



# INKENT

SUMMER ISSUE NO 5

# PRODUCED

[www.producedinkent.co.uk](http://www.producedinkent.co.uk)

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

## KENT FOOD & DRINK FESTIVAL YOUR COUNTY'S FESTIVAL NEEDS YOU!

KENT'S FOOD & DRINK FESTIVAL – OCTOBER 13TH & 14TH

We are pleased to announce that in conjunction with Canterbury City Council & Canterbury Arts Festival we propose holding a new dedicated food & drink festival for Kent.

This will be held on the opening weekend of the Canterbury Arts Festival to benefit from the extra visitor numbers. We are planning to have a large market with local producers, a marquee for tutored tastings, demos and talks, as well as events county-wide such as fungi foraging, producer open days, orchard walks etc.

Although at the planning stages, we aim for this event to grow and eventually rival Ludlow or Abergavenny. However to achieve this vision, we need YOU involved!

This is your chance to put Kent on the map when it comes to food & drink but also to remind people why Kent is the true Garden of England!

For full details of all planned events, demos and application forms please visit [www.producedinkent.co.uk](http://www.producedinkent.co.uk) or to discuss how you could be involved call

**01732 853170**

WITHOUT YOUR SUPPORT THIS EVENT WILL NOT TAKE PLACE

## KENT SHOW

For the first time this year the Kent Show will have a dedicated catering area serving exclusively Kentish produce.

An array of tasty, healthy local food and drinks to eat on site in the picnic area or takeaway will be available to anyone attending the Show throughout the three days.

The ethos of this new catering area will be for the public to be able to sample the finest

Kent products available, and to endorse everything a 'county agricultural show' should be about.

Instead of reconstituted burgers, imported meats or mass produced foods visitors will be treated to quality local produce.

Produced in Kent Ltd is very proud to be behind this new format thanks to which anyone attending the Show will be able to experience a real "Kent Menu" and contribute

towards protecting the environment by reducing food miles and carbon emissions!

Are you concerned about food miles, would you like to support the local economy and are you passionate about good fresh food? So come and visit the Produced in Kent Catering area to discover the real flavours of Kent: seafood to strawberries, local ciders, beer and wines plus much more... you won't be disappointed!

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

# FROM TIM READ

Firstly, I'd like to say thanks to those of you who came to our member evenings in May. It was good to meet you all and I hope we succeeded in convincing you of the benefits of joining Produced in Kent. We want to help all our Kentish producers, no matter how big or small.

The initiatives we are working on have been developing well. The Kent Food & Drink Festival being held on October 13th & 14th promises to be the biggest event we've ever held and a good place to launch the Taste of Kent Awards in time for the ceremony itself in February next year. I would really encourage all our members to take part, as winning can be of immense value commercially. Last year's Farm Shop of the Year, for instance, reported a 25% increase in trade following their award.

Our experiences dealing with the supermarkets at the moment are generally encouraging. As you know, Musgrave Budgens Londis have now taken over 50 Kentish lines in their Kent stores. Meanwhile, the Co-Op and Tesco are showing interest, and Sainsbury's are taking Madame Oiseau chocolate and Moor Organic juice. If we can bring a genuine Kentish offer to the multiples I am convinced it will help us generate income to support the smaller producer.

Finally, our best wishes to Caelia Butcher who has left Produced in Kent for pastures new (well, fruit marketing actually). As I'm sure many of you will testify, Caelia has been an energetic and helpful presence at our events for the last four years and she will be sorely missed.

Good luck and thanks to her.

## P&O WIN ON BOARD CATERER OF THE YEAR 2007



At an awards ceremony at the London Hilton Metropole on April 11 Mark Frost, Head of Food and Beverages for P&O Ferries, picked up the On Board Caterer of the Year award on behalf of all food and beverage operatives in the company.

The first ferry company to clinch the honour, P&O Ferries won the 2007 Cost Sector Catering Award as a result of its innovative and successful Best of British campaign to offer its majority British passengers food offers linked to their point of departure. Previous winners include British Airways, Virgin Atlantic, Swiss Airlines, Alpha, bmi, Singapore Airlines, GNER.

The awards this year received more than 1,000 entries, so competition in every category was fierce. The Editor of the sponsors, Cost Sector Magazine, David Foad, said "P&O Ferries stood out in the On Board section with a really interesting campaign that is very much in tune with the trend towards more local and seasonal produce. Not only that, but it was very well marketed and has produced tangible business results. The whole team behind the win should feel very proud."

### BOWL INN BEER FESTIVAL

On 13th, 14th and 15th July the Bowl Inn, Charing are holding their renowned annual beer festival. Featuring 40+ Real Ales from around the Country, some familiar some not. Live music Saturday night & Sunday afternoon. Food available every day until 9.00pm. Camping available. Please phone 01233 712256 for further details or visit [www.bowl-inn.co.uk](http://www.bowl-inn.co.uk)

### TENTERDEN FOLK FESTIVAL

The Festival will be running from the 5th to 7th October. Full details are now being released at [www.tenterdenfolkfestival.org.uk](http://www.tenterdenfolkfestival.org.uk) or to receive regular email updates just send an email to [info@tenterdenfolkfestival.org.uk](mailto:info@tenterdenfolkfestival.org.uk) with "add to festival news list" in the subject box.



Solley's is now available at three English Heritage properties – Deal, Walmer and Richborough Castles will refresh visitors with the famous brand throughout the season. So keep an eye out for the Solley's Ice-Cream sign!

We will also be at many events this summer, including the Kent County Show, Mount Ephraim Concert, Faversham 21st July and the Sandwich Festival on the 18th August.

Or why not visit our Ice-Cream Parlour which is open throughout the summer from Tuesday to Friday, 10am-4pm at The Dairy in Ripple.

For full details visit [www.solleysicecream.co.uk](http://www.solleysicecream.co.uk) or call 01304 374100.

### CONGRATULATIONS

to the Surin Restaurant in Ramsgate for reaching the finals of the Kent Business Awards for Corporate Social Responsibility for their efforts to try and become a Green Tourism Restaurant and developing community projects in Ramsgate and with their Surin Village School Charity.

Why not pay them a visit or try one of their Curry Sauces and Surin Microbeers for more information visit [www.surinrestaurant.co.uk](http://www.surinrestaurant.co.uk)

### APPLE JUICE & CHOCOLATES TASTE THE DIFFERENCE FOR SAINSBURYS!

Congratulations go to Moors organic apple juice and Madame Oiseau Fine Chocolates whose products have been selected by Sainsburys for sale in some of the supermarket's Kent stores. The Meet the Buyer event was held at Tenterden vineyard on the 4th June and the suppliers were warmly welcomed by the Sainsbury's team who put them through their paces. Look out for these new products in the coming months. One important requirement sought by Sainsburys and many other supermarkets is accreditation to SALSA and we plan to run a seminar on this during the Autumn. Watch this space.

**Sainsbury's**

Rolvenden Farmers' Market are pleased to welcome back Radleys Dairy who will be providing locally sourced milk, yoghurts and desserts. They will be available at the VJ Game stall in St Mary's Church.

# A WORD FROM THE NEW PATRON

Seated here at my desk on the farm in East Peckham I look out at the rich produce of Kent growing speedily for the coming harvest. The hops in the well established garden to my left have reached the top of the wirework earlier than the traditional midsummer's day and the admiral and target bines look thick and healthy. Closer at hand, a garden of newly planted Kent Cob Goldings show vigour and potential and the Kentish hop trade has attracted kinder responses from the brewers in recent months. The Victoria plums in an adjacent orchard promise to match the large crop of the last two seasons but the conference pears alongside are struggling and thin.

As High Sheriff I have enjoyed travelling through the county enjoying the splendour of the Kent produce in all sorts of shapes and forms. On my installation day I served the fine "Pieces of Eight" beer from the Nelson brewery at Chatham Docks and the excellent wines from Chapel Down, the Bubbles and the "Flint Dry"

and also the "Harbourne Dry" from High Halden. The smoked cheddar made on Robin Betts farm at Winterdale, Wrotham was a resounding favourite with everyone.



Photography by MarkHovellPhotos.com

High Sheriff of Kent and Produced in Kent Patron

Since then, I have planted a wide variety of lavender from Downderry, eaten delicious strawberries from West Peckham, honey from Yalding and sampled a host of different products offered for sale in this our Garden of England. Luckily we are able to have such a "bread bin" at our door step; let's support, encourage and acknowledge our producers to the full.

Nigel Wheeler

# MOOR'S ORGANIC

A Kent producer has been chosen from over 250 'Waitrose Locally Produced' suppliers to front the latest Waitrose television ad - Nicholas Moor of Moor Organic Juice, Teynham is seen preparing and transporting his apple juice a short distance from his orchard to nearby Waitrose store on Queens Street in Ramsgate.

Nicholas says "It's great for all our hard work to be acknowledged in this way, but I'm sure people won't be asking for our autographs just yet!"

Moor Organic Apple Juice is available as a Locally Produced product in six Waitrose shops in Kent, and as a Regionally Produced line in a further 11 Waitrose shops in the region. Nicholas Moor also sells his juice at Farmers Markets in the region.



# HORSMONDEN FARMERS' MARKET – SPECIAL EVENTS

The Market takes place fortnightly on the Village Green from 9am to 12 noon.

On Friday 17th August – The Kent Circus School will be running workshops for children all morning allowing parents to shop in peace !

On Friday 28th September join us in celebrating British Food Fortnight at the market with chefs from Morello Restaurant of Matfield. They will be hosting a cookery demonstration using fresh market produce.

To find out more visit their page on [www.producedinkent.co.uk](http://www.producedinkent.co.uk)



Farmhouse Ice Cream

# TAYWELLS

Farmhouse Ice Cream have launched two new flavours of sorbet, rhubarb & ginger and orange, both have been a great success. They have also added diabetic vanilla and chocolate to their range of over 40 flavours. You can buy it at Taywell Farmshop in Goudhurst as well as a growing number of restaurants, pubs and delis across Kent and East Sussex. Catering tubs are also available.

Taywell Farm Shop has expanded the number of products sold in the shop that are currently grown on the farm including gooseberries, black, red and white currants, salad potatoes, corgettes, shallots and many more. Go to [www.taywell.co.uk](http://www.taywell.co.uk) to find out more.

Call 01580 212813 for more information or to place an order

# NEW FOR SUMMER '07 – CHOCOLATE COVERED KENTISH STRAWBERRIES

Available on Fridays and Saturdays from our shop in Canterbury and South Quay Market Whitstable on 21st /22nd July.

Only £2.00 a pot or 3 pots for £5.00

[www.madame-oiseau.com](http://www.madame-oiseau.com)

[contact@madam-oiseau.com](mailto:contact@madam-oiseau.com) / 01227 452222



# CLASS IN A GLASS

'Clearly Juice' is a new pure apple juice from local farmers Wm Skinner & Son and A Day & Son. Six varieties of orchard ripened apple are harvested and within days are pressed and bottled by Biddenden Vineyard to produce a healthy and delicious pure fruit juice.

Enjoy the true flavours of these English varieties at the Kent County Show or The Whitstable Oyster Festival or many farm shops and retail outlets. Go to [www.clearlyjuice.co.uk](http://www.clearlyjuice.co.uk) for more details.

# GAME FOR EVERYTHING

Did you catch Mark Glichrist's recent appearance on UKTV Food programme 'Market Kitchen' alongside Tom Parker-Bowles talking about Roe Deer? If you missed it why not catch up with him at one of the shows he is demonstrating at over the summer or book into the cookery school – go to [www.gameforeverything.com](http://www.gameforeverything.com)

# BRENDA BURGESS ARTS



Some of Brendas paintings are now on display at the Hadlow Broadview Gardens Tearooms and one of her portrait sculptures can be seen at the prestigious Mall Galleries SW1. Commission enquiries are welcome. [brendaburgess@brendaburgessarts.co.uk](mailto:brendaburgess@brendaburgessarts.co.uk)

She is also now running arts based educational workshops in conjunction with Leeds Castle Education department. For more information about the workshops visit [www.leeds-castle.co.uk](http://www.leeds-castle.co.uk)

Cocoapod have a new website – why not browse all our yummy chocs at [www.cocoapod.co.uk](http://www.cocoapod.co.uk)



# MEMBERSHIP NEWS

## 2007 SUBSCRIPTIONS NOW DUE

The subscription membership was launched on the 1st May 2007. A big thank you to everyone who has been in touch, attended one of the member evenings or sent in their cheque already! It has been a great opportunity to find out much more about you and your businesses and this is something we will continue over the summer and into the networking events we are planning for the autumn.

From the 6th July only paid subscription members will appear on our website, have access to subsidised training, meet the buyer events and to shows and events, including the new Kent Food and Drink Festival in October.

So if you haven't yet signed up - what are you waiting for! All the information can be found on the website [www.producedinkent.co.uk](http://www.producedinkent.co.uk), downloaded as a PDF document and in hard copy on request. We are happy to meet you to discuss any aspect of the membership or how we can help develop your business just email [info@producedinkent.co.uk](mailto:info@producedinkent.co.uk) or call 01732 853170.

## NEWLY FORMED KENT FARMERS' MARKETS ASSOCIATION ('KFMA')

Kent differs from almost all other counties regarding Farmers' Markets. We have many small markets, mainly located in rural areas and most organised by volunteers. We feel that our Farmers' Markets, and their local producers, have been suffering from a lack of a 'voice' in the community.

Potential customers are unaware of their existence and some are in danger of running down because of the demands on volunteer's time. By working together as an Association we can become a real force in encouraging growth in the rural economy. Our aim is to raise the profile and value of local food production, enhance customer awareness, help improve overall food standards and provide a network for Organisers to talk to each other.

After two very successful meetings we formed the Kent Farmers' Market Association. The following were elected to the Board :- Ben Dent (Penshurst)

Chairman; Bob Taylor (Shipbourne) Vice Chairman; Peter Begeley (Wye) Funding; Roger Moore (Romney Marsh) Treasurer; Derek Eagle (Maidstone) with Leslie Jennings (Rochester) providing additional support. Our first project will be to create a KFMA Web Site. This will not only contain useful customer information and act as a major promotional tool but will also act as a centre for procurement (we have already benefited from the purchase of Jute Bags and stalls).

We shall continue to work closely with Produced in Kent to promote as we are both aiming to improve the public awareness of the health benefits of eating local food, reducing food miles and improving our own standards.

For more information about the Kent Farmers' market Association (KFMA) please contact Bob Taylor on 01732 833976 email [bob@lodgeoast.co.uk](mailto:bob@lodgeoast.co.uk)

## NEW - COUNTY TOWN FARMERS' MARKET

Maidstone now has a new regular Farmers' Market launched on Saturday 23rd June outside County Hall, next to Maidstone East Railway Station. It will run on the 4th Saturday every Month. The market has attracted widespread support across the town.

Organiser Derek Eagle says "Maidstone has needed a town centre Farmers' Market for a long time and it is great that we can now benefit from local produce. Local food is far more ecologically sound than food shipped from afar. Local food also supports local farmers and businesses.

"Farmers' markets also help connect people with the surrounding area. Kent is the Garden of England and the County Town should be the hub of this garden. The Farmers' Market will help people to understand the key relationship that we have with our countryside and seasons.

**For more information contact Derek on 07956 344722**

## SIMPLY ICECREAM IS SIMPLY SUPER!

Simply icecreams owner, Sally Newall, took the opportunity provided by PinK to take part in UK TV Food "Market Apprentice" show in March. Sally travelled up to London with samples of her luxury, homemade icecream in order to win over the tastebuds of Tana Ramsey, Matt Tebbutt and Marcus Sargent. They were hugely impressed with the product and Sally's pitch, and awarded Simply Icecream the "Market Apprentice" title.

Her next task was to join the other market traders at Broadway Market, Hackney to sell Simply Icecream to the public. The response was overwhelmingly positive and Simply Icecream not only seduced the public; but the traders too!

Since the original appearance, Sally has been to Islington Market and has also been back to Hackney where she was greeted by the original customers and traders with delight. Sally said, "One customer said it was the 'best icecream he had ever eaten'. As a small, but 'ready to grow', company we would love to break into London and bring this simply amazing luxury icecream to our capital".

Simply Icecream can be found in a number of Farm Shops, Delis and Restaurants throughout Kent, and for more information please contact Sally Newall on 01233 720922 or [simplyicecreams@aol.com](mailto:simplyicecreams@aol.com)

## FREE MEMBERSHIP FRIENDS OF PRODUCED IN KENT

Be the first to hear about the best Kent has to offer!

Are you a fan of local food?  
Do you want to find out where and how to get the best local produce?  
Do you want to support rural businesses?

Then why not sign up today and become a Friend of Produced in Kent. It's easy and best of all it **FREE!**

Just go to [www.producedinkent.co.uk](http://www.producedinkent.co.uk) and click on the Friend section to register your details.

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