



Campaign to Protect
Rural England
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PRESS RELEASE

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Crewe & Nantwich businesses help CPRE promote Local Food

Visitors to the Reaseheath College Open Day last weekend[1] proved they had a head for figures, and a taste for good quality local food when 150 of them took part in the Campaign to Protect Rural England's[2] 'Guess the Food Miles' competition.

The countryside campaigners were out in force to promote the value of buying local foods for good health, to strengthen local economies and to cut down on pollution and congestion caused by transporting food over long distances.

CPRE's volunteers in Crewe and Nantwich were overwhelmed at the generosity of businesses in the area who donated delicious local food items to make up two attractive hampers as prizes for their competition. Fresh and wholesome meat, bread and pastries, bottled beer, preserves, veg and ice cream were generously provided by the Great Tasting Meat Company at Poole, PH Stokes in Nantwich's Market Hall, Barleycorn's of Welsh Row, Nantwich, Cheerbrook Farm, Willaston, the Harvest Store, Wimboldestley, J Hulse of Worleston, Cholmondeley Castle and Snugburys Ice Cream at Hurleston.

Two of these businesses, Cheerbrook Farm and The Great Tasting Meat Company, have reached the final round of judging for Cheshire CPRE's 2005 'Buy Local Awards',[3] a scheme launched by the charity last summer, asking members of the public to nominate their favourite local foods supplier for an award.

Visitors to CPRE's stand were told where the hamper items originated from, and asked to guess the total 'food miles' they had travelled to get to Reaseheath. Some items were produced within a couple of miles, while others came from as far away as Ormskirk in Lancashire.

The lucky winners of the two bumper hampers were Ms. L Davies from Stapeley, Nantwich and Mr Andy Birchall from Hoole, Chester, whose guesses were closest to the 228 mile total.

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Gill Jeffries, who organized the competition, was delighted with the response: 'It was really good to find that so many people share CPRE's values as far as local food is concerned. The donors of the items in our food hampers are really doing their bit to make sure top quality local food is available to us, and we are very grateful to them for their support' she said.

'These items of food produced in our own region had travelled over 200 miles, so just stop and think how many miles are clocked up by the items in your weekly shopping trolley at one of the big supermarkets. One single item in that trolley could easily have travelled that distance.

'We are asking shoppers to support producers of local foods, and to help us get the message across to the big food chains that we all want high quality food that hasn't been driven all over the country, adding to pollution and losing a lot of its nutritional value, before it gets onto our plates.

'We are now taking nominations for the 2006 "Buy Local" Awards, so people can support our campaign by nominating a local business, which could be a farm shop, a vegetable box scheme or a high street shop or restaurant for one of our awards. Or better still, by becoming members of CPRE, to support all of our work and add the weight of numbers to our efforts[4]' Mrs Jeffries concluded.

To find out how to nominate a business for Cheshire CPRE's 2006 'Buy Local' Awards, or for more information about the charity and its campaigns, contact CPRE's Cheshire Branch Office on 01606 835046, or see their website at www.cprecheshire.org.uk.

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Cheshire CPRE Chairman-Elect John Turnbull presenting hampers to winners Andy Birchall and his family, and a friend of Ms Davies, who accepted the prize on her behalf.

Notes for editors:

[1] The Reaseheath College Open Day took place on Sunday 14th May

[2] The Campaign to Protect Rural England (CPRE) 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.

[3] The 'Buy Local' Award scheme accepts nominations for businesses which supply quality items produced / manufactured and packaged within 30 miles of the point of sale.

[4] Cheshire CPRE is a membership-based registered charity, whose funding comes from membership subscriptions and donations.

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