

Slow Food says Booths link will help fund future projects

By **PATRICK McGUIGAN**

Slow Food UK aims to build on its rising membership with a series of new initiatives, including a tie-up with upmarket regional supermarket Booths.

Membership of the organisation in the UK has jumped from 1,500 to 2,000 in the past year, with CEO Catherine Gazzoli predicting another sharp increase this year as new projects gather pace.

Last month the organisation announced a partnership deal with Booths, which will involve the supermarket hosting Taste Adventure interactive family food workshops at its stores, as well as providing Slow Food membership for Booths staff and customers. Recipe cards will also be displayed throughout stores highlighting 'good, clean and fair' food.

Booths has provided a donation to fund a new project, Slow Food Wisdom, which will involve older people passing on heritage recipes to younger generations.

The initiative was announced at a reception hosted by the Prince of Wales at Highgrove in Gloucestershire last month, attended by the international Slow Food movement's founder Carlo Petrini.

Other new schemes outlined by Catherine Gazzoli at the event included Slow Food Baby, which will help parents build an understanding of the origins of food and nourish their children, and Slow Food on Campus, which will establish student-led groups encouraging them to grow their own vegetables,

connect with local producers and advocate local sourcing.

Commenting on the deal with Booths, Gazzoli told *FFD*: "Slow Food UK is looking to develop relationships that fit in with our philosophy and values, which help us to achieve our goals in promoting good, clean and fair food for all.

"The relationship with Booths will play a significant role in

communicating Slow Food's philosophy and approach to a much wider audience. There's a good synergy between the two organisations as we share a similar ethos in terms of promoting better understanding of food."

She added: "This partnership brings much needed funding into Slow Food, which will in turn help to support our projects."



Slow Food's Catherine Gazzoli is pictured (centre) with Prince Charles and Slow Food Board member Prue Leith at Highgrove last month

Daylesford Organic's farm shop in Gloucestershire reopened last month after fire severely damaged the premises last September.

● Cairngorm Brewery, based in Aviemore in the Cairngorms National Park, is to move to a new bottling plant with support from a £250,000 grant from Highlands and Islands Enterprise.

Smoked turkey from Coventry-based charcuterie company Adlington scooped the Special Diamond Award for Taste at last month's 2010 HEFF Diamond Awards. It also won the Poultry & Game category.

● Waitrose has launched a new range of fine olive oils, including LA Organic Arbequina Oil and LA Organic Picual Extra Virgin Oil from Andalucia and Passanha Extra Virgin Olive Oil from Portugal. The range is priced between £4.49-£15.99.

Bristol-based deli group Chandos has been named Specialist Sandwich Bar Chain of the Year in the Sammies, the annual industry awards, beating Subway and Pret a Manger. Chandos owner Iain Keith-Smith has eight deli and sandwich outlets.

● The Real Bread Campaign is urging artisan bakers, millers, specialist food shops and their customers join its Local Loaves for Lammass events on July 1 and August 1, encouraging shoppers to buy or bake a local loaf and helping kids find out that "real bread starts its life in a field, not a factory". Lammass is a harvest festival with Christian and pagan links.

of wine in the off-trade. The poll by Wine Intelligence showed that 13% of regular wine drinkers now spend over £7 per bottle of wine compared to 10% at the same time last year. At the same time the number of those saying they don't buy wine in pubs and restaurants has increased by a third from 9% in to 12%.

WSTA chief executive Jeremy Beadles said: "The figures suggest that while consumers may be going out less, they are spending more on a bottle of wine to drink at home. No doubt some of this stems from price increases driven by tax and other factors but it also fits into a pattern of consumers enjoying wine at home with a meal instead of going out."

New organic rules are creeping up fast

Organic producers have not been adequately informed about the EU's new organic logo with time now running out before it becomes compulsory on packaging, a leading organic certification body has warned.

Organic Farmers & Growers (OF&G) said it was concerned the regulatory changes, which introduce a new compulsory EU organic logo in July, are not being promoted heavily enough among organic food producers.

A steady stream of changes and clarifications to the upcoming rules

has also led to confusion about their implementation, said OF&G. "The introduction of the new regulation has been a tortuous process," said chief executive Richard Jacobs.

"Requirements have been changed and our processing certification team have been putting pressure on various official bodies daily to get clarification.

"We now have what should be the final information and time is very tight for organic processors to implement the regulations with regard to their packaging for new products that will hit the shelves from July."



Richard Jacobs: 'Time is tight for processors to implement the regulations'

In a bid to tackle the issue OF&G has produced a guide to the new regulation which is available from its website.

In April, *FFD* reported criticism of the cost and appearance of the new EU logo, which was designed by a German high school student as part of a competition.

www.organicfarmers.org.uk