

A FOOD TOURISM BUSINESS TOOLKIT FOR LOCAL PRODUCE, HOSPITALITY AND RETAIL BUSINESSES

Food and drink inspired from
our stunning and unique landscapes in
Durham and Northumberland



Protected landscape
partners in this project:



Northumberland National Park



INTRODUCTION

The protected landscapes in North East England have an agricultural and fishing connection which have over the years provided some of the best local produce in the country.

Did you know that we have one of the very few UK producers of the highly flavoured Wagyu beef in Northumberland, and the Prince of Wales' Mutton Renaissance campaign was inspired in County Durham? You will also find a good number of producers who supply the finest rare-breed meats, game, cheeses and seafood.

We are now seeing more and more food and drink producers springing up locally. Some have interesting, award-winning produce which are gaining reputation regionally and further afield.

This is good news for us in the North East. Although dining and food buying decisions are still driven by price for many people, there is growing evidence that people are increasingly interested in food provenance and how far food travels before it reaches our plates. We would like you to make the most of what we have on our doorstep, and create a more distinctive food and drink offer that will excite local foodies as well as visitors from outside the area.

This toolkit is developed to help achieve this by bringing local food and tourism together. A unique and authentic food and drink cultural experience can certainly help to attract visitors and make their stay all the more memorable.



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WHY LOCAL PRODUCE?



The benefits of using and promoting local produce:

- Potential to stand out from your competitors
- Local produce suppliers, hospitality and retail businesses can in turn promote each other
- Attract new and additional customers
- Add interest to your menu or retail offer
- Help to tell the food story of our region and seasonality.

There are challenges in sourcing and selling local produce, but there are also examples of businesses that are reaping rewards by being innovative and telling their story well. We hope this guide gives you some pointers on how you can achieve this.

Visitors spend a significant amount of their money on food and drink while they are here. Below are indications of the volume and value of what visitors spend in the sector:

- 17.9m visitors came to Durham in 2013, spending £731m directly and indirectly. £270m (37% of the visitors' spend) was directly spent on food and drink by visitors.
- 8.9m visitors came to Northumberland in 2013, spending £730m directly and indirectly. £261m (36% of the visitors' spend) was directly spent on food and drink by visitors.

SOURCE: TOURISM STEAM SURVEY 2013



Whether you are an eatery, local producer, accommodation provider or retailer, the commercial opportunities are compelling. Today's customers expect not only good quality food with great service, but they are increasingly showing an interest in the source of the produce used, its locality, provenance and its story.

For some of you, this means you will need to develop your offer in a way that is different to give you a competitive edge. And for others, it may be a case of being better at telling your customers about your offer.

Food and drink can influence a visitor's perception of a destination. It forms part of their cultural experience of the place. From morning breakfast to evening meals, whether it is a simple lunch at a café or a fine-dining experience, visitors seek distinctive experiences as part of their stay. Some may even buy local produce souvenirs such as local honey or ale for friends and family back home. These trends represent a genuine and growing opportunity for local businesses.



THINK LOCALLY, ENGAGE LOCALLY










The increasing awareness of food traceability offers you a real opportunity to differentiate your business. This short guide offers some ideas and advice to help you make the most of the abundance of 'food treasures' our region has to offer.

You may in fact be a local producer or already using local produce but could do more to promote this, in which case you are on to a good start. Look for opportunities to co-market with your suppliers or customers. There are a few examples below; it is worth just trying a couple of these ideas to begin with.

KEY:

-  = Producers (eg. bakeries, farmer)
-  = Eateries (eg. restaurants, cafes)
-  = Retailers (eg. farm shops, delicatessens)
-  = Accommodation provider (eg. B&Bs, guesthouses)



	HINTS AND TIPS FOR:			
	Producers	Retailers	Eateries	Accommodation
<p>MARKETING – REMEMBER TO TELL</p> <ul style="list-style-type: none"> Stress your local sources and interest in local produce throughout all your marketing. Try to be as specific as possible – people like stories. Try not to assume that people always know that you source local produce even if you think it is obvious. If you can, add more to the 'we source locally whenever possible' message. Use your link with regional food heritage – you have some of the main food stories (pages 8-9) within this guide here but you may well have some even more interesting, quirky stories to tell your customers. <p>A quick checklist of opportunities where you can do this:</p> <ul style="list-style-type: none"> Website • Leaflets/flyers • Adverts Social media pages • Menu/breakfast order sheets • A-boards/posters/ blackboards Attractive packaging is an important element of food and drink producers' marketing. So you need to make good use of design to tell your story to help set yourself apart from others. Your staff should be your ambassadors (and customers!). Make sure your staff have good knowledge about local food/drink and your produce or the produce you use in your dishes. They can influence the choices your customers make, and it all helps to build your reputation and upsell. As you know, word-of-mouth is powerful. If you have a customer database, use this to engage with your customers. It is quite easy to do this simply with social media such as Facebook and Twitter by encouraging people to 'follow' you if you don't have the time to set up a database. You can use this to tell your followers about offers, new dishes or produce launches. Invite them to themed events or just let them know which food events you are attending and ask them to look out for you. 				
<p>MAP YOUR FOOD SOURCE</p> <p>Highlight your local produce or product sources through promotional literature, displays, giveaways, point-of-sale (POS) and on your website. Provide local customers and visitors with a fascinating picture of our local food heritage. Profile your suppliers as they will all have an interesting tale to tell!</p>				



	HINTS AND TIPS FOR:			
	Producers	Retailers	Eateries	Accommodation
FOOD & DRINK AWARDS <p>Get involved in local, regional and national taste, quality and/or hospitality awards. Some of these awards specifically recognise your commitment to local produce, and others can help raise your profile further afield. Tell people about your achievements and flag them up prominently on your literature, packaging, menus, premises, social media, website, etc.</p> <p>Examples: Producers - Great Taste Awards, British Pie Awards Eateries - AA Rosette, Taste Durham award, Good Beer Pub Guide Accommodation - Good Breakfast awards Retail - Countryside Alliance awards, FARMA awards</p>				
GIFTS & SOUVENIRS <ul style="list-style-type: none"> Visitors love taking home local food and drink to remind them of their holiday or to share with friends and family. Why not consider creating special gift packs with other local producers (eg. cheese with preserves or local ale) to help tell the local food story? Ideal for eateries and accommodation providers to enhance their customers' experience as well as generating additional income. Producers, retailers, eateries and accommodation providers can work together to showcase the best the region has to offer. 				
FARMER'S/FOOD MARKETS <ul style="list-style-type: none"> Make the most of these events for sourcing, tasting, selling and promoting local produce. They are ideal locations to test new products and ideas with both local consumers and visitors. Presentation is important. So try to be as creative as possible to stand out. Get inspired by visiting popular markets or even just searching on the internet. Have recipes available to give your customers ideas of how to use your product. <p>Some of the main markets in Durham and Northumberland: Barnard Castle, Durham, Hexham, Hadrian's Wall Market at Greenhead, Middleton-in-Teesdale, Sedgefield.</p>				
FOOD SHOWS AND EVENTS <ul style="list-style-type: none"> Like markets, 'foodie' events are ideal to discover new ways of showcasing local produce and foods. They can help you reach a different type of customer. Often, these visitors are foodies who are willing to travel and may be more open to trying something different. These events can also create ideal opportunities for producers and eateries to carry out joint promotion; eg. restaurant chef doing a cookery demonstration using a selection of local produce from the festival. <p>Some of the main food festivals/events in Durham and Northumberland: Alnwick, Berwick-upon-Tweed, Bishop Auckland, Morpeth, Taste of Teesdale (at Raby Castle).</p>				
TASTING & DEMONSTRATIONS <ul style="list-style-type: none"> The perfect mix of produce, technique and imagination. Food tastings and cooking demonstrations are always popular with the public. They enhance interest in using both well-known and new local produce/products as well as being great for boosting footfall, customer retention and sales. You can do this in-store, within your own restaurant/café or at food events/markets. Perfect for co-marketing activity. For example, you can hold food and drink pairing evenings whereby you invite your local producer along. This is a chance for both businesses to cross-sell. You may want to invite key media influencers such as a food writer or blogger to come along. Use this opportunity for new product launches and product testing. 				



	HINTS AND TIPS FOR:			
	Producers	Retailers	Eateries	Accommodation
MENUS & RECIPES <ul style="list-style-type: none"> • Give your menus the ‘local touch’ by sourcing and highlighting your local produce and its source (see ‘map your food source’). Explore the re-introduction of traditional meals, collect and adapt local and regional recipes. Make the most of our unique regional heritage. • Encourage customers and suppliers to donate local, family and traditional recipes that can be featured as ‘specials’ on a monthly basis. You can link this idea to a competition for the most tasty and original recipe. • If you are an eatery or B&B/guesthouse, why not think of developing a signature dish that works specifically with local produce, or has a local story to tell. 				
DIRECTORIES & GUIDES <ul style="list-style-type: none"> • Make sure that you’re featured in local or regional visitor and holiday guides that will flag up your involvement in local foods. It’s all part of the visitors’ cultural experience. Take advantage of the public’s increasing interest in good, tasty food and drink, and its ‘story’ and provenance. 				
EXPERIENCE DAYS <ul style="list-style-type: none"> • Experience activities are a steadily growing market. If you have the facility and capacity, think about inviting visitors to see you making your produce, offer tastings and of course opportunities to purchase directly from you. • This may be too big a commitment for you, and so you may wish to hold experience days such as ‘Be a brewer or be a baker for a day’, ‘How to preserve foraged fruit’, ‘Butchery skills’ or ‘Know your honey’ every so often. Think about how you can co-market with other businesses again – you can do this on the premises of another business. 				
THINK SEASONAL <p>Take advantage of our natural growing year to stock and offer local produce, products and recipes that reflect the joy of tasting traditional food available only when in season throughout the year. The seasonal approach can add interest and value to products, recipes and retail presentation. If you are stuck for ideas, take a look at the seasonal calendar on page 18 in this guide.</p> <p>Examples: Producers and retailers – BBQ marinades using local honey in the summer Eateries – game dishes and blackberry puddings in the autumn B&B – porridge with local mead in winter, local summer fruit compote</p>				
BE FESTIVE <p>Use the marketing opportunities presented by Christmas, Easter, Halloween, etc. to showcase your ‘local source’ credentials by exploring traditional regional recipes, forgotten and unusual foods and drinks. See also Gifts & Souvenirs above.</p>				

WHAT'S THE STORY?

This section highlights the main types of local produce available in the protected landscapes in Durham and Northumberland. The four Tasty Trails (visit thisisdurham.com/foodtrails and visitnorthumberland.com/eat) that have been developed to promote food tourism across the North East are based on these landscapes. Each landscape has its own character reflected in the variety of local produce to be discovered.

This section will help you to shape and develop your offer. It should help you and your staff to share the story of food and drink in your area.

LAMB AND BEEF

The wildflower rich meadows and heather in the protected landscapes in Durham and Northumberland form a large part of the diet of the sheep and cattle reared here, giving their meat a wonderful and distinct flavour.

The small family farms in the upland landscapes of the Northumberland National Park and the North Pennines AONB produce high quality lamb. The pattern of rearing traditional sheep breeds such as Swaledale, Teeswater, Cheviot and Blackface goes back centuries and has shaped the landscapes we value today. The lush pastoral grasslands of the Northumberland Coast AONB produce excellent lamb.

The Prince of Wales' Mutton Renaissance campaign was inspired in Teesdale when the Prince met a number of local upland sheep farmers during a visit – creating a revival of mutton nationally.

Cattle are also common in parts of the protected landscapes. Some farmers rear traditional cattle breeds such as Dexter and Belted Galloway. Shorthorn cattle, another traditional breed, which has evolved in the region over the last two centuries, provides meat that due to its quality, marbling and distinctive flavour is much sought after. Alongside Hereford and Aberdeen Angus breeds, these traditional cattle provide a varied and excellent choice.

GAME AND VENISON

The Durham and Northumberland landscapes provide game and venison meat that is second to none. Much of the game available is sourced from traditional estates like Raby in the Durham Dales and Whitfield in Northumberland.

Free-range game birds, such as grouse, pheasant, partridge, and pigeon from these and other estates bring attractive variety to a menu accompanied by the new season's winter vegetables.



FISH

Fish are an important part of the local food story in the North East.

Crabs, lobsters and langoustines are caught by fishing cobbles - traditional North East boats.

There are seasons for sea fish, and flat fish, hake and monkfish are in plentiful supply in the winter. Haddock is available until February then they spawn in March and April. By May they are starting to get fat again and are back on the menu, as are codling and whiting. Pollock is caught nearer to the North East coast than cod and haddock, and has an excellent taste and texture.

Kippers from the Northumberland coast are of course well-known and served with many a breakfast in the region and kipper pate offers a tasty, easy lunchtime selection served with good local bread.

Rod and net caught salmon, sea and brown trout are caught in the estuaries and most of the rivers of the North East. Drift nets are used to catch salmon and sea trout offshore from June to August. Rivers Tyne and Wear are rated as the best fishing waters in England, but you will need to ensure you buy your stock from managed sources. The trout fishing available in the Durham Dales can also offer a distinctively local fish to plate experience.



DAIRY

There has been significant decline in the number of dairy farms in North East England. However, there are still farms that produce good quality traditional dairy produce. Some dairy farms have survived by producing ice cream and cheeses which have strong local identities. A local platter could include Cotherstone Cheese and Teesdale Blue from the Durham Dales; and Berwick Edge, Cuddy's Cave and Elsdon from Northumberland for instance.

A small growing number of quality ice-cream producers in and around these landscapes are also creating some exciting new flavours such as 'Liquorice & Caramel' alongside traditional favourites. They are always a great option for desserts, or just to be enjoyed on their own.

AND MORE...

Fruit and vegetables are not grown in abundance here, but there are a small number of growers in both Durham and Northumberland. In certain areas, there are active allotment holders or community growers who supply local businesses. Wild fruit and fungi are sometimes foraged in small quantities.

Larger scale farmed produce includes potatoes, and in Northumberland oat, wheat and barley. Berwick-upon-Tweed has remained a centre for malting and cereal processing.

You will also find various honey producers, with many bees feeding on the local heather and wildflowers giving a distinct local flavour.

We are seeing an increasing number of artisan producers who are adding an exciting offer and interesting twist to local food and drink. They are making the most of what is reared, grown and made locally to create great products ranging from breads to charcuterie produce.

+ Don't forget we also have a growing number of good drinks producers; from spring water and cordials to real ale and gin produced from the refreshing water sources in the region.

FINDING LOCAL PRODUCE

Try to build a good picture of the various specialist producers and suppliers based in your local area. Get a real feel for who is out there, what they offer and their 'story'. Also, think about how you might develop a mutually beneficial working relationship.

To begin with, have a look at the directory below. Talk to your current suppliers. They may already pride themselves on their local provenance. Your wholesaler may be more than happy to provide information on the producer from which they source, and therefore can help you build your story.

Don't forget 'word of mouth' recommendations - talk to friends, customers or existing suppliers. Everyone usually knows of at least one good local source. Another great way of discovering more about local sources is to visit farmers' markets, food festivals, and talking to food and drink groups. You will be amazed at the variety of small and specialist producers out there!

Here are just some of the producers and suppliers of local produce. Go to northumberlandtourism.org.uk/local-produce and visitcountydurham.org/business-support for more up-to-date lists.

BAKERS AND CONFECTIONERS

DURHAM

ALISON'S COUNTRY PANTRY

Grassholme Farm, Lunedale, Middleton-in-Teesdale, DL12 0PR
t: 01833 640494 e: alison.sayer@southwitham.net
Sells: Cakes, biscuits, celebration cakes

GLUTEN FREE FOOD PRODUCTS

4A Laurel Way, Bishop Auckland, DL14 7NF
t: 08454 670701 e: admin@glutenfreefoodproducts.co.uk
w: glutenfreefoodproducts.co.uk
Sells: Gluten free food products and some dairy free

JENKINS AND HUSTWIT

3b Laurel Way, Bishop Auckland, DL14 7NF
t: 01388 605005 e: cakes@jenkinsandhustwit.com
w: jenkinsandhustwit.com
Sells: Cakes and puddings

LOOPY LISA'S FUDGE

Unit 1 Randolph Industrial Estate, Evenwood, DL14 9SJ
t: 01388 835135 e: info@loopylisasfudge.co.uk
w: loopylisasfudge.co.uk
Sells: Authentic handmade fudge

SUE'S BREAD

13 West Road, Bishop Auckland, DL14 7PP
t: 01388 607060 e: sue.kane@hotmail.co.uk
Sells: Luxury breads

SWEET SALLY CINNAMON

2 The Paddock, Waterhouses, Derwentside, DH7 9AW
t: 0191 3737693/07920 441775 e: claire@sweetsallycinnamon.co.uk
w: sweetsallycinnamon.co.uk
Sells: Handmade confectionary, sweet sauces and baking mixes

THE BREAD LADY

Unit 2a, Riverside Industrial Estate, Langley Park, DH7 9TT
t: 07966 462301 e: l.suddes@orange.net w: thebreadlady.co.uk
Sells: Bread, cakes, pies, teas, preserves

THE MOODY BAKER

22 Horsemarket, Barnard Castle, DL12 8LZ
t: 01833 638844 e: infobc@themoodybaker.co.uk
w: themoodybaker.co.uk
Sells: Breads, pies, pasties, cakes, granola, nut roasts

NORTHUMBERLAND:

ALLENDALE BAKERY

Sparty Lea, Allendale, NE47 9US
e: 01434 685047 e: info@allendalebakery.com
w: allendalebakery.com
Sells: Artisan bread, biscuits and cakes

BREAD AND ROSES

Unit 5C, Willowtree Industrial Estate, Alnwick, NE66 2HA
e: 01665 578125/07795 314343 e: andrew@breadandroses.co.uk
w: breadandroses.co.uk
Sells: Artisan bread

KENSPECKLE

Bridge Road, NE61 5YJ
t: 01670 863000 e: info@kenspeckle.co.uk w: kenspeckle.co.uk
Sells: Toffee, fudge, and speciality chocolates and bars

THE PROOF OF THE PUDDING

Heckley High House, Alnwick, NE66 2LQ
t: 01665 602505 e: enquiry@theprooffofthepudding.co.uk
w: theprooffofthepudding.co.uk
Sells: Home-made steamed and baked puddings



DRINKS

DURHAM

BLACK PAW BREWERY

Unit 4, Westgate Road, Bishop Auckland, DL14 7AX
 t: 01388 602144/07557 020664 e: paw@blackpawbrewery.co.uk
 w: blackpawbrewery.co.uk
 Sells: Real ale

DURHAM GIN

Unit 2F and 2G, Riverside Industrial Estate, Langley Park, DH7 9TT
 t: 07809 238481 e: info@durhamdistillery.co.uk
 w: durhamdistillery.co.uk
 Sells: Gin, vodka

HILL ISLAND BREWERY

Fowlers Yard, Durham, DH1 3RA
 t: 07740 932584 t: mike@hillisland.freeserve.co.uk
 Sells: Real ale in casks, craft beer in bottles

SONNET 43 BREWHOUSE

Durham Road, Coxhoe, DH6 4HX
 t: 0191 3773039 e: cheers@sonnet43.com w: sonnet43.com
 Sells: Craft beer

THE DURHAM BREWERY

Unit 6A, Bowburn North Industrial Estate, Bowburn, DH6 5PF
 t: 0191 3771991 e: info@durhambrewery.co.uk
 w: durhambrewery.co.uk
 Sells: Bottle-conditioned and cask beer

THE STABLES MICROBREWERY

Beamish Hall, Country House Hotel, Beamish, Stanley, DH9 0YB
 t: 01207 288750 e: stables@beamish-hall.co.uk
 w: beamish-hall.co.uk
 Sells: Real ale

YARD OF ALE BREWERY

The Surtees Arms, Chilton Lane, Ferryhill, DL17 0DH
 t: 07540 733513 e: yardofale@yahoo.co.uk w: surteesarms.co.uk
 Sells: Real ale

NORTHUMBERLAND:

ALLENDAL BREWERY

Allendale, Hexham, NE47 9EA
 t: 01434 618686 e: info@allendalebrewery.com
 w: allendalebrewery.com
 Sells: Real ale

FENTIMANS

Battle Hill, Hexham, NE461BB
 t: 01434 609847 e: info@fentimans.com w: fentimans.com
 Sells: Bottled botanical soft drinks

HEXHAMSHIRE BREWERY

Hexham, NE46 1YA t: 01434 606577
 e: ghb@hexhamshire.co.uk w: hexhamshire.co.uk
 Sells: Cask beer

HIGH HOUSE FARM BREWERY

Near Matfen, NE20 0RG
 t: 01661 886192 e: info@highhousefarmbrewery.co.uk
 w: highhousefarmbrewery.co.uk
 Sells: Bottled and cask beer

KITTY'S GINGER WINE

Blyth, NE24 1HY
 t: 07980 656792 e: sales@kittysgingerwine.co.uk
 w: kittysgingerwine.co.uk
 Sells: Non-alcoholic ginger wine

MARLISH WATERS

Hartburn, Morpeth, NE61 4ER
 t: 07769 186585 e: joseph.evans@marlish.co.uk w: marlish.co.uk
 Sells: National spring water

SLOE CRAFTS

Lorbottle Thropton, Morpeth, NE65 7JT
 t: 01665 574672 e: info@sloecrafts.com w: sloecrafts.com
 Sells: Sloe gin, flavoured vodkas, cherry brandy

THE NORTHUMBERLAND TEA COMPANY

Stagshaw Bank, Corbridge, NE45 5QD
 t: 01434 632111 e: info@thenorthumberlandteacompany.com
 w: thenorthumberlandteacompany.com
 Sells: Tea



MEAT PRODUCERS AND BUTCHERS

DURHAM

BROOM HOUSE FARM

Witton Gilbert, DH7 6TR

t: 0191 3718839/3719697 e: broomhousedurham@btinternet.com

w: broomhousedurham.co.uk

Sells: Saddleback pork, gammon, bacon, sausages and organic poultry

BROOM MILL FARM SHOP

Broom Mill Farm, West Auckland, DL14 9PJ

t: 01388 834564/835299 (café) e: broommillfarm@aol.com

w: broommillfarm.co.uk

Sells: Pork, beef, turkey, sausages, bacon, gammon, chorizo

CASTLE BANK BUTCHERS

41 Front Street, Stanhope, DL13 2TZ

t: 01388 528579 e: lynnehigginson@orange.net

Sells: Fresh and cooked meat including game, pies, baked products

CROSS LANES ORGANIC FARM

Cross Lanes, Barnard Castle, DL12 9SL

t: 01833 630619 e: info@crosslanesorganics.co.uk

w: crosslanesorganics.co.uk

Sells: Organic beef, pork lamb, bread, cakes, teacakes

DROPSWELL FARM

Trimdon Village, TS29 6NL

t: 01429 880661 e: dropswellfarmshop@hotmail.co.uk

w: dropswellfarmshop.co.uk

Sells: Cured meat, continental sausages, sausages, pies

FARNLESS FARM

Bishop Middleham, DL17 9EB

t: 0191 3771428 w: farnlessfarmpark.co.uk

Sells: Venison, bison, wild boar

HASWELL HOMER HILL FARM

Pittington Road, Rainton Gate, DH5 9RG

t: 0191 5841941 e: joanne@homerhillfarmshop.co.uk

w: homerhillfarmshop.co.uk

Sells: Beef, lamb, pork, poultry

KNITSLEY FARM

Knitsley, Consett, DH8 9EW

t: 01207 592059/01207 503722 e: info@knitsleyfarmshop.co.uk

w: knitsleyfarmshop.co.uk

Sells: Sausages, pies, mince and stewing steak, corned beef

NORTH WALL CHARCUTERIE

1 South View, Hunwick, DL15 0JW

t: 01388 608777 e: north-wall@btconnect.com

w: north-wall.co.uk

Sells: Charcuterie/cured meats

PINSTONE CRAG ORGANIC MEAT

Crag Top Farm, Langleydale, DL12 8RY

t: 01833 660376 e: richbevward@btinternet.com

w: pinstonecragorganicmeat.co.uk

Sells: Organic goat, beef, lamb, mutton

ROBINSONS BUTCHERS

27 Front Street, Wingate, TS28 5DP

t: 01429 839488 e: robinsonsofwingate@hotmail.co.uk

w: robinsons-wingate.co.uk

Sells: Fresh meat and seasonal vegetables

STRATHMORE HEBRIDEAN

East Farm, Medomsley, DH8 6TU

t: 07768 333328 e: sales@hebrideansheep.com

w: hebrideansheep.com

Sells: Rare-breed lamb and pork

TEES VIEW LIMITED

West End, Tees View, Gainford DL2 3DX

t: 07784 187251/07715 943131 e: info@teesview.co.uk

w: teesview.co.uk

Sells: Lamb, hogget, mutton, outdoor reared pork, honey

TEESDALE GAME & POULTRY

82E Galgate, Barnard Castle, DL12 8BJ

t: 01833 637153 e: sales@teesdalegame.co.uk

w: teesdalegame.co.uk

Sells: Game, venison, local cheeses, game pies

WILLIAM PEAT BUTCHERS AND DELI

25 and 29 Horsemarket, Barnard Castle, DL12 8LX

t: 01833 638123 e: lynnehigginson@orange.net

Sells: Fresh meat including home-cured bacon, sausages, pies, black pudding, pate

NORTHUMBERLAND:

EAST WINGATES FARM (THE LAMB MAN)

Longhorsley, NE65 8RW

t: 01670 788511 e: jimmy@thelambman.com w: thelambman.com

Sells: Fresh seasonal organically produced hill lamb available August - February.

MOORHOUSE FARM SHOP

21 Station Road, Stannington, Morpeth, NE61 6DX

t: 01670 789350 e: ianbyatt@tiscali.co.uk

w: moorhousefarmshop.co.uk

Sells: Beef, pork, lamb, sausages, bacon, ham, gammon, bread, fruit, vegetables, milk, egg, cheese, honey

NORTHUMBRIAN QUALITY MEATS

Monkridge Hill Farm, West Woodburn, Hexham, NE48 2TU

t: 01434 270320 e: steve@northumbrianqualitymeats.co.uk

w: northumbrianqualitymeats.co.uk

Sells: North East sole supplier of premier wagyu & black angus beef, Scottish blackface lamb and renaissance quality mutton

R CARTER AND SON

3-4 Front Street, Bamburgh, NE69 7BW

t: 01668 214344 e: enquiries@bamburghbutcher.co.uk

w: bamburghbanger.com

Sells: Pork, sausage, bacon, beef, lamb, pies

R G FOREMAN BORDER BUTCHERS

Norham, TD15 2LQ

t: 01289 382260 e: david@tweedssalmonfly.co.uk

Sells: Beef, lamb, wild boar, cheese, venison, haggis, pies, bacon, pork, jam, honey

ROTHBURY FAMILY BUTCHERS

Townfoot, Rothbury, NE65 7SS

t: 01669 620744 e: enquiries@rothburyfamilybutchers.co.uk

w: rothburyfamilybutchers.co.uk

Sells: Sausages, burgers, lamb, pork, bacon, beef, steak

THE NORTHUMBERLAND SAUSAGE COMPANY

Monkridge Hill Farm, West Woodburn, NE48 2TU

t: 01434 270657/07767 165741

e: info@northumberlandsausagecompany.com

w: northumberlandsausagecompany.com

Sells: Gourmet sausages

TURNBULL'S OF ALNWICK

33-35 Market Street, Alnwick, NE66 1SS

t: 01665 602186 e: info@turnbullsofalnwick.co.uk

w: turnbullsofalnwick.co.uk

Sells: Beef, lamb, sausages, bacon, burgers, pies, pastries, ready meals, fruit, vegetables, dried meat

OTHER REGIONAL WITH DURHAM & NORTHUMBERLAND PRODUCE:

COUNTRY VALLEY FOODS

Hurworth Moor, Darlington, DL2 1QH

t: 01325 720888 e: info@countryvalley.co.uk w: countryvalley.co.uk

Sells: Meat and meat products including 'Grand Reserve' beef and lamb

WARREN BUTTERWORTH

Unit 5, Westway Industrial Park, Ponteland Road, Throckley, NE15 9HW

t: 0191 2296060 e: sales@warrenbutterworth.com

w: warrenbutterworth.com

Sells: Beef, pork and lamb

DAIRY AND EGGS

DURHAM:

JOLLYBODY FARM

East Lane, Stanhope, DL13 2YX

t: 01388 528386/07789 128167

Sells: Eggs

LANCHESTER DAIRY

Upper House Farm, Lanchester, DH7 0RL

t: 01207 521826/07885 265264 e: barryp@lanchesterdairies.co.uk

w: lanchesterdairies.co.uk

Sells: Milk, fresh cream, dairy produce

LEASIDE CHEESEMAKERS

West Leaside Farm, Hilton, DL2 3JB

t: 01388 833288 e: leasidecheesemakers@hotmail.co.uk

w: leasidecheesemakers.co.uk

Sells: Award-winning Teesdale Blue, White Hilton, flavoured curd cheeses

LINTZ HALL FARM LTD

Lintz Lane, Burnopfield, NE16 6AS

t: 01207 270233 e: info@lintzhallfarm.com w: lintzhallfarm.com

Sells: British Lion quality eggs

WEARDALE CHEESE

Harperley POW Camp, Fir Tree, Crook, DL15 8DX

t: 07564 196019 e: simon.raine@weardalecheese.net

w: weardalecheese.net

Sells: Hard and soft artisan cheese

PARLOUR MADE CHEESE

Village Farm, Mordon, Sedgfield, TS21 2EY

t: 01740 622255/07940 526106 e: carol@parlourmade.co.uk

w: parlourmade.co.uk

Sells: Award-winning artisan cheese inc. Mordon Blue, Durham Camembert



NORTHUMBERLAND:

DODDINGTON DAIRY

North Doddington Farm, Wooler, NE71 6AN

t: 01668 283010 e: enquiries@doddingtondairy.co.uk

w: doddingtondairy.co.uk

Sells: Variety of dairy ice cream

MORWICK DAIRY ICE CREAM

Morwick Farm Acklington, Morpeth, NE65 9DG

t: 01665 711210 e: info@royaldouble.com

w: royaldouble.com

Sells: Dairy Ice cream

THE NORTHUMBERLAND CHEESE COMPANY

The Cheese Farm, Green Lane, Blagdon, NE13 6BZ

t: 01670 789798 e: bethany@northumberland-cheese.co.uk

w: northumberlandcheese.co.uk

Sells: Award-winning artisan cheese

WHEELBIRKS FARM

Stocksfield, NE43 7HY

t: 07717 282014 e: theparlour@wheelbirks.co.uk

w: wheelbirks.co.uk

Sells: Jersey cows' ice-cream, cake, milkshakes, traybakes



DELICATESSEN, CHUTNEYS & PRESERVES

DURHAM

DURHAM GREENLANE

15 Birkdale Gardens, Belmont, Durham, DH1 2UJ

t: 0191 3868825 e: durhamgreenlane@talktalk.net

w: durhamgreenlane.co.uk

Sells: Wild and local fruit jellies and preserves – no catering, just retailers.

FROM THE HEDGEROW

71a Meadowfield, Burnhope, DH7 0EJ

t: 07732 683 308 e: fromthehedgerow@hotmail.com

Sells: Jams, chutneys, baked goods, cordials

WIGA WAGAA CHILLI

32 Broadwood View, Shotley Bridge, DH8 0RY

t: 07960 078900 e: vnwosu@btinternet.com w: wigawagaa.com

Sells: Chilli based products - paste, sauces and oils.

WILDON GRANGE

9 St Andrews Close, Aycliffe Village, DL5 6NA

t: 07876 486015 e: enquiries@wildongrange.co.uk

w: www.wildongrange.co.uk

Sells: Salad dressings and relishes

NORTHUMBERLAND:

CHAIN BRIDGE HONEY FARM

Horncliffe, Berwick-upon-Tweed, TD15 2XT

t: 01289 382362 e: info@chainbridgehoney.co.uk

w: chainbridgehoney.co.uk

Sells: Honey

OXFORD FARM SHOP AND TEA ROOM

Ancroft, Berwick-upon-Tweed, TD15 2TA

t: 01289 387253 e: oxfordfarm@btinternet.com

w: oxfordfarmshop.co.uk

Sells: Jams, chutneys, marmalade, meringue, berries

PRIDE OF NORTHUMBRIA

Four Ways, Amble, NE65 0DR

t: 01665 712929 e: info@ambledevelopmenttrust.org.uk

w: prideofnorthumbria.com

Sells: Wide range of handmade preserves, many bearing local or colloquial names.

TARSET VALLEY MARMALADE

Mantle Hill, Hesleyside, Hexham, NE48 2LB

t: 01434 220428 e: tarsetmarmalade@aol.com

w: tarsetmarmalade.co.uk

Sells: Seville orange marmalade

WILLOW COTTAGE PRESERVES

57 Main Street, Lowick, TD15 2UD

t: 01289 388215 e: info@willowcottagepreserves.co.uk

w: willowcottagepreserves.co.uk

Sells: Jam, jelly, marmalade, chutney





FRUIT & VEGETABLES

DURHAM:

BRADLEY BURN FARM

Wolsingham, DL13 3JH

t: 01388 527285 e: shop@bradleyburn.co.uk

w: bradleyburn.co.uk

Sells: Potatoes

MELLANBY VEGETABLES

Leechmire Farm, Hutton Henry, Hartlepool, TS27 4RP

t: 01429 838346

Sells: Own farm winter vegetables

STARTFORTH SOFT FRUIT

33 Corn Close, Startforth, DL12 9AP

t: 01833 631971 e: mrdsparrow@hotmail.co.uk

w: durhamlocalfood.org.uk

Sells: Various soft fruit including whitecurrants, jostaberries and boysenberries.



NORTHUMBERLAND:

BROCKSBUSHES FARM

Stocksfield, NE43 7UB

t: 01434 633100 e: amanda@brocksbushes.co.uk

w: brocksbushes.co.uk

Sells: Variety of berry fruits

OTHER REGIONAL WITH DURHAM & NORTHUMBERLAND PRODUCE:

J R HOLLAND

245 Dukesway, Gateshead, NE11 0PZ

t: 0191 4910856 e: dennis.hutchinson@jrhollandfoodservices.co.uk

w: jrholland.co.uk

Sells: Vegetables, potatoes, bakery, dairy, eggs

OTHER

DURHAM:

OLDFIELDS PANTRY

c/o Oldfields Eating House, 18 Claypath, Durham, DH1 1RH

t: 0191 370 9696 e: hello@oldfieldspantry.co.uk

Sells: Gourmet ready meals for pubs.

NORTHUMBERLAND:

HEATHERSLAW CORNMILL

Ford Forge, Cornhill-on-Tweed, TD12 4TJ

t: 01890 820488 e: miller@heatherslaw.org.uk

w: ford-and-et al.co.uk/heatherslaw-mill

Sells: Milled flour, oats and muesli



THE COST OF BUYING LOCAL PRODUCE

Local produce prices can vary for a number of reasons. However, here are some recipes developed by Andrew Rowbotham at The Crown in Mickleton (North East Local Food Hero 2012) to show how much it would cost to source locally for some local favourite dishes. These are actual prices and are correct at time of publishing (November 2014). The prevailing rate of VAT is at 20%.



CHEESE AND POTATO CROQUETTES @ £6.50 MENU PRICE

To be served as a starter dish or vegetarian light lunch with side salad.

Local ingredients:

Use a good quality local crumbly mild cheese such as Cotherstone Cheese, and take advantage of locally sourced of potatoes.

Quantities for 4 portions:

Ingredients	Quantity	Cost
Cheese, crumbled	48g	£0.72
Potatoes, mashed	160g	£0.11
Local heather honey	5g	£0.06
Oats	24g	£0.02
Onion, diced	48g	£0.03
Juniper, crushed	4 berries	
Thyme, chopped	1tsp	
Breadcrumbs		

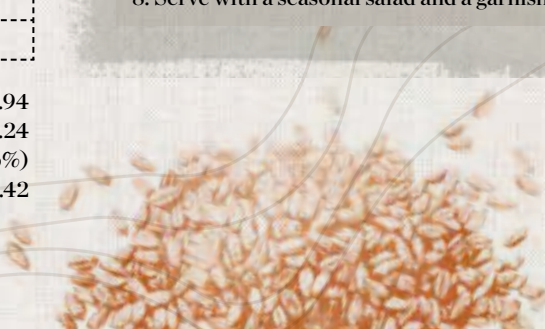
Total cost for 4 portions: £0.94
 Total cost per portion: £0.24
 Gross profit per portion: £6.26 (96%)
 Net selling price (ex VAT): £5.42



Chef's tip: Bulk up quantities to prepare the croquettes in advance for service!

PREPARATION:

1. Finely chop the onions and sweat down until lightly coloured.
2. Add the oats, mix and cook for a few minutes.
3. Blend crushed juniper and thyme with a little vegetable oil.
4. In a large bowl add the oat mixture, the spiced oil, crumbled cheese, mashed potato, heather honey and combine thoroughly.
5. Form into 35g cylinders.
6. Pané with breadcrumbs.
7. Shallow fry in light oil.
8. Serve with a seasonal salad and a garnish.



LUXURY SHEPHERD'S PIE @ £12.50 MENU PRICE

To be served as a main course lunch or evening menu dish accompanied by seasonal vegetables.

Local ingredients:

Using shredded local lamb shoulder as the main ingredient for this dish adds a sophisticated touch to a well-established dish.

Quantities for 6 portions:

Ingredients	Quantity	Cost
Lamb shoulder on the bone	2kg	£14.00
Onions, peeled and diced	500g	£0.30
Celery, peeled and diced	150g	£0.27
Carrots, peeled and diced	500g	£0.35
Swede, peeled and diced	250g	£0.50
Red wine	250 ml	£2.00
Thyme	4 sprigs	
Rosemary	4 sprigs	
Garlic, crushed	1 clove	
Seasoning		
Potatoes, mashed with butter	750g	£1.00
Egg yolks	3	£0.50

Total cost for 6 portions: £18.92

Total cost per portion: £3.15

Gross profit per portion: £9.35 (75%)

Net selling price (ex VAT): £10.41

CREAMY BREAD AND BUTTER PUDDING @ £4.95 MENU PRICE

To be served as a pudding for lunch or dinner.

Local ingredients:

Choose bread from a local bakery and cream, butter and milk from your nearest dairy to add an extra luxurious local touch to a traditional favourite.

Quantities for 4 portions:

Ingredients for the pudding	Quantity	Cost
Bread, one day old	600g	£2.22
Eggs	5	£0.84
Caster sugar	70g	£0.10
Milk	250ml	£0.22
Double cream	250ml	£0.78
Vanilla extract	1/2 tsp	£0.24
Butter	50g	£0.32
Dark brown sugar	5g	£0.01

Ingredients for the flavoured butter	Quantity	Cost
Butter, softened	200g	£1.28
Nutmeg	Large pinch	£0.05
Cinnamon	Large pinch	£0.05
Orange zest	1 Orange	£0.30

Chef's tip: The lamb shoulder can be roasted and shredded one day in advance!

PREPARATION:

1. Place seasoned lamb shoulder in a roasting tin, add a small layer of water to the dish. Cover with baking parchment and wrap tightly in foil. Roast at 150°C / gas mark 2-3 for 4 hours.
2. Once cooked, remove excess fat and bones from lamb. Shred lamb whilst hot with a fork.
3. Reserve the stock from the roasting tin, pour into a jug and skim off the fat.
4. Using some of the skimmed fat sweat in turn the onions, celery, garlic carrots and swede. Add red wine and the reserved lamb stock, bring to boil and reduce by half.
5. Add rosemary and thyme stalks and simmer for 10 mins, then remove the herb stalks from the pan.
6. Add the shredded lamb shoulder and mix well. Adjust consistency if necessary, season and transfer to individual casserole dishes.
7. Add egg yolks to the mashed potato and pipe over the lamb mixture.
8. Oven cook at 200°C / gas mark 4 for 20 mins. Serve in a casserole dish with seasonal vegetables.

Total cost for 4 portions: £6.41

Total cost per portion: £1.60

Gross profit per portion: £3.35 (68%)

Net selling price (ex VAT): £4.13

Chef's tip: Using left over bread will push up the profit margin on this dish!

PREPARATION:

1. Cut bread into 1cm slices, remove all crusts, butter both sides with the flavoured butter and arrange into individual serving dishes.
2. Whisk 5 egg yolks with the caster sugar. Fold in one reserved egg white and combine thoroughly.
3. Heat milk, cream and vanilla until boiling, pour over the egg yolk mixture beating all the time.
4. Pour egg custard mixture over the prepared bread and leave for 20 mins.
5. Sprinkle dark brown sugar on top of the puddings.
6. Place the dishes into a deep roasting tray and fill tray with boiling water.
7. Carefully place in oven and bake at 200°C / gas mark 4 for 20 mins until golden brown



SEASONAL CALENDAR OF LOCAL PRODUCE

Each year the weather is different – warmth and sunshine will bring grass and crops on earlier whilst cold, rain, drought, wind and snow can delay and damage produce, affect grazing and prevent fishing. Being aware of the seasonality, provenance and availability of local produce means hospitality providers can offer distinctive dishes made with ingredients at their best with different tastes, colours and textures each season.

This calendar suggests what is generally available in the region and you can find regular regional information on North East England Farmers' Market web site at www.neefm.org.uk. For information on responsible foraging see www.wildedible.com/foraging.

Some of the locally brewed, baked, smoked, cured, conserved, pickled or processed produce is available all year round. These include:

- Cheeses from cows, sheep and goats milk, all kinds from soft blues to hard, strong cheeses
- Breads, puddings and cakes – ask where the flour comes from and choose seasonal specialities using local fruits and herbs.
- Milk, cream, butter, yoghurt, ice creams with local flavours like sea buckthorn, raspberries, heather honey
- Ales from light IPAs, bitters and stouts, wines, and liqueurs
- Eggs – although they are best in mid-summer
- Honey, conserves, pickles, chutneys
- Kippers, kipper pate, hot smoked salmon
- Pork, bacon, sausages, ham and charcuterie
- Venison
- Lobster, langoustines, crabs and oysters – but best September to March



JANUARY – MARCH

- Winter salad leaves, leeks, onions, curly kale, purple sprouting broccoli, sprouts, cabbages of all kinds plus stored roots such as potatoes, swede, parsnips, beetroot and carrots
- Sage, rosemary
- Stored dessert and cooking apples
- Mutton, rabbit, hare
- Flat fish, scallops, monkfish, haddock until end of January
- Sloe gin
- Foraging - nettles, sorrel, wild garlic

JULY – SEPTEMBER

- Courgettes, beans of all varieties, peas, early beetroots, carrots, salad veg, tomatoes. Then in September cabbages and cauliflower which go on into winter
- Dill, basil, garlic
- Gooseberries, raspberries, strawberries, early varieties of plums and apples like Discovery, damsons in September
- Hill lamb, grouse from mid-August
- Mackerel, pollock, coley, trout, wild salmon
- Heather honey
- Foraging - bilberries, blackberries, elderberries, hazelnuts

APRIL – JUNE

- Leeks, late broccoli, spring greens and cauliflower followed by new potatoes, asparagus (traditionally in season about 6 weeks from May to up to mid-summer day - but growers may use poly tunnels to extend the growing season)
- Mint, parsley, tarragon, oregano, chives
- Rhubarb, redcurrants
- Beef is available all year round but at its best April to September
- Haddock, codling and whiting from May, wild sea trout in June
- Foraging - elderflowers, samphire

OCTOBER – DECEMBER

- Potatoes, beetroot, carrots, parsnips, leeks and celeriac, kale, cabbages of all kinds, sprout stalks, winter salad leaves
- Thyme, fennel seeds
- Apple, apple juice, plums
- Pork is at its best plus pheasant and partridge. To find producers of locally reared turkey, duck, guinea fowl or chicken for Christmas look at www.neefm.org from late November
- Oysters, mussels
- Heather honey, Christmas puddings and cakes
- Foraging - juniper berries, fungi, sloes

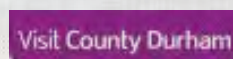


This toolkit has been developed as part of the Northern Lands programme to develop tourism in the North East's protected landscapes with the aim of attracting more visitors, encouraging existing visitors to stay longer and inspiring visitors to experience the uniqueness of the landscapes.

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An electronic version of this toolkit can be found at visitcountydurham.org and northumberlandtourism.org.uk



December 2014

Funded by:

