



SHOWCASING NORFOLK'S FOOD & DRINK PRODUCERS

A true taste of Norfolk will be highlighted over the second big weekend of the EDP Adnams Norfolk Food & Drink Festival by a selection of the county's independent producers.

Up to 25 small businesses will showcase tasty treats that are grown, made and eaten in the county at the Norfolk Producers' Food Fair at The Forum in the centre of Norwich on Saturday 8th September in an event that dovetails with the hugely-popular Battle of the Bangers Sausage Competition.

And then on Sunday, September 9th, there will be more than 50 producers in the Exhibitors' Hall at the Royal Norfolk Showground just outside Norwich, as part of an extensive, free family fun day which this year coincides with the finish of the Norfolk leg of the Tour of Britain Cycle Race.

For Norfolk's food producers, the events provide a great opportunity to meet consumers, let people taste their produce, ask questions, discuss the ingredients and find out where they can buy it.

Co-ordinating the producers' events is Jane Miller, Managing Director of Produced in Norfolk, which is a social enterprise actively promoting products that are genuinely made in the county of Norfolk.

She said: "At The Forum on September 8th, there will be a real cross section of producers who use local products, from those who make fudge and Norfolk popcorn, to cakes, chutneys, preserves, pickles, pies and meats."

"Being part of this event helps producers find new markets and new customers and network with other producers. But it's also a great opportunity for members of the public to find out more about local produce and support Norfolk's producers."

Combining the event with the Battle of the Bangers means that after visiting the stands inside The Forum, Festival-goers can step outside to sample the best that Norfolk's sausage makers can produce. The day provides a great opportunity to see what sectors across the Norfolk food and drink industries have to offer.

Jane explained that some of the producers from the Forum will also be taking part in the event at the Norfolk Showground on September 9th, where visitors can buy cooked food or a picnic from exhibitors as well as enjoy fun foodie activities.

Among them is **Woodberry Farm**, a venture run by Peter and Joan Dickie, with their daughter Catriona, which has been producing preserves since 2009, supplying farmers markets, farm shops and delis in Norfolk.

All the high fruit content/reduced sugar preserves are hand-made on the farm using their own soft fruit which includes strawberries, raspberries, blackberries, gooseberries and plums.

Catriona said: "There are clear benefits of us being at these events – it means that as a small business we are able to be part of a festival that promotes local produce."

"It is very much about small food companies coming together to show the general public what is out there in terms of hand-made local produce and enable them to come along to taste and enjoy it."

"There are a lot of very innovative producers in Norfolk, all coming up with fantastic produce and the Norfolk Food & Drink Festival, which covers the whole county, really shows that variety."

Yare Valley Oils based at Surlingham near Norwich, produces rapeseed oil for use in cooking or salad dressings and marinades.

Owner Tim Mack explained: "As farmers, we grow oilseed rape as one of our crops and as part of that we produce oil and bottle it to sell to the wholesale and retail markets."

"It is really good for us to be at this event because it offers an excellent opportunity to work alongside other small producers and promote ourselves to a much wider audience."

With Yare Valley Oils, there are very few food miles from crop to product and it is a great example of local Norfolk produce.

For Norfolk producers from right across the county, the weekend is a perfect opportunity to highlight their high quality produce and get closer to customers and consumers.

EVENTS:

Norfolk Producers Food Fair: The Forum Norwich, Saturday 8th September, 9.30am to 5pm.

Battle of the Bangers Sausage Competition: Outside The Forum, Norwich, Saturday 8th September, 9.30am to 4pm.

Norfolk Food & Drink Festival Family Fun Day: Norfolk Showground, Sunday, September 9th, 11am to 4pm.

For more information, please contact:

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Further information about the EDP Adnams Norfolk Food and Drink Festival 2012 can also be found at:
www.norfolkfoodanddrinkfestival.co.uk.