



Campaign to Protect
Rural England
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Countryside Campaigners bring local foods campaign to City

The Campaign to Protect Rural England[1] brought its Local Foods campaign to the city this week, when the environmental charity took a stall at the Manchester Harvest event in St Anne's Square[2].

The event, celebrating National Allotments Week, provided CPRE with the ideal opportunity to let the city know about its new "Buy Local" Awards[3]. The scheme, launched at the RHS Show at Tatton a fortnight ago, has already become a huge hit with the public, who have been contacting CPRE to nominate their favourite suppliers of local produce. Originally planned as a scheme for the Cheshire area, it's already been extended to make businesses in Manchester and throughout Lancashire eligible too[4].

"We've been overwhelmed this week at how much support there is for the "Buy Local" awards, and at the level of demand for local foods," said CPRE's Jean Stainthorpe, "It seems as if the honeymoon period for the big supermarkets is coming to an end, as people demand tasty, nutritious foods that haven't travelled miles round the country to get to their plates," she added.

"We'd like people to contact us to nominate good suppliers of food that's produced - and packed - within 30 miles of where it's sold. These could be high street shops, farm shops, market stalls, or cafes and restaurants using a high proportion of locally-produced ingredients," continued Ms Stainthorpe.

CPRE, mostly known for its work in rural areas, also works to encourage urban regeneration, with District Groups in Stockport and Trafford, for example, devoting a lot of their time to urban issues. CPRE's Manchester District Group, led by Steven Jones, is active in seeking better transport solutions, and in protecting the city's parks and open spaces.

For more information about Manchester CPRE contact the Lancashire Branch on 01772 627510 or email man_cpre@hotmail.com.

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, or Debbie Janney on 01606 835046.

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CPRE's Jean Stainthorpe chats about local foods at the Manchester Harvest event.

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 CPRE Lancashire at www.lancashirecpre.freeserve.co.uk, and the national CPRE website at www.cpre.org.uk.

[2] Manchester Harvest was organised to mark National Allotments Week, 8 – 13 August 2005.

[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. There is nothing to rule out businesses selling locally made craft goods, though it appears food businesses are capturing the public's imagination more at the moment.

The scheme asks customers to nominate businesses for 3 awards a year, for best small provider, large provider and newcomer to local foods provision. This will enable us to recognise the efforts, for example, of a major supermarket as well as a local farm shop, or to reward a restaurant which has just begun to offer some local foods on its menu. The award will take the form of a 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.

[4] 3 awards are to be offered each year in the Cheshire area and 3 in Lancashire (including the cities of Manchester and Liverpool).

Further Information:

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