



B-FIT for the Summer

Welcome to the summer issue of the B-FIT newsletter. As usual there are lots of exciting developments to report.

Working in partnership with Target Training of Skipton and Lantra (the national land-based training organisation) B-FIT organised events which brought farmers and supporting organisations together to share ideas about accessing local markets and developing ventures to add value. B-FIT wants to hear producers' ideas for topics to address at future events.

B-FIT is undertaking the First Steps programme, from London-based charity Community Links, and a lot of progress has been made in developing our objectives and forward programme. Our work will be presented to a panel including representatives of major funding bodies to get their feedback. Thank you to all B-FIT members who took the time to attend meetings and contribute ideas.

We are pleased to welcome two new producers. The Cellar Project, based in Shipley, has joined our established stallholders at Bingley, having sold their freshly grown fruit, vegetables and cut flowers in Keighley Local Produce Shop for some time. Danielle Slater brings a range of home-baked breads, savouries and quiches to Bingley Local Produce Market, and will be supplying preserves and chutneys to Keighley local Produce Shop.

Do send articles and photos for future issues of the B-FIT newsletter. We are also keen to collect recipes using local produce for cooking demonstrations.



Cooking demonstration at Bingley Local Produce Market

Traceability support

Traceability (EFSIS) accreditation is vital for producers wishing to supply commercial markets like public sector catering, pubs, hotels and restaurants. The Food Technopole is offering FREE places at events that will enable participants to:

- improve understanding of the issues contributing to the recent emphasis on food traceability;
- put improved producer to consumer food tracking systems into practice.

10th July 2002, Harrogate, 4 – 6.30pm

To reserve your FREE place contact:

Food Technopole: tel: 01472 500350
email: foodtechnopole@grimsby.ac.uk
www.foodsector.com

Bingley Local Produce Market

is usually held on the 4th Saturday of every month 9am – 1pm at Chapel Lane Market

Sat 27th July

Sat 31st August

Sat 28th Sept

Sat 26th Oct

For more information contact Carolyn Lowing, B-FIT Chair tel: 01535 670950

Local Produce Shop

43 – 49 Lawkholme Lane, Keighley
Opening hours: Friday 10.30am – 2.30pm

- Delicious local produce including: vegetables, mushrooms, home baked goods, preserves and honey
- Cooking demonstrations and tastings

New veg and baked goods

Two new producers have joined the Bingley Local Produce Market. The **Cellar Project** is a mental health charity, based in Shipley, which involves people with problems such as stress and depression with growing produce. Many people find being outside in the fresh air, planting and caring for crops, and socialising with others with a similar interest, very therapeutic.

There is a wide range of crops. The vegetables include spinach, tomatoes, broad beans, cucumbers, peas, onions and garlic, potatoes, peppers, aubergines and courgettes. Summer is the season for harvesting the soft fruit including strawberries, raspberries and blackcurrants. Beetroot is being planted at the moment, and apples, plums and pears are ripening in the orchard. Melons are also grown successfully,

which surprises many visitors who think this would not be possible in the Yorkshire climate. Fresh cut flowers are also available. Organic cultivation methods are used, and the growing is so successful that the project has won the award for the best allotment site in Keighley for the last two years.

The Cellar Project supplies Keighley Local Produce Shop and had its first stall at Bingley Local Produce Market in May, where it is hoped the project will be a regular fixture. The project also sells produce at its own shop, Bradford Wholefoods, where visitors can see how and where the produce is grown. Bradford Wholefoods is open Thursdays 9am – 6pm and Fridays 9am – 4pm.

*The Cellar Project, The Old School, Farfield Road Shipley BD18 4QP
Jack First tel: 01274 586474*

Danielle Slater has started attending the Bingley Local Produce Market with her range of home baked breads and savouries such as goats cheese, onion and potato bread a selection of quiches, and will also be supplying the shop with a range of preserves and chutneys.

Danielle was pleased with the response at the May market. The home-made bread, quiches and pasties proved really popular and sold out quickly. Danielle is also planning to extend the business by selling to other local outlets such as tea rooms. 'As people are becoming increasingly concerned about what they eat I am aiming to supply good wholesome produce with the emphasis on using the freshest ingredients from local suppliers' says Danielle, who is also willing to take orders for produce.

More mushrooms

Growell Mushrooms will soon be back on sale at Keighley Local Produce Shop. Tim Persson and his wife Diane had to move from their rented farm. They have now set up their mushrooms growing in new premises in Kelbrook, between Skipton and Colne. Setting up the mushroom growing again was complex as a lot of equipment such as fans, heaters and humidifiers are needed to establish the precise conditions required for good crops.



Their mushroom compost, wonderful for gardens, will also be available, and Tim is looking into selling mushroom starter kits. All buyers of the kits would need to do is water the mushrooms and they would be ready to eat in about 20 days. One box could yield 20 – 40 pounds of mushrooms.

Tim Persson, Growell Mushrooms tel: 07715 984271

New farmers' market

A new farmers' market at Walkley's Canalside Mill in Hebden Bridge on the 3rd June bank holiday attracted so many enthusiastic customers that stallholders had to go back to their farms to get more stock. The Market will now be held on the third Sunday each month. Walkley's Mill has craft shops, a café and children's activities. It has good public transport links, free parking, and you can even take a trip on the waterbus along the river. Produce available includes meat, fish, vegetables, bedding plants and herbs, cheese, ice-cream and fresh cut flowers.

Cheryl Greenwood tel: 01422 886617



Moat Hall Farm Shop's stall at the new farmers market at Walkley's

Farmers share ideas at events

Working in partnership with Target Training of Skipton, B-FIT has held successful seminars for farmers. The events, called 'Ideas into Action' and 'Talking Added Value' were for farmers at different stages of business development.

'Ideas into Action' was for farmers taking the first steps in ventures to access local markets and add value to their produce, and was 75% funded by DEFRA under the England Rural Development Programme, with The



Bob Kitchen demonstrates cheese-making

Craven Trust making a grant for the other 25%. Ideas into Action is part of the Gateway to Rural Training project co-ordinated by Target Training, which organises events for farmers that will lead into further training appropriate to their needs in developing their farm businesses. B-FIT's seminars brought together farmers to share their ideas for adding value to their produce and covered increasing quality, working with other farmers, selling direct and the benefits of Countryside Stewardship Schemes. These seminars were aimed at farmers looking at their options who are or thinking of direct selling or other

diversification options. The two seminars, held in Keighley and Hebden Bridge, included presentations from:

- Cheryl Greenwood, Moat Hall Farm Shop
- Robert Barraclough, farmer and director of Grassroots Food Network
- Liz Hird of Yockenthwaite Farm – Yorkshire Dales local branding initiative
- Andrew Mackintosh, Countryside Stewardship Scheme

'Talking Added Value' was aimed at farmers who are already accessing local markets such as through farmers' markets and farm shops. Funding for Talking Added Value was through Lantra, the national land based training organisation for rural businesses, from the Yorkshire Forward Rural Recovery Scheme. Talking Added Value was again organised in partnership with Target Training, whose contacts and mailing list were used to publicise the events. One seminar was held on 13th May at Painthorpe Country Club in Wakefield. The speakers were:

- Darren Todd of Todd's Butchers in Bingley
- Graham Hebblethwaite of West Yorkshire Trading Standards
- Bob Kitchen, direct sales of hand-made cheese
- Katherine Dobson, marketing consultant
- Rebecca Ingham, Bradford Council Environmental Health

An insufficient number of bookings for a Talking Added Value seminar scheduled for 25th April in Hebden Bridge led to this event being postponed. Feedback from farmers in the area showed that the event would address farmers' concerns and be very useful, but farmers told us they were too busy running their current operations to attend, and did not have anyone to cover for them on the farm. We hope to reschedule the event for later in the year.

All three events received a lot of publicity in the local and regional media, including local and regional newspapers and an interview with Pulse Radio. Feedback from farmers attending has been very positive, with almost all rating the events as good or excellent. B-FIT urges producers to tell us what issues future seminars should address. We would also like to hear from producers, and others involved in supporting local produce, about knowledge and experience you could share with others at future events.



A selection of ready-to-cook meat dishes from Darren Todd

Healthy trout recipes

Trout can be cooked in many ways and used in lots of simple or more complex recipes. Try baking it in the oven wrapped in foil, fried in a little butter or olive oil, grilled, poached or microwaved. Trout are usually sold cleaned and gutted, ready to cook, or as fillets with the skin also removed.

It is easy to tell when trout is cooked and ready to eat. Simply use the tip of a sharp knife to check that the thickest part of the trout is opaque all the way through.

Serve trout with steamed potatoes and green vegetables like broccoli. Trout also goes well with a garnish of herbs such as parsley, fennel or dill.

You can chop some of these herbs and mix them with butter to make a traditional 'herb butter' to go with the fish. A squeeze of fresh lemon juice also enhances the flavour



Try stuffing trout with finely chopped chop or grated ginger and garlic before baking, frying, grilling or poaching. Trout also goes well with lightly stir fried almonds or hazelnuts.

Trout is high in protein and a good source of omega 3 essential fatty

acids which are important for a healthy heart and immune system, and help keep skin and hair in good condition.

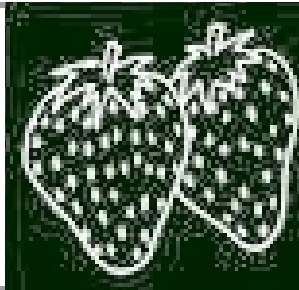
Trout in oatmeal and pepper

- 1 trout fillet per person
- Oatmeal
- Black pepper (grated)
- Milk
- Lemon cut into wedges
- Olive oil or butter for frying

Brush the trout fillets with milk, then press into the oatmeal mixed with the black pepper, until well covered on both sides. Fry gently until crisp and golden, and serve with lemon.

strawberries

May – July is the season for British strawberries, which are especially full of flavour. Strawberries are delicious on their own, in fruit salad or with fresh cream. Try this easy salad: Chop roughly equal quantities of strawberries, apples and avocados and a little watercress. That's it!



National Association of FARMERS MARKETS



NAFM 'The Knowledge' guides for producers wishing to sell at farmers' markets are available from B-FIT. The titles are: Fruit & Vegetable, Meat & Poultry, Dairy, Eggs & Fresh Fish, Business Planning & Marketing. Send £3 per guide to B-FIT at the address below.

B-FIT (Bradford and District Food Information Trust) is a registered charity promoting local, healthy food. We believe that locally produced fresh food can provide a better diet than food which is transported long distances, and helps the local economy by providing local growers, farmers and producers with an outlet for their produce. We organise Local Produce Markets in Bingley, the Local Produce Shop in Keighley, and are developing additional outlets in the Bradford district. Our support for the Local Produce Markets includes insurance, provision of stalls, publicity, education materials and day to day administration. You can help by becoming a member of B-FIT, or perhaps by becoming a volunteer. B-FIT thanks the following for their financial support:

The Craven Trust

Verner Wheelock Associates

Heartsmart (Bradford District Health Promotion Unit)

Keighley Healthy Living Network

Surestart Keighley

Shell Better Britain Campaign

5 A Day – a Department of Health funded pilot project to increase fruit and vegetable consumption in Airedale and Craven

Losalt



B-FIT

BRADFORD AND DISTRICT
FOOD INFORMATION TRUST

Carolyn Lowing (Chair)

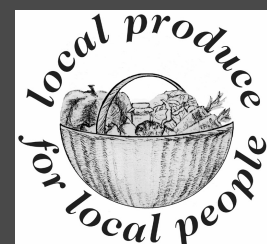
1 Broomfield Street

Keighley

BD21 2BZ

tel: 01535 670950

e-mail: clowing@tinyonline.co.uk



Registered charity no. 1089905