

# Good News for Local Rural Economy

**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, one farming based business, Brockleby's, is helping to make a difference by offering a new opportunity to farmers and producers in Leicestershire, Nottinghamshire, and Lincolnshire. The new venture has been supported by the Government, with DEFRA assisting the business with some of the start up costs.**

**Local food producers and farmers are being offered the chance to sell their products, or have their animals butchered and sold through a new farm shop currently under construction.**

Brockleby's is a thriving rural business that farms, butchers and retails meat from both traditional and rare breed stock. Started in 2003, it farms across the boundaries of Nottinghamshire and Leicestershire. The meat is currently sold through their stall at Farmers markets in Leicestershire and Nottinghamshire.

The venture into butchering and selling their meat has been so successful that they are expanding the business and investing in the future by building the new farm shop next to Grange Garden Centre a few miles from Melton Mowbray.

Brockleby's who are only in their second year of selling meat, have already won a Gold Award for their Jacob Lamb and Mint sausages in the 2004 Great Taste Awards, organised by the Guild of Fine Food Retailers.

Ian Jalland who runs Brockleby's and whose family have farmed sheep since 1603 in Upper and Nether Broughton, is making an appeal for interested farmers and producers from Leicestershire, Nottinghamshire, and Lincolnshire to contact him: -

“We are providing farmers the opportunity to sell us their livestock to be butchered and retailed in the shop, and producers the opportunity to wholesale us their wares”

There is also more good news for local employment as Brockleby's is looking to recruit people locally: -

“We want to give local people the opportunity to gain employment and training in either butchery (I've had a vacancy for a year!), retailing or farming.”

The new farm shop when it opens will sell Brockleby's own lamb together with other local farmers and producers goods.

“We believe in Food with Provenance, which means that the origin of all our food is traceable and is good for both you and the environment. We will be stocking all your weekly requirements for food and drink but, unlike most retailers, the majority of our produce will come from Leicestershire, Nottinghamshire and the surrounding counties, with a good proportion of the meat originating from our own farm. For those items that we can't source locally, we will only stock ethical or dietary alternatives such as Fair Trade, Organic and Gluten Free.”

Please contact Ian Jalland by phone 01509 889421 or via the email address on the “How to Order” page of this website for more details or to arrange an interview.