

Beechwood Farm: Publicity through BBO Food Group puts free range eggs on the map



Free range egg producer Beechwood Farm from Hampstead Norreys in West Berkshire is a traditional family farm dedicated to supplying high quality eggs from small flocks. The hens roam happily in pasture and woodland from dawn to dusk and are fed on a high quality cereal-based diet.

Beechwood Farm features in Chefs' Tours run by BBO Food Group to enable local chefs and catering staff from the hospitality and food-service sectors to meet producers. Nathan Rice from Beechwood Farm values these opportunities to tell people about producing eggs in an ethical, healthy way.

“These tours and the associated publicity in local magazines have put Beechwood Farm on the map. Beechwood Farm is listed in the annual BBO Food Guide and that gives us credibility. We supply other members of the Food Group, high quality butchers, farm shops, local markets, the catering trade and food wholesalers.

“Inclusion in the Food Guide and taking part in the Chefs' Tours encouraged us to develop promotional material which we may not have done otherwise,” says Nathan.

Beechwood Farm aims to extend its customer base and become the leading independent free range egg producer in West Berkshire. “BBO Food Group will help by supporting us at events and through advertising and promotion.”

**Beechwood Farm, Hampstead Norreys,
Near Thatcham, Newbury, Berkshire RG18 0TL
beechwoodeggs@aol.com**



Display at BBO Trade Show.



Meet the Buyer event.



Nathan with local chefs.



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Speedwell House, Speedwell Street, Oxford OX1 1NE Tel: 01865 328786 Mob: 07795 334474

E: info@local-food.net www.local-food.net