



**PRESS RELEASE**

**11<sup>th</sup> August 2009**

## **Cookery legend Mary Berry to launch Winslow's Farmers Market**

The Winslow Farmers Market will be launched on Sunday, 6<sup>th</sup> September 2009 with a grand opening by cookery legend Mary Berry.

Mary Berry, Aga cookery expert and author of over 40 cookery books commented:

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

Located in Winslow's Market Square the market will feature produce grown or made within a thirty-mile radius, including rare breed meat, locally-grown vegetables, home-made preserves and local honey. In addition to the market there will be free activities and local shops and cafés will be open, offering a fantastic day out for all the family.

It will run regularly on the 1<sup>st</sup> Sunday of the month between 11am and 2pm, with free car parking 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 LEADER programme, an exciting new source of funding for local farmers, foresters, rural business and community organisations.

Local retailer, Helen Knight of Delicatessen Estrella comments:

“Research among local shoppers has shown that they want to buy quality produce from local suppliers. We had a fantastic reaction from our customers to the idea of a farmers market and an equally strong interest from local producers.”

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

Top restaurateur Raymond Blanc adds:

“It is wonderful to hear of small communities such as Winslow bringing together local producers and customers in a Farmers’ Market. In difficult economic times, Farmers’ Markets can make a real difference to the livelihoods of small farmers and artisan producers. Besides, they help us all to reconnect with the soil of our own region, and enable us to enjoy high quality local produce and the freshest fruit and vegetables”.

**ENDS**

**For more media information, please contact:**

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## 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](mailto: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.