

Brockleby's Win More Great Taste Awards

Brockleby's who won a gold award for their Jacob lamb and mint sausages in the prestigious national 2004 Great Taste Awards after only starting producing sausages two years ago, have now won two more awards in the 2005 Great Taste Awards for their Lamb pies produced in their new shop farmhouse kitchen.

The Great Taste Awards are organised by the Guild of Fine Food Retailers and have been running for eleven years. Known as the 'Oscars' of speciality food and drink, all entries are blind tasted by food experts from across the industry, and every year it attracts a huge number of entries with only the best getting awards.

Ian Jalland who has set up the farm shop following his success at selling through farmers markets and recognising the need and demand for people to be able to buy local foods and reduce food miles, said: -

" Having only opened the shop and cooked the pies for the first time in May this year we are thrilled to be awarded Bronze for both our Lamb pie and our Moroccan lamb pie which are both made from our own traditional lamb which we farm locally."

"The whole staff has worked really hard to get the shop open and in preparing our cooked food range, especially shop Manager Suzy who baked the winning entries. We are now working on producing a Melton Mowbray pork pie made with pork which has been reared in Leicestershire."

The shop stocks a wonderful range of local food and drink many of which have also won awards. Not only is it a showcase of the fantastic food the area has to offer but it is also helping support our local heritage and economy.

Brockleby's Farm Shop, supported and made possible by a grant from DEFRA, has announced a programme of evening events to enable customers to get to know the farm and find out more about the food and drink sold in the shop.

Brockleby's Farm Shop, next to the Grange Garden Centre at Asfordby Hill just outside Melton Mowbray, 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.

The programme of events starts with a **Farm tour and BBQ on Friday 19th August 2005** (free entry), with barbequed food and soft drinks on sale; then on **Friday 21st October** there is '**Cheese and Wine**' with free tasting; and on **Friday 18th November** there will be a '**Wild Game evening**' with speakers and demonstrations. Full details are available by calling into Brockleby's Farm Shop, open seven days a week, and late night until 7 pm on Fridays.

This new shop is all about local food, which is farmed, and processed locally. Ian Jalland who runs Brockleby's and who farms rare breed sheep & pigs in Wymeswold and Kirby Bellars, explains: -

"We wanted to let customers see the traditional way we farm and at the same time find out more about the food and drink we sell, where it comes from, how it tastes and ideas on cooking it from experts."

"At Brockleby's we want to make sure we give the best possible customer service, which includes the whole team being able to tell customers where and how the food has been produced, but we also want to get to know what our customers would like and these evenings are part of this."

Last month a national report produced by DEFRA raised serious concerns over the impact of how far food is travelling to reach the consumer and how the environment is bearing the cost of this to its detriment. At Brockleby's they help reduce how far it has travelled by sourcing as much local seasonal produce as possible, so by shopping with them you are helping save the countryside.