



Antur Teifi
 Antur Teifi Business Park
 Aberarad
 Newcastle Emlyn
 West Wales
 Tel: 01239 710238
 SA38 9DB
 E-mail
 asadler@anturteifi.org.uk

Producer Support Service II

Welcome to the first Producer Support Service Phase II newsletter, which will be issued on a quarterly basis for food and craft producers within Ceredigion. Building on the success of the Ceredigion Producer Support Service Phase 1 initiative the primary aim of the project is to encourage and support the sustainable economic development of the product sector - food, craft and local culture, within Ceredigion in finding new markets. Please feel free to distribute to anyone you feel may be interested in receiving this newsletter or contact the team at the above address to be placed on our mailing list.

GROWING YOUR BUSINESS

A cross section of local businesses involved in the hospitality industry met in Coleg Ceredigion for a seminar which aimed to highlight the importance of using local produce in their establishments. The event was organised in conjunction with Medrwn, Ceredigion Tourist Quality Initiative and Producer Support Service.

Coleg Ceredigion hospitality lecturers conducted a cookery demonstration utilising fresh local ingredients from a range of local producers. Gareth John, then delivered a marketing presentation and

gave a brief talk on his role as Head Chef of the Wynnstay Hotel, Machynlleth



he explained how he had increased food sales by over 50% over the past five years by offering quality, Welsh

produce on his menu. He commented that in his opinion Wales was 'the best natural larder in the world' and encouraged members of the hospitality trade present to utilise what Wales had to offer within their businesses.

Following this event we are developing a set of workshops to be delivered in Coleg Ceredigion, they would aim to demonstrate the best ways of utilising local produce, in an innovative way. Anyone interested in attending please contact us at the address listed above.



Issue 1 December 2005

NEWS IN BRIEF

- Congratulations to Teifi Farmhouse Cheese who won Supreme Champion at the British Cheese Awards with their Celtic Promise cheese
- Food nutrition for the under 11's is a hot topic, visit the new website launched by the British Nutrition Foundation at www.foodafactoflife.org.uk
- Prof Robert Pickard of the British National Nutrition Foundation, who spoke at the recent 'Food First Event' which took place in Carmarthen, commented that beef burgers are branded by the press as 'junk food', but if produced from good quality products and cooked in a healthy manner, are a good source of nutrition.

CEREDIGION PRODUCERS TASTE SUCCESS AT TRUE TASTE AWARDS

Ceredigion Producers shone once again at this years True Taste Awards. Amongst those receiving honours at the event were Cambrian Hills Company who took a gold award with its Muscovy Duck, in the True Taste Organic section. Tŷ Nant Spring Water took gold for TAU in the award for Large Manufacturer with Penlon

Cottage Brewery taking gold for its Lambs Gold Light Ale in the Small Manufacturer section. While Trethowan's Dairy was presented with a bronze award in the True Taste Producer category, for its Gorwydd Caerphilly. The Hive on the Quay took bronze for their Orange and Honey Yoghurt Ice.

Cnwc Goats, W B Evans,

Nantgwynfaen Organic Farm, Penlon Cottage Dairy, and Nanclyd Organics were amongst the Ceredigion Producers who received commendations at the awards.

We would like to extend our congratulations to all Ceredigion producers who took part in the awards.



LLANERCHAERON CHRISTMAS FOOD AND CRAFT



LLanerchaeron held its fourth annual Food and Craft Fair on the 10th and 11th December, attracting in excess of 3000 visitors over the course of the two days. Amongst the 60 food and craft stalls were a number of local food producers. Tologa

Orchards producers of Welsh Cider, Perry and Apple Juice were offering hot mulled cider and for the more courageous amongst the visitors, (on a very cold winter's day) Aeron Jersey were kept busy selling their new range of Luxury Dairy Ice Cream. Caws Celtica who specialise in producing a range of cheese's made from Ewe's Milk, along with Blaencamel Farm selling a range of seasonal, home grown, organic vegetables were also amongst the local food producers at the event. The fair also

attracted a variety of craft producers from West Wales.

The younger visitors had the chance to meet Santa, along with his helper's Super Ted, Sali Mali and Fireman Sam at S4C's Christmas Grotto. The sun set on an extremely successful weekend, which brought to a close with a demonstration by the Aberaeron Festival of Cobs. This event was organised by the National Trust with support from Ceredigion Producer Support Service.

LAST MINUTE SHOPPING FOR CHRISTMAS

For your farm fresh turkey why not try one of our local producers: -

- Contact 'Dafydd of the Farmbox', Bow Street by telephone on 01970 828375
- Contact Russell of RGE Gibbons, Tregaron, on 01570 493344

Or for local vegetables try your local farmers market.



Why not try something different this Christmas, how about putting Wild Boar on the menu. For details please contact Huw on 01239 810740.

LLwynhelig Farm Shop, South & West Wales Regional Winner, in the UK's Best Rural Retailer Competition

Congratulations to Jenny and Teifi Davies of Llwynhelig Farm Shop, for being chosen as the South & West Wales regional winner, in The Best Rural Retailer competition run by the Countryside Alliance in conjunction with the British Food Fortnight and Farmers Weekly magazine. They were amongst 13 regional winners, who were chosen from the 600 original entrants. The winner of the competition will be

selected by a national panel of judges and will be announced early in 2006. As well as their success in the Best Rural Retailer competition, they also took the award for the best Farm Based Food Processor, in the Ceredigion Business Awards. Jenny was also amongst this years finalists, in the NFU's 'Top Woman Farmer of the Year Award'.



MEET THE TEAM

Lois Gibbon joined Antur Teifi in 2002 after studying for a degree in 'Hotel and Catering Management' and working in the hospitality industry in Cardiff. After spending two years as Project Manager for the Agri-net Works Interreg project. Lois now oversees the running of the second phase of the Producer Support Service Project.

If you would like to contact Lois regarding any developments within the food and craft sector or to discuss the project please feel free to call her on 01239 71023, or e-mail lgibbon@anturteifi.org.uk

Lois is supported on the project by Anna Sadler, Event and

Marketing Co-ordinator and Rebecca Herbert, Project Administrator.

Anna has been with Antur Teifi since 2003 but recently joined the project and is currently working to develop a new Ceredigion food website. She would be particularly interested in hearing from anyone who may have recipes which include their own or local produce. If anyone has any recipes for the website or would like to put ideas forward for the next newsletter then please contact Anna by telephone on 01239 710238 or e-mail asadler@anturteifi.org.uk.

Rebecca has been working for Antur Teifi since April 2005 and has recently joined the

project. If your contact details have recently changed or have developed your product range please keep Rebecca updated by telephone or by e-mail at rherbert@anturteifi.org.uk. Rebecca would particularly like to hear from members of the Ceredigion Craft Producers who may like to be included on our database or offer information to be included in our next newsletter in March.

Dates for your Diary 2005/2006				
	Dec	Jan	Feb	March
Aberystwyth Food & Craft Festival	16			
Aberystwyth Farmers Markets		7 & 21	4 & 18	4 & 18
Lampeter		6 & 20	3 & 17	3, 17 & 31
Meet the Buyer Road Show, Park Lodge, Aberystwyth		25 (2-7pm)		