

Oxfordshire

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.

BERKSHIRE
Food Group

Buckinghamshire & Milton Keynes



**Monthly Update from
Berkshire,
Buckinghamshire & Milton Keynes
and Oxfordshire
(BBO) Food Group**

MARCH 8, 2008

NUMBER 9

Dear Food Group Members:

This is the monthly update from your Local Food Group.

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New Website – Check your details!

Contact Us

Please note that our Monthly Updates are now posted on the News page of our website 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

Membership Issues

2008 Membership information packs will be with you shortly for you to complete and renew your membership for this year and for your company to be included in the 2009 *Local Flavours* guide.

Details of all the benefits of Full membership are included to show you just what excellent value for money is provided. Please return your completed forms with a cheque made payable to Oxfordshire County Council in the prepaid envelope that is included in the pack.

Two additional benefits are on offer this year, to a total value of £265:

- £40 off Full Membership fee with Tourism South East, open to local food & drink businesses. TSE offer a large range of benefits and you do not have to be an accommodation provider to be their member. Any business interested in tourists, as customers, would be able to benefit and we are grateful to TSE for the fantastic offer they made to our Full Members.
- £100 off joining fee (50%) with on-line shop Blackberry Barn and free subscription (worth £125). Blackberry Barn enables Full members to sell their produce directly to consumers online. Each producer has their own mini web site within www.blackberrybarn.co.uk. These provide detailed profiles about producers' businesses. They manage all aspects of the sales process including customer service, marketing, packaging supply and deliveries. Producers only need to pack and label their orders ready for collection. Blackberry Barn also include a specialist printer and labels, ensuring deliveries are tracked and are on time. In return they receive a small commission on each sale. The shop is to be launched in May, but you can register with Blackberry Barn as soon as you receive the application form in our 2008 Membership Pack.

The discounts to 2008 County Shows, within the *Local Flavours Food & Drink from BBO* marquee will still be offered, like last year. Please read more about County Shows below.

Distribution of the 2008 *Local Flavours* guide



The guide is now available from farm shops, cafés, libraries, local authority offices, delicatessens, and farmers' markets.

Jeanette Howse from Well Preserved shared the good news with us, that a recent order, thanks to the Guide, has paid off for her entire Membership fee! We are proud of the quality of the Guide this year and would like to thank all of you for encouraging messages and congratulations.

As a first time, we are trying to sell half of the Guides, at the wholesale price of £1.00, and they have been successfully retailing at £1.50 throughout the area.

We are still accepting orders of 1 box or more, 40 copies in a box, on "sales or return" terms. We can also offer wire stands for displaying the guide. If you decide to sell the guides, you will be listed in our Stockists List on the website www.local-food.net, which receives more than 2,000 visitors a month. Place your order at localfood@brookes.ac.uk

Local Food in the Media

Arujo Organics from Banbury will be hosting a Fairtrade themed evening on 6th March 5pm-9pm.

They will be showcasing their range of Fairtrade organic food & drink products and will be joined by Fair & Square who will be exhibiting a range of Fairtrade and organic clothing.

Local potter, Graham Mant will be there to talk about his pots of Purpose & Pleasure which are currently exhibited in the shop.

Cheeses from **Two Hoots** and seasonal vegetables from **Laverstoke Park** and **Tolhurst Organic Produce** will be on offer at the Feast of Albion - a fund raising dinner in London organised by the Soil Association and prepared by Hugh Fearnley-Whittingstall on 13 March.

The glittering assembly of guests include Richard Caring, Richard E Grant, Jemima Khan, Sophie Dahl, Nick Jones, Matthew Vaughn and Laura Bailey. All will enjoy a range of exceptional entertainment, including a headlining session from Annie Lennox.

Funds raised on the night will go to expanding the Soil Association's Farm School initiative, which already gives thousands of school children and their families direct experience of sustainable farming, food growing and cooking on one of the 100 organic farms in our national open-farm network.

As part of their Green Month, Fox FM will dedicate an entire week 10 – 17 March to Local Food. More than 500 goodie bags with our **2008 Local**

Flavours guide will be given away to people at farmers' markets, community events and in shopping centres. If you are organising or taking part in a Green Event this month, let **FOX FM** know and they will endeavour

to add your event in their green Events Guide www.foxfm.co.uk
Charlotte Penn from **Madam Penn** is featured in Breaking into Tesco, a TV show started on 3rd March - Channel 5 @ 9pm. "Many thanks for all your support and help. It was much appreciated! This was thanks to you - for forwarding on the info to me, as Member" says Charlotte. Twenty amateur cooks have been given the chance of a lifetime – to turn their signature dish into a winning product fit for the shelves of Tesco. There's only one space on the shelf and only one winner, so let's wish Charlotte Good Luck! She will be featured on programme 3 on 17th of March.

Last year we launched a monthly feature on **Berkshire & Chilterns Life** magazine, which over the months grew into an impressive portfolio of clippings with images and features about our members. Through various themes we tried to cover all our members based within Berkshire or the Chilterns. This year, along with Berkshire & Chilterns Life, we will also work with **Oxfordshire Life**. Monthly lists of Farmers' Markets and local producers, farm shops, Pick Your Owns will be featured on a permanent basis, with our contribution. Buy your copy in local shops and look for the *Local Flavours* feature.

Trade



A thoroughly enjoyable 4th Annual Trade Show was held in conjunction with Tourism South East's Members Day on 26 February at Stoke Mandeville Olympic Lodge in Aylesbury. One of the visitors commented it was a 'great idea to combine' the two and 'excellent for deciding different foods/gifts to sell at tourist information centres.' The day was opened by Sophie Grigson, who also did the official launch for the 2008 *Local Flavours* guide. Visitors were able to meet BBO food and drink producers, taste the produce, discuss pricing, supplying and distribution and enjoy a delicious networking lunch provided by Palace Cuisine from Witney. **The Meat Joint** was voted by visitors as the best exhibitor for its wonderful display of chilled joints and meats. Congratulations! Workshop sessions in the afternoon were open to all visitors ranging from "sourcing and using local produce" with Sophie Grigson to 'getting to grips with the media' with Jeanette Howse. Next year in Oxfordshire we hope to have more producers to attract even more visitors to this valuable trade encouraging event. Watch these videos!

<http://www.buckstv.co.uk/localfood.html>

<http://www.bucksherald.co.uk/bhtv-video-news/BHTVs-big-interview-TV-chef.3815320.jp>

Regional Opportunity with Creed 27 March 2008

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, producers now have the opportunity to get a listing with Creed.

Ten of our members will attend a Meet The Buyer event in High Wycombe, where there will be the opportunity to present their products to a team from Creed. **Good luck!**

Sulgrave Food Show 28th/29th June 2008

If you wish to book 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 www.stonehouse-events.co.uk

County Shows:

Buckinghamshire – 28 August

Oxfordshire & Thame – 18 September

Berkshire – 20 & 21 September

We are increasing our display areas this year at all three county shows and all Full Members will be offered stands under our brand *Local Flavours*,

Food & Drink from BBO. Application forms will be sent by post in due course, for now though – if you wish to be with us at any of these shows, please email Wendy at membership@local-food.net

Awards to enter

Waitrose Made in Britain Awards www.waitrose.com/madeinbritain Please email localfood@brookes.ac.uk for an entry form. The closing date is 14th April.

Local Food Farmer of the Year Award - Farmers Weekly Awards www.farmersweeklyawards.co.uk/ Deadline: 30 April 2008. Short-listed applicants should be available to attend the awards ceremony at Grosvenor House Hotel, Park Lane, London on 27 October 2008.

Best Farm Entrepreneur www.farmersguardian.com Deadline: 25 April 2008

Training

Upcoming Grants – What's in It for Us?

Presentations on various grant schemes and funds to be available to food & drink producers will be held for BBO members on

26 March – Aylesbury

28 March – Reading

31 March – Oxford

All three events are free for our Members, from 5pm – 7pm, refreshments will be provided. Please sign up for any of these days, with Wendy at membership@local-food.net and we will send you details of the venue, parking and directions.

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, Events for details and sign up.

Events

Take the Chef on a Tour Day organised by BBO Food Group and Tourism South East

12 March – South Oxfordshire

10 June – Buckinghamshire

5 August – Berkshire

To attend or host the tour at your farm/shop/winery contact Wendy membership@local-food.net

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 6m² stand for 4 days.** Bargain!

BBC Good Food Show Summer 11-15 June 2008, The NEC Birmingham
Click <http://www.goodfoodshow.com> or call 02082 678300.

Food & Drink Expo 6-9th April 2008, The NEC Birmingham. For further details click <http://www.foodanddrinkexpo.com> or call Sarah Thomas on 01293 867616



New Website – Check your details!

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.

Check your entry regularly to make sure that the 50,000 consumers and buyers who will visit every year, get the right information.

Contact Us

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