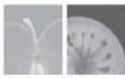




the food group  
Buckinghamshire & Milton Keynes



the food group

The Food Groups in Berks, Bucks & MK and Oxfordshire work as a federation - BBO Food Groups - and are supported by the South East England Development Agency and by various local authorities and sponsors.

# News

Berkshire, Buckinghamshire & Milton Keynes  
and Oxfordshire Food Groups (BBO Food Groups)

No. 7/2

July 2004

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## **A Berkshire Food Group – at last!**

Berkshire farmers, growers and food producers are invited to join the Steering Group of the newly-formed Berkshire Food Group.

Nearly two years after the NFU South East Region started research into a food group for farmers and producers in the county, the local authorities have agreed to support the development of Berkshire Food Group.

Representatives from the six unitary authorities in Berkshire, including Cllr Royce Longton, the Leader of West Berkshire Council, met in June with Tamara Schioppa (BBO Food Groups Manager), Susie Ohlenschlager (Oxfordshire Food Group Chair) and Caroline Fernandez who worked on the Berkshire Food Group business plan to discuss the next steps in the creation of Berkshire Food Group.

Most of the local authority representatives agreed that they would be able to fund the development of the Berkshire Food Group, and a Steering Group meeting is planned for the last week of July.

This is being organised by Wendy Tobitt, who will be inviting producers and growers, health sector representatives, NFU, West Berkshire Education Business Partnership, Business Link Berkshire & Wiltshire, Newbury & District Agricultural Society and Thames Valley Farmers' Market Co-op to attend the meeting.

“Some producers will recall the meetings organised by Emma Tweed when she was working at the NFU in the autumn and winter of 2002/3, which stimulated a lot of local interest,” said Wendy. “West Berkshire Council’s Rural Action Group has also provided a great deal of support for the initiative, and I look forward to helping the group through the next stage of development.”

*If you would like to know more about Berkshire Food Group – please contact Wendy on 0774 864 1452 or e-mail [wendy.tobitt@btinternet.com](mailto:wendy.tobitt@btinternet.com).*

Photos: (Top left) Berkshire producers benefit from Food Group support. (Bottom) Russell Kilvington from Brightwalton presenting his products to Waitrose.

(Right) Taste of Berkshire lunch at Wickcroft Farm Shop in Pangbourne promoted local suppliers to the public.



## Food Group Member Questionnaire

BBO Food Groups are carrying out a survey in order to assess the benefits that members expect, and the effectiveness of the services provided.

We want to know from members how they feel about the services we currently offer through the food groups in Oxfordshire, and Buckinghamshire & Milton Keynes. The Berkshire Food Group is only just starting up, but some people from Berkshire have been members of the Oxfordshire Food Group, and we would also appreciate your views. (continued on page 5)

## News and project updates

### Better Business through Local Produce

As we wrote in our April Newsletter ("Tourism and Local Food Project"), the BBO Food Groups, Tourism Better Business Scheme (TBBS) and partners would like to see last year's Big Breakfast project extended to increase the amount of local food sourced by tourism venues, improve the awareness by tourism businesses of the benefits and opportunities for sourcing local food, and to provide links and easier access between suppliers and businesses to create a local food network.

The project will be launched in August and will involve around 50 tourism venues, 30 producers and will culminate in a Trade Event in January 2005. "Information gathering will be a key aspect of this project" comments Debbie Rouget from TBBS who has taken the management lead on the project. "Whilst tourism businesses are keen to provide local food to their guests, they may be unaware of where and how to access it. We will be asking producers through questionnaires about their capacity to supply to this market, and the issues they need to overcome in order to do so."

Sponsors in this project are Food from Britain, SEFGP and SEEDA through the BBO Food Groups, as well as South Oxfordshire District Council and Tourism SE through TBBS.

If you would like to be involved or would like more information please contact Tamara on [localfood@brookes.ac.uk](mailto:localfood@brookes.ac.uk) or Debbie on [drouget@tourismse.com](mailto:drouget@tourismse.com)

### Feedback from the recent Local Food Supply Chain Events

Local farmers and growers and those in the supply chain including caterers, retailers and wholesalers attended a series of stimulating seminars in February and March, sponsored by the Oxfordshire Food Group (OFG), Countryside Agency, Business Link and Leader + for West Oxfordshire.

A total of over 100 attendees took the chance to network informally with much valuable information being exchanged. The business premises tours that followed presentations enabled producers to see for themselves what is involved in sourcing produce for a restaurant, selecting produce for wholesale distribution and the wrinkles of running a farm

shop and butchery business. Attendees had the opportunity to tour the kitchens at Witney Lakes Resort with Head Chef, Sean Parker, get behind the scenes at Foxbury Farm Shop and Butchery with Di and Colin Dawes, tour Hook Norton Brewery and the massive fruit and vegetable warehouses of Fresh Direct in Bicester with MD, Nigel Harris.

Sue Scott, the consultant who organised the events for the sponsors said, "It's satisfying to see the interest and enthusiasm that these events have generated. The feedback from the events has been very positive, the main complaint being that there was too little time to network. Farming for many has become an extremely isolated business. I hope that these events will prove the first of many in which the food group will take the lead".

Henny Pinchin who attended the events with husband James from Forest Hill commented "The meetings were helpful. It's nice to see what others do and what the options are for reaching the consumer". The Pinchins from Vent Farm retail their own meat and have recently started to supply their sausages to local Wheatley Park School.

during seminars



Networking at Foxbury Farm Shop

## Offering Local Food in our Schools

Several schools who attended the Good Food on the Public Plate conference held at Oxford Brookes University in March wanted to make changes to the food they offer and in particular to try and use more local produce. So BBO Food Groups, in partnership with the Centre for Environmental Studies in the Hospitality Industry at Oxford Brookes, are developing a project to work with schools in Oxfordshire, Berkshire and Buckinghamshire.

We want to recruit schools to provide more local foods on their menu and to identify local food producers able to provide their products to the schools throughout the year

We also want to identify market opportunities presented by current shortfalls in production of certain types of food, investigate the health and safety issues which food producers and school meal providers face and – most importantly – provide educational materials about the health and environmental benefits of eating more local food.

We will have a number of project partners from all parts of the supply chain, including Oxfordshire County Facilities

Management (CFM), and also representatives of organisations in the health and education sectors, who are working to improve the quality of school meals. And we will ask other local and national bodies, including the NFU, to comment on the project, to provide advice and to ensure that the lessons learned are widely distributed.

We hope to develop a Guide to local purchasing, which will help schools work with their current catering provider to change the menu and promote the changes in a positive way to children; and a Directory that schools in the vicinity of the pilot schools can use when seeking to draw up their own local food initiatives.

*We are submitting a proposal for grant support to DEFRA and to SEEDA, both of whom are committed to encourage and support producers to convert to more sustainable means of production. For more information on this project please contact the Food Group ([localfood@brookes.ac.uk](mailto:localfood@brookes.ac.uk)) or Jane Carlton Smith ([jcarlton-smith@brookes.ac.uk](mailto:jcarlton-smith@brookes.ac.uk)).*

## News from the Region

### News from Berkshire

Producers from Berkshire and Oxfordshire provided food for the launch of the North Wessex Downs AONB management plan in May.

The event was held at Flower Farms, Shalbourne, in Wiltshire – just over the border from Berkshire. “We wanted to celebrate local food and show people the variety of food from the North Wessex Downs; the local producers gave us the cream of the crop,” said event organiser Wendy Tobitt.

Caterer Lucy Walton sourced as much produce as possible from within or close to the AONB - which gave plenty of scope as the AONB includes Wilts, and Hants as well as Berks and Oxon. Suppliers and what they provided:

- Old Farmhouse Bakery, Abingdon - bread
- Doves Farm, Hungerford - rye flour for bread, biscuit and gluten free cookies
- Brookleas Fish Farm, East Hendred - smoked trout
- Sheepdrove Organic Farm, Lambourn - beef, lamb, chicken, sausages
- Prosperous Home Farm, Hungerford - cream, milk, raspberry yoghurt, creme fraiche
- Abbeygold Cheese, West Hanney - Troo Bloo You cheese
- Village Maid, Riseley - Waterloo cheese

- Cranbourne Chase Cheese, Manor Farm, Ashmore, Wilts - cheese
- Loosehanger Handmade Cheeses, Redlynch in the Test Valley - cheese
- Rosary Goats Cheese, Partridge Hill, Blandford, Wilts
- Benson's Fruit Juices, Stones Farm, Sherborne - apple juice
- Lucy Walton - caterer, Shalbourne, Wilts.

During lunch



## News from Buckinghamshire

### Local Food Producers Help Care for Our Environment

Three food producers in Buckinghamshire have been presented with awards for their role in helping to protect and enhance the environment. The certificates were awarded by members of SAVE (Support Aylesbury Vale's Environment), at Redfield Community, near Winslow, on Tuesday 25 May.

#### The winners were:

*Rumsey's Hand-made Chocolates* in Wendover,  
*Buffalo House* in Slapton, and  
*Rowsham Lamb* in Rowsham, near Aylesbury.

The food producers are all members of the Bucks & Milton Keynes Food Group and their details can be found in the Food Directory, or on the online database at [www.buckscc.gov.uk/economic\\_development/food\\_group.htm](http://www.buckscc.gov.uk/economic_development/food_group.htm)



### Bucks & MK Food Group Website

If you have access to the internet, check out [www.buckscc.gov.uk/economic\\_development/food\\_group.htm](http://www.buckscc.gov.uk/economic_development/food_group.htm). The site has information about the Bucks & MK Food Group, plus details of training courses and events. There is also a searchable database of producers in the county.

You can advertise your forthcoming events and publish any news stories. Contact Nancy Pound on 01296 383345, or by e-mail at [env-edt@buckscc.gov.uk](mailto:env-edt@buckscc.gov.uk).

## News from Oxfordshire

### Healthy Living Initiatives: School Packed Lunches – tasty, local and seasonal!

The Nettlebed and Drayton Farming clubs held an Open Day at White Lees Farm near Didcot on Sunday 20 June to show local people what farming in Oxfordshire is all about.

Among the attractions was a mini Farmers' Market and a stall run by the Oxfordshire Branch of the Women's Food and Farming Union (WFU) and sponsored by the BBO Food Groups. The stall focussed on healthy packed lunches for children of different ages from 7 to 18 years old. The BBO Food Groups sponsored the ingredients, which had been bought at Wallingford Farmers' Market. Boxes were accompanied by promotional leaflets about producers.



Food Group lunch boxes



Each lunch box contained a balanced meal of seasonal foods. There was also a sample picnic to celebrate Father's Day.

A special Thank You to those who supplied ingredients for the display: *Dews Meadow Farm, Brookleas Fish Farm, Benson's Juices, The Bridge House in Shillingford, Bakers Basket, Rowan Tree Goat Farm, Sotwell Manor Farm and Shaken Oak.*

### TVFMC at the American Food Revolution

Thames Valley Farmers' Market producers were much in evidence at the 'American Food Revolution' back in April hosted by Patron Chef Raymond Blanc at his famous hotel-restaurant Le Manoir aux Quat' Saisons in Oxfordshire. Sally Forster, one of TVFMC's Directors, said "We were honoured to be invited to such a prestigious event, where we have been able to showcase our members and the fantastic goods they bring to our local Farmers' Markets. Our presence at Le Manoir will ensure many more consumers will think of their Farmers' Market as the place to source first class food."



TVFMC stall at Le Manoir aux Quat Saisons

**If you have an event you would like included in our newsletter please let us have the details as soon as you can**

## **Your participation is welcome!**

After our April Newsletter OFG gained a new Steering Group member – Mr. Lutfy Radwan from Hampton Gay. We would like to extend our invitation and encourage more producers from Oxfordshire to join the Steering Group. This way you will have a real contribution in running your Food Group. Please let us know and we will invite you to our next SG meeting.

## **Producer Portfolios – another opportunity!**

We plan to develop a further set of these, which are used to promote our wonderful local produce to trade buyers. If you've not seen an example yet, have a look at the sample inserted. If you would like 1,500 of your own, contact Tamara on 01865 484116 or e-mail [localfood@brookes.ac.uk](mailto:localfood@brookes.ac.uk)

## **Training**

If you or your staff need training contact us on 01865 484116. We will be offering subsidies to our members of up to 50%. All you need to do is find a course that suits you, and follow directions from the Application form now posted on our website ([www.oxfordshirelocalfood.info/Training](http://www.oxfordshirelocalfood.info/Training)). Alternatively, we have the possibility to create our own training programmes with funding from SEEDA. We will need to attract a sufficient number of people interested in the same topic. Please see article below for our first offer.

## **Food Group Member Questionnaire**

*(continued from Page 2)* We need to know about any gaps that members think the Food Groups might fill to enable locally-produced food to be more widely available.

A short questionnaire is enclosed with this Newsletter. Please take a few minutes to complete and return it by fax or in the reply-paid envelope provided. Any additional information or comments you give on the form will be gratefully received and treated in confidence.

On behalf of all members the BBO Food Groups have successfully accessed funds from SEEDA, Defra and Food from Britain, as well as local authorities. This money is used on a variety of projects including: subsidising producers attending trade events and county shows, producer portfolios, and training. Funding has been used to help promote members' products through the local food directory, the website [www.oxfordshirelocalfood.info](http://www.oxfordshirelocalfood.info), and South East Food Group Partnership's website [www.buylocalfood.co.uk](http://www.buylocalfood.co.uk)

Support from public funds may reduce in the next few years, and the BBO Food Groups will need to be self-sustaining through membership and promotional activities.

## **Advertising on a Low Budget**

### **By Ashley Grainger, Ruffit Integrated**

It's very easy to get advice on your marketing - there are many agencies, designers and consultants happy to do the marketing for you - for a fee. Having worked in and with many smaller businesses I believe what you really need is a do-it-yourself manual.

That is exactly what advertising on a low budget is about. A series of presentations and workshops over a day designed to arm you with the essential knowledge you need to produce good quality effective marketing campaigns with the minimum of outside help.

The course is intensive and covers the main areas essential to efficient marketing

- Using PR to generate press coverage
- Copywriting and the creative process
- Setting up and running a press or direct mail campaign
- Using internet/website facilities to maximize your return from advertising

But because this course is about helping you achieve more efficient marketing we will also allow time during the day to review your current marketing material or ideas and provide feedback on where they can be improved.

We would like to organise this one-day course for our members in November 2004. Please let us know if you would like to attend (use the prepaid envelope in this issue). If there is a marketing topic you specifically want covered, we will try to include it. For details on the course please contact Tamara ([localfood@brookes.ac.uk](mailto:localfood@brookes.ac.uk))

# Activities, events and opportunities

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## **For festivals and fairs please refer to inserted sheet**

### European Social Fund (ESF) Support Available for Food Businesses

Food Knowledge and Know-how (FKK), based at the University of Reading has recently been awarded grant funding for a £375,000 project to be delivered during 2004 and 2005. The project aims to identify and address skills gaps within small food businesses in the South East of England. Please read more about this in the flyer inserted.

### Market Opportunity for Oxfordshire Producers

Wiltshire Food Links is promoting sales opportunities for producers living within a 30 mile radius of Swindon in Wiltshire, Oxfordshire and Gloucester. A new Farmers' Market is anticipated to be held on the 2nd and 4th Friday of every month, (the existing market is on the 1st and 3rd Thursday) and will be managed by Wiltshire Farmers' Markets Association (WFMA). Producers wishing to trade at the market will be required to be members of WFMA (currently £20.00 p.a.) and agree to abide by their rules. *If you are interested please contact Lorraine Stanton 01793 852115 or email: [lorraine@vowleyfarm.co.uk](mailto:lorraine@vowleyfarm.co.uk)*

## **August**

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### Bucks & MK Food Group meeting 3 August 6.30pm

The meeting will be held at Rumsey's Chocolaterie, Wendover High Street. *Please contact Nancy Pound ([npound@buckscc.gov.uk](mailto:npound@buckscc.gov.uk)) for more info.*

### The Great British Beer Festival, London Olympia 3 - 7 August

Trade session: Tuesday noon-5pm (admittance by trade session ticket only) • Tuesday 5-10.30pm (Members £5, Non-members £6)  
Wednesday/Thursday/Friday noon-10.30pm (Members £5, Non-members £6) • Saturday 11am-7pm (Members £4, Non-members £5)  
Season tickets for all sessions (Members £15, Non-members £17.50)

### Elder Stubbs Festival at Rymers Lane allotment site in Oxford Saturday 21 August

If you would like to run a stall please contact Keith Birnie or Roddy Chamberlain at Elder Stubbs Allotments, Tel. 01865 747176 or email [restore@elderstubbs.fsnet.co.uk](mailto:restore@elderstubbs.fsnet.co.uk)

### British Food Festival, at Oxford Botanic Gardens 25 - 26 August 10.00am to 5.00pm

The event is packed with fun activities for people of all ages. Events are free of charge, but there is an entry charge of £2.50 to the Garden. Children in full-time school education are FREE, but must be accompanied by a paying family member.

## **September**

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### Farmers Market Month!

September, the traditional harvest festival month has been designated Farmers' Market Month – and Thames Valley Farmers Market Cooperative (TVFMC) celebrations will also tie in with British Food Fortnight. *For information on events, please contact the TVFMC helpline 0870 241 4762, or email [info@tvfm.org.uk](mailto:info@tvfm.org.uk).*

Bucks County Show, 2 September - see insert for details

### British Food Fortnight 18 September - 3 October

Over 12,000 shops, pubs and restaurants throughout the UK have been invited to run special promotions throughout the fortnight. A new guide - 'Britain's Regional Food & Drink - Advice for Retailers & Caterers' is available. *If you are a Food Group member, you should receive one automatically. Otherwise, to order a copy, email [info@britishfoodfortnight.co.uk](mailto:info@britishfoodfortnight.co.uk).*

Royal County of Berkshire Show, 18 - 19 September - see insert for details

The Great British Cheese Festival, 24 - 26 September - see insert for details

## **October**

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### Apple Day 21 October

This is an annual celebration of apples, orchards and local distinctiveness. Last year all schools were encouraged to eat apples on that day. Local growers supplied the apples to their neighbourhood schools. *To find out about country-wide Apple Day events go to [www.commonground.org.uk/appleday.html](http://www.commonground.org.uk/appleday.html)* Cross Lanes Fruit Farm Apple Day is always a popular event. Look at their website for details [www.crosslanesfruitfarm.co.uk](http://www.crosslanesfruitfarm.co.uk)

*If you would like to publicize your events in our Newsletter (free of charge for members), send us the information beforehand. Our next issue will be posted early November and will cover Christmas and New Years festivities.*

## It's the Show Season!

### By Tamara Schiopu

As a Food Group we support our members who want to participate in various local events related to food – exhibitions, festivals, village fetes, and food shows.

Surprisingly, we find the process of recruiting producers into various events challenging. Many of our members do not appear at local events, some of them saying that “it's not worth the effort”. There are just a few producers who are constantly seen at festivals and shows and we will continue to support them in any way we can, but this article explains the benefits that many producers are missing out because they feel that this is not a worthwhile method of promoting and selling produce.

#### I would like to dismiss a few myths about exhibiting:

##### **Myth 1. Small producers cannot get any support for participating in food shows.**

There are organisations committed to supporting you at various events. For example, if you like the annual British Cheese Festival (23 – 26 September 23-26 at Blenheim Palace, Oxford) Food from Britain will subsidize your participation, and will cover most of the costs of your stall. If you cannot attend in person, your products can be sold for a percentage of the profit. It would be a very small price to pay to promote your products to such a large number of people interested in local food (8,000 people attended the 2003 Cheese Festival).

The South East Food Group Partnership (SEFGP) will also subsidize producers who plan to exhibit at IFE05 (13-16 March 2005). This is the UK's premier food and drink exhibition and the ideal platform to do business for those who are geared towards the bigger market.

Local authorities are often keen to sponsor participation of local producers in shows and exhibitions. South Oxfordshire District Council organizes and sponsors the Countryside Marquee at the Henley Show (11 September) with a specific emphasis on local produce.

Last but not least, your Local Food Group. We are committed to support you in several ways:

- Information on upcoming local, regional, national and international food shows. You need to check our Newsletter and read the monthly e-Bulletin. Such notes are often accompanied by information on available discounts and free promotion. We can find all the information you need from event organisers and sponsors.
- Production of promotional materials. If you send us the text and images, we will ask our designers to develop attractive leaflets or posters, and we can also have them printed at our facilities.
- Cut your participation costs. Even without any subsidies, you can still reduce your costs by sharing the stall(s) with other food group members. We can create small producer groups interested in the same event but not able to attend the event for its entire duration. Sharing the same stall could be a good option, or asking other stall holders to sell your products and promote your business.
- Subsidising your stall. For example, at Bucks County show this year (September 2) we will pay for the Food Marquee where our members can sell their produce and subsidise the cost of stands. At the Wychwood Forest Fair (September 5) our members will benefit from 50%

subsidies. At the Berks Royal Show in Newbury (18 – 19 September) we will have a stall to promote Farmers' Markets and Farm Shops.

These are just a few examples of how you can find support in food shows.

##### **Myth 2. It is impossible to find out your return on investment from the shows!**

Not easy, but it is certainly possible. By measuring your **costs** and tracking your **returns** against a pre-agreed scale you will be able to calculate your return on investment (**ROI**) and judge the success of the event.

#### Costs

1. Do not “include everything” here. Try to set up a means of tracking costs for individual shows, rather than lumping them into “promotion”.
2. If you re-use the same elements at various exhibitions (stands, graphics, literature, samples) the costs need to be spread equally across all events.
3. Include the following fixed and variable elements: stand space cost, stand build cost, electrical costs, miscellaneous. These are categories that could be effectively shared with other Food Group members. Variable costs such as Marketing (pre-show and post-show communicating to visitors) could fall into other budgets in your accounting system, but they do need to be calculated.

#### Returns

Not all returns can be measured in monetary terms. Nevertheless, you should set measurable targets before going into the show.

1. Sales. Let's say - £X of direct sales and £Y taken at the show in orders from existing customers plus £Z from new customers over a given period of time. Most buyers at Trade events use shows for information gathering and will sign orders later.
2. New customers. Rather than just giving out your leaflets, it is good to take down some notes about visitors and ideally – follow-up these leads with an appropriate contact after the show. If you start tracking down the return generated and conversion rate from “prospect” to “customer”, over time you will be able to judge the success rate of such leads.
3. Market research. Hard to measure, too. However, if you aim to test a new product or service you could count the respondents surveyed who tried the product.
4. Free PR. Don't overlook this aspect. Most events attract the press and other media. Write to media before, during and after the show. Invite them to your stand, send them samples and interesting photos. You can measure your success in terms of column inches/broadcast minutes generated, multiplied by circulation, viewing/listening figures. (Ask your Food Group how to find all this info).

There are many positive returns on a show that can be categorized, measured and tracked against pre-set objectives. If you want to know more about this topic, contact AEO<sup>2</sup> on [info@aeo.org.uk](mailto:info@aeo.org.uk) and ask for its free booklet on How to Measure Exhibition Success.

<sup>1</sup> This part of the article has been written using the information from the Exhibiting magazine, issues March – April 2004, with the permission of the authors. I have adjusted the information to apply for small food producers.

<sup>2</sup> Association of Exhibition Organisers

# New members and membership profile

## New Members

At the Taste of Berkshire in Pangbourne **Jo Compton** from *Wickcroft Farm Shop* expressed her enthusiasm about the BBO Food Groups and has applied for our membership.

We would also like to welcome **Neil and Shashika Datson** from *Glebe Farm* in Spelsbury (producers and distributors of Dexter beef and other local meats) who have recently become our members.

As well as **Mr. & Mrs Smith**, at *Horridge Meadows Goose & Poultry*, Dinton, in Bucks, who produce free range geese, ducks, turkey and eggs.

We do not ignore consumers either. Mrs. Brown from Oxford applied for membership and said “the Food Group is a most important venture as it is able to show how enterprising and imaginative people are”. Along with promoting our members’ products we aim to involve more and more members of the public in our activities and events.

## Producer Member Profile

*Promoting confidence in locally produced wine*

**Bob Neilson** from *Brightwell Vineyard* is also the President of the Thames & Chiltern Vineyards Association (TCVA).

During the English Wine Week (29 May – June 6) Bob organised a series of events at the vineyard near Wallingford, including a meeting of TCVA members with tastings of Madeleine Angevine 7672 wines and a talk about organic fruit wines.

*Think English – Drink English* was the promotional motto for this years campaign. Bob is very passionate about encouraging more people to try their local wines and the English Wine Week enabled Bob and other wine-makers to show off their best wines. For Bob Neilson this also marked the start of the English Wine Century.

Bob thinks that it is time for wine producers to build up confidence in producing local wines of the highest quality, and for consumers to educate themselves in sourcing the best local wines, thereby – supporting the growing local industry. Bob says “after Henry VIII’s dissolution, when most of the monasteries’ land was confiscated and with this - their wine-making skills destroyed, the industry in this country has been struggling. The skills and traditions remained in Europe and were exported to America and other colonies. Why not rebuild these skills in England? But for this we need consumers’

support. Please come and try our wines, or look for them at Farmers Markets, Food festivals and in shops.”



Brightwell Vineyards

## Congratulations to...

Tolhurst Organic Produce from Hardwick Estate in Oxfordshire which was judged Best Producer of the Year in the Fruit & Vegetables category at the Royal Show in July.

There were 21 finalists from all over the country or the 2004 Small Producer Awards sponsored by Waitrose.

**Lin Tolhurst and Iain Tolhurst** run an Organic Box Scheme for 350 families in Berkshire and Oxfordshire and have held the Soil Association Symbol of Organic Quality for over 25 years. It is one of the longest established organic vegetable farms in the country. Well done!!!

The Winners



## Supporters and funders



### For further information contact:

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