

Shropshire Hills
**FARMERS'
MARKETS**



PRESS RELEASE

11th September, 2006

Now the big show is over, continue to support local food and drink producers by going to a Shropshire Hills farmers' market.

Starting in October 2006 there will be a major campaign, supported by the Shropshire Hills AONB, to encourage many more customers to use farmers' markets as well as increasing the numbers of stalls and range of produce available at the smaller markets. Watch the local press for notices of special events in October and vouchers offering £1.00 off any purchases. Stall holders have been asked, where possible, to make samples available of the season's most popular produce, the Pumpkin!

Come and enjoy the unique farmers' market experience. How else can you support the rural economy, reduce damage to the environment AND enjoy delicious fresh food?

Tish Dockerty, who's co-ordinating the campaign, says *'It's great to see our local producers doing so well at a big event like the Ludlow Food and Drink Festival, but these people still need to make a living the rest of the year, so we must all support the Shropshire Hills farmer's markets'*. She adds *'By buying local produce you support less intensive farming, which is better for our countryside, as well as dramatically reducing the number of "food miles" clocked up. It also supports our local economy, as every pound you spend at a farmers' market generates twice as much local income as a pound you spend in a supermarket.'*

Farmers' markets have a special status because the food and drink sold has been produced within 30 miles (and often much closer), and is sold by someone involved in the production who can answer your questions about growing methods or ingredients. You will find not only seasonal fruit and vegetables, meat, dairy produce and eggs from local farms, but also home baking, ready meals, preserves and drinks all made in the area.

The Shropshire Hills is well-supplied with farmers' markets. Apart from Ludlow they can be found in Bishops Castle, Craven Arms, Church Stretton, Knighton and Much Wenlock. The dates for all the markets are as follows:

- Much Wenlock: 1st & 3rd Friday of the month,
- Craven Arms: 1st Saturday of the month,
- Bishops Castle: 3rd Saturday of the month,
- Church Stretton: 2nd & 4th Friday of the month,
- Knighton: 4th Saturday of the month.

For more information please contact Campaign Coordinator Tish Dockerty 01584 872043 or 07985 218727.