

# ENJOY

LOCAL FOOD  
AND DRINK  
*in and around*  
EAST YORKSHIRE



## Welcome to East Yorkshire Local Food Network's February 2013 Newsletter

### CHAIRMAN'S UPDATE

#### Active Members

Congratulations to our members who have been shortlisted for the REYTA Awards organised by VHEY. We have issued a press release to promote their businesses and the Network. Good luck to everyone who has made the shortlist.

<http://enjoy-eastyorks-food.co.uk/nine-members-of-east-yorkshire-local-food-network-shortlisted-for-reyta-tourism-awards/>

New directors Nigel Bartle (new season tomatoes) and Katie Taylor from Drewton's, together with Caroline Sellers of Side Oven Bakery and Sue Woodall from Ladies in Pigs provided produce and educational literature for a Farmhouse Breakfast Week event at Elloughton Primary School organised by Lynne Thomas at ERYC to encourage healthy lifestyles and healthy eating.

Thanks to Ray Thompson from The Wrygarth Inn, Great Hatfield for manning the EYLFN stand at the 'Promote Your Business' meeting organised by the Federation of Small Businesses (FSB) at Makro in Hull on 11 February.

Yorkshire Wolds Cookery School has teamed up with JSR and Michelin Star Chef, James Mackenzie of The Pipe and Glass Inn, to launch 'The Golden Apron', a cookery competition designed to find Yorkshire's best young chef. The competition is open to 14-19 year olds throughout Yorkshire and will give aspiring youngsters guidance in their cookery career whilst promoting the region's finest produce. To enter The Golden Apron, youngsters must create a dish using locally sourced pork as a core ingredient, working with a £10 budget for two servings. They must submit their recipe with a supporting image and fill in their application online at [www.yorkshirewoldscookeryschool.co.uk/thegoldenapron](http://www.yorkshirewoldscookeryschool.co.uk/thegoldenapron). Entries will be broken down into two age groups (14-16 and 17-19) and judged on cost, appearance, originality, seasonality and use of local produce.

William's Farm Kitchen in Hornsea is expanding. It's great to see quality local food and drink gaining market share. Well done Mark and colleagues!



William's Farm  
Kitchen announces bi

Katie Taylor celebrated her appointment to the Board with an article in the Pocklington Post:



Katie Taylor  
4-2-13.pdf

Look out for Beverley Tickton Grange in the Yorkshire Post this month!

There is very little for the editor to do when the members provide such exciting copy for our newsletter!

## **Comment on the News**

The horse meat issues will certainly give a discussion impetus to local food. With both the Rt. Hon. Anne McIntosh, who serves on the EFRA Committee, and Mary Creagh, Shadow Defra Minister, saying they are not going to eat the meat dishes in their fridge, there seems to be a consensus of criticism on the global food chain.

I think we need to be careful that we are not triumphalist, as everyone needs to eat, and we must maintain consumption of quality food with provenance, not because it is not horse meat, but because it is tasty and has a well documented and visible path from field to plate. A balanced view can be found on the BBC Radio 4 Food Programme. I cannot insert the link as it will overwhelm your internet, but, just go to BBC Radio 4 and follow the links. You can see the EFRA Committee debate at <http://www.parliamentlive.tv/Main/Player.aspx?meetingId=12451>

Read the written evidence at

<http://www.publications.parliament.uk/pa/cm201213/cmselect/cmenvfru/writev/contbeef/contents.htm>

I have recently attended conferences where top brass of Waitrose and Sainsburys have talked about their commitment to British farmers and growers. They are hard negotiators, but they do understand provenance and its value to their customer's loyalty. Both are clear that good practice costs more and have separated the products into their own brand select range, so they can give it the added integrity of their Corporate Responsibility Policies to offset the higher prices.

In our shorter food chain our provenance and sustainability credentials are easier, but we still need to keep our customers informed and involved. Working together through the Network helps our small businesses to get appropriate press/public comment. Stress your quality, rather than trying to second guess the mistakes of global trading.

## **Things You Might Find Interesting or Helpful**

### **Education at work**

From September 2013 youngsters have to carry on education until they are 17. This will extend to 18 in 2015. It is called Raising the Participation Age (RPA). Anyone you employ over 16 will therefore need some day release training. I am discussing this with Bishop Burton College to see how the Network might help and indeed what type of training you might consider beneficial. It does not have to be job related, it could be history or art to broaden the mind!!

<http://media.education.gov.uk/assets/files/pdf/q/qa%20for%20employers.pdf>

### **Foods Standards Agency require fewer inspections**

FSA could allow fewer inspections for SME firms with good compliance records, more consistency from Local Authorities and a review of guidance to ensure it is clear and concise.

<http://news.bis.gov.uk/Press-Releases/Regulator-pledges-to-cut-red-tape-for-food-manufacturers-6865b.aspx>

### **Gaming machines have a new tax**

Most pubs and clubs are subject to a Machine Games Duty, it replaces old taxes. You need to apply for registration. Register at [www.hmrc.gov.uk/machinegamesduty/mgd-online.htm](http://www.hmrc.gov.uk/machinegamesduty/mgd-online.htm)

### **Courses to qualify in business management/market opportunities**

They will range from one-day workshops to industry-recognised qualifications and will be run on college campuses, in village halls, on farms and in business centres. The organisations providing the training will be able to tailor the courses to meet demand. More information at:

[http://www.blmforum.net/en/blm/Finance/2034/Government-provides-cash-for-rural-training-schemes.htm/?utm\\_source=newsletter&utm\\_medium=email&utm\\_campaign=6](http://www.blmforum.net/en/blm/Finance/2034/Government-provides-cash-for-rural-training-schemes.htm/?utm_source=newsletter&utm_medium=email&utm_campaign=6)

### **Need a mentor?**

The Government has created a Mentors dating site. I hope you have success in finding a friend!

<http://www.mentorsme.co.uk/>

## Looking for a new office?

The Government is trying to sell off some of its assets:

<http://www.cabinetoffice.gov.uk/news/find-me-some-government-space-new-website-sell-government-buildings>

## EYLFN NETWORKING EVENTS

### **Monday 11 March - Networking afternoon and visit to Justin Staal's Smokehouse at Long Riston**

The smokehouse has limited capacity, so we plan to take a group of 12 on a tour, then a second group to arrive 45 minutes later for a presentation to the whole group on 'Finance for Small Businesses' and tea and cakes, followed by a tour of the smokehouse for the second group. We are very grateful to Justin for his invitation and for the support of the East Riding of Yorkshire Rural Partnership.

### **Wednesday 24 April – Networking afternoon and visit to Nigel Bartle's Tomato Nursery at Brough**

Nigel is Chairman of the Tomato Growers Association and will talk about the wide range of varieties and types available, as well as showing you how they are grown. You will I assure you be amazed! Tea and cakes will be followed by a presentation on 'Top Tips to Create a Great Impression' from Tracey Baty of three60marketing and pr.

### **Tuesday 21 May - 'Celebrating Local Food & Drink Showcase' at Bishop Burton College**

Come and meet producers, retailers, chefs, organisers of farmers' markets and food festivals and suppliers of goods and services to the local food sector. The event will also promote the use of local food as added value for conference facilities as well as other hospitality and retail businesses and provide details of a total skills package for the local food chain from field to plate.

***Full details of the above networking events are currently being finalised and will be circulated shortly. In the meantime, please contact Julia on 01482 391655 or [Julia.Soukup@eastriding.gov.uk](mailto:Julia.Soukup@eastriding.gov.uk) to register your interest in attending.***

The new Board of Directors meets on Monday 25 February.

## PARTNERS' EVENTS

### **Hull & East Yorkshire Festival of Tourism Launch, Monday 4 March (4pm – 6pm), Hallmark Hotel - North Ferriby**

This is the launch event of the Festival of Tourism that runs from 4 – 14 March 2013. Visit Hull and East Yorkshire in partnership with Hull & East Yorkshire Bondholders invite you to join them at the launch, where you will have the opportunity to learn more about tourism as an economic driver and hear from James Berresford, Chief Executive of Visit England. There will also be an opportunity for local food and drink producers to have stands to showcase the fantastic local produce available on our doorstep and to encourage networking between local producers and various businesses within the tourism network. If you are a local producer and would like to book a free table or if you would like to book a free delegate place please contact Meredith Trowsdale, Tourism Marketing Officer at VHEY on 01482 486564 or [meredith.trowsdale@vhey.co.uk](mailto:meredith.trowsdale@vhey.co.uk)

If you would like to help on the East Yorkshire Local Food Network stand or provide samples or leaflets if you are unable to attend, please contact Julia Soukup on 01482 391655 or [Julia.soukup@eastriding.gov.uk](mailto:Julia.soukup@eastriding.gov.uk)

### **Yorkshire Passion Free Customer Service Training, 4 - 8 March, Various Venues**

To help local businesses provide an even better service Visit Hull & East Yorkshire (VHEY) are offering **FREE** Yorkshire Passion customer service training courses to any business or individual who comes into contact with visitors or customers. Yorkshire Passion (written by John Godber), is a highly visual, entertaining and memorable approach to customer service training that illustrates the central role we all play in delivering quality customer service and the effect that has on our customers and visitors perception of our business and the area.

<http://www.visithullandeastyorkshire.com/yorkshire-passion/courses.aspx>

### **FSB/ERYC Business Event – Tuesday 12 March (5.30pm – 8.30pm) – The Spa, Bridlington**

The theme for this free networking event is tourism and the main speaker is Wayne Hemingway who has helped a number of businesses and coastal towns. The chefs from The Spa will be sourcing local produce for the finger buffet under the 'Enjoy Local Food & Drink in and around East Yorkshire' banner. Julia and I will be manning a stand promoting EYLFN and you would be very welcome to join us. There will also be an opportunity for local food and drink producers to book a free table to showcase their products. For further information contact Amanda Hoggart in the ERYC Business Services Team on 01482 880445 or [Amanda.hoggart@eastriding.gov.uk](mailto:Amanda.hoggart@eastriding.gov.uk)

If you would like to help on the East Yorkshire Local Food Network stand or provide samples or leaflets if you are unable to attend, please contact Julia Soukup on 01482 391655 or [Julia.soukup@eastriding.gov.uk](mailto:Julia.soukup@eastriding.gov.uk)

### **Other Dates for your Diaries**

National Bread Week            18-24 March    Details from Home Grown Cereals Authority at AHDB

Bacon Connoisseur's Week    16-22 April    Make the perfect bacon buttie!  
Details from [www.bpex.org.uk](http://www.bpex.org.uk) or Ladies in Pigs [www.ladiesinpigs.co.uk](http://www.ladiesinpigs.co.uk)

With best wishes

**Graham Ward (Chair, Board of Directors)**

### **BUSINESS DEVELOPMENT GROUP UPDATE**

A focus group meeting was held on Tuesday 29 January to discuss details of the 2013-14 Enjoy Local Food & Drink Guide. (50,000 Copies). We are now looking for an appropriate (quality and cost) publisher and we are working hard to secure sponsorship in order to keep entry costs to a minimum. The hope is to be able to offer free entry to all our EYLFN members. We will keep you posted.

The next Business Development Group meeting is on 16 April. If you would like to know more about the group or would like to come to the next meeting, please contact me on Tel: 01964 541084.

With best wishes

**David Nowell (Chair, Business Development Group)**

### **MEMBERS' NEWS**

Ryedale Vineyards would like to team up with a fish restaurant or local chef using local fish as fish and white wine are such obvious partners. If you are interested or have any suggestions please contact Stuart Smith on 01653 658507 or [stuart@thevinehouse.fsnet.co.uk](mailto:stuart@thevinehouse.fsnet.co.uk)

### **MEMBERS' EVENTS**

**Saturday 23 February 'Come Dine with Me, Drewton's Style'** – An evening of fine food and the chance to meet some of our fantastic local producers.

**Saturday 9 March – Meet the Producers Day** – Meet some of the food and drink producers who supply Drewton's Farm Shop.

Follow the link for further details on the above events: <http://drewtons.co.uk/pages/events>

**Friday 8 March – Bangers & Beer – William's Farm Kitchen, Hornsea**

An evening where you will taste 6 different sausages that we make here and 6 different Yorkshire ales. Tickets are £15 and available at the shop.

**Saturday 16 March – Meet the Producers – William's Farm Kitchen, Hornsea**

Our popular producer days are back! This is the first of 4 throughout the year and we will have 10 or more local producers offering tasters free of charge – come and try some! [www.williamsfarmkitchen.co.uk](http://www.williamsfarmkitchen.co.uk)

Ryedale Vineyards at Westow are planning a St. George's Day tasting of English wines and cheeses. Look out for further details next month!

## **FUTURE NEWSLETTERS**

Don't forget to forward your news and details of your events to [Julia.Soukup@eastriding.gov.uk](mailto:Julia.Soukup@eastriding.gov.uk) for inclusion in future newsletters.

**If you have not already done so, why not join East Yorkshire Local Food Network and reap the benefits!**

**Further details and an application form can be downloaded at**

**<http://www.enjoy-eastyorks-food.co.uk/membership-benefits/>**



*A Recipe for Success!*

East Yorkshire Local Food Network Ltd is a not for profit company limited by guarantee  
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