



IN KENT

AUTUMN ISSUE NO 3

www.producedinkent.co.uk

PRODUCED IN KENT –
THE VERY BEST OF
FOOD, DRINK,
PRODUCTS AND
SERVICES FROM THE
GARDEN OF ENGLAND

PRODUCED

TASTE OF KENT AWARDS 2006

Congratulations to all of the finalists for this year! The Awards lunch was held at the Spa Hotel, Tunbridge Wells where BBC Radio Kent's John Warnett and BBC's South East Today Geoff Clarke presented the awards to the following winners...

Best Farmers' Market
Cliftonville

Best Butcher/Meat Producer
Hursell Farm – Upchurch

Best Independent Retailer/Village Store
Burgess Stores – Goudhurst

Best Vineyard
Chapel Down Winery – Tenterden

Best Kentish Beer
Nelsons Brewery – Chatham
'Pieces of Eight Ale'

Best Restaurant
Ardennes – Faversham

Best Kentish Product
The Wooden Spoon Preserving Co – Wye
'Canterbury Jam'

Best Food Producer
Blue Bell Hill Apiaries – Chatham

Best Fish/Seafood Producer
Griggs of Hythe – Hythe

Best Non Alcoholic Drinks Producer
Core Fruit Products – Canterbury

Best Farm Shop
The Old Dairy – Maidstone

Best Pub
The Coastguard – St Margaret's Bay

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WEBSITE

A big **thank you** to everyone who has re-registered on the new website since it was launched in July. We have welcomed back many familiar names as well as plenty of new faces. We have also been grateful for your feedback on the site and this has helped us to improve certain aspects and given us even more ideas for the future!

THE OLD SITE LINK FROM THE WEBSITE WILL BE WITHDRAWN ON THE 31ST DECEMBER 2006

We will only continue to make contact with those registered on the new site from January – so if you want to be involved in our plans for 2007 DON'T DELAY -JOIN TODAY!

We have posted some new top tips on the Membership page of the website to make

it as easy as possible. We are getting an ever growing number of users on the site and they can only find out about you and your business if your details are there!

Remember this is YOUR website too, please get involved and tell us your news so we can publish it on the site.

Email: jill@producedinkent.co.uk

IF YOU WOULD LIKE TO ADVERTISE IN THIS PUBLICATION PLEASE CONTACT STEPHANIE DURLING ON 01732 853175

FROM THE CHAIRMAN

There is a saying that goes something like "no one likes change" True or not we most certainly do have change here at Produced in Kent! Adam has decided to follow his wife 'up north'. She has taken on the huge task of being the Principal to a larger version of Hadlow College in Northumbria. We will all miss Adam and I am sure you will join me in wishing them both the very best of luck and to offer a huge vote of thanks to Adam for all of the hard work he did for Pink.

So change is now upon us and our new CEO will be in post on 13th November. Tim Read came out tops from over 20 applications for the post. I will leave it for him in his article to give you more details about himself.

By the time you are reading this, the 'Taste of Kent' awards will have taken place for this year. I must say thank you to all of you who took the time to participate and to the many, many of you who voted for your own particular favourite 'Taste of Kent'. It is the wish of the Board to make this an annual event and we will keep you informed about just how we will go about this in the New Year.

I am delighted to announce that the membership consultation is now underway. This is due to report in the New Year.

There may not be another chance for me to wish you all the very best before the festive season so may I take this opportunity to wish you all a very happy Christmas and above all, a healthy and prosperous 2007.

My kindest regards.

MIKE HARRISON, CHAIRMAN



Flavours of the South East at IFE, March 18-21, Excel, London.

Join the Partnership on their stand with your own area or a pod.

Pod for two days: £200.00 + VAT.

2x1 stand for two days: £300.00 + VAT. For more information download the booking form at www.sefgp.co.uk. First come first served.

Training Subsidy, up to 75% – last chance!!!

Over 850 producers and their staff have benefited from the training subsidy available to producers in the SE through the partnership. Time is running out as the opportunity to receive this subsidy will finish beginning next year. So if you want to attend a training course that will improve the quality of your product, improve the skills of your staff or your business then download the booking form at www.sefgp.co.uk. Closing date for applications 1 Feb 2007.

INTRODUCTION FROM THE NEW CHIEF EXECUTIVE



Hello to you all

Firstly I would like to say how excited I am to have joined the Produced in Kent team at Hadlow

I was born and bred in Kent and am proud of it.

I was educated at Gravesend Grammar School and graduated from the London School of Economics with a degree in Geography before attaining a Masters from the University of Westminster. Married with 2 children I live in

Maidstone. I am an ardent supporter of all things local, particularly food and drink.

I have been at KCC for 18 years and successfully helped inward investment in excess of £200m for highways during that period.

I look forward to championing Kentish produce and products and am keen to work more closely with producers and partners alike. I will always want to hear ideas as well as having some of my own to share. We have the Garden of England as our unique selling point and, with the tide turning in favour of locally produced goods, must make sure we take full advantage.

TIM READ, CHIEF EXECUTIVE

OLYMPIA SPECIALITY & FINE FOOD FAIR

3 – 5 SEPTEMBER

Speciality & Fine Food Fair is an essential date in the diary for those looking to source the best fine food and drink the industry has to offer whilst finding out what is new in the world of food.

For this year, a visit to the fair meant more opportunities to discover, taste and source specialty food and drink. More than 200 companies participated which gave rise to the need to expand the exhibiting area to the gallery level.

Exhibitors had the opportunity to learn from expert speakers at the Small Business Forum, an exciting and insightful new addition to the Speciality & Fine Food Fair. With topics ranging from marketing to legislation, these seminars were designed to provide deli owners, producers and restaurateurs with practical advice and business case studies.

The Fine Food Forum was another success story where visitors were invited to experience delicious smells and gourmet flavours. Industry experts, chefs and demonstrators explored the future of speciality food and current hot topics in an inspiring and educating programme.

Produced in Kent exhibited at the 3-day show and promoted a range of Kent producers from Madame Oiseau chocolates and Bennett Opie's new tomato chutney to North Downs Cheese and a selection of meats from The Wealden Smokery. Also present at the Fair in their own right were Produced in Kent members: Classic Preserves Ltd, Cook Trading Limited, Core Fruit Products Ltd, The Wooden Spoon Preserving Company, The Original Drinks & Food Co Ltd, Chegworth Valley Juices, Biddenden Vineyards, Fresh Eric's Cake Co Ltd, Owllet Apple Juice and The Kent Tea & Trading Company. A warm thank you is extended to you all for flying the Kentish flag.

Small producer package: The Fair organisers understand that for a small company the cost of exhibiting is often a barrier to attending, which is why a new package is being devised to enable small fine food producers and importers to take part in the Speciality & Fine Food Fair in a cost effective and hassle free way. If you are interested in participating at Olympia 2007 and would like to know more about the small producer package.

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HOPPING ALONG IN KENT

To celebrate Kent's rich heritage in the production of beer and hops, breweries across the county will be throwing open their doors to the public for tours and tastings as part of a two-week awareness campaign.

The 'Beer and Hops' promotion, which is being endorsed by the Campaign for Real Ale (CAMRA) will run from November 18 to December 2 and to start it off six breweries will welcome people in to find out more about the traditional industry.

Following the open days on November 18, Produced in Kent, which has received Interreg IIIa part European funding for the project, will be encouraging shops, hotels, pubs and restaurants to stock and serve Kent beers from participating breweries as well as distributing posters, table talkers and the revised Leader+ Hops and Downs information leaflet.

Produced in Kent Chairman Councillor Mike Harrison, said: "Beer and hops have a long and

rich history in Kent and we are aiming to make people more aware of the heritage and thriving industry that is still going strong today. We want people to take tours of the breweries and sample the beers that are brewed on their doorstep."

CAMRA Regional Director Kae Mendham said: "We are very pleased to have been approached to be part of a campaign that highlights local breweries using local ingredients. We shall be making all our members aware of the events planned and supporting them wherever possible - we would love this to be a regular event."

A trail leaflet containing a range of information on beer and hops has been produced and will be available from most libraries and information centres. The leaflet, which includes details of all the breweries as well as a walk at the 76-acre hop gardens at Hoad's Farm near Sandhurst, is also available on the Produced in Kent website.

CELEBRATING
KENT BEER & HOPS
18 NOVEMBER - 2 DECEMBER



Become a connoisseur of fine Kentish beer
Visit your local brewery and taste the difference

OPEN DAY
SATURDAY
18 NOVEMBER
10AM - 4PM

For further details of participating breweries and all campaign activities please visit www.producedinkent.co.uk or call 01732 853170

List of breweries taking part in the 'Beer and Hops' promotion:

- Hopdaemon Brewery Company Ltd, Sittingbourne
- Nelson Brewing Co Ltd, Chatham
- P & DJ Goacher, Maidstone
- Ramsgate Brewery Ltd, Ramsgate
- Shepherd Neame, Faversham
- Westerham Brewery, Westerham
- Whitstable Brewery, Whitstable

MID KENT DOWNS ORCHARDS PROJECT 'ORCHARDS FOR EVERYONE'

Deep in the Mid Kent Downs the old orchards are characterised by tall, spreading, wide spaced trees, with sheep grazing beneath often sad forlorn limbs left to succumb to the rigours of disease and a slow death by misadventure. The traditional orchard stands majestic but with limited future direction.

The Mid Kent Downs Orchards Project seeks to address this and build a sustainable future for these important orchards which are such a vital and much loved feature of this part of Kent. Traditional orchards close to village centres have been identified for restoration. Discussions are taking place with parish representatives, members of the local communities and landowners. Watch the traditional orchard near you, if you live in Sheldwich, Selling, Milstead, Stockbury, Bredhurst or Harrietsham we may need your help. Join us in this journey of discovery, become a custodian and save our heritage.

This project proposes a holistic approach to the regeneration of the landscape and rural economy. It will focus on restoration/creation of community orchard sites, it will develop management plans and sustainable end-uses for the fruit, help to conserve and enhance our environment, save on food mileage and support our rural countryside.

The regeneration of the traditional orchard will include:

- **planting, restoring and managing orchards using traditional varieties and techniques.**
- **providing advice to landowners through the development of guidance notes and community workshop training.**
- **celebrating local heritage through a variety of events and activities to enjoy the horticultural and social tradition of the area.**

Look out for family learning days, biodiversity surveys, historical fruit maps and a schools fruit juice project, as well as interpretive art, leaflets

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and entertainment. The project will culminate in a 'Festival of Fruit' complemented by master classes to bring orchard fruit into the local restaurants, pubs and schools. The project will forge links between existing and new initiatives' nationwide and support collaborative schemes as well as producing a fruit related register.

The Mid Kent Downs Orchards Project has been drawn together using Heritage Lottery Fund, LEADER+ and Sustainable Rural Development funding, by the Mid Kent Downs Project, a countryside management project which sits with the Kent Downs Area of Outstanding Natural Beauty (AONB) Unit to restore and create four community orchards out of these traditional orchards. The orchards project will run for two years from September 2006 working with communities to restore and promote traditionally managed orchards as an important part of the heritage of the Mid Kent Downs landscape.

SALT REDUCTION

A CHALLENGE TO MANUFACTURERS

Eating too much salt is a significant contributing factor to developing high blood pressure. At least 26 million people in the UK eat too much salt, increasing their risk of heart disease and stroke. Adults should have no more than 6 grams of salt a day which is about a teaspoonful. However, on average people are actually having about 9.5g of salt a day.

When most consumers think of salt, they think of shaking it on their food, or adding a pinch to cooking. However, 75% of the salt we consume comes from processed food, such as some breakfast cereals, soups, sauces, biscuits and ready meals. The Food Standards Agency (FSA) has therefore worked with the food industry to establish targets for reducing the amount of salt in certain food categories.

As an example, the target for bread is 1.1g per 100g. Recent samples taken by Kent trading standards from independent bakers showed that 21 out of 32 samples had salt levels above this target. The highest level detected was 1.68g per 100g. These bakers have all been advised of the results and encouraged to take steps to reduce salt in their products.

As a producer or manufacturer concerned with any issues raised in this article and require further information:

PLEASE VISIT THE FOOD STANDARDS AGENCY WEBSITE AT:
www.food.gov.uk/news/pressreleases/2006/mar/targets
OR VISIT THE TRADING STANDARDS WEBSITE AT:
www.tradingstandards.gov.uk/kent

THINK LOCAL FOR CHRISTMAS

With Christmas fast approaching here are some dates for your diaries, whether it is stocking up on your favourite chutneys, a special present or those essential fresh items just ahead of the big day itself, what better than to buy locally at one of the many markets, farm shops or independent retailers. Remember to check out the website for further information on your nearest supplier.

DATE	FARMERS' MARKET	TIME
Saturday 2nd	Penshurst Sandwich Yalding	9.30am-12pm 9am-1pm 5pm-8pm
Thursday 7th	Bexleyheath	9am-3pm
Friday 8th	Egerton	2pm-4.30pm
Saturday 9th	Headcorn Whitstable	10am-2pm 10am-3pm
Monday 11th	Sissinghurst Castle	1pm-3pm
Friday 15th	Dartford Horsmonden	10am-2pm 9am-12pm
Saturday 16th	Cliftonville Wye	10am-1pm 9am-12pm
Sunday 17th	Rochester Meopham West Malling	9am-1pm 9am-12.30pm 9.30am-1.30pm
Tuesday 19th	Capel le Ferne	10am-1pm
Wednesday 20th	Deal Hawkinge Swingfield	9am-1pm 2pm-5pm 10am-12pm
Thursday 21st	Rolvenden Shipbourne Whitfield	10am-12pm 9am-11am 9am-12pm
Friday 22nd	Aylesham	2pm-5pm
Saturday 23rd	Bromley Cranbrook Hythe Tunbridge Wells	9.00am-5.30pm 9am-12pm 10am-12pm 9am-2pm

WINTERDALE CHEESEMAKERS AND PRODUCED IN KENT A MATCH MADE IN KENT!

Winterdale Cheesemakers, formerly known as North Downs Cheese started cheesemaking on 3rd January 2006, but this was by no means the beginning. It really started back in 2004, when the enormous task of constructing a cheese barn began. As finances were extremely stretched we undertook as many jobs ourselves as we could. This indeed was a struggle, as my wife and myself, along with friends and family, carried out cladding, concreting and tiling, to name but a few. We finally achieved what we set out to do. Oh... ,... and in between all this our first child Oliver was born, now 17 months old!

3rd January 2006 what a great day! Our first batch of Winterdale Shaw was produced. A traditional, handmade, cloth bound, hard cheese, uniquely cellar-matured. I believe we are the only cheesemakers in the SouthEast to produce a cellar-matured cheese.

4th January 2006 we then made our first Kentish Camembert, uniquely, this cheese is the only unpasteurised Camembert in the SouthEast.

14th June 2006 The World Cheese Awards. After some deliberation we decided to enter our first batch of Winterdale Shaw, so that we could gain some experience and get our name around the cheese industry. To our astonishment we were awarded BRONZE!

Through all our struggling, Produced In Kent have been an immense help, especially now we are not just making cheese but also marketing and selling too. It was Jill and Caelia from Produced In Kent who encouraged us to participate in our first show; not a small country show, but the largest in Kent; THE KENT SHOW! To be honest we considered this to be a daunting task to exhibit at such a prestigious show, but with the consistent help and support from Produced In Kent we did. The results were tremendous. We sold out of our award winning cheese by Sunday lunchtime, and the Camembert sold out within an hour! To add to our fantastic, successful show, we were chosen to supply cheese for the show's director's lunches and Caelia even organised an interview with Radio Kent. Whilst this was taking place Jill very kindly managed our stand and sold loads of our cheese! Do you want a job Jill?

Most of our success has been achieved because Produced In Kent put our details on their website and this has attracted many enquiries along with emails informing us of events.

Finally, Produced In Kent promoted our cheese at the Olympia Speciality Fine Food Show as we have secured a new contract and this has proved to be another success...So THANK YOU very much to each and everyone of you at Produced In Kent for helping Winterdale Cheesemakers have such a fantastic, fabulous start for a small Kent business.

ROBIN BETTS, HEAD CHEESEMAKER



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