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For Immediate Use

High Wycombe welcomes delicious local food at the new Farmers' Market

High Wycombe Town Partnership is joining forces with Thames Valley Farmers' Market Co-operative to create a new local produce market in Frogmoor.

The new High Wycombe Farmers' Market will be launched on Saturday 19 September, and be held every third Saturday of the month from 9am to 1pm.

Cllr Tony Green, Deputy Leader of Wycombe District Council says: "It is great news to have the farmer's market return. It brings vitality to the town, attracts new custom and will help regenerate the Frogmoor space, which lends itself to this kind of event.

"The Town Partnership is keen to encourage markets into public spaces such as Frogmoor, which is central to the town and close to the Eden Centre, High Street and Chiltern Shopping Centre. People will enjoy a different shopping experience including talking to the farmers and producers to get a better understanding of where local food comes from and how it's produced."

Farmers at the market will include the Hinds family from Flexmore Farm, Chalfont St Giles selling their Supreme Champion sausages Berkshire Pork with Chilli and Fresh Coriander. Stephen and Vicky Hinds also won Reserve Champion National Breakfast Sausage in the 2008 British Pig Association Awards for a gluten-free Berkshire Pork with Sage sausage.

Thames Valley Farmers' Market Co-operative (TVFMC) market manager Diane Harker is finalising the list of stalls, which will include Rayners from Wooburn Common with meat, poultry, eggs and game; and bacon and pork pies from Henry Cumberlidge of The Complete Pig, Britwell Salome.

"I'm really pleased that High Wycombe Town Partnership and Wycombe District Council are giving their backing to this market," says Diane. "It will help to boost the local economy because several farmers and producers from south Buckinghamshire have not been able to trade in this area before."

Diane has run the popular Beaconsfield Farmers' Market for seven years. With over 30 stalls at the Windsor End site there's no more space for new local producers. Several producers such as Ilze's Chocolate will now set up their stall at Frogmoor to improve their businesses.

High Wycombe Farmers' Market will be accredited by FARMA. Diane explains: "As part of the TVFMC accreditation process, I visit every producer before they are allowed to trade to ensure that they will meet the criteria of FARMA, the organisation which sets the market ground-rules. This means that customers know everything sold here is grown, reared, and made by the people selling it."

High Wycombe Farmers' Market is starting during the Local Flavours Festival run by Berkshire, Buckinghamshire and Oxfordshire Food Group. This is a month-long celebration of the best of local produce from the three counties. "We are very grateful to BBO Food Group for funding the publicity for High Wycombe Farmers' Market," says Diane.

To celebrate the market's re-launch the Town Partnership is organising additional fun activities for all the family, including the return of the popular petting farm that was on Frogmoor at Easter.

Ends

Further information:

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Local Flavours Festival: www.local-flavours.net

Notes for Editors

Thames Valley Farmers' Market Co-operative (TVFMC) supports local farmers, small producers and market organisers in the three counties of Berkshire, Oxfordshire and Buckinghamshire. 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. The first farmers' market started in 1999. With the opening of markets in High Wycombe and Little Chalfont in September 2009 there are now 19 held in 17 towns across the Thames Valley. www.tvfm.org.uk.