

# NEWS RELEASE

From the National Farmers' Retail & Markets Association (FARMA)  
And Dews Meadow Farm Shop



## DEWS MEADOW FARM SHOP TO ATTEND THE PRINCE OF WALES' ECO-FESTIVAL

Dews Meadow Farm Shop has been chosen as an exemplary local food business to attend a farmers' market at 'A Garden Party to Make a Difference', 8 -19 September, in the historic gardens of Marlborough, Lancaster and Clarence Houses and along the Mall in London.

The 12 day festival is part of the national Start initiative launched in February by The Prince of Wales, and will play host to spectacular installations, concerts, fashion demonstrations, food, debates, gardening, music and comedy by many household names, but all sharing the single theme of sustainability. A full line-up can be viewed at <http://www.startgardenparty.co.uk>

The farmers' market will be centre stage at the food area of the show, hosted by Kate Humble, amidst cookery demos by celebrity and local chefs. Jane Bowler, partner in Dews Meadow Farm Shop based in East Hanney, Nr. Wantage, Oxon will be one of the producers attending the farmers' market on Friday 10<sup>th</sup> September 2010 and will be selling their range of award-winning pork products.

Laura Waterton of FARMA, which represents farmers' markets across the UK and are supporters of Start, commented, "FARMA is delighted to be working with some excellent local food and craft producers from farmers' markets across the South of England at such a high profile event as A Garden Party to Make a Difference. We are thrilled that Dews Meadow Farm Shop are able to be part of the area as it will give them the opportunity to showcase their fantastic food to a great audience.

**ENDS**

### For more information:

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FARMA, Rita Exner or Laura Waterton: 0845 45 88 420 [www.farma.org.uk](http://www.farma.org.uk)

## Notes to Editors:

### Dews Meadow Farm Shop

Jane and Andy Bowler have been trailblazers with additive-free pork and dry-curing of bacon since the mid-80s, and have developed a customer focused business, employing staff who echo their passion for quality and friendliness. All their pork is produced in a traditional manner to the highest quality standards. The pigs are bred outside and finished in a straw-based, unstressed system, where no growth promoters, hormones, routine antibiotics, or added copper are used. Add the optimum mix of breeds, and the result is the flavour and tenderness of traditional pork.

Jane is chair of Thames Valley Farmers' Market Co-operative Ltd, and a local Board Member of the BBO Food Group, and has been a passionate and committed ambassador of local foods for over 20 years.

### FARMA

The National Farmers' Retail & Markets Association (FARMA) is a 700-strong farmer-owned co-operative that represents and supports direct sales to the consumer in all its forms: farm shops, pick-your-own farms, farmers' markets, box schemes and internet sales.

It sets standards for farmers' markets with an independent inspection and Certification mark to ensure that they are genuine farmers' markets; and works to improve retailing and marketing skills throughout the industry. It also runs the annual FARMA Awards.

### Start

This September, as an imaginative part of Start, The Prince of Wales will open up his own gardens at Clarence House, together with his neighbours' gardens at Lancaster House and Marlborough House to form 'A Garden Party To Make A Difference' running for 12 days from 8 – 19 September, from 10am – 6pm daily. The aim of the Garden Party is to entertain and inform visitors about introducing small steps towards sustainable living.

For more information about Start, please contact Doug Wright/Claire Singers/Rebecca Gibbs at LD Communications 020 7 439 7222

<http://www.startUK.ORG>

6<sup>th</sup> September 2010