



chalk + cheese

# PRESS RELEASE

## Local food firmly on the agenda

*Its official, locally produced food is now firmly on the menu. Chalk & Cheese and 14 Dorset food producers were overwhelmed by the huge interest in locally produced foods while exhibiting at Catex 2008.*

Catex is one of the most successful catering exhibitions in the country; its profile is such that leading chefs, restaurateurs and hoteliers from both Dorset and beyond make the pilgrimage to source new products and seek inspiration.

First time exhibitors BroadOak Slow, were particularly enthusiastic with the response and are hoping to generate significant orders in the coming weeks. BroadOak's, Pieter De Jager, who recently launched his range of traditional chickens, was delighted by a visit from top TV chef Ed Baines:

"We had a long chat about my chickens, their pedigree and more importantly their unique taste", said Pieter "hopefully his London customers will very soon be enjoying traditionally reared chickens from Dorset".

"The buzz in the exhibition hall was centred around the role and quality of locally produced foods and the logistics of the supply chain" said Sarah Watson of Chalk & Cheese. "Without exception, each and every one of our exhibitors has received a positive response and in most cases an improved order book".

Richard Anderson, from Pudding and Pies was equally enthusiastic, "by attending the exhibition we managed to meet buyers that we'd never normally get the opportunity to meet". Richard has already fulfilled his first order and is in the process of following up on his new found contacts. "Our hand made puddings, cakes and pies are particularly popular with local tea rooms and a café's and this trend is set to continue as more and more locals and visitors alike demand locally sourced products".

As we all become more aware of the role of local produce and its environmental credentials so its value continues to rise. Retailers, caterers and restaurateurs recognise the importance of supplying local produce and meeting this demand. Consumers are becoming more discerning and although quality and cost is important so is the desire to know the origins of their food. Food traceability is becoming increasingly important and local foods have a key role in satisfying this demand.

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[www.chalkandcheese.org](http://www.chalkandcheese.org)



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Other exhibitors at Catex 2008 included: Dorset Coffee Company, La Belle Brioche, Mere Fish Farm, The Seed Company, L&C Game, Barford Ice Cream, Cranborne Chase Cheese, Bridge Farm Cider, Wylde Meadow Farm, Roberts Food Service and Dorset Farmers Markets.

Chalk & Cheese are busy organising their next exhibition at the Taste of the West Show in Exeter on 21- 22 April 2008. If you are a local producer looking to promote your business then Chalk & Cheese are eager to hear from you, please call Sarah Watson on 01305 215227 or visit [www.chalkandcheese.org](http://www.chalkandcheese.org)

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Chalk & Cheese

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