

24 March 2014

Press information – for immediate release



NEW LOCAL FOOD PROJECT TAKES FIRST STEPS IN SUSSEX

A revolutionary local food project will take its first steps in Sussex this spring. [Local Food Britain](http://www.LocalFoodBritain.com) (www.LocalFoodBritain.com) is the start of a nationwide online network that will make it easier than ever for food lovers to seek out and share the very best produce and places to eat and drink.

Speaking of her ambitious plan to create a virtual shop window for thousands of independent food and drink businesses, food specialist and writer Tracy Carroll says, “So many people want to support local, and the new network will make it simpler. Over the years, I have met with many hard-working people, from beekeepers to bakers and cafe owners, and it’s long been my dream to find a way of helping them to share their voices and get found by people who want to buy from them and, in turn, support the local economy.”

Tracy chose Sussex as the starting point for Local Food Britain because it has one of the UK’s most thriving food communities. “There’s such a diverse landscape of sweeping countryside, quaint towns and rich shorelines making for an abundance of produce and activity,” she explains.

Readers can search Local Food Britain by categories, such as bread, pies, butchers and tea shops. It also includes recipes and local food news.

In addition, the site gives business owners the opportunity to connect with each other through a membership scheme, helping them to develop their trade and get noticed beyond their local town or village.

Bookham Harrison Farms have already signed up, keen to promote their new Milk Churn café at Rudgwick near Horsham, as well as the range of speciality foods including Sussex Charmer cheese. Director Rob Bookham, says, “Local Food Britain will help to put our new café firmly on the Sussex map, and spread the word further afield about our unique products. It’s an exciting new concept and we’re proud to be one of the first to get on board.”

- To view the site, log onto www.LocalFoodBritain.com

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Editor’s notes:

PHOTOCALL 11AM FRIDAY 11 APRIL IN RUDGWICK, WEST SUSSEX. PLEASE CALL TRACY ON 01737 823208 FOR DETAILS.

Press launch will take place at renowned Sussex food champions and award winning pub, The Foragers, in Hove on Wednesday 30 April at 5pm.

- The concept for Local Food Britain grew from the success of Local Food Surrey (www.LocalFoodSurrey.com), launched by Tracy in 2012
- The site is membership based for producers and businesses; members can enjoy huge benefits such as their own dedicated, full page of editorial-style information with images and an outgoing web link, as well as e-marketing to other members and subscribers and social media inclusion. A year's membership currently costs £65 + VAT.
- For more information contact Tracy Carroll at Local Food Sussex on 01737 823208 or info@localfoodsussex.com