

Local piemaker in running for farming award

A LEICESTERSHIRE farmer has been shortlisted for the title of Local Food Farmer of the Year.

Ian Jalland, of Goosenest Farm, Wymeswold, is one of three finalists vying for the title in the prestigious Farmers Weekly Awards 2009.

Judging is currently taking place and the winner will be announced at a ceremony in London in October this year.

Mr Jalland, who runs up to 600 Hebridean sheep on his Leicestershire farm, is the owner of Brockleby's Farm Shop, of Asfordby Hill, Melton Mowbray.

As well as showcasing the best locally produced food and drink, the farm shop sells a successful range of hand-made pies, including the world's only organic Melton Mowbray pork pie.

The Brockleby's pie range also includes the Longhorn Steak Parcel, Longhorn Beef Pie, Moroccan Lamb Pie, Shepherd's Delight, Free Range Chicken Pie, Poacher's Game Pie, Summer Fruit Pie and Suzy's Apple Pie.

The range uses organic and locally produced ingredients, including lamb from Mr Jalland's own flock of rare-breed sheep.



Press release

The Farmers Weekly Awards are now in their fifth year and aim to showcase the best farmers in the country, spread best practice, inspire others and influence the public about the role that farmers play in today's society. The Local Food Farmer of the Year category is sponsored by Asda.

Mr Jalland said: "It's very exciting to have been shortlisted - the Farmers Weekly Awards are highly respected.

"The principle of local food is very important to us as Brockleby's is built on our motto of "Food With Provenance" – food with a known origin which tastes fantastic.

" We believe consumers really care where their food comes from these days and that's reflected in the popularity of our pies and ready meals."

For further press information and high res pictures, contact Sarah Hall on 07963 269992 or email hall.sarah2@sky.com. Alternatively, contact Ian Jalland on 01664 813200.