



Brockleby's

Asfordby Hill, Melton Mowbray

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Farm shop nominated for prestigious award



Staff at a Melton farm shop are celebrating after it was short-listed for a competition to find the UK's best rural retailer.

Judges at the Countryside Alliance's Best Rural Retailer competition singled out Brockleby's Farm Shop in Asfordby Hill. It is one of only four shops shortlisted from hundreds of nominations for the title of best local food retailer in the Midlands.

The winner of the regional title will represent the Midlands in the national finals of the contest which recognises the very best in rural enterprise.

The shop, opened by local farmer Ian Jalland in May 2005, sells rare breed lamb and pork from his own farm alongside food and drink which is produced in Leicestershire, Nottinghamshire, Lincolnshire and Rutland.

Mr Jalland said the nomination was a great boost to everyone at the shop and was recognition of the special relationship which existed between the business and local food producers.

"We are working with farmers to bring great local food to our customers. More and more people want to know exactly where their food comes from and how it has been produced. Our free-range Norfolk Black turkeys, raised specially for us by farmer Andrew Sutcliffe, of Misson, Notts, are a great example of this and orders are pouring in for Christmas. These slow-maturing birds are chosen specifically for their taste and lead a natural, happy life," he said.

More than 2,000 nominations for the competition's four categories were received from across the UK. They have been whittled down to 200 competing for the titles of best local food retailer, best diversification, best village shop and best traditional business. By mid-December, overall regional winners will be announced.

The Countryside Alliance's Jill Grieve said: "Our short-listed retailers all typify what this competition is about: They are passionate about their community and routinely go the extra mile for them. We are highlighting the very best of rural enterprise and community spirit. I would like to thank everyone who nominated their retailer and helped bring this competition to life – there is already a huge feel-good factor amongst retailers which is very well deserved."

Brockleby's Farm Shop is quickly earning a reputation for excellence. The shop's environmentally-friendly approach to business has earned it a Green Life award for its contribution to the environment.

And the business recently won a gold medal at the Great Taste Awards for its traditional hand-made Melton Mowbray pork pie, cooked in the farm shop's open plan kitchens.

Ian's special recipe, which includes free-range rare-breed pork raised locally and pastry made from locally-ground organic flour, has proved so popular he has taken on extra staff to cope with high demand.

Further information is available from:

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