

# **New shopping Experience to keep our Heritage Alive Officially Opened**

**Brockleby's Farm Shop was officially opened on Sunday 5<sup>th</sup> June 2005 at 11 am. Sean Hope the Michelin starred Chef Director of the Olive Branch and Red Lion marked the opening by cutting a specially made giant traditional lamb pie, cooked in the shops own farmhouse kitchen.**

**The shop manager Susan Jones then presented the Mayor of Melton, Councillor Pat Cumbers, with a hamper containing a selection of local food and drink to use in her appeal to raise funds for the Air Ambulance.**

**The Farm shop, supported and made possible by a grant from DEFRA, has already created five full time jobs and because demand has exceeded their expectations, with food and drink literally flying off the shelves, there are staff and trainee vacancies for people who looking for a career in farming, retail or butchery.**

**This venture supports the local economy, not only by employing local people but also by selling customers local products. The shop sells local food and drink from farmers and small local producers based in Leicestershire and Rutland and the surrounding area.**

The Shop, at Grange Garden Centre at Asfordby Hill near Melton which is open 7 days a week, celebrates the true Heritage of the area, that goes back to long before the 19<sup>th</sup> Century hunting traditions that saw the rise to fame of pork pie and Stilton. Prior to then, this area of the East Midlands was sheep and beef grassland country.

Brockleby's Farm Shop is an exciting development for the area at a time when farming is facing some of its biggest challenges yet. It is a really important venture for the area, as it supports small local producers and allows the consumer to buy traditional heritage foods that have complete traceability of where ingredients and foods are coming from, with even the feed of the animals known to be GM free.

This new shop is all about local food, which is farmed, and processed locally. Ian Jalland who runs Brockleby's and whose family have farmed sheep since 1603 in Upper and Nether Broughton, explains: -

"We farm, butcher and retail meat from both traditional and rare breed stock. All our animals are farmed using traditional organic methods of animal husbandry, and our fields are free from artificial fertilisers, pesticides and GM crops. The meat we produce is slowly matured and is both hormone and antibiotic free (antibiotics are only used as a last resort). As a result, our meat is healthy, more nutritious and unbelievably delicious!"

"We believe that harmony with both soil and animals is essential. If you look after the soil, the soil will look after the animals and the animals will look after you."

"Old-fashioned breeds are not cheap to produce, nor are they particularly efficient, they take time to mature. But their meat, rather like their appearance, is less bland and uniform than that of their modern cousins. We believe that the concept of

consuming rare and minority breed meat is both good for conserving the breeds and our culinary heritage.”

By buying from the farm shop you will be helping the environment, and guaranteeing that our heritage lives on not only by ensuring the animals future, but also that the landscape this farming has given us is carried forward for future generations.

There is a huge movement for change away from fast foods and towards more healthy meals, which can be bought at the Farm shop and the meat is actually healthy for you too: -

“ Our traditional Hebridean lamb, which will be available in the shop along with other traditional breeds which are naturally lower in fat than more modern breeds, has the lowest fat and lowest cholesterol that you can get in lamb.”

The shop sells freshly prepared locally farmed traditional meat, but to make life a little easier they also have a kitchen where meals are made and you can watch the preparation before they are sold in the shop.

The shop will stock all you need for your weekly food shopping; the difference from a supermarket is how far it has travelled. When you visit you will also find seasonal vegetables, dairy products, ready prepared meals, and other produce from Leicestershire and the surrounding area, plus ranges of certified organic foods, gluten free foods and Fair trade foods.

The shop's range of local cheeses, fresh milk and ice cream, includes produce from: -

- Webster's Dairy - the world's smallest Stilton producer.
- Lincolnshire Poacher -the only East Midlands producer of Cheddar.
- Manor Farm Dairy
- Thaymar Dairy Ice Cream
- Lubscloud - organic milk

And in Granny's Larder you will find essentials and much more for your store cupboard including: -

- Honey from Nottinghamshire and Leicestershire
- Wine from the Welland valley
- Beer and Ale from Vale of Belvoir
- Preserves from Leicestershire
- Whissendine Windmill Four
- Dry goods from Claybrook Mill
- Bread from Leicestershire bakers

Over the last few years the rural economy locally has suffered in the wake of BSE and foot and mouth. Now with uncertainty over subsidies, this farming based business, is helping to make a difference by offering a new opportunity to farmers and producers in the local area.