine the fantastic quality of food and drink available at farmers markets and farm shops, with the convenience of internet shopping. We source the very best locally produced food and drink and deliver it direct to the doorstep. Oxfordshire has such a rich variety of local produce and it is great to be supporting local farmers, growers and small businesses.”

One of the many producers that have supply through buy-LOCAL Oxford is Millets Farm, based in Frilford. The Carter family have been farming in Frilford for nearly 60 years and is now one of the most successful farm shops in the country.

Ben Carter of Millets Farm comments:

“We are proud of the quality of food we produce and sell at Millets. buy-LOCAL.net is an excellent idea as it will allow customers, who wouldn't otherwise be able to visit farm shops or farmers markets, to buy fresh and local food.”

Nigel Denby, dietician and food journalist writes: “We'd all love to have time to gather mushrooms in the morning, bake our own bread, collect fresh free-range eggs but time is short and life is busy. That's exactly why buy-LOCAL exists: to help you indulge in the food you want with just the click of a mouse!”

Customer offer: Free delivery when you spend over £50 – simply enter the voucher code FREEDEL50 when prompted, as you checkout on the website.

-ENDS-

### **Notes for Editors**

For further information and/or to set up an interview please email Jake Kingsbury at [jake@buy-local.net](mailto:jake@buy-local.net) or call on 01844 238444 or 07778 569731.

buy-LOCAL.net is a community website offering local people the opportunity to purchase truly local produce. We will deliver top quality, local and ethical goods in a modern and convenient format. We believe in the concept of a fair price for all, delivering a truly sustainable and traceable food chain. We are passionate about reducing food miles and being kind to our environment through all our business practice. buy-LOCAL offers a one-stop opportunity to make a difference in your community.