



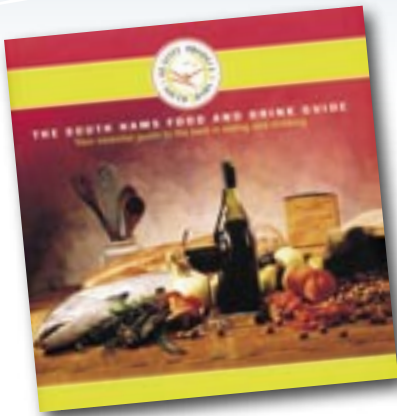
2004-2005  
Promoting Sustainable Tourism

# Buy local campaign

The South Hams encourages its tourism businesses and local residents to use locally sourced food and drink.

## The South Hams Food and Drink Association

The South Hams Food & Drink Association was formed in 1992 to promote the variety and excellence of food & drink produced within the South Hams area. The association not only encourages a membership of high quality food & drink producers but also enjoys the patronage of many restaurants, hotels, public houses, and speciality food retailers whose respective reputations for excellence continue to attract a discerning clientele.



They are supported by South Hams District Council and are a limited company with over 60 members. The association promotes networking amongst producers and reduces the individual vulnerability of small producers by sharing resources and working together to market their products. They promote the South Hams as a region of unique excellence that will appeal to locals, visitors and holidaymakers alike.

All members of the association are monitored regularly to ensure their continuing commitment to high quality standards and to ensure that the South Hams Food & Drink Association's reputation is not compromised.

South Hams Food & Drink Association, promotes a "buy local campaign". Through the publication of the South Hams Food and Drink Guide, visitors to the area can identify top quality producers, restaurants, pubs, shops, farmers markets, etc, so that every visit is seen as a quality gastronomic experience that supports the local area. The guide is designed to help visitors and locals to find the best and most scrumptious local food and drink. By following the food trail it is possible to visit some of the most unique food and drink producers in Devon.

In the words of Mark Daniel, writer:

*"I have written about food all over the world, and rely upon my own taste and experience to distinguish the gold from the dross, but I depend upon food producers and their marketing organisations to alert me to their whereabouts.*

*I can honestly state that the three best in the business are Bord Bia, which represents a nation, the Queensland Tourist and Travel Corporation, which represents a state, and South Hams Food and Drink, which does the job for a tiny rural area of Devon. They not only make my life easy. They also make it fun.*

*As for their product it is consistently pure gold."*



South Hams  
District Council





## Farmers' markets

The South Hams District Council supports farmers' markets within the district together with the South Hams Agricultural Forum under the motto 'Local food, for local people, from a local source'.

The farmers' market at Kingsbridge has approximately 26-28 producers in regular attendance and came runners up in the regional NFU Award for Best Farmers Market 2001. The public response has been phenomenal with unsolicited comments such as:

*"The atmosphere in the market is lovely – friendly and reminiscent of days gone by when people made time to stop and chat and shop in a more relaxed way".*



We also see this as a tourist attraction promoting local produce to the visitors and giving a taste of local flavour in the area's market towns.

We believe the South Hams to be an example of best practice in the integration, business development and promotion of the food and drink industry. Local tourism businesses are encouraged to use local produce thus supporting not only the community but also sustainable tourism. If food is sourced from inside the area, transportation is reduced and thus the toll on the environment. This also adds to the South Hams experience for the visitor giving them a real taste of the area.

The annual Devon County Show has always been the focus of the producers' year. With South Hams District Council's support, a magnificent marquee can always be found situated close to the main arena full of eaters, drinkers, peers, poets, farmers and friends all enjoying the best of Devon fayre. Members are encouraged to exhibit their food and drink. Generous samples of cider, wine, cakes, pasties, ice cream, smoked food, succulent lamb, beef, pork, hand-made sausages, venison, and shellfish ensure that visitors are well satisfied.

The Association also sponsors annual school cooking competitions entitled 'Chefs of the Future'. The organisers are always delighted with the innovative use of local food by the enthusiastic young chefs in their creative recipes.

## The South Hams Agriculture Forum

The South Hams Agriculture Forum was initiated by South Hams District Council in November 1997. The Council recognised the economic importance of agriculture to the South Hams and the need for the Council to become more actively supportive of the industry. One of the forum initiatives has been to develop farmers markets in the South Hams. This idea was supported by the Council and through a public/private partnership this has been brought to fruition. However this would not have happened without the commitment and generous financial support from the District Council.

