



Press Release

New Name, New Campaign

A new campaign aimed at supporting the food industry in the North Pennine Dales has been rechristened.

The North Pennine Dales Enterprising Food Project will be known as 'Love Food' and will support the production, promotion, use and appreciation of locally grown or reared food in Teesdale, Weardale, Allendale and the Derwent Valley.

Love Food Director, Hazel Coppack, said: 'The original project name is very cumbersome when you're trying to explain what we're about.

'Love Food says it all. We want people to appreciate the really excellent food industry in this part of the world and help those working in it make the best of what they offer.'

The campaign is a three year Teesdale Marketing project which has been developed in partnership with the Teesdale and Wear Valley Enterprise Agency, the North Pennines A.O.N.B. Partnership and other local private, community and public sector organisations which have an involvement in local food.

The campaign will run to the end of 2012 and will use the £300,000 Big Lottery Fund Local Food scheme funding for a travelling classroom, a demonstration kitchen and a range of other help and advice to farmers, food producers and food-related businesses.



LOTTERY FUNDED

End copy

Editors notes:

The Love Food campaign (Teesdale, Weardale, Allendale and the Derwent Valley) is the adopted name of the North Pennine Dales Enterprising Food Project.

This is a three year Teesdale Marketing project which has been developed in partnership with the Teesdale and Wear Valley Enterprise Agency, the North Pennines A.O.N.B. Partnership and other local private, community and public sector organisations which have an involvement in local food.

The purpose of the £300,000 project, which runs to the end of 2012, is to support the production, promotion, use and appreciation of locally grown or reared food in Teesdale, Weardale, Allendale and the Derwent Valley. It is funded by the Big Lottery Fund Local Food scheme.

Background:

Local Food : has been developed by a consortium of 15 national environmental organisations, and is managed on their behalf by the Royal Society of Wildlife Trusts (RSWT). Supported by the Big Lottery Fund's Changing Spaces programme, Local Food will distribute grants to a variety of food related projects to make locally grown food more accessible.

www.localfoodgrants.org

The Royal Society of Wildlife trusts: (RSWT): is a registered charity, incorporated by Royal Charter, to promote conservation and manage environmental programmes throughout the whole of the UK. It has established management systems for holding and distributing funds totalling more than £20 million annually to environmental projects across the UK.

The Big Lottery Fund's Changing Spaces programme was launched in November 2005 to help communities enjoy and improve their local environments. The programme funds a range of activities from Local food schemes and farmers' markets, to education projects teaching people about the local environment.

The Big Lottery Fund, the largest of the National Lottery good cause distributors, has been rolling out £2 million in Lottery good cause money every 24 hours to health, education, environment and charitable causes across the UK. www.biglotteryfund.org.uk (cont)

Teesdale Marketing Limited is a private, membership-based, not-for-profit company run by volunteers which initiates, delivers and supports projects of significant economic and social benefit to Teesdale. Teesdale Marketing Limited is the accountable body and project management organisation for the North Pennine Dales Enterprising Food project
www.teesdalemarketing.co.uk

The North Pennines AONB Partnership is an alliance of 22 public, statutory and voluntary sector organisations. The AONB Partnership, through its Staff Unit, takes action to look after the natural beauty of the North Pennine and seeks to co-ordinate the efforts of others. It also raises awareness of the AONB's special qualities and helps to support local communities and sustainable economies. The Staff Unit manages the European Geopark status for the AONB

The North Pennines Area of Outstanding Natural Beauty (AONB) is a stunning landscape of open heather moors, dramatic dales, tumbling upland rivers, wonderful woods, close knit communities, glorious waterfalls, fantastic birds, colourful hay meadows, stone built villages, intriguing history, distinctive plants and much more. As well as being an AONB, the North Pennines is a European Geopark. The North Pennines is 2000km² in area and is situated in the uplands of Northern England; it covers parts of County Durham, Cumbria and Northumberland.

For further information about Love Food please contact:

Hazel Coppack at

Tel: 01833 631870

Mobile: 07983 398402

admin@teesdalemarketing.co.uk

www.teesdalemarketing.co.uk

Date: 21st June 2010

Ref: NPD03

End