



PRESS RELEASE

8th September 2009

Winslow's Farmers Market

Launch A Huge Success

The Winslow Farmers Market launched on Sunday, 6th September 2009 with a grand opening by cookery legend Mary Berry. The market was a huge success with a full complement of 20 stalls and over 2,000 visitors. Many stallholders had sold out of stock after just a couple of hours and have been quick to reserve stalls for future market dates.

Mary Berry, Aga cookery expert and author of over 40 cookery books, opened the market with a stirring speech applauding the work of the local retailers and farmers in establishing the Winslow Farmers Market:

'I am delighted to assist this community initiative which enables people to buy fresh, seasonal food while supporting local farmers and producers'.

The Winslow Farmers Market will run regularly on the 1st Sunday of every month between 11am and 2pm. Forthcoming farmers market dates are:

Sunday, 4th October

Sunday, 1st November

Sunday, 6th December

Located in Winslow's Market Square the farmers market features produce grown, reared or made within a thirty-mile radius; including rare-breed meat, fruit & vegetables, artisan cheese, honey and preserves, ready-made dishes and hot food stalls. In addition to the market there are local craft stalls and free entertainments, Local shops and cafés are also open, creating a fantastic day out for all the family. Free car parking is available just a short walk from the Market Square

The Farmers Market is a joint initiative between the Winslow Chamber of Trade and Winslow Town Council, supported with a grant from the LEADER programme, an exciting new source of EC funding for local farmers, foresters, rural business and community organisations. As Mary Berry commented in her opening speech:

'It's great to see EC funding coming back and being put to work for the good of the community, right here in Winslow'

Farmers Markets are also recognised as a huge support to local retailers in maintaining local shopping communities. Winslow independent retailers will be open for shoppers while the market is in progress, including Beautifully Different (Accessories), Brook Hall Cookery School (Food and Cookery Merchandise), Delicatessen Estrella (Food & Wine), No 8 (Women's Fashion), The Polkadot Gallery (Gifts) and Truly Scrumptious (traditional sweet shop).

Local retailer Kim Curle, of Beautifully Different Accessories, commented:

We have a great selection of vibrant, independent retailers in Winslow and the Farmers Market helps us all by bringing customers to Winslow. We are delighted to support it.'

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For more media information, please contact:

Winslow Town Council Tel: 01296 712448, www.winslowbucks.org

What is the LEADER Programme?

LEADER is a scheme for delivering and exciting new source of funding for farmers, foresters, rural business and community organisations. The funding is part of the Rural Development Programme for England.

£5 million has been secured for allocation to local projects between now and 2013. The funding is targeted mainly to support farmers in diversification adding value to tourism, timber and exciting projects that will benefit local communities.

Projects have been supported in areas such as developing new farm businesses, community run shops, and equestrian businesses. To find out about the LEADER fund, please contact Nick Phillips at nick.phillips@ngagesolutions.co.uk or by calling 01844 210447.



The Rural Development Programme for England (RDPE) is funded by Defra and the EU.

The European Agricultural Fund for Rural Development (EAFRD): Europe investing in rural areas.