



Victoria Buildings
Lewin Street
Middlewich
Cheshire CW10 9AT

Tel/fax: 01606 835046
Email: info@cprecheshire.org.uk
Website: www.cprecheshire.org.uk

Chairman Peter Raynes
President Lord Grey of Codnor
Patron H.M. The Queen

Registered Charity no. 248304

CH/01/08

25th February 2008

PRESS RELEASE

[Embargo: For immediate publication](#)

Does a business near you deserve a CPRE ‘Buy Local’ Award?

Cheshire’s Campaign to Protect Rural England (CPRE)[1] wants to give a pat on the back to businesses providing great opportunities to buy local foods, and they need you to nominate your favourites for a CPRE ‘Buy Local’ Award[2] in 2008.

Cheshire CPRE Chairman, Peter Raynes, said ‘ We have been campaigning successfully for many years to encourage more people to buy local, seasonal foods. Apart from the obvious advantages of freshness and superb taste, buying local foods from suppliers close to our homes means we can be more confident about the source and quality[3], and we are helping to halt climate change by cutting down on traffic congestion and ‘food miles’.

The countryside campaigners point out that buying local foods not only supports farmers – and safeguards the landscapes they care for, but also strengthens local economies and protects jobs.

‘Buying seasonal local foods from independent high street shops helps maintain the distinctive character of high streets in our towns and villages, and the food networks that operate locally are very important in the local economy.[4]’ Mr Raynes continued.

‘Although the big supermarket chains are slowly responding to pressure from campaigners including CPRE, they still fail to offer enough local produce to give us a real choice[5], and meanwhile, the small businesses that do are going under in the face of competition[6]. We all need to make the extra effort to support them.’

Cheshire CPRE’s ‘Buy Local’ Awards are now in their third year. Eligible businesses include farm shops, market traders, high street shops, vegetable box schemes, supermarkets, cafes and restaurants making significant efforts to provide genuinely local food, offering top quality produce, great local service, and benefiting the community and the environment.

‘We’re asking people to nominate good suppliers of food that’s produced and packaged within 30 miles of where it’s sold[7],’ continued Mr Raynes. “We would also like to hear from anyone who is as passionate as we are about this issue, and would like to help with Cheshire CPRE’s local foods campaign.

For more information, phone Debbie Janney on 01606 835046 (9-12 Mon-Fri).

-
-

- ENDS -

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, asks customers to nominate businesses for 3 awards a year. The award is a specially-engraved brass “CPRE Mark” plaque (valued at c£70) 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] Supermarket domination of the retail trade puts the local food infrastructure at risk threatening the viability of local abattoirs, wholesalers and small farms and the associated jobs. A study by the National Retail Planning Forum in 1998 of 93 new superstores found that each one resulted in a net loss of 270 jobs

[5] Most supermarkets sell very little locally sourced produce, with only 1-2% of their turnover coming from local foods, so, when local shops close, the outlet for local produce disappears with them

[6] CPRE’s research showed that 64% of the local shops in Fakenham, Norfolk, and 75% of those in Warminster, Wiltshire, closed when new superstores were built in those towns.

[7] 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.

Further Information:

Clare Lewis
CPRE Cheshire Press & Membership Officer
Mobile: 07731 659 786
Office / Home: 01625 537673

Debbie Janney
Cheshire Branch Secretary
01606 835046 (9 - 12 only)