



Campaign to Protect
Rural England
CHESHIRE

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Registered Charity no. 248304

Cheshire CPRE seeks young artists to promote local foods campaign

Are your youngsters hungry for something to fill that final bit of the summer holiday? Cheshire's Campaign to Protect Rural England (CPRE) [1] has the ideal activity – get them to paint a colourful picture showing tasty local foods or a bright farming scene, and they could have their artwork transformed into one of a series of large professional posters for the charity to use in its local foods campaign throughout the Cheshire area [2]

The competition was launched early this summer as children visiting CPRE's stands at summer shows and country events were given paints and paper and asked to get creative. The competition runs until the end of next month, giving time for more kids and school groups to enter.

As part of its local foods campaign, Cheshire CPRE recently made the first presentations of its new "Buy Local" Awards to three businesses [3] nominated by members of the public for providing excellent opportunities to buy high quality local foods, and is now taking nominations for awards to be made in 2007. The winning pictures will be used to promote the scheme in the future.

John Turnbull, Chairman of CPRE Cheshire, said: 'More and more people are concerned about the quality of the food they give their children, and our farmers are producing some of the safest and healthiest food in the world. Buying local food supports farmers and rural communities, and really helps the local economy, keeping many small independent businesses going. It also cuts down on the 'food miles' clocked up by driving food around the country before it reaches our plates, creating pollution and reducing the nutritional value of fresh foods. [4]

'Our local foods campaign has been very popular, and we now need a new set of six posters for the display we take out events and shows in the area. Everyone knows kids paint the best pictures, so we're asking them to design a poster that shows how good local food is.

‘Their work could be a painting of locally grown food, or of one of the places where local food can be bought – perhaps a farm shop or market stall, or they could paint a farm scene showing animals grazing or crops growing. They could add a slogan to get the local foods message across if they want,’ he added.

The countryside charity hopes the competition will help children make the connection between healthy foods and their local landscape, and make them more aware of the benefits of buying food produced close to their homes.

The competition is open to children under 12. Pictures on plain A4 paper with the child’s name, address, phone number and date of birth on the back should be sent to Cheshire CPRE at Victoria Buildings, Lewin Street, Middlewich CW10 9AT, by 30th September 2006.

For more information on the painting competition, or the local foods campaign, call the Cheshire CPRE Branch Office on 01606 835046 or see their website at www.cprecheshire.org.uk.

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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] Cheshire CPRE works throughout: Chester, Congleton, Crewe and Nantwich, Halton, Macclesfield, Stockport, Trafford, Vale Royal, Warrington and the Wirral.

[3] The 'Buy Local Awards, launched at the RHS Show Tatton last summer, asked members of the public to nominate business they felt provided excellent opportunities to buy high quality local foods. The three winners selected from these were: Eddisbury Fruit Farm, Kelsall near Tarporley; Cheerbrook Quality Farm Foods, Willaston, Nantwich; and Phil Davies Butchers, ... Holmes Chapel, each of whom received an engraved brass 'CPRE Mark' and a certificate. Presentations were made at the Nantwich Show in July by Stephen O'Brien MP.

[4]According to Government estimates, food miles generate economic, social and environmental costs to the UK of £9 billion a year.(Defra report *The Validity of Food Miles as an Indicator of Sustainable Development*, 2005). Factors contributing to this include increases in trade globalization, centralized distribution, the concentration of supermarket power, car-reliant shopping trips and packaging and processing.

Further Information:

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