



Campaign to Protect
Rural England
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Nominate a business for a CPRE Local Food Award

Cheshire CPRE[1] wants to know all about your favourite supplier of quality local food.

The countryside campaigners are calling for nominations for this year's round of 'Buy Local' Awards[2], rewarding businesses that provide good opportunities to buy tasty, fresh local produce.

'Buying local food has many benefits,' said Cheshire CPRE's Jean Stainthorpe, 'It tastes better, we can trace where it came from[3], it supports our farmers and contributes to the local economy, and it hasn't added to traffic congestion and climate change by being transported all over the place before it gets to our kitchens.'

The first awards for this new scheme were made last year, and recognised businesses offering top quality produce, great local service, and benefiting the community and the environment. Eligible businesses include farm shops, market traders, high street shops, large supermarkets, cafes and restaurants making significant efforts to provide genuinely local food.[4]

'We'd like people to contact us to nominate good suppliers of food that's produced - and that includes any packaging - within 30 miles of where it's sold[4],' continued Ms Stainthorpe. 'We had a very good response last year which showed how many people support our campaigning on local foods, and that there are a lot of great suppliers in Cheshire whose customers really value their efforts.'

To nominate a business for a Buy Local Award, download a form from www.cprecheshire.org.uk, or phone Clare Lewis on 07731 659 786.

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Notes for editors:

[1] 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

[2] The scheme, which runs annually and is beginning its second year, asks customers to nominate businesses for 3 awards a year. The award is a specially-engraved brass "CPRE Mark" plaque (valued at c£50) to be mounted on a door or wall, and an accompanying framed certificate. CPRE is strongly

committed to supporting local produce, which we see as better for the environment, the consumer, and for rural and urban economies.

[3] While farming in general has been in a period of crisis, the organic sector is growing, as consumers become more concerned about the safety and traceability of the food on their plates. The local foods sector in general is becoming increasingly important. Nominations are not restricted to organic suppliers.

[4] CPRE's definition of local foods is that grown or produced and processed within 30 miles of the point of sale. Some food described as local is actually transported great distances for processing and distribution back into the local area, thereby deteriorating the nutritional value of the product, and contributing to food miles.

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