



Campaign to Protect
Rural England
Standing up for your countryside

Local Food: Media Case Studies

Totnes, Devon

Business: Great Preaudeaux Farm
Contact: John Sherril
Phone: 079 7342 7602

John started his beef box scheme 13 years ago during the BSE crisis. Although the public wasn't keen on beef from the supermarket, local people trusted the farm and asked John to set up a box scheme to sell his beef. Three-quarters of John's customers live in sight of the farm. 'We are open about how the farm is managed,' says John. This direct connection has built the trust of his customers and helped the business through the recession: 'Our customers are local and loyal so we haven't suffered. Selling locally makes you more resilient,' remarks John, 'people selling further afield have found demand has gone down - they've lost 40-50% of their customers.' This connection also enables John to charge a fair price for his meat and receive a higher proportion of the profit.

MLFW Report: Totnes page 15

Ladbury, Herefordshire

Business: Dragon Orchard
Contact: Anne Stanier
Phone: 01531 670071

Norman and Ann Stanier took over Dragon Orchard in 1993. A 22-acre traditional fruit farm tended by the same family for over 90 years. Supermarket chains were building their dominance in the retail market, independent fruit and veg shops started closing down and wholesalers began buying cheap fruit in bulk from Europe, leaving small local producers struggling. They were forced to pull out some of their traditional fruit trees for cooking and eating and replace them with cider trees that could easily be contracted out to large processors. 'Small fruit growers were becoming a dying breed,' says Ann. 'It was soul destroying.'

People loved visiting the orchards and enjoying the fruit. Inspired by this enthusiasm, Ann and Norman set up a 'Community Supported Agriculture' scheme. For an annual subscription, members or 'Cropsharers' can make four weekend visits during the year, taking part in seasonal celebrations, including wassails¹¹, winter walks, and blossom time. In the autumn members harvest and take home the fruit along with cider and juices. Dragon Orchard is also part of the Big Apple Weekend, a festival that brings together seven local parishes to celebrate the area's apple and cider heritage.

MLFW Report: Ledbury page 09

Birstall, Leicestershire

Business: Picks Farm Shop
Contact: Nicki Chambers
Phone: 0116 269 3548

Picks Farm Shop, in Barkby Thorpe, delivers a variety of fresh local produce to Birstall customers who are unable to visit them on site and there is a River Nene organic box delivery supplying produce from a farm in the 30 mile supply area.

MLFW Report: Birstall page 06

Sheffield, South Yorkshire

Business: Heely City Farm
Contact: Sarah hardy
Phone: 0114 258 0482

The farm and its café, set in a deprived area, reach out to the community in numerous ways: 'We work with Sure Start to help children learn about eating well...we also work with children with learning difficulties. They particularly like to work with animals. We provide a community atmosphere and meeting place...[including] for schools and health services,' says Jill Brooks, Heeley City Farm. The farm has three growing sites including Wortley Hall Walled Garden just outside Sheffield. Set up as a social enterprise in 2004, the garden supplies organic food to local shops, restaurants and farmers' markets. The garden also provides learning opportunities through local food courses, workshops and volunteering, educational visits for schools and public events.

MLFW Report: Sheffield page 07

Haslemere, Surrey

Business: Lower Roundhurst Farm
Contact: Moya Connell
Phone: 01428 656455

Lower Roundhurst Farm is an organic farm in the Surrey Hills, just outside Haslemere. Rearing beef, lamb and pork, Moya and Richard Connell arrived in 2004 as newcomers to farming. Their aim was to have an old-fashioned mixed farm where you can buy a whole meal - like Sunday lunch.

Moya and Richard take their responsibility as stewards of the countryside seriously, and seek to make the best use of the land. This led them to offer one acre to the local community to grow vegetables. The farm provides the Transition Haslemere Veg Growers with seeds, a greenhouse and a polytunnel,

MLFW Report: Haslemere page 12

Kenilworth, Warwickshire

Business: Canalside CSA at Leasow Farm
Contact: Ally Jeffrey
Phone: 07912883422

Community supported agriculture (CSA) is a form of social enterprise where a food producer spreads their risk by offering shares in the harvest to 'members' from the community. By joining, people have the chance to learn about food production, to connect with the land and eat fresh local food.

The farm's aim is to provide local organic, seasonal vegetables and fruit to local people and reconnect them with their farm land, by getting them as involved in production as possible. Professional growers manage the site but the CSA runs volunteer open mornings so people can muck in. Members can also sit on the steering committee or subgroups that run alongside.

MLFW Report: Kenilworth page 07

Otley, West Yorkshire

Business: Bondgate Bakery
Contact: Sally Hinchcliffe.
Phone: 075 1569 6227

Bondgate Bakery, established in 1984, is the sort of artisanal bakery you dream of. It produces over 30 varieties of characterful, flavoursome loaves - sour dough, rye bread, French sticks, with seeds, fruit and herbs - baked fresh every day, often from locally milled and organic flours. The bread is given time and care and is free from additives and flour improvers. There are local specialities like Yorkshire curd tart and parkin on offer too.

The bakery, which won the BBC Radio 4 Food and Farming Award for best small retailer in Britain in 2004, employs eight full-time and eight part-time and seasonal staff, over three-quarters of whom live within five miles. It has a fantastic reputation all over the local area, supplying many top bars, cafés and restaurants in nearby Leeds and Harrogate - Harvey Nichols to name but one.

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Otley, West Yorkshire

Business: Middlemiss Butchers
Contact: Anthony Middlemiss
Phone: 0194 346 2611

Middlemiss Butchers is an Otley institution. Established over 130 years ago, the business has successfully passed through five generations of the Middlemiss family. The family are traditional farmers, raising poultry, beef and lamb for the shop. They are also supplied directly by four local farms with which they have traded for

over three generations. Today the farm and butcher's shop are run by Anthony Middlemiss, his wife, two sons and three long-standing local employees.

MLFW Report: Otley page 08

Otley, West Yorkshire

Business: Otley Farmers Market

Contact: Alan Robinson

Phone: 077 7541 5499

'Farmers' markets have been shown to preserve the life of towns' by benefiting the immediate local economy and the wider rural economy and community, according to one trader at Otley's monthly farmers' market. This seems to hold true in Otley.

The farmers' market sells fresh and organic produce, direct from the producer and sourced as locally as possible. From just 12 stalls when it opened in 2002, the market now has nearly 50 during peak times - many more than at other markets in the area. Its reputation attracts visitors in droves - footfall is double the national average, according to a 2011 market health check supported by the Farmers' Retail and Markets Association (FARMA).

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