



## Bradford Local Produce Market success

Welcome to B-FIT's Winter 2005 newsletter, with news from the Bradford area as well as inspiration from further afield. Readers will be pleased that Bradford Local Produce Market will continue, with dates confirmed for the rest of 2005. The number of stallholders and customers is building up.

January's market saw wonderful seasonal veg like sprouts on sticks. You can also find rare varieties of potatoes, preserves, eggs and fish. There is delicious chocolate from Leeds, although we have not located any local cocoa plantations the product contains cream from Holmfirth. Market shoppers can grab a hot snack to eat there and then, in the form of delicious soups from the Foodie Farmer, who is based in Hebden Bridge.

Keighley Local Produce Shop has extended its opening hours to full days on Fridays

and Saturdays. Keighley Healthy Living Network, whose hosting and support for the shop has been invaluable, is moving to new premises in Scott Street, Keighley in March.

The Local Produce Shop hopes to continue the partnership working with KHLN and is looking for new premises. More produce lines are available, including Royal Spring, Keighley's own natural mineral water.

Our promotion last October, supported by Rural Business Networks, succeeded in involving new people and organisations in our work. B-FIT is looking for new trustees to take forward our work. Carolyn Lowing has stepped down from her role as Chair, which she held for five years. Thank you to Carolyn for all her dedication and hard work. She remains an active member of B-FIT and is currently working on developing Keighley Local Produce Shop.



*Freshly made hot soup from Hebden Bridge's Foodie Farmer at Bradford Local Produce Market*

### Bradford Local Produce Market

Last Saturday each month from 9am to 3pm at Kirkgate (Darley Street end) in Bradford City Centre  
Bradford Markets  
tel: 01274 432245

Sat 26th March

Sat 30th April

Sat 28th May

Sat 25th June

### Local Produce Shop

43 – 49 Lawkholme Lane, Keighley

Fri 9.30am—5pm

Sat 10am—5pm

tel: 01535 677177

e: [khlN@actionforhealth.org.uk](mailto:khlN@actionforhealth.org.uk)

- Delicious local food, crafts
- Cooking demonstrations and tastings

## How do you prefer your water?

- a) cleaned by chemicals?
- b) cleaned by nature ?

If you choose b) Royal Spring Natural Mineral Water may be for you. It starts its long journey by falling as either rain or snow on the Haworth and surrounding hills, approximately 400 years later it then settles 73 metres below our premises in Keighley. Royal Spring Natural Mineral Water has been dated and is a mixture of ages from 500 to 4000 years old.

The water is of an excellent quality, confirmed by a top geologist's report and the ongoing in-house testing we carry out every time it is produced and bottled. Each month samples are taken to AI Control Labs in Bradford where they are tested to comply with the status of mineral analysis. Results are always A1.

Royal Spring can be found in shops in the Bradford area, including Keighley Local Produce Shop and the company is supplying a growing number of schools, hospitals, hotels and restaurants. Glass bottles are collected for recycling from some major customers like Ernst and Young in Leeds.

Contact David Ambler tel: 01535 667990 [www.royalspring.co.uk](http://www.royalspring.co.uk)



*Dave Ambler of Royal Spring with some of the natural mineral water product range*

## Visit to Maastricht bears fruit

Through our involvement with the EU SOS (Sustainable Open Space) project B-FIT has been working with partner organisations in seven EU regions, linking the South Pennines with work in France, Belgium, Germany and the Netherlands. All the partners aim to sustain their agricultural, natural and tourism assets, protecting the landscape against uncontrolled urbanisation through integrated management.

Carolyn Lowing and Rose Bridger met up with many participants at the Mid-Term Symposium in Maastricht last November, and came back with lots of ideas. We were inspired by a well developed farm shop network in Ile de France, and innovative marketing for local produce, with labelling conveying connection with the local landscape.

Eco-tourism is becoming very successful, with some interesting exhibitions in visitors' centres. As well as involving statutory bodies, there are examples of community engagement and long-term collaboration with private land-owners. Cross-border co-operation is developing, embodied and symbolised by the 3 Countries Park which links the borders of Belgium, Germany and the Netherlands.

We had samples of fresh apples from an orchard demonstrating high canopy fruit trees, where a special SOS apple tree was planted by Bradford Councillor Ann Hawkesworth.

[www.sos-project.org](http://www.sos-project.org)



*Councillor Ann Hawkesworth (front left) plants a 'SOS apple tree', surrounded by partners in the EU project*

## **FARMA 2004 'Choices for Change' conference report**

In November 2004 former B-FIT Chair Carolyn Lowing attended 'Choices for Change', the FARMA (National Farm Retail and Markets Association) annual conference in Llandridnod Wells in Powys, Wales. There were inspiring keynote speeches from local food pioneers including Rose Gray of the River Café and Nina Planck, a key figure in the establishments and development of farmers markets in the UK and USA. There was also business development expert John Stanley who shares his retailing expertise which is so vital to producers looking to sell their produce direct.

There were workshops on many themes, including Linking Farms and Schools, the Power of Collaboration showcasing examples of co-operative working, and small-scale supply to the public sector with Jeanette Orrey from St Peter's school in Nottingham. The Trade Show was very lively with over 40 stalls and the Farmers Markets Toolkit CD was launched.

There were three tours of local food businesses in the area. Carolyn chose the 'Entrepreneurs Tour' which took in many farm based outlets like farm shops. There were examples of excellent marketing, particularly telling the story behind the produce. Like the event as a whole, the tours were excellently organised, and each visit was followed by a critique to identify success factors.



*Customers can watch apple juice being made at Clive's Fruit Farm and Pick Your Own outlet*

**The 2005 FARMA conference will be held in Harrogate**

**7th Nov tours, 8th -9th Nov Conference  
tel: 0845 45 88420    [www.farma.org.uk](http://www.farma.org.uk)**

### **Seductive Selling**

FARMA (National Farm Retail and Markets Association) have recently completed an ambitious, and very successful, series of events to help farmers sell their produce direct through farm based outlets like farm shops, farmers markets and box schemes.

The events were held at nine venues from Penrith to Dorking, and supported by Defra and the EU. Jurek Leon of Terrific Trading advised on the 'how to' aspects of customer service. Each event included a 'local focus' on the particular issues and challenges for the area, and B-FIT member Rose Bridger gave a talk at the Bradford event on 2nd Feb. B-FIT is working in partnership with FARMA on a special event for producers in Spring this year.

tel: 0845 45 88420    e: [justask\\_at\\_farma.org.uk](mailto:justask_at_farma.org.uk)  
[www.farma.org.uk](http://www.farma.org.uk)

### **WANTED B-FIT Newsletter editor**

B-FIT is looking for a new editor for this newsletter. The newsletter is published quarterly and funded by the Interreg SOS project. Contact Carolyn Lowing  
tel: 01535 670950 e: [carolynl@blueyonder.co.uk](mailto:carolynl@blueyonder.co.uk)

**Bradford Food Network** goes from strength to strength, and recently won a Caroline Walker Trust award in recognition of its work in improving public health through healthy food. Take a look at the website which includes details of food related events, local projects, news stories and a discussion board.

**[www.bradfordfoodnetwork.org](http://www.bradfordfoodnetwork.org)**

**Food Links UK** is a national network of local and regional food networks. FLUK works to share ideas and good practice, and campaign for supportive national policy and funding. Check out the website to find out what is going on with other food networks around the UK.

**[www.foodlinks-uk.org](http://www.foodlinks-uk.org)**

The **Food Standards Agency** is conducting a consultation into the incorporation of sustainable development into its policy and decision-making. Responses are requested by 11th April. Work is also underway on linking the local and health aspects of food strategy, including a 'Food Vision' event in London on 8th March to look at coordinating local food and nutrition activity.

**[www.food.gov.uk](http://www.food.gov.uk)**

## Healthy recipe - Cauliander cheese

This simple recipe brings the warming spice coriander to the traditional cauliflower cheese. We recommend a Yorkshire blue cheese, though any type of hard cheese would be fine.

Serves 4

### **Ingredients**

1 medium sized cauliflower

About 3 oz Yorkshire Blue or any type of strong flavoured cheese

1/2 pint milk

1 dessert spoon cornflower flour or potato starch

1 dessert spoon ground coriander seeds

### **Method**

Chop the cauliflower into florets and boil or steam for about 10 mins until soft.

Mix the milk and flour in a pan and heat gently for about 5 minutes,. Add the blue cheese and coriander and heat gently for another 3—4 minutes. Pour the sauce over the cauliflower and its ready to serve.



## What's in season? - Celeriac

There is more to British root vegetables than carrots and potatoes. More interesting than its ugly appearance would suggest, celeriac has a firm, creamy texture and tastes like celery with a hint of coconut. Store in the fridge and peel off a thick layer of skin, removing any brown bits, to leave just the creamy white flesh before using in soups, stews or roasting.



### Look out for this logo!

Bradford Local Produce Market has been awarded FARMA (National Farm Retail and Markets Association) certification. This ensures low food miles and a fair price for the producer.



**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 the Local Produce Shop in Keighley, and are developing additional outlets in the Bradford district. You can help by becoming a member of B-FIT, or perhaps by becoming a volunteer. Do get in touch with us if you may be able to help with membership administration, fund-raising, supporting the Local Produce Market and Shop or helping with publicity.

B-FIT thanks the following for their financial support:

West Yorkshire  
Social Enterprise Link



# B-FIT

BRADFORD AND DISTRICT  
FOOD INFORMATION TRUST

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