



Campaign to Protect
Rural England
CHESHIRE

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PRESS RELEASE

Cheshire Businesses receive CPRE 'Buy Local' Awards

Two Cheshire businesses received the first of the Campaign to Protect Rural England's[1] new 'Buy Local' awards at the Nantwich Show[2] from Stephen O'Brien, MP for Eddisbury, who has a keen interest in food quality and rural issues[3].

Eddisbury Fruit Farm, of Kelsall, near Tarporley and Cheerbrook Quality Farm Foods of Willaston, Nantwich were among the three businesses rewarded by the countryside campaigners for their commitment to making top quality local foods available to shoppers.

The award scheme, launched by Cheshire CPRE last year, asked members of the public all over Cheshire to nominate businesses they believed were the best providers of good local foods, and three winners were selected to receive an engraved brass 'CPRE Mark' plaque. The third winner is Phil Davies, a high street butcher in Holmes Chapel. Another three nominees will shortly receive certificates of commendation.[4]

Cheshire CPRE Chairman, John Turnbull, said, 'It was heartening to see that so many people are as concerned as we are about cutting down on the unnecessary 'food miles' travelled by the average supermarket shop, and about supporting the efforts of British farmers and shopkeepers to provide us with superb, safe and healthy local food. On the other hand, the interest the scheme created made the task of choosing winners a tough one.'

While you could be hard pressed to find many English apples on supermarket shelves, Monica Haworth of Eddisbury Fruit Farm is rightly proud of the 26 varieties she can offer, many of which are also available as bottled juices, and even Cheshire cider. In addition to the farm shop and 'pick your own' aspects of the business, Monica visits country shows and markets and hosts a FARMA approved farmers' market at her own farm.

Monica said, 'I am delighted to receive this award, not only for myself but also on behalf of my husband Colin, my son Mike, and all the producers who maintain the high standard and excellent quality of fresh local produce that our customers have come to expect. Our success also depends on the customers, who continue to support farmers and small producers in all our endeavours.' [5]

When Sarah and Andrew Shufflebottom of Cheerbrook farm heard the good news about their award, the family business was celebrating a recent expansion - new baby Molly, a sister for 21-month-old Jake, arrived just two weeks ago.

Sarah and Andrew were thrilled to find that their efforts in providing their own excellent home-reared beef and local meat from other producers, along with a range of wholesome local produce at their farm shop had been rewarded. Cheerbrook even have their own highly skilled chef who makes local food truly convenient by turning it into delicious ready-meals, and like Monica, Sarah and Andrew also take their products out to shows and markets.

Cheshire CPRE are now taking nominations for the 2007 'Buy Local' Awards. For a nomination for, or more information about the charity's work, ring their Branch Office on 01606 835046 or visit their website at www.cprecheshire.org.uk.

FURTHER INFORMATION:

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Monica Haworth, Eddisbury Fruit Farm, 01829 759157

Sarah and Andrew Shufflebotham, Cheerbrook Farm, 01270 666431

Notes for editors:

[1] The Campaign to Protect Rural England (CPRE) was founded 80 years ago this year, and exists to promote the beauty, tranquillity and diversity of rural England by encouraging the sustainable use of land and other natural resources in town and country. For more information and archive of press releases see the CPRE Cheshire website at www.cprecheshire.org.uk and the national CPRE website at www.cpre.org.uk.

[2] Awards are being presented at 11 am on Wednesday 26th July at the Nantwich Show, CPRE stand, Town and Country Pavilion.

[3] Please contact Mr O'Brien's Press Officer, (Craig Jackson, details above), for a comment.

[4] Mr Davies was unable to attend the Nantwich Show. The remaining awards will be presented at a later date.

[5] Statement from Monica Haworth of Eddisbury Fruit Farm:

I was very surprised to learn from the CPRE (Campaign to Protect Rural England) that I was to receive the prestigious "Buy Local" award for the outstanding work that I have done and still do in the promotion of local food not only through the farm shop, pick your own and the trading at local farmers markets but also the hosting of the monthly Vale Royal Farmers Market at Eddisbury Fruit Farm, thereby giving support to 24 local farmers and small producers.

The maintaining of the high standard and quality of the products has been achieved through the

FARMA (National Farmers' Retail & Markets Association) Certification scheme and the implementation of the farmers' market criteria set by FARMA has been paramount in making Vale Royal Farmers' Market a success.

I should like to thank the CPRE for giving me this prestigious award and I am delighted to receive it not only for myself but also on behalf of my husband Colin, my son Mike and all the producers, in recognition for maintaining the high standard, excellent quality of fresh local produce that our customers have come to expect and who continue to support farmers and small producers in all our endeavours.

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