



PRESS RELEASE

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East of England Showground Supports Local Food Producers

Launch of Food Direct from the Farm at East of England Country Show 17 June 2005

Around seventy people attended a British Breakfast at the East of England Showground in Peterborough on 17th June 2005 to launch a brand new initiative expected to put nearly £500,000 back into the pockets of local farmers and food producers each year.

Food Direct from the Farm, which celebrated its official launch at the East of England Country Show last weekend, succinctly describes the food now consumed on the Showground, whether for a Gala dinner, a conference or a consumer event.

Andrew Mercer, Chief Executive of the East of England Agricultural Society explained 'When I looked at the ingredients of a beef burger being sold on the Showground three years ago, I was appalled to find out that it included chicken, beef heart, beef fat and just 7% beef. This was enough to make us review our own food policy at the Showground and under the Food Direct from the Farm initiative, we now ensure that only the highest quality food is sold in both our indoor and outdoor catering operations'.

Andrew Mercer went on to say 'It is important that any Agricultural Society supports its local producers and we are doing just that with our local food purchasing policy and to date have established a supplier network of over 30 members and local producers.

The greater value offered to our customers greatly outweighs the higher cost of quality products. We have already received a very enthusiastic response from the public at recent events and hope the initiative will add value to visitors' experience of Showground events in the future'.

A full supplier listing and more information about the initiative can be found on the dedicated Food Direct from the Farm website at www.fooddirectfromthefarm.org.uk

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