

**Monthly Update  
from the  
Local Food Group  
for  
Berks, Bucks & MK and Oxon**

**MARCH 11, 2008**

**NUMBER 7**

**Dear Food Group Members:**

This is the monthly update from your Local Food Group.

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Please note that our Monthly Updates are now posted on the News page of our website [www.local-food.net](http://www.local-food.net)  
If you no longer wish to be part of this mailing list, or if you receive this message twice, please email [localfood@brookes.ac.uk](mailto:localfood@brookes.ac.uk)

**School Food Competition**

Make your business known by supporting the first competition for schools in Oxford where pupils will design a recipe based on healthy eating principles, waste reduction and using seasonal/local ingredients.

Oxford Healthy Living Partnership will run the competition, to start in January and then the final to the competition will be a cook off between teams in March. You are invited to offer a prize for the winning team. It could be samples of food, a tour of your premises or anything else that you could offer! Interested? Contact Kate Dunsdon, Local Food Development Officer, Oxford Healthy Living Partnership at 01865 467327, 07909 893907 or by email [kdunsdon@oxford.gov.uk](mailto:kdunsdon@oxford.gov.uk)

**Networking: Public Sector Procurement Open Forum**

Join us on 24 January at Eynsham Hall, Eynsham, Oxon to find out about activities in the south east region & opportunities to get involved with improving local food supply. Over a locally-sourced lunch, join like-minded colleagues, public sector buyers, caterers and producers from the area and from the wider region. The event will begin at 10.30am and will conclude after lunch. To book your place, contact Melissa Love from the South East Food Group Partnership on [melissa@sefgp.co.uk](mailto:melissa@sefgp.co.uk) Sponsors: SEEDA, South East Food Groups Partnership

**The Annual Trade Show "Local Flavours" Food & Drink from BBO**

Our forth annual Trade Show **Local Flavours, Food & Drink from Berks, Bucks & MK and Oxon** will this year be organised in partnership with Tourism South East.

The Show will again be aimed at the Hospitality industry – restaurants, hotels, B&Bs and pubs, and we shall also invite local retailers, delis and farm shops.

Last year's show was a tremendous success with leading food writer Sophie Grigson, and John Campbell, Executive Chef of Michelin-starred The Vineyard at Stockcross sampling the finest Flavours of the Thames Valley. As one visitor said, the Show "gives our region a culinary identity" and we are very proud of all exhibitors who make this annual event a tradition and something to plan and look forward to.

Mark the day – 26 February 2008 and let us know if you are interested to exhibit. Our members will enjoy 50% discounts for stand fees as a Membership benefit.

Details of the venue and application forms will follow shortly by email and post.

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#### **Other Trade Opportunities**

**Highclose Farm Shop** in Hungerford, recently having changed the owners and management, are looking at sourcing more local produce into their shop. Our members are encouraged to sell their produce to Highclose. Please contact Gordon Leatherdale, Country Food and Dining Ltd, Highclose Farm Shop at 07917 612 796 / 01488 686 770 or by email [gordon@foodanddining.co.uk](mailto:gordon@foodanddining.co.uk)

#### **Meet the Buyer Event at the New Covent Garden Market, 6 February 2008**

The South East Food Group with a number of other partners is holding a marquee event at New Covent Garden Market to promote local food to traders in the market and their customers across London, and we would like to get you involved. The day will start at 7.00am with a tour of the market, then a proper "local" breakfast at 8am followed by a showcase of regional suppliers/producers and chefs demonstrations

which will be rounded off with and a chance to sample more great "local" food at lunch. A Share to Supply conference (11am onwards) will run alongside the showcase, looking to explore the opportunities for supplying local food to London and the South East, public and food service sectors and begins with a series of speakers, including Jenny Jones. As a producer, the event will give you an opportunity to meet a fantastic cross section of buyers, including 160 or so traders, wholesalers, distributors and processors based on site. The main focus of the market is fruit and vegetables, however significant dairy, meat, flour and speciality/organic products are traded. A range of food service buyers will attend, from top end hotels, contract caterers and the public sector. We can also provide you with invites for your existing customers and contacts. PR for the event should attract a range of trade publications and possibly others, it should also be a great networking event with so many organisations involved. If you can, have a look at <http://www.sefgp.co.uk/events/display.aspx?id=309> or talk to Hayley Elston [hayley@sol.gb.com](mailto:hayley@sol.gb.com) 07710352750, or Tom Beeston [Tom.beeston@cgma.gov.uk](mailto:Tom.beeston@cgma.gov.uk) 07957 357 201 for more details.

**Countrywide Farmers** retail business has over 40 country stores throughout the rural community, supplying a wide range of products for farmers, smallholders, equestrians, pet owners, country sports people, gardeners, general public and rural businesses. Countrywide Farmers now aim to offer their customers a range of locally produced food and drink as part of their commitment to be the leading business in the supply of products to the rural community. Initially they are looking for a range of ambient products to include confectionary, soft drinks, biscuits, snacks, preserves and condiments, cereals and other bakery products. The chilled range should be easy pick up lines to include cheese and dairy, pies and pastries, sausages, bacon and soups. All product must be packaged for retail sales and be bar-coded. If you are interested in expanding your sales into this chain, please contact us at [localfood@brookes.ac.uk](mailto:localfood@brookes.ac.uk)

#### **Supplying to Waitrose**

In the past 4 years several members have successfully launched local and national product lines in Waitrose stores. While this is not everybody's "cup of tea", there are producers who benefit a lot from constant demand and regular payments. We are looking at organising another MTB with Waitrose Local Sourcing team in the new year and we are aware of some members being interested. If you are one of them, please email or call me and I shall make sure you are invited well in advance. We will also be happy to help any applicants to prepare their presentations. 01865484116, [localfood@brookes.ac](mailto:localfood@brookes.ac)

#### **Grant Opportunities**

**Expressions of interest now needed from farmers, foresters and horticulturalists** – The South East England Development Agency would like to receive applications for grant aid early in the new year and they are now encouraging potential applicants to send in their Expression of Interest. Expressions of interest must be submitted before any grant applications are made – this will save you time and money because SEEDA will advise on eligibility and how to proceed to a full application. Further information on the range of grants that will be available can be found on the SEEDA website: [www.seeda.co.uk](http://www.seeda.co.uk) SEEDA are particularly keen to support projects that involve: Renewable energy, Winter abstraction irrigation reservoirs, Collaborative activities in the areas of adding-value and processing of foods, industrial uses for agricultural products, farm based tourism and other farm diversification activities. For a form “Expression of Interest”, please email me [localfood@brookes.ac.uk](mailto:localfood@brookes.ac.uk)

**The Royal Society of Wildlife Trusts** was awarded £50 million in grants to spend on Local Food projects under its Changing Spaces programme. Managed by the Royal Society of Wildlife Trusts (RSWT) and 15 consortium partners, Local Food will distribute grants to a variety of food-related projects to help make locally grown food accessible and affordable to local communities. Grants from £2,000 up to £500,000 will be awarded to not-for-profit groups and organisations in England delivering such projects as growing, processing, marketing and distributing local food; composting and raising awareness of the benefits of such activities. Further details, including application forms and guidance notes will be available from Local Food’s website [www.rswt.org](http://www.rswt.org) in due course. To receive an outline of the programme and any updates please email your full contact details to [localfood@rswt.org](mailto:localfood@rswt.org)

#### **Job Opportunity for BBO Food Groups**

We have received several applications from some very qualified applicants and we are looking forward to the Interview day on 19 December. Fingers crossed, we should have a Membership Coordinator in place in early January.

#### **Training**

## Year of Food & Farming

Are you a farmer or food producer offering educational visits to groups of children on your farm? Are you considering making your farm available to schools in the future?

Access to Farms has established a scheme to help ensure that schools are guaranteed a safe and valuable farm experience. This 3 day course offers an opportunity for farmers to share experiences and develop knowledge and skills. Following completion of the course you will get a qualification from the Open College Network and an ATF Certificate of Achievement to demonstrate your skills and help market your opportunity.

Forthcoming 2008 CEVAS courses in the South East: Marsh Hill Farm, Nr Aylesbury, **Monday 14 January, Wednesday 16 January & Monday 21 January.**

The cost of the course is £75 + vat (with a holding number). Limited spaces available so please book early. BBO Food Group members can apply for a 70% refund. To book, e mail: [ian@fcfcg.co.uk](mailto:ian@fcfcg.co.uk)

## Business +

Business + programme helps small and medium-sized businesses to improve their productivity and competitiveness by providing skills and ideas of high quality graduates backed by University knowledge and resources. A graduate works full-time on a project (between 3 and 12 months) with regular support from the University staff. Benefits to your company include direct access to technology base; an opportunity to work closely with potential employees who will be trained in various aspects of SME management; and no direct employee costs as the graduate is employed by the University. The monthly cost for the company is £1,400. SEEDA provides additional £1,900 per month. To get more information, register your interest and to apply online, please follow link to [www.seeda.co.uk/businessplus](http://www.seeda.co.uk/businessplus)

## Events

If you are organising your own local food and drink event and would like it promoted on **Events** page of our website contact us on [localfood@brookes.ac.uk](mailto:localfood@brookes.ac.uk). Please also let us know in good time if you would like to offer other BBO Food Groups members a stall so we can add your event to our lists. If you are interested in offering talks or demos in the future (either free or for a charge), contact us with details – it's useful for us to know so that we can point outside event organisers in your direction!

The **SALSA** Stakeholder Conference will take place on 17 January 2008. It will commence at 9.30am and is expected to finish around 12.30pm. Lunch will be provided and there will also be an opportunity to discuss the scheme with members of the Governance Council, auditors/mentors and suppliers in the afternoon. It will take place in a central London venue. For further details please contact Keris Marsden, Food Policy Officer, The British Hospitality Association Tel: 020 7404 7744,

[Keris.Marsden@bha.org.uk](mailto:Keris.Marsden@bha.org.uk)

SALSA is a local supplier approval scheme to provide assurance that food and drink product suppliers are operating to a safe and legal standard and to provide assistance to these businesses to continually improve.

If you a small or medium supplier and are interested in the retail and food service buyers, than this scheme may be the right one for you. The SALSA Scheme has proved successful since its launch in March 2007 with positive and encouraging interest shown from both suppliers and buyers across the food industry.

**Public Sector Procurement Open Forum 24 January at Eynsham Hall, Eynsham, Oxon**

Read more above in Networking

**Meet the Buyer Event at the New Covent Garden Market, 6 February 2008**

See above in Trade Opportunities

**Speciality and Small Producer Pavilion at Hotelympia 17 - 21 February 2008, London Exel Trade only.**

**European Seafood Expo 22 - 24 April 2008 - Brussels**

**The Real Food Festival Thursday 24th-Sunday 27th April 2008, Earls Court Exhibition Centre, London**

<http://www.realfoodfestival.co.uk> Special rate for small producers: **£150 for a 6m<sup>2</sup> stand for 4 days.** Bargain!

**New! BBC Good Food Show Summer 11-15 June 2008, The NEC Birmingham**

150,000 visitors expected over the 5 day event. Rates start from £212 per m<sup>2</sup>.

Click <http://www.goodfoodshow.com> or call 02082 678300.

**New! Food & Drink Expo 6-9th April 2008, The NEC Birmingham**

Visitor audited attendance in 2006 for Food & Drink Expo, was 25,789 and with only 600 exhibitors, the ratio per exhibitor/visitor is high, giving excellent opportunity for product promotion and awareness. Prices from £257 per m of space. For further details click <http://www.foodanddrinkexpo.com> or call Sarah Thomas on 01293 867616

### **New Website – Check your details!**

**[www.southeastenglandfoodanddrink.co.uk](http://www.southeastenglandfoodanddrink.co.uk)** host stacks of information for consumers, trade buyers, buyers in the public sector and producers. It also features events, news articles, downloads and much more.

Food group members” details will automatically be taken from the ‘buy local food’ and our website, but we urge producers to check their entry regularly to make sure that the 50,000 consumers and buyers who will visit every year, get the right information.

Additional information areas have been added to make it easier for consumer and trade buyers (both private and public sector) to find the product they are after, so make sure your details are complete.

### **Contact Us**

BBO Food Groups  
Tamara Schiopu, Manager  
Gipsy Lane  
Oxford, OX3 0BP

Tel 01865 484116 [localfood@brookes.ac.uk](mailto:localfood@brookes.ac.uk), [www.local-food.net](http://www.local-food.net)