

Leicestershire Food Links  
Leading the field in local foods

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Country Fair to be revived at Melton by local foods organisation.

Melton Mowbray is once again hosting a Country Fair in the centre of the town thanks to a leading food organisation. After a 2 year break, families will once again be able to enjoy a whole range of country arts and crafts, rural heritage, local foods and entertainment thanks to Leicestershire Food Links.

The original country fair was a traditional part of Melton life and would have been the highlight of the rural calendar. It was brought back between 2002- 2006 attracting around 15,000 people. It will once again take place in the Town Estates parks in the Centre of Melton on Sunday June 28<sup>th</sup> with a small admission charge of £2.50 for adults and free admission for children under 16.

"We want everyone to experience a traditional fair with lots of activities that will be both educational and fun" says Sallie Hooper from LFL. "It's offering something different from the other shows and fairs in the county and we hope that many local businesses and organisations will be keen to get on board "

Attractions so far include a Viking encampment, long bow archery, falconry and owls, ferrets, dog racing, and rural craft demonstrations. A special "Green and Growing" area will highlight the interest in environmental issues with Cycle Magic, Love Food, Hate Waste, Composting and Grow your Own, and Gardeners Questions. The "Green Man" will be around all day with his distinctive treelike appearance and green make up. He entertains audiences with his message of caring for the environment through song, story and humour, blending the ancient with the modern.

" I' m looking forward to my visit to the market town of Melton. Once upon a time all our lives depended entirely on the link with the land, and characters like me would have been part and parcel of celebrating country life. Now most of us are cut off from it

which means we are cut off from our heritage too. I want to try and bring that connection back and have a whole lot of fun at the same time!"

No fair would be complete without lots of music and dancing. The line up so far includes jazz bands, brass bands, pipers band, Morris dancing, folk singing, Regency dancing, and drumming workshops for those who would like to have a go at playing the drums.

There will also be a wide range of craft stalls, with food being provided by the local farmers in a Farmers Market area. Ian Jalland from Brockelby's Farm, Asfordby will be there selling his award winning organic burgers, sausages and pies all made from his own rare breed sheep and beef. He is also one of the organisers of the fair and realises how events like this appeal to all ages and can contribute to a real appreciation of food and farming "I'm really looking forward to another country fair although I know what a lot of hard work goes into an event of this scale. With a growing interest in local foods and healthy eating its appropriate to have a strong emphasis on our regions favourite foods, and we will also have plenty of fun showing how pies and sausages are made too It's all about celebrating the heritage of the Borough by providing an inexpensive day out for all the family."

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NOTE Leicestershire Food Links is a not for profit co-operative specialising in promoting local foods which bring both health and environmental benefits.