

23 November 2007

This December buy local, buy seasonal, buy fresh - it's miles better!

Farmers' Markets in East Berkshire are brimming with fresh produce just tempting customers to buy for the Christmas table.

Windsor, Maidenhead and Ascot Farmers' Markets have stalls selling meat, poultry, winter vegetables, bread, pickles, preserves and jellies, cakes and pies, apples, cider, eggs and cheeses – a cornucopia of seasonal produce.

During December the Farmers' Market timetable is:

- Windsor, Saturday 1 December, 9am – 1pm in St Leonard's Road
- Maidenhead, Sunday 9 December, 10am – 1pm in Grove Road Car Park
- Ascot, Sunday 16 December, 9.30am – 1pm in Car Park 3, High Street

With funding from the South East England Development Agency (SEEDA) to support farmers affected by the Foot and Mouth outbreak, the East Berkshire Farmers' Markets are promoting local meat through tasting and cooking demos, so customers can try before they buy.

Suzi Crafer of Tasty Morsels will be at the Windsor market and Debbie Hearn, a Berkshire food writer, will be at the Ascot market in December. Suzi will be cooking again at the Maidenhead market on Sunday 13 January as part of Farmhouse Breakfast week.

Diane Harker, Farmers' Market Manager with Thames Valley Farmers' Market Co-operative and Maidenhead Farmers' Market is organising the special demos.

"During the autumn we were affected badly by the Foot and Mouth outbreak," says Diane. "Several producers were 'locked in' by the animal movement restrictions and unable to get to market. Also, we had to shut Ascot and Windsor markets in September and October. Our loyal customers were very understanding and the November markets were well attended."

Go green this Christmas and cut carbon emissions, says Diane. "Buying and eating local food must be one of the most enjoyable and easiest ways of combating climate change! Local food is good for the environment, the local economy and good for us."

Ends

More information from Diane Harker: 01628 670272

Notes to Editors

Windsor and Ascot Farmers' Markets are managed by Thames Valley Farmers' Market Co-operative (TVFMC).



Maidenhead Farmers' Market is an independent Association of Producers, originally set up by Maidenhead Friends of the Earth.

Thames Valley Farmers' Market Co-operative (TVFMC) supports local farmers, small producers and market organisers in the three counties of Buckinghamshire, Berkshire and Oxfordshire. TVFMC is a not-for-profit organisation and is affiliated to FARMA, which accredits Farmers' Markets to ensure quality standards are maintained. The Thames Valley has an abundance of natural resources available for farmers and producers. Award winning meats, cheeses and preserves can be bought at markets. Since the first farmers' market in 1999 it has grown to 15 towns across the Thames Valley. More information is available at the TVFMC website www.tvfm.org.uk.

Suzi Crafer, Tasty Morsels: www.tastymorsels.co.uk

Debbie Hearn, Big Little Fruit Campaign: www.biglittlefruit.co.uk