



Campaign to Protect
Rural England
CHESHIRE

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PRESS RELEASE

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Local Food successes in Chester and Frodsham

Two local businesses have been chosen from over 50 businesses nominated to receive a 'Buy Local' award from The Campaign to Protect Rural England's Cheshire Branch [1]. Hoole-based Deli Vert [3], who have a policy of sourcing 50% of their products within 50 miles, and Tasty Chips from Frodsham (AKA Paul and Wendy Jackson of Teuthill Farm, Frodsham, who supply their home-grown potatoes ready chipped to the catering trade) [4] received their awards from CPRE's North-West regional chairman, Nick Thompson, at a local food celebration event in Knutsford last week.

Cheshire CPRE's Buy Local Awards are designed to reward businesses that provide their customers with the opportunity to buy good quality, locally-produced goods. The charity's Press and Membership Officer, Becca Nelson, commented "Supporting local producers and retailers is a real priority for us at CPRE Cheshire. I visited Deli Vert a couple of weeks ago and was very impressed both with the range of goods and the labelling, giving the customer plenty of information about the origins of the products on the shelves. It's fantastic to see so many products from small local producers available in a town centre location. Tasty Chips is a very different kind of business – potato growers who have diversified into preparing high quality chips which they supply to local pubs and restaurants, using innovative techniques to minimise their environmental impact, even to the extent of using washable packaging which they collect and reuse, and running their delivery van on used cooking oil!"

CPRE Volunteer Charlotte Burton, who organised the awards, said "We were delighted with the response to the 'Buy Local' Food Awards - we received nominations for over 50 Cheshire businesses and producers who were clearly passionate about providing the people of Cheshire with locally grown produce and products. It is really nice that the award winners cover a range of local food businesses: as well as the two from the Chester area, we had a butcher who's sourced locally for the last 80, an organic farm shop active in educating children on links between farming and food and a charity that supports adults with learning disabilities and grows fruit and vegetables for distribution via a mobile shop."

In addition to the Buy Local awards, CPRE Cheshire also maintains a database of local food suppliers on our website to help people who would like to cut down their food miles – www.cprecheshire.org.uk/farmshops - and are planning to put together some micro-scale local food maps in Cheshire towns. If you care about local foods and would like to get involved, they would love to hear from you – either by phone (01606 835046) or email (press.membership@cprecheshire.org.uk).

-ENDS-

Notes for editors:

[1] The Cheshire Branch of the Campaign to Protect Rural England is a membership-based registered charity which 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. The scheme has been run annually since this date.

[3] Contact details for Deli Vert:

Chris Mayer, Deli Vert, 10A Faulkner Street, Hoole, Chester, CH2 3BD

Tel. 01244 340505

[4] Contact details for Tasty Chips:

Paul & Wendy Jackson, Tasty Chips, Teuthill Farm, Tarvin Road, Frodsham, Cheshire WA6 6XH

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