

Ceredigion Producer Support Service II

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Not just M&S lamb but Ceredigion lamb!

A group of nine Welsh farmers conceived an innovative way of creating sustainability for their farms by supplying M&S with quality lamb produced on their farms within Ceredigion. With support from Agriscop (Welsh Assembly Government development programme for farmers and their families) their original idea came to fruition. The group have successfully negotiated an agreement with M&S, who have

shown their commitment to the project by agreeing to pay a fixed premium price for the duration of the six month contract to supply M&S with 250



lamb per week. The initiative has gained Royal approval through its partnership with the Prince's Trust Cymru whose commitment is to providing a sustainable

future for young people in Wales. Sion Jenkins who is one of the farmers involved said "This idea has broadened the farmers' minds on running a business. We are very keen to develop our products to meet the needs of consumers in partnership with the Prince's Trust and Marks & Spencer". You can find this quality Ceredigion lamb on the shelves of seventeen M&S stores across Wales. For more information please contact Wendy Jenkins on 01239 710238.



News in Brief

Ceredigion Local Food Distribution Network update

The scheme's success continues, with 18 local food producers offering a variety of produce including ice cream, fish, meats, vegetables, eggs, beverages, desserts & cakes, salads & sandwich fillings, cheese and preserves. Orders for these are taken weekly on Mondays for delivery on Fridays. For a full product list or for placement of your order, contact Wendy Jenkins on 01239 710238 or e-mail wjenkins@anturteifi.org.uk.

British Food Fortnight

22nd September – 7th October 2007

British Food Fortnight is the biggest national celebration of the diverse and delicious range of food that Britain produces. It is an established promotion for small, medium-sized and major retailers many of which run British food promotions during the event. Retail promotions during previous British Food Fortnights have proved that the event has a serious impact on sales: Retailers taking part have increased sales by up to 34% per store as a direct result of the event. If you would like to take part in the event or would like more information please e-mail info@britishfoodfortnight.co.uk or tel: 020 7840 9292.

Celtic Retail Outlet - creating retail opportunities for local food and craft producers

A large Celtic Retail Outlet will open in Caernarfon early next year. Peter Gee, a representative of the outlet, in partnership with the WAG funded Local Supplier Development Project have held 4 Meet the Buyer events throughout Wales to source Welsh goods from local food and craft producers, which they hope to sell at Caernarfon.

The Ceredigion event was held at The Tyglyn Hotel on 6th June and was well attended. Mr Gee gave an informative presentation which was followed by individual appointments giving each company present an opportunity to promote their goods. The feedback was good and Peter Gee was very impressed with range and quality of the goods available.

Anyone wanting further information about the Celtic Retail Outlet or the Local Supplier Development Project please contact Llinos Price on 01239 621828 or lprice@anturteifi.org.uk.



GWOBRAU BUSNES
CEREDIGION
BUSINESS AWARDS

2007

The 7th Annual Ceredigion Business Awards will be held at the Bont Pavilion, Pontrhydfendigaid on **Tuesday 6th November 2007**. Year after year this event has grown in popularity and last year over 55 Ceredigion based companies entered the 8 award categories. An exciting development this year is that we now have 10 categories due to new sponsorship. We are delighted to welcome those new sponsors - the Welsh Language Board, Cered, Cambrian Printers, Aberystwyth Business Club and Cynnal Ceredigion.

We would also like to thank the following for their continued support - Cambrian News as the Main Sponsor, Antur Teifi, Ceredigion County Council, Food Centre Wales, Finance Wales, HSBC Bank, International Business Wales, and the Mid Wales Tourism Partnership. Pugh Computers will again be offering a prize for the best Web site.

How do I enter?

We are inviting people to enter this year's awards; -you can do so by contacting Idris Williams or Rebecca Herbert on 01570 423619 or eMail diwilliams@anturteifi.org.uk or rherbert@anturteifi.org.uk. You can also download the application form directly from the Web site www.ceredigionbusinessawards.co.uk go to the categories page to see this year's categories.

**Local Food Hampers -
delivering quality
produce to self catering
establishments**

The Ceredigion Tourism Quality Initiative annual survey showed that often visitors to the county would like to be able to buy local food but find difficulty in finding it. In an attempt to address this issue, Ceredigion Produce Support Service is working together with local food wholesalers to offer visitors a unique opportunity to enjoy a hamper of local, fresh produce, delivered direct to their holiday accommodation. We can arrange for the Hampers to be delivered through our distribution network, which supplies Ceredigion produce to the hospitality sector within the County. For further information please contact producersupportservice@anturteifi.org.uk or telephone 01239 710238.

While every effort is made to ensure the accuracy of information contained within this newsletter and other project related publications, the Ceredigion Producer Support Service II project and its partners cannot accept responsibility for errors, omissions and any consequential actions taken on the basis of the information contained within. We neither promote nor show favouritism to any food or craft company published in the newsletter, we simply aim to provide articles of interest to its readers. Please feel free to forward the newsletter to anyone who may be interested or if you would like to join our mailing list please contact Anna Sadler on 01239 710238.

**Latest News from Jan Fenner,
Ceredigion Farmers Market Coordinator**

Farmers' Markets will continue as normal throughout 2007. A Farmers' Market Producers Meeting will be held on Wednesday 3rd October at Penmorfa Council Offices, Aberaeron in the Council Chambers at 7.00pm. Aberystwyth Food and Drink Festival will take place on September 15th and December 15th in Baker Street between 10am and 4.00pm, places are still available. An evening with Dudley Newbery is being held at The Conrah Hotel, Aberystwyth on Friday 14th of September at 7.30pm in the marquee. Admission is £20 per person which will include a three course gourmet dinner, presentations by culinary wizard Dudley and music from Harpist, Heledd Mitchell. (Tickets are available from The Conrah Hotel and Aberystwyth Tourist Information Centre). For further information regarding the above please ring Jan Fenner on 01970 633066 or 07773337628.

Dates for you Diary 2007

	September	October	November
The Really Wild Food Festival	1 & 2		
Welsh Food Festival	1 & 2		
Aberystwyth Food & Drink Festival	14 - 15		
Abergavenny Food Festival	15 & 16		
Narberth Food Festival	21 & 23		
Haverfordwest Harvest Fayre	28		
Llangollen Food Festival		20 & 21	
Cardigan Farmers' Markets	13	11	
Aberaeron Farmers' Market	5	3	
Aberystwyth Farmers' Market	1 & 15	6 & 20	3 & 17
Lampeter Farmers' Market	14 & 28	12 & 26	9 & 23
Llandudno Celtic Winter Fair			21—25
Royal Welsh Winter Fair			26 & 27

For contact details please visit www.bwydceredigionfood.co.uk/events.