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Opening Extract from...

The Good Produce Guide 2011

Written by Rose Prince

Published by Hardie Grant Books

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THE GOOD PRODUCE GUIDE 2011

ROSE PRINCE



hardie grant books

The Good Produce Guide 2011 by Rose Prince

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Contents

How to find your way around *The Good Produce Guide 2011* **ix**

Introduction by Rose Prince **xi**

The best producers of 2011 **xiii**

East of England **1**

London **39**

Midlands **117**

North East and Yorkshire **153**

North West **183**

Northern Ireland **205**

Scotland **215**

South East **245**

South West **299**

Wales **371**

Seasonal food calendar **390**

UK food festivals **394**

Useful organisations **396**

Useful publications **397**

Index of trades **399**

Index of producers by trading name **401**

Author's acknowledgements **415**

How to find your way around

The Good Produce Guide 2011

Welcome to *The Good Produce Guide 2011*. The guide is organised into 10 chapters arranged alphabetically by region: East of England, London, Midlands, North East and Yorkshire, North West, Northern Ireland, Scotland, South East, South West and Wales. Within each chapter, the entries are arranged into different types of food produce, for example Dairy, and places to buy food, such as Farm Shops and Food Markets.

● Entries are alphabetical along the same lines as a telephone directory. If you are looking for W. G. Smith, for example, look under S; for John Smith Butchers, look under J; for The Cheeseboard, look under C.

● Each entry gives you the web address, phone number, postal address with postcode and opening times. Some companies or producers have no website. Where a company trades only online there are no opening times. Occasionally opening times are so seasonally variable or irregular, we've suggested readers phone before visiting.

● Following the regional chapters there is a seasonal food calendar (which shows you when to buy great UK produce at its best); a list of major UK food festivals; a list of useful websites and addresses; and a list of useful publications.

● There are two indexes at the back of the book; one which is by trades, and the other which is an alphabetical list of all the producers and suppliers mentioned.

● Finally, there is a feedback form. This Guide is published annually so we'd like to know what you think of the food producers and suppliers we've included and to hear of any that you think should appear here next year.

▼ IMPORTANT INFORMATION AT A GLANCE

- Telephone number
- Address
- Opening times
- Goods can be sent via mail order/home delivery
- You can order goods online
- You can order goods over the phone to have them delivered or to collect
- There is a customer box scheme
- You can pick your own fruit or vegetables
- Cash or cheque only (no cards)



Counties in England are divided into these regions:

East of England Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk, Suffolk

London Within the M25

Midlands Birmingham (and West Midlands), Derbyshire, Herefordshire, Leicestershire, Lincolnshire, Northamptonshire, Nottinghamshire, Rutland, Shropshire, Staffordshire, Warwickshire, Worcestershire

North East and Yorkshire Cleveland, Co Durham, Humberside, Northumberland, North Yorkshire, South Yorkshire, Tyne & Wear, West Yorkshire

North West Cheshire, Cumbria, Greater Manchester, Lancashire, Merseyside

South East Berkshire, Buckinghamshire, East Sussex, Hampshire, Isle of Wight, Kent, Oxfordshire, Surrey, West Sussex

South West Cornwall, Devon, Dorset, Gloucestershire, Somerset, Wiltshire

Introduction

This is the second edition of the *Good Produce Guide*, updated and with dozens of interesting new entries. It is essentially a guide that shows where to buy food, but it will not direct you to a supermarket chain. At the heart of the guide is an independent spirit. The shops, markets and food producers featured inside are independent businesses, many of them family run and 'small' when compared to the retailing giants that prevail on every British high street. Those few that are not independent show overwhelming support for other independent food producers. Entries are chosen independently, too, by me and a small team of likeminded people.

The guide charges no fees to the entries – they are in the book simply because I like the food they sell and I believe they offer an invaluable service to British shoppers. Criteria for entry into this guide can be summed up in two words: honesty and talent. I want the entries in this book to be the kind of businesses that open their doors for inspection and some hard questioning and – equally importantly – to be people that make delicious things we'd all like to eat.

This time you will find a very different *Good Produce Guide* to the first, the major change being that the guide is now laid out in a regional format. It is now much easier to find a market or farm shop, butcher or pick-your-own in your area. This change was made in response to reader feedback from the first edition – and I think it makes the book even more useful. I love the new version because I can take a copy with me when travelling (or keep one permanently in the car) and find a good place to buy food wherever I am in the UK. Or, if I want to buy authentic, regional specialities, I can simply refer to the relevant section of the book.

For those who holiday in the UK, renting accommodation and/or catering for themselves, the new 2011 guide will tell you where to find the nearest farmers' markets, and on which day and what time. It will point you to the best local butcher, beekeeper or baker. It will help you find a glass of tangy, cloudy English apple juice, pick your own strawberries, find the freshest, sustainably caught fish and sample the wonders of British game – or just buy good, honestly produced, groceries for every day. Instead of going to a branch of the supermarket chain you use at home, you can have a real holiday and try local foods made by local people who, I promise, will give you a warm welcome.

The new 2011 guide has 180 new entries. As well as adding exciting new people that have recently opened or for some reason were not on my radar, I have tried to increase the number of entries in areas that seem a little 'thin' on good food produce – but that is not to say I add a new entry for the sake of it. The more the better however, and I hope that readers will make use of the feedback form at the back of the book and tell me of any new finds, or places that I have missed. I will then investigate, and we will make sure we visit or sample their food.

Sadly I have removed a few entries that had been in the 2010 guide. Some producers have retired, others closed down, unable to continue operating in the present financial climate. I sincerely hope their exclusion is temporary. In rare cases there were entries that no longer met our criteria – again, I hope their exclusion is short-term. Do be aware that the guide goes to print some time before it is on sale and it is impossible to be 100 per cent up to date – so please forgive any errors. Once again I am always happy to hear your thoughts – even the grumpy type!

I believe this guide has a great future. I shamelessly promote this possibility because while it means much to me, there are over 1100 people in this book that could benefit; a whole mini-economy that matters. Without them, life would be dull. With good food produce, every day brings the excitement of a great meal.

Rose Prince
2011

Readers please note – Every effort has been made to ensure that the information in this guide is correct and all businesses are operational at the time of going to print. The Publishers and I will be updating the information through the year and we would welcome feedback so that we can incorporate any changes in the next edition. Please send any changes to: info@roseprince.co.uk

The best producers of 2011

This year I thought I would highlight the establishments who have gone that extra mile to produce something truly outstanding. Here are my top 10 must-visit producers for 2011 – these talented people, in my opinion, are selling some of the most delicious food in Britain.

Best Farm Shop
Dart's Farm Shop, Devon (page 301)
Runner-up
Loch Arthur Farm Shop, Dumfries and Galloway (page 218)

Best Food Market
Bristol Slow Food Market, Bristol (page 316)
Runner-up
Brixton Market, London (page 42)

Best Deli or Specialist
Melrose and Morgan, London (page 62)
Runner-up
Lawson's Delicatessen, Suffolk (page 12)

Best Butcher
M. Moen & Sons, London (page 80)
Runner-up
John Robinson & Son, Hampshire (page 262)

Best Baker or Confectioner
Long Crichel Bakery, Dorset (page 341)
Runner-up
Welbeck Bakehouse, Nottinghamshire (page 140)

Best Dairy Producer
Stichelton Dairy, Nottinghamshire (page 145)
Runner-up
Daylesford Organic Farm Shop, Gloucestershire (page 301)

Best Fishmonger
Matthew Stevens & Son, Cornwall (page 354)
Runner-up
The Whitby Catch, North Yorkshire (page 176)

Best Grower / Greengrocer
Buttervilla, Cornwall (page 360)
Runner-up
Woodlands Farm Organic Box Scheme, Lincolnshire (page 149)

Best Drinks Producer
The Orchard Pig, Somerset (page 369)
Runner-up
The Rare Tea Company, London (page 115)

Farm Shops 2
Food Markets 7
Delis and Specialists 9
Butchers 16
Bakers and Confectioners 25
Dairy 27
Fish and Seafood 31
Vegetables and Fruit 33
Honey 36
Drinks 37

East of England

Blackwells Farm Produce

www.blackwellsfarmproduce.co.uk
01376 562500
Herons Farm, Colne Road, Coggeshall, Essex **CO6 1TQ**
Mon–Fri 8am–6pm; Sat 8am–4pm; Sun 10am–3pm

Nineteen-year-old Phoebe Robinson, who has been a great help in the compilation of this year's guide cannot praise this farm shop highly enough – she lives nearby. The Blackwell family have been farming at Herons Farm since the '30s and in 2008 started their farm shop. It has gone down a storm with locals. Much of the produce is sourced within a 20-mile radius. They have an on-site bakery; the lamb, beef and game is particularly noteworthy; and they sell rare-breed meats, vegetables, fruit, wines, cider and beer. They also take home-delivery orders via the internet or by telephone. Apart from Phoebe I have had other complimentary reports and would welcome more observations.

Calcott Hall Farm Shop

www.calcotthall.com
01277 264164
Ongar Road, Brentwood, Essex **CM15 9HS**
Tues–Sat 8.30am–5.30pm; Sun 10am–2pm

Andrew and Janet McTurk grow a vast range of vegetables and fruit, and sell a number of great foods from East Anglia. The couple have been here for over 35 years, and began selling potatoes and sweetcorn from crates in 1974. In 1983 they renovated an old Essex barn to house today's shop. Minimal pesticides are used, and varieties are chosen for flavour and not yield. Expect to find (season permitting) various potatoes, asparagus, strawberries, blackcurrants, squash, kohl rabi, purple sprouting broccoli, kale, carrots, beetroot and much more. A finalist in The National Farmers' Retail & Markets Association (FARMA) awards, 2010.

Christmas Hill Farm Shop

www.christmashill.co.uk/farmshop
01842 861144
Station Road, Lakenheath, Brandon, Suffolk **IP27 9AB**
Tues–Sat 9am–5.30pm; Sun 10am–4pm

Housed in a former cowshed and dairy, a farm shop selling the farm's own rare-breed beef and lamb plus local pork, chicken and game. Beef is hung for four weeks; all meat is from animals that are slow grown and naturally fed. Mutton is sometimes on offer but call in advance – with the meat sold here being mostly rare breed, it is subject to availability.

Farmcafé & Foodmarket

www.farmcafe.co.uk
01728 747717
Farm Café and Foodmarket, Main Road (A12), Marlesford, Woodbridge, Suffolk **IP13 0AG**
Mon–Sun 7am–6pm

If only every A road in the UK boasted a place like this. The café serves full English breakfasts and bacon rolls made only from local ingredients, and the shop sells the pick of Suffolk produce, which is some pick as this is a region with a rich diversity of great farm producers and independent entrepreneurs. Bread is from Woodbridge (marked if 'today's' or 'yesterday's'), milk is from local dairy Marybelle, there are chickens from Sutton Hoo, black pudding from Clarke's butchery, Pinneys of Alford smoked fish, Suffolk Gold cheese and locally grown blueberries.

Farrowby Farm

www.farrowbyfarm.co.uk
01462 733700
New Inn Road, Hinxworth, Hertfordshire **SG7 5EY**
Mon–Tues, Thurs–Sun 10am–4pm

A small but appealing farm shop, run by Tim and Beverley Burrows on their Hinxworth smallholding, specialising in poultry. The welfare of the hens is not in question – these birds are downright spoilt and seem to command the place as they perch along the car park fence. Beside the shop is a café, and the Burrows have thoughtfully fenced in the garden, keeping the fat hens at bay and making a haven for visiting small children. Venison casserole and rabbit stew was on the menu on the day of my visit. There's also fresh duck and guinea fowl on sale, free-range eggs, plus pork from their own pigs – traditional breeds crossed with a large white boar. You can also buy honey from an apiary in Much Haddon, cold-pressed rapeseed oil from Suffolk, and flour from Glebe Farm Mill. Make sure you order turkeys for Christmas well in advance.

Garden Friends Farm Shop

www.gardenfriendsvegetablebox.com
01480 210383
Top Farm, The Lane, Wyboston, Bedfordshire **MK44 3AS**

This shop sells a host of food from their surrounding area. They have also just started a farm shop but for more details visit their website, which I have to say is woefully out of date. They do deliveries locally of their veg boxes. At the farm shop local lamb, beef, chicken and pork is available, as well as cheese, breads and honey. I would really welcome some further comments on this shop. Although they are trying really hard I am not sure yet about their business model.

Good Food Growers, Middleton Farm Shop

jack.rosenthal@btinternet.com
☎ 01728 648253
✉ Reckford Farm, Middleton, Saxmundham, Suffolk **IP17 3NS**
🕒 **Summer** Mon–Sat 9am–5pm; Sun 10am–5pm; **Winter** Tues–Sun 10am–5pm

Jack Rosenthal's exemplary farm shop acts as an outlet for nearby producers of asparagus in season, soft and orchard fruit, cheeses, fish, honey, meat and bread. Much of the produce is grown on neighbouring farms with the aim of bringing the producer and consumer closer together.
The second branch is called Reckford Farm shop and is located on Westleton Road, Middleton, Saxmundham, Suffolk IP17 3NS (Tel: 01728 643253).

Highways

www.highwaysonline.co.uk
☎ 01379 898357
✉ Finningham Road, Rickinghall, Diss, Norfolk **IP22 1LP**
🕒 Mon–Fri 9am–6pm; Sat pm; Sun am

Farmers Philip and Glynis Brown specialise in home-reared, rare-breed Gloucester Old Spot pork, slow reared on the farm, plus home-reared lamb and Norfolk Bronze turkey (seasonal). Butchery is on site and you can buy at local farmers' markets (contact for times and details).

La Hogue Farm Shop & Delicatessen

www.lahogue.co.uk
☎ 01638 751128
✉ La Hogue Farm, Chippenham, Ely, Cambridgeshire **CB7 5PZ**
🕒 Tues–Fri 10am–6pm; Sat 9am–5.30pm; Sun 10am–4pm

The success of this farm shop with its in-house butchery and astonishing range must be put down in part to the dearth of high-street food shopping in Newmarket (though it does still have some decent butchers). Chris and Jo Reeks claim to sell an astonishing 3000 products, making it an essential one-stop shop for locals. Highlights in the shop are the free-range eggs laid by traditional hen breeds on nearby Top Farm, Stoberry potted shrimps made in Newmarket by John and Barbara Rimmer, the Suffolk chickens, home-made stock from Exning and goose fat from local producer George Munn. There is also a wide range of ready-to-heat meals made with natural ingredients by Cook, a company in the south of England who have their own shops and supply many farm shops. There's also a good wine shop next door.

Martins Farm

01263 861 241
Melton Road, Hindolveston, Norfolk **NR20 5DB**

Drop by the Jason family's farm and pick up amazing home-grown fruit and vegetables, or dip into the freezer for pork and chicken, reared on the farm. Farm gate sales – there is an honesty box, so make sure to take cash.

The Oak Tree Low Carbon Farm

www.the-oak-tree.co.uk
07954 289490
The Oak Tree, Playford Lane, Rushmere, St Andrew, Ipswich, Suffolk **IP5 1DW**

Seasonal vegetables from an exemplary farm with, as the name suggests, an exceptionally low sooty footprint. Vegetables are delivered locally by bike, and everything on the farm that can be recycled will be. Produce is fantastic, locals rave about it, and the next stage will be expansion into free-range hens' eggs. Local delivery available.

Pecks Farm Shop

www.pecksfarmshop.co.uk
01525 211859
Stockwell Farm, Eggington, Leighton Buzzard, Bedfordshire **LU7 9PA**
Mon–Sat 9am–6pm; Sun 10am–3pm

The Pecks are dairy farmers who opened their farm shop in 2002 when the milk price dropped, leaving them with an unworkable income. The shop, housed in an airy barn, now sells a great range of locally grown vegetables. On the day of my visit there were cauliflowers on sale in not one, but four different colours – purple, green, yellow and white! The Pecks focus on quality, and not just on organic for the sake of it, so they prefer to sell produce that has not travelled far to the shop and that is as fresh as possible. Bread is baked every day and there is produce from the family's own Eggington Dairy, including milk, yoghurt, cream and butter. Sausages, bacon and pies are bought in from local firm Woburn Country Foods and pies are made by the Lime Tree Pantry. You will also find a few deli items, such as olive oil, olives and cheese.

Phil Truin Poultry

01284 828344
Elmwood Farm, Daking Lane, Felsham, Bury St Edmunds, Suffolk **IP30 0QW**
Opening times vary, please call ahead.

For over 30 years Phil and his team have been rearing chickens 'the hard way, the slow way, the traditional way', and he is passionate about his product. Over the festive season he also stocks bronze turkeys and geese. The result of the birds' free-

range, naturally fed and relaxed lives is a tender, juicy meat that is packed with flavour, and a skin that crisps up wonderfully. As it is a working farm, it is best to call ahead and check that the shop is open – although there is usually a friendly face around who will happily serve a passer-by.

Swafield Farm Shop

www.taverntasty.co.uk
☎ 01692 405 444
✉ The Street, Swafield, North Walsingham, Norfolk **NR28 0RQ**
🕒 Mon–Fri 7.30am–5pm; Sat 7.30am–1.30pm

The home-reared pork on sale in this good farm shop is from the farm's own delightful, British lop-eared pigs, and there are other rare-breed meats including Saddleback, Gloucestershire Old Spot, Large Black and Tamworth. It is the only Rare Breeds Survival Trust accredited butcher in Norfolk. The pigs are slow reared on a totally natural diet. Twenty or so varieties of sausage are made on the farm as well as pies – the pork and pickle pie is a BBC Oliver Magazine award winner. This is pork lovers' paradise, no doubt about it.

Walsingham Farms Shop

www.walsinghamfarmsshop.co.uk
☎ 01328 821877
✉ Guild Street, Walsingham, Norfolk **NR22 6BU**
🕒 Tues–Fri 9am–6pm; Sat 9am–5pm; Sun 10am–4pm

This is a very popular, well-reviewed farm shop in the medieval pilgrimage village of Little Walsingham, run by the Walsingham Estate in conjunction with its tenant farmers. It sells excellent, locally sourced fresh meat (the beef is reared less than one mile away), with poultry and game all butchered on site by Clive and Dan, the shop's in-house butchers. Ready-made dishes including pies, pâtés, stews and puddings are made in the shop's kitchen every day. There are free-range hen, goose, duck and quail eggs from David and Helen Perowne at nearby Top Farm, Great Snoring and game from the Walsingham Estate. Delicious artisan cheeses (made by Catherine Temple at Wighton and Ellie Betts of Ferndale Farm, Little Barningham), Norfolk ham, sausages and bacon, a range of fresh fish and shellfish (smoked fish, too), plus cakes, jams and pickles make this one of the best-stocked shops I have found. Even the imported products are carefully sourced, including olive oils from local importers Casa de L'Oli, and Fairtrade bananas. The second branch is called Norfolk Lavender Farm and is located in Caley Hill, Heacham, King's Lynn, Norfolk PE31 7JE (tel: 01485 570384)

Wiveton Hall

www.wivetonhall.co.uk
01263 740525
Wiveton Hall, Holt, Norfolk **NR25 7TE**
Mon–Sun 9.30am–5pm

Fruit and vegetables available here in season include asparagus, broad beans, tomatoes, squash, strawberries, raspberries, gooseberries, globe artichokes and blackcurrants. You can also buy the farm's own honey, free-range eggs, free-range pork and Gloucestershire Old Spot bacon. Next door there is a café headed by Alison Yetman, which continues to get rave reviews.

FOOD MARKETS ▼

Beccles Farmers' Market

www.becclesfarmersmarket.co.uk
01502 476240
Beccles Heliport, Ellough Airfield, Beccles, Suffolk **NR34 7UH**
Monthly, 1st and 3rd Sat 9am–1pm

A good-sized 'one-stop' market with about 30 stalls selling fresh meat, including plenty of Suffolk pork and hams, game birds, venison and poultry (including organic). There are also fresh and smoked fish from the Suffolk Coast, locally produced milk, yoghurt, cheese, fresh just-dug vegetables, artisan bread, home-made cakes and pies, plus free-range hen and duck eggs.

Ely Farmers' Market

01353 650080
Market Square, Ely, Cambridgeshire **CB7 4LS**
Twice monthly, 2nd and 4th Sat 8.30am–2pm

Traditional as well as exotic produce, such as ostrich meat, can be found at over 25 stalls at this popular market. Typical foodie items, such as cakes, jams, meats, organic breads, free-range eggs, fruit and vegetables can be found alongside chilli plants and local real ale and herbal remedies.

Eye Country Market

www.country-markets.co.uk
01246 261508
Eye Town Hall, Broad Street, Eye, Suffolk **IP23 7AF**
Weekly, Wed 10–11am

By way of an introduction to Country Markets (formerly the Women's Institute or WI markets), you could not do better than visit this one in Eye. These are not conventional markets with stalls piled with vast quantities of food. You are more likely to find an individual who has plucked a few greens from the garden, and who will just as happily barter

with another stallholder as they would sell their produce. One rule with country markets is to arrive bang on time. Blink and you will miss the produce, which can sell out fast. The quality and freshness can be fantastic, however, and well worth the effort. (The only thing I take issue with is the prevalence of margarine used in cakes.) Country markets are especially good for people who live alone as they are great places to buy natural, ready-made dishes such as shepherd's pie, perfect if you do not feel like cooking. The Eye Market, incidentally, was a finalist in the 2009 BBC Radio 4 Food & Farming Awards Best Market category. See the website to find your nearest market.

Fakenham Farmers' Market £

www.fakenhamfarmersmarket.co.uk
01328 862702
Market Square, Fakenham, Norfolk **NR21 9BE**
Monthly, 4th Sat 8.30am–12pm

On the fourth Saturday of every month, the lovely town of Fakenham hosts a farmers' market whose producers bring some of the great produce grown or harvested from Norfolk's fertile land and coast. Loyal locals describe this market as literally bulging with good things, ranging from Tavern Tasty Meats to Stuart Oetzman's excellent bread and pork pies at the Metfield Bakery stall. There are specialist egg stalls, hand-made cheeses, poultry, beef and game, plus a cornucopia of fruit and veg stalls, including organic. The market sells out quickly mind, so arrive early. Look for cheeses made by H Temples, free-range chicken from Rory Watson, game from Garner & Sons, kippers from Norfolk Kipper House and soft fruit from the Dickie family.

Lavenham Farmers' Market £

07704 627973
Lavenham Village Hall, Church Street, Lavenham, Sudbury, Suffolk **CO10 9QT**
Monthly, 4th Sat 10am–1pm

As always in Suffolk, there is no shortage of good produce. Look out for heather honey from Rita Heath, blueberries in season from Jo Garden, fresh produce from Fox's of Colchester and freshly cut English flowers grown by Claire Congdon at Capel St Mary. This is the area for good pork, bacon and hams (check out Clavering Pigs' stall), free-range Christmas turkeys and geese, Red Poll beef and potatoes. If you just want to eat and not shop, stop by for some Chinese at One Tan Van, sip a coffee and nibble a cake at the Farmers' Market Café or buy an ice cream from Major Miles and his Ice Cream Machine.