

# June 2009 Gloucestershire Food Vision

## Food & Drink Industry News



**Don't Let Gloucestershire's Food Heritage Die Out..** From Double Gloucester Cheese to Traditional Apple Juice and Squab Pie, Gloucestershire has a fantastic food heritage that goes back centuries. The EU Protected Food Names Scheme (EUPNS) could help protect the name and identity of these unique and iconic products. So attention to all Gloucestershire food producers, now is the time to look at protecting your products against imitation and raising your profile in wider markets. Everyone has heard of *appellation controlee* for wines - this is the equivalent for a whole range of foods including meat, cheese and beverages

The *EU Protected Food Names Schemes* was introduced in 1993. The scheme protects food names on a geographical or traditional recipe basis and highlights regional and traditional food products whose origin, quality and production methods are independently inspected and guaranteed.

Producers participating in the scheme and registering their products are protected against imitations and also benefit from their products having a higher profile with consumers, not only in the UK but also in Europe. Highlighting the regional or traditional nature of a food product can be a valuable marketing tool. That gives the product a commercial boost, here and abroad.

The scheme enables food and drink producers to further support their local and rural economy, connecting the production method, to the land, tradition and custom to the modern skill base. EU protection safeguards the continued making of the food as well as safeguarding its future and those who make it, the French and Italians defend their products to the hilt - and benefit from the recognition (for example Parma Ham). We are much more reticent about our fantastic British food heritage - and we should be more active, not only to keep imitation at bay, but to also identify the food heritage that we have in the UK and to celebrate it. In the UK currently we have 37 products with protected status. In the South West we have West Country Farmhouse cheddar cheese and Cornish Clotted Cream; two products that fly the PDO flag very high! However Fal Oyster plus South West Beef and Lamb are currently in the pipeline - so do look out for these products winning the status to protect the future of their production and their name.

ADAS has recently taken over the running of the EU Protected Food Names Scheme from Food From Britain (which was wound up at the end of March). Irene Bocchetta who had managed the scheme since 2006 is now with ADAS and is available to assist all food & drink producers with eligible products in applying for protection. She is able to provide advice at the initial consideration stage through to steering an application through the consultation and approval process. Irene can be contacted on 01902 764190 and [eupfn@adas.co.uk](mailto:eupfn@adas.co.uk). More information can also be found on [www.euprotectedfoodnames.org.uk](http://www.euprotectedfoodnames.org.uk)

There are a number of applications in progress from the South West and West Midlands regions. Single Gloucester Cheese, Gloucester Perry and Cider are already protected, so we are looking forward to working with more Gloucester producers!



**Hartpury's School Programme..** Hartpury College is one of the first colleges to be awarded the LOTC Quality Badge. This recognises their commitment to helping young people learn more about food and farming by providing them with high quality learning outside the classroom experience.

The College is now aiming high with the sustainability agenda, and recent developments by Rob Warren, Head of Schools Operations, have enabled the College to be awarded The Learning Outside the Classroom (LOtC) Quality Badge.

Launched by the Department for Schools, Children and families, the accreditation badge recognises the high quality teaching and learning experiences Hartpury consistently provides young people (14-19 year olds); special attention being given to the individual needs of each learner to ensure they achieve their full potential whilst studying for their



**Local Action on Food..** is a new network that is coordinated by Sustain: the alliance for better food and farming. The aim of the network is to link together those that are passionate about and committed to a more local and sustainable food system here in the UK.

Membership of the network means contact and support for your project from other members and Local Action on Food staff on a range of local food issues.

Other benefits include:- A regular copy of "Rhubarb" a local food magazine. An invitation to attend their quarterly seminars which will look in depth at a local food issues. A monthly email round-up of Local Action on Food news including details of events and funding information! Membership of various e-mail networks, topics including urban agriculture, ethical catering and food co-ops. A discounted rate on forthcoming Networking events.

Local Action of Food would like to offer a special 3 month free membership trial to members of Making Local Food Work. To take advantage of this offer then please email quoting MLFW. If you have any queries about the network then please do not hesitate to get in touch. If you would like a free copy of "Rhubarb" then please visit [www.localactiononfood.org](http://www.localactiononfood.org)



### Up and Coming Events for 2009!

**10th-14th June**  
BBC Good Food Show  
Summer, Birmingham

**8th July**  
Westminster Food & Nutrition Forum, Food Security

**6th-8th September**  
Speciality & Fine Food Fair,  
London

### Fruit & Veg GHG emissions..

The fresh produce industry has a new tool to measure and help reduce carbon emissions.

The GHG calculator has been jointly developed by the Fresh Produce Consortium and environmental consultants Brown & Co.

The Covent Garden Market Authority (CGMA) worked with Brown & Co to test the parameters needed and gather the data required to calculate the carbon footprint of its site and tenants.

To find out more and to use the tool go to: [www.brown-co.com/environment/carbon\\_footprint.php](http://www.brown-co.com/environment/carbon_footprint.php)

### Contact Us

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Or follow our movements on  
[twitter.com/foodvision](https://twitter.com/foodvision)

If you have a Food & Drink related story that you would like us to feature in the newsletter, please do not hesitate to email us on [info@gloucestershirefoodvision.com](mailto:info@gloucestershirefoodvision.com)

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**2009 Cheltenham Food & Drink Festival..** The Cheltenham Food & Drink Festival is coming to Gloucestershire 19th to 21st June 2009 with a line up of the most tantalising food and beverage producers in the county. Over 150 exhibitors display their wares.

MasterChef 2009 winner Mat Follas, the Kiwi chef, a self-avowed forager of food head-lines the Festival along with Martin Blunos, holder of two Michelin stars, join some of the counties leading local chefs showcasing local and regional produce in the Intoto Kitchen, Free Wine Theatre talks showcasing the finest wine from Chile, Australia, New Zealand, South Africa, Portugal and England with leading wine makers, share their knowledge to an enthusiastic crowd.

Real Ale is highlighted by a selection of the best brewers producing the finest ales and cider. Premier and Grand Cru champagnes can be enjoyed in the Champagne Garden Bar, enjoy the finest perfectly chilled glass of champagne or why not sample the full decadent experience and share a bottle of Champagne on ice, with friends relaxing and raising a flute to the sunny days of summer.

Over the three days of the Festival there will be a variety of entertainment from music to street theatre, join Professor Nohair & the Wiglifters sensational fast fingered, hot Boogie Woogie band; meet Britain's most rejected aristocrat, Lady Christobel bubbles her way from pillar to post, hobnobbing with her public. A derelict dowager, her appearance and joie de vivre create astonishment and mirth. Enduring these less-than royal walkabouts is her trusty butler, a dilapidated, lugubrious old retainer whose cutting asides undermine Lady Christobel's fond fancies.

**For additional media inquiries or photos: contact John Rhodes, [john@garden-events.com](mailto:john@garden-events.com) 01285 654566**



The Ale Trail goes on as a collaboration between the craft Brewers and Gloucestershire CAMRA. (Campaign for Real Ale) have a new initiative - LocAle, encouraging pubs to serve beer from within a 25 mile radius. The Ale Trail website will list these pubs, and suggest physical trails by foot, bike or public transport.

To find out more visit [www.glosaletrail.org.uk/](http://www.glosaletrail.org.uk/)



**The Stable Company Vegetable Box Scheme..** Is a non profit making, volunteer organisation based in Hesters Way, Cheltenham. They scheme provides work and training to individuals from the local community. Many of the volunteers have learning difficulties or disabilities or are just looking for friendship and social interaction. Anyone can join the band of volunteers. The Stable also provide a Garden Maintenance Service, for a charge of tea & biscuits or what ever you can afford.

The seasonal vegetable boxes can be pre ordered and can be collected on Fridays between 10am—12pm and 4pm—6pm from St Aidan & St Silas Church on Coronation Square. They cost £5 or a larger family box costs £7.50

For more information, please contact Mike Hopkins 01242 263205 or email [sonia.hopkins@virgin.net](mailto:sonia.hopkins@virgin.net)



**Open Farm Sunday 7th June 2009..**

If you want to improve sales, learn new marketing skills, build staff morale and sense of pride, gain new contacts, or simply just want to improve your neighbours and friends understanding of why farming matters, then get involved with Open Farm Sunday. Register your event today.

[www.farmsunday.org/ofs/myregister.eb](http://www.farmsunday.org/ofs/myregister.eb)

**Eat seasonably campaign..** Is an initiative to get first-time gardeners growing their own food and eating seasonably, it has been launched by the Federation of City Farms and Community Gardens (FCFCG). The website provides tips on growing fruit and vegetables, news and information about food growing events and a tool to help match people with land to grow on. Experienced gardeners can help beginners get started by signing up to be 'Veg Doctors' and extend advice to people in their local area. The campaign involves a number of diverse organisations. For more information visit the Eat Seasonably website [www.eatseasonably.co.uk](http://www.eatseasonably.co.uk) or for background information visit [www.farmgarden.org.uk/eat-seasonably-campaign](http://www.farmgarden.org.uk/eat-seasonably-campaign)

**Food Safety Week 2009**

**'Free Fridge Thermometers'**

[www.food.gov.uk/safereating/hyg/germwatch](http://www.food.gov.uk/safereating/hyg/germwatch)

The FSA have a large range of free resources to help promote Food Safety Week

Please help spread the word!

To order these resources call 0845 606 0667 or email [foodstandards@ecgroup.co.uk](mailto:foodstandards@ecgroup.co.uk)



**19th Food Industry Awards 2009..**Recognise and celebrate the most successful projects and best business practices within food and grocery. Winners gain industry-wide recognition and media coverage, and the evening provides the unique opportunity to network.

**Who is Eligible?** Any company, of any size, entrants range from specialist local producers, packaging companies and individual young managers to larger retailers and international suppliers. The judges will acknowledge the relative impact of the entries based on the companies size.

**How do I enter?** It's free to enter, download entry form on [www.igd.com/awards](http://www.igd.com/awards) and return to IGD by 30/06/09

The winner will be announced at the glittering IGD Food Industry Awards ceremony on 13th October 2009

If you require more information, please contact Sarah Turner, Events Manager on 01923 857141 or email [awards@igd.com](mailto:awards@igd.com)



*Gloucestershire Food Vision is the UK's first integrated county-wide food policy framework. It brings together food issues across health, education, industry, access and food safety. Approved by the Gloucestershire Strategic Partnership (GSP) as a key Task Project it will help deliver all the themes within its Community Strategy over the next 15-20 years. It is managed by Gloucestershire First, the County's Economic Partnership.*

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