



## Monthly Update

from the

**Local Food Group**

for

**Berks, Bucks & MK and Oxon**

**February 14, 2008**

**Number 8**

### Dear Food Group Members:

This is the monthly update from your Local Food Group.

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Contact Us

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

### New Year News

January came and went and it is already mid-February and I still have not written to you to say Happy New Year! We are in the middle of several major projects:

- promotion, distribution and selling of the 2008 guide *Local Flavours*, Food and Drink from Berks, Bucks & MK and Oxon;
- organising the 4<sup>th</sup> annual **Trade Show** for local food & drink on 26 February,
- organising the 2<sup>nd</sup> **Chef's Tour** on 12 March,
- re-launching our **Membership for 2008 – 2009**,
- incorporating the Food Group as a Community Interest Company, and this is not all!

Many of you must have received our letters, forms, invoices, invitations and fliers about above projects. We need your support and co-operation, to make it all work, so, please do your bit of paperwork to help us!

Thankfully, we now have a dedicated Membership Coordinator in place, Wendy Hole, who will take care of all Members' questions and needs. Wendy started last week and will be working Mondays, Wednesdays and every other Friday from our office in Oxford. Wendy is a Home Economist, real local food enthusiast, she has worked in the food retail industry before and promises to deliver the best value for our Members' money. Email Wendy at [membership@local-food.net](mailto:membership@local-food.net) with any questions you might have, or have a chat with her at markets and events where she will be present. Wendy will also be contacting all current members to explain the new Benefits pack, and some of you will meet her at your sites, when relevant.

The first trade event this year - **Meet the Buyer at the New Covent Garden Market**, 6 February 2008 went extremely well and I was happy to see several members displaying and negotiation new business with London and national buyers. "Not only did we get a lot of good quality buyers through the door and a lot of attendees at the Share to Supply Conference, we attracted a lot of praise from Jenny Jones, Chair of London Food, Sir Don Curry and Lord

part of this mailing list, or if you receive this message twice, please email

[localfood@brookes.ac.uk](mailto:localfood@brookes.ac.uk)

Rooker. This will greatly assist us in opening doors and getting regional food established in the capital", says Henriette Reinders from SEFGP.

Our first **Public Sector Procurement Open Forum** on 24 January at Eynsham Hall was also a resounding success. It felt so gratifying to hear about our members supplying to local schools: The Old Farm Shop, Foxbury Farm, Callow Farm, and others. Les Redhead, Catering Operations Manager for Oxfordshire County Council showcased their successful scheme of supplying 40 schools with local food. Representatives from the NHS, local authorities, producers, suppliers and growers heard how sustainable local food is available on the public plates – and within tight budgets. We now have concluded a survey into local councils' cafeteria and their food supply policies and will be contacting some of you shortly to discuss possibilities of collaborating with your local council offices.

**The Year of Food and Farming** is on its way. Many events are happening throughout the South East. If you would like to be part of it, start from the website [www.yoffse.org.uk](http://www.yoffse.org.uk) Marilyn Eva runs the website and will be promoting our new guide *Local Flavours* Food and Drink from BBO on it. Marilyn is also interested in featuring some seasonal and/or regional/local recipes. If you have a preferred recipe, featuring your product, email Marilyn and check the website to find your name on it, **[MailScanner has detected a possible fraud attempt from "mailbox:" claiming to be marilyn.eva@art-of-france.co.uk](#)** In this "Year of Food and Farming" Maidenhead Farmers' Market would like to offer a pitch to a local Primary School to run their own stall. They are hoping to do this on 13th July, in conjunction with a visit by Theresa May, MP to the market. If you would like to talk this through please call 01628 416530 to discuss your ideas.

### **The Annual Trade Show "Local Flavours" Food & Drink from BBO, 26 February, Stoke Mandeville**



2007 Trade Show at Chieveley, Berks

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

The Show is again aimed at the Hospitality industry – restaurants, hotels, B&Bs and pubs, and we have also invited local retailers, delis and farm shops.

Our members enjoy 50% discounts for stand fees as a Membership benefit.

We still have a couple of stands on offer,

please email us asap if you have not seen the application form in your post  
[localfood@brookes.ac.uk](mailto:localfood@brookes.ac.uk)

Alternatively, if you would like to attend as a visitor, please sign up at [www.local-food.net](http://www.local-food.net)

## **Other Trade Events**

### **Regional Opportunity with Creed 27 March 2008**

Creed Catering Supplies are one of the UK's leading independent foodservice wholesalers based in Cheltenham and with over 25 years experience. They distribute throughout Gloucestershire, Herefordshire, South Wales, and up through Bucks/Berks/Oxfordshire and the Midlands to Wolverhampton.

As part of a Food From Britain supported initiative to develop the availability of regional foods in the Foodservice sector in the South East of England, you now have the opportunity to get a listing with Creed.

A Meet The Buyer event is organised on **27 March in High Wycombe**, where there will be the opportunity to present your products to a team from Creed - you will be given a half hour to discuss your products directly with the team. This is a fantastic opportunity to present your products as the "best of Berks, Bucks and Oxfordshire", so I do hope you will be able to attend the event. For a Supplier Form please email us [localfood@brookes.ac.uk](mailto:localfood@brookes.ac.uk)

### **Sulgrave Food Show 28<sup>th</sup>/29<sup>th</sup> June 2008**

Following on from the great success of the 'Holdenby Food Show sponsored by Waitrose' which took place at the end of August, you are invited to join **The Sulgrave Food Show**. For more information on the venue please see [www.sulgravemanor.org.uk](http://www.sulgravemanor.org.uk)

Exhibitors can book either marquee space or a colourful market stall all found in prime positions close to the house itself. If you wish to book just a space for your exhibit, please discuss with organisers directly. Stonehouse Events Ltd, 78 Harborough Road North, Boughton, Northampton, NN2 8LZ [admin@stonehouse-events.co.uk](mailto:admin@stonehouse-events.co.uk) [www.stonehouse-events.co.uk](http://www.stonehouse-events.co.uk)

## **Awards to enter**

Waitrose have joined forces with Country Living Magazine to launch the Made in Britain Awards.

Five Made in Britain Food Producers of the Year will be selected from the finalists. Each will win £5,000 to develop their business, and a guarantee from Waitrose to stock its products. The overall Made in Britain Food Champion of the Year will be chosen from these five and will win an additional £5,000.

The criteria are straightforward: entrants must be a British food and drink producer, making a great product, with a business employing no more than ten people and an annual turnover of less than £2 million.

Please email [localfood@brookes.ac.uk](mailto:localfood@brookes.ac.uk) for an entry form. The **closing date of 14th April.**

For more information on the awards, please visit

[www.waitrose.com/madeinbritain](http://www.waitrose.com/madeinbritain)

In addition to the food producer awards, Farmers Guardian will also be looking for the Best Farm Entrepreneur. They are looking for farmers who have taken innovative steps to drive their food production business forward. Entry to this award is through [Farmersguardian.com](http://Farmersguardian.com) after 25th April

### **Grant Opportunities**

**Expressions of interest now needed from farmers, foresters and horticulturalists** – The South East England Development Agency 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 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. 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). To receive an outline of the programme and any updates please email your full contact details to [localfood@rswt.org](mailto:localfood@rswt.org)

**New grant scheme for London sustainable food events** was launched by the London Development Agency and London Food Link. The £70,000 small grant scheme will provide an essential boost for organisations in London, to help them increase public awareness of sustainable food. Grants from £500 to £5,000 will be available for a wide range of sustainable food events from helping restaurateurs to buy local organic produce to showcasing sustainable food at community events. The grants will encourage businesses and consumers to buy fresher, healthier and more affordable food while reducing the environmental impact of London's current food supply. This is a great opportunity for London's community groups and small food businesses to put on events that really connect local people with where their food comes from, how it is grown and the personalities that work to make it fresh and affordable. If you trade in London and are interested in the scheme, please email [smallgrants@sustainweb.org](mailto:smallgrants@sustainweb.org)

The grant funds are multiple, diverse and ... confusing. If you have a question or particular interest, please email your Local Food Group and we shall try to help, as I have attended several information workshops and training sessions on forthcoming grants. Use us as your first point of contact [localfood@brookes.ac.uk](mailto:localfood@brookes.ac.uk)

### **Training & Events**

#### **Vale Training Centre, Aylesbury**

There is a vast range of training courses for farmers, food producers and processors, such as meat processing lambing, first aid, financial and staff management, and other. All happening in February – April. Visit our website [www.local-food.net](http://www.local-food.net), Events for details and sign up.

You will see that our website currently lists more than 40 events, both for producers and for consumers. There should be something interesting for everyone! Alternatively, if you have a course or event coming up at your site, let us know and we will post it in our Events.

#### **4 March - Business Success with a Jam & Chutney Business**

If you are a Jam or Chutney producer, then join us for a day of product development, innovation, market intelligence hosted by cook, food consultant and writer Rosemary Moon. The programme includes:

**From kitchen table to in-store success - Mary Berry**  
**Fresh insights into current market opportunities - Mike Imms**  
**How to Taste - Rosemary Moon**  
**What makes a successful product?**

You will leave with new skills, expertise and confidence and, above all, new ideas - all of which you can tailor to your business. Costs for food group members: £50, returnable upon attendance. For

bookings, please visit

[www.southeastenglandfoodanddrink.co.uk/jamandchutney](http://www.southeastenglandfoodanddrink.co.uk/jamandchutney)

### Events

**Speciality and Small Producer Pavilion at Hotelympia** 17 - 21 February 2008, London Excel 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

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