



Campaign to Protect  
Rural England  
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## PRESS RELEASE

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**Photo can be arranged**

### **Willaston Business Nominated for Food Award**

In the week when Nantwich celebrates good food at its Food & Drink Festival, a Willaston farm shop has been nominated for a new award, for its efforts in offering a wide range of delicious local foods for sale. Cheerbrook Quality Farm Food on Newcastle Road has been nominated for one of the Campaign to Protect Rural England's [1] brand new "Buy Local" awards by customer, Gill Jeffries.

Gill made the nomination after hearing of the award scheme through her membership of CPRE. "Cheerbrook have their own herd of beef cattle which grazes on the field in front of the shop, so you can't get much more local than that. When I heard of CPRE's Buy Local awards, I felt they really deserved to be nominated," she said. "We're all becoming more concerned about the food we eat, and shops like this one deserve a pat on the back for providing top quality local foods."

CPRE will be promoting the Buy Local Awards in Nantwich's town square on Sunday as part of this weekend's Food & Drink Festival. The awards, launched in July [2] by the Cheshire Branch of CPRE, are designed to reward businesses that provide their customers with the opportunity to buy goods produced and packaged locally. "Buying local produce strengthens rural economies and cuts down on the huge number of "food miles" clocked up as food grown on our doorstep is driven around the country to be sold. CPRE believes providers of locally-produced goods deserve recognition and support, and that we should encourage more outlets to provide local produce to meet growing demand [4]," said Clare Lewis, CPRE's Press and Membership Officer, who is coordinating the Buy Local awards.

Cheerbrook's Production Manager, Simon Roberts, was "delighted" with the nomination, "Something like this makes all the hard work worthwhile; it's nice to know customers think enough of us to nominate us for an award," he said. The farm shop sells its own home-reared beef, and sources other meat from farms within a few miles of the shop. Their resident chef prepares traditional and continental ready meals using local ingredients stocked at the shop, and local bread, eggs and cheeses are also included in Cheerbrook's fresh food range. Their delicatessen offers cooked meats and pastries, all using local ingredients and cooked by their own chef.

In the months since it was launched, the Buy Local scheme has become so popular that it has been extended beyond Cheshire to cover Manchester, Lancashire and Liverpool. If you'd like to nominate a business, whether it's a shop, a delivery scheme or a restaurant using local ingredients, ring CPRE's Branch Office on 01606 835046 for a nomination form, download one from their website at [www.cprecheshire.org.uk](http://www.cprecheshire.org.uk), or phone Clare Lewis on 07731 659 786, or visit CPRE's stand in Nantwich on Sunday.

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**Notes for editors:**

[1 ] The Campaign to Protect Rural England is a registered charity that 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.

[2] CPRE's Buy Local Awards were launched at the RHS Show, Tatton Park, 20th July 2005.

[3] During the farming crises of recent years, the local and organic food sectors have experienced marked growth, demonstrating demand for foods whose origins are easily traceable.

If editors can provide a photographer, photo call can be arranged.

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