



PRESS RELEASE

‘Hop to Your Local Shop’ in the ‘Garden of England’

‘Hop to Your Local Shop’ during June and July and you could be in with the chance of winning a fabulous hamper stocked with some of the county’s finest food and drink. The local shopping campaign has been masterminded by Produced in Kent, the champion of regional growers, producers and retailers, to encourage consumers to make the most of their local farm shops and independent food retailers.

As Julie Monkman manager of Produced in Kent said: “We want to shout about the benefits and pleasures of shopping in your local farm shop or independent food retailer. Many farm shops and regional retailers create a fantastic visitor experience - be it in-store tastings or on-site tea rooms. Not only is regionally grown food, fresher, healthier and tastier, but customers are helping to maintain a vibrant rural community in Kent and are reducing their carbon footprint. Shopping locally is also a lot more fun and, at a time when everyone needs to watch their finances, it’s cheaper than the supermarket!”

Produced in Kent says shopping at your local farm shop or independent retailer, is not only better for your health and your bank balance, it also ensures consumers are investing in local jobs and the rural economy . Research shows that £10 spent locally is worth £25 to the local economy, as opposed to £10 spent in a supermarket (which is worth just £14 to the local community).

Commenting on the scheme, Lynne Cook of Broadview Produce Shop at Hadlow College, said: “There’s nothing like having a local food shop on your doorstep that is retailing the very best locally grown and produced items. The old expression ‘If you don’t use it, you’ll lose it’ is so true and it’s great to have a local retailer that is the heart of a community and is helping to support Kent’s rural communities and producers. The ‘Support Kent – Buy Local’ campaign from Produced in Kent is a wonderful initiative to get everyone in the county hopping to their local shop.”

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Across the county, Kent's loveliest farm shops and regional retailers will be piled high with the season's freshest fruit and vegetables from strawberries, raspberries and pears, to broad beans and vine tomatoes; as well as a wonderful selection of Kent cheese, chocolate and ice cream, and Kentish honey, pickles, jams, wines and juices.

Taste of Kent 'Best Local Food Retailer' winner - The Little Stour Farm Shop is just one of many to fully back the 'Support Kent – Buy Local' campaign. Owner Jill White says their customers are shopping at the farm shop to escape the recession and for the 'feel good factor'. "Not only do customers say they find it less expensive shopping here, they also find shopping in such a relaxing country farm shop a real joy and experience," said Jill White. "Consumers are happy to buy smaller amounts of fresher food, more regularly and see their food bills and food wastage come down."

HOW TO ENTER?

Dozens of retailers will be supporting the 'Hop to Your Local Shop' Week (**from Monday 15-Sunday 21 June**) with the distinctive orange and green '**Support Kent – Buy Local**' signposting featured in-store. If you would like to be in with a chance of **winning a fabulous Kentish hamper** packed with lots of tasty food and drink from the county, simply go on to the www.producedinkent.co.uk web-site to enter. All you have to do to participate, is state the village/town you live in and then quote the name of your nearest independent retailer (who stocks regional produce) or your nearest farm shop. Competition closes **FRIDAY 31ST JULY**. So pay a visit to your local store today and reduce your carbon footprint for tomorrow.

For more information or images on:



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