



1 September 2009
For Immediate Use

New Farmers' Market in Little Chalfont from Saturday 12 September

People power in the South Bucks village of Little Chalfont is creating a new Farmers' Market to boost the local economy and cut 'food miles'.

The monthly market will be held every second Saturday in the car park of the Village Hall in Cokes Lane from 9am to 1pm, by kind permission of Little Chalfont Parish Council.

Francis Wilkinson, chairman of Little Chalfont Parish Council, will make a welcoming address to launch the market at 10.30am on Saturday 12 September.

Mike Mason, chairman of Little Chalfont Community Association, says: "I'm delighted that Thames Valley Farmers' Market Co-operative is helping fulfil the community's ambition for more local shopping and local products. It was one of the action points from the recent Market Town Health Check."

Thames Valley Farmers' Market Co-operative (TVFMC) market manager Diane Harker, who has run the successful Beaconsfield Farmers' Market for seven years, is managing the Little Chalfont market initially. Local resident Minnie Gloor is working alongside Diane to set up the market, and will run it for TVFMC in co-operation with the local community.

"Several farmers and producers from South Bucks, such as Flexmore Farm, will be able to trade in the area for the first time," says Diane. "We know from experience at Beaconsfield that people enjoy shopping where they can talk to the farmers and producers to understand where their food comes from and how it's produced."

Diane's list of stalls and produce includes:

- Flexmore Farm, Chalfont St Giles with award-winning sausages and buffalo mozzarella cheese from the Chiltern Hills
- Tim's Dairy, Chalfont St Peter with delicious yogurts, crème fraiche and other dairy produce
- Goat's milk products from Rowan Tree Farm, Chesham
- Fresh vegetables from Kingcup Farm, Denham
- Rapeseed oil from the Chilterns, cold-pressed and bottled by Simon Mead from Tring
- South African style artisan bread, muffins and cakes from The Cape etc, Little Chalfont
- Cross Lanes Fruit Farm, Mapledurham with juicy, crunchy apples
- Home-made soups from The Mouthfull Company, Gerrards Cross, starting in November

Little Chalfont Farmers' Market is starting during the Local Flavours Festival run by Berkshire, Buckinghamshire and Oxfordshire (BBO) Food Group. This is a celebration of the best of local produce from the three counties throughout September.

"We're very grateful for the funding support received from the BBO Food Group and Chilterns LEADER to set up and promote Little Chalfont Farmers' Market; and delighted that Chilterns LEADER approved our grant application so quickly," says Diane.

Little Chalfont Farmers' Market is accredited by FARMA, the national organisation that sets the ground rules for trading. This means that customers can be assured that everything sold at the market is grown, reared, and made by the people selling it.

Ends

Journalists are invited to attend and photograph the launch at 10.30am, Sat 12 Sept.

Further information:

- Diane Harker: TVFMC market manager: 01628 670272
- Janet Mason, Little Chalfont PC clerk: 01494 766655, clerk@littlechalfont-pc.gov.uk
- 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 Little Chalfont and High Wycombe in September 2009 there are now 19 held in 17 towns across the Thames Valley. www.tvfm.org.uk.