

NEWS RELEASE

From the National Farmers' Retail & Markets Association (FARMA)
And Dews Meadow Farm Shop



DEWS MEADOW FARM SHOP TO ATTEND THE PRINCE OF WALES' ECO-FESTIVAL

Dews Meadow Farm Shop has been chosen as an exemplary local food business to attend a farmers' market at 'A Garden Party to Make a Difference', 8 -19 September, in the historic gardens of Marlborough, Lancaster and Clarence Houses and along the Mall in London.

The 12 day festival is part of the national Start initiative launched in February by The Prince of Wales, and will play host to spectacular installations, concerts, fashion demonstrations, food, debates, gardening, music and comedy by many household names, but all sharing the single theme of sustainability. A full line-up can be viewed at <http://www.startgardenparty.co.uk>

The farmers' market will be centre stage at the food area of the show, hosted by Kate Humble, amidst cookery demos by celebrity and local chefs. Jane Bowler, partner in Dews Meadow Farm Shop based in East Hanney, Nr. Wantage, Oxon will be one of the producers attending the farmers' market on Friday 10th September 2010 and will be selling their range of award-winning pork products.

Laura Waterton of FARMA, which represents farmers' markets across the UK and are supporters of Start, commented, "FARMA is delighted to be working with some excellent local food and craft producers from farmers' markets across the South of England at such a high profile event as A Garden Party to Make a Difference. We are thrilled that Dews Meadow Farm Shop are able to be part of the area as it will give them the opportunity to showcase their fantastic food to a great audience.