

## BRITS AREN'T SHEEPISH WHEN IT COMES TO PUTTING THEIR TRUST IN FARM FOOD

Farm food is the cream of the crop according to British consumers, who have not been sheepish when it comes to giving it a huge thumbs up in a survey organised by the North West Farm Tourism Initiative (NWFTI).

As the NWFTI prepares to celebrate 'Put Your Trust in Farm Food Day', on March 15, it has released research findings that show that farm food is now a preferred choice for many Brits. The survey shows that we are learning to enjoy the farm and everything that it has to offer, in terms of freshness, trustworthiness and traceability.

The findings that have given a big boost to 23 staunch supporters of the finest farm food, who comprise the National Trust's Enjoy the Farm group, overwhelmingly demonstrate that we are becoming a nation turning away from shopkeepers and looking back to the land and our food's origins.

72% of us believe that the fewer miles food travels, the better it is for us, 68% love farm food because we find it healthier and 58% say we can trust it more than food from any other source.

A whopping 80% of us also say that when it comes to farm food versus fast food, the farm wins every time, with breakfast burgers playing second fiddle to the brekkie or brunch that the farmhouse can conjure up.

The farms within the Cumbrian-based, National Trust Enjoy the Farm initiative are renowned for producing some of the most wonderful farm products around. This includes the herdwick mutton and belted Galloway beef of Yew Tree Farm, in Coniston and the award winning cheeses on offer at Low Sizergh Barn, near Kendal, the UK Farm Retailer of the Year 2005 and finalist in the BBC's food and farming awards, 2004.

North West Farm Tourism Initiative's project manager, Katie Read, says: "Put Your Trust in Farm Food Day" is our way of singing the praises of the farm food for which British consumers have given a huge pat on the back, as proved in our survey. The message that farm food is so much more palatable an option, in this world of mass production and fast food, is really getting through and this event will hopefully convert even more people to our way of thinking."

More information about the farms at which wonderful farm food choices can be sampled are available at <http://www.golakes.co.uk/enjoythefarm> or you can call the brochure hotline on 01271 336185.

- ends -

Press calls: Jane Hunt/David Aaron, Catapult PR, 01253 851188

Notes to Editors

The research mentioned in this release was commissioned by the North West Farm Tourism Initiative through TNS and conducted in early February 2006, as part of an Omnimas survey. One thousand consumers were interviewed by the research team.

NWFTI is an initiative managed by Cumbria Tourist Board, which is funded by the Northwest Regional Development Agency. The (NWDA) is responsible for the sustainable and economic

development and regeneration of England's Northwest and has five key priorities: Business Development, Regeneration, Skills and Employment, Infrastructure and Image. For further information visit [www.nwda.co.uk](http://www.nwda.co.uk) or [www.englandsnorthwest.com](http://www.englandsnorthwest.com) or contact the NWDA Press office call 01925 400100.