



Campaign to Protect
Rural England
CHESHIRE

27 July 2006

PRESS RELEASE

Holmes Chapel butcher receives CPRE 'Buy Local' Award

The efforts of Holmes Chapel butcher, Phil Davies[1] to provide top-quality local produce for his high street customers were recognized this week, when he received one of the Campaign to Protect Rural England's[2] brand new 'Buy Local' Awards.

Mr Davies's shop is one of three Cheshire businesses rewarded by the countryside campaigners for their commitment to making top quality local foods available to shoppers.[3]

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 and a winner's certificate.

'At Phil Davies Butchers we pride ourselves on purchasing local produce from trusted suppliers and are therefore delighted to have won this Buy Local Award. We are keen to encourage people to eat Cheshire meat and poultry, and offer personnal, friendly service using traditional butchery methods to allow our customers greater choice and flexibility than the larger supermarkets.' said Mr Davies.

The shop was nominated by one of its very satisfied customers, Hilary Blumer of Holmes Chapel, who read about the new award scheme in the Sandbach Chronicle last year. "Not only is the meat sourced 100% in Cheshire, but the service is friendly, with recipe ideas and cooking advice thrown in,' she said.

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.'

'It would be much easier for a high street butcher to simply find the best quality meat at the best price, but Phil has shown a real commitment to bringing locally produced food to the high street, making it easier for busy people to 'buy local' added Mr Turnbull. [5]

Cheshire CPRE is 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.

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[1] Phil Davies Butcher's, 12 The Square, Holmes Chapel CW4 7AB

[2] 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.

[3] The two other winners were Eddisbury Fruit Farm, of Kelsall, near Tarporley and Cheerbrook Quality Farm Foods of Willaston, Nantwich, who received their awards at the Nantwich Show. A further three nominees will shortly receive certificates of commendation

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