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Thames  
Valley  
Farmers' Market  
Co-operative



## Local Food for Local People

### News from TVFMC Issue 12: Easter 2011

Dear Farmers' Market Supporter

### Spring is sprung!

Springtime brings out the optimist in most of us. It's a time to celebrate the fact that we have made it through the long, cold winter months and the best of the year is still ahead of us. Nature has shrugged off its old brown overcoat and turned its attention to producing all the good things for us to enjoy throughout the year. The lambs are already growing up, the cows are back grazing in the fields, the orchards are a sea of blossom and the cereal crops are thrusting skyward.



The proof is all around us, but Easter signals that spring is really underway. If you are looking to make the most of these lovely clear, bright mornings, why not head for your local farmers' market?

Product ranges vary from market to market but you are sure to find plenty of **Easter gifts** and treats including cakes, chocolates and **hot cross buns** – maybe even spring flowers and bulbs. Some markets may have **Easter egg hunts** for the kids – or how about keeping them quiet with edible artwork? Buy them some free-range eggs to hard-boil and decorate.

Don't forget to '**Click before you pick**'. Make sure you go to our **customer voucher page** to see details of current offers - download and print off vouchers to pop in your pocket and take them with you when you go shopping.

The range of vouchers that will make your money go even further than usual is getting bigger all the time. **Vouchers valid for April & May 2011 now online!**

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Thames Valley Farmers' Markets are now on **Twitter** - follow us for regular market and special event reminders.

You have received this newsletter either because you registered for information on the TVFMC website [www.tvfm.org.uk](http://www.tvfm.org.uk) or you supplied your email address to us during promotions held at our markets. If you do not wish to receive further newsletters or information from TVFMC please click on the unsubscribe link at the end of this newsletter.

### Would you like to work for us?

We are currently looking for a part-time **Accreditation Officer**.

[Click here for further details.](#)

### Planning a royal party?



Friday, 29th April is set to be a right royal knees-up with street parties all over the country as Kate and William tie the knot. If you are part of a community event, don't forget to stock up with food fit for a king at your farmers' market!

**A breath of fresh air – Countryside 2011**

Countryside 2011 invites you to take a new view of the countryside around you. It is an online directory that is jam-packed with hundreds of countryside-based activities and events taking place throughout South East England from **28th May to 12th June**. There is something for everyone and for all the family; from bats, boats and badgers to water sports, windmills and woodland walks. Many events are free or have generous discounts so, if you need an incentive to get off the sofa and get out for some healthy country air, visit the [Countryside 2011 website](#)



## Take our Customer Survey

TVFMC have just recently received grant support from SEEDA to help us to develop our brand, and we need your help!

We'd like to learn more about our existing customer base, and ask your opinion about how we can improve what we do. In particular this month we'd welcome your feedback on our ideas for a new mascot for TVFMC.

This survey should take you no more than five minutes to complete, and as a thank you the emails of 25 lucky respondents will be drawn randomly in May to receive **£10.00** in TVFMC shopping vouchers.

The closing date for taking part in this survey is **Saturday 30th April**. If you have already taken part in the survey, thank you!

[Click on this link to take our survey](#)

## NEW for 2011 - online recipes

Fed up with chocolate eggs yet? You know you will be soon – why not try our recipe for Easter biscuits? Or for something a little more filling, Farmers' Market chicken and vegetable pie. These two recipes have been created for TVFMC by Caroline Taylor and you can find them on our new [recipes page](#).

If you would like to contribute your own favourite recipe to our new recipes page - just email us the recipe and we'll add it to the page.

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## What to buy this Spring

Put Spring on your plate with the delicious range of fresh vegetables, meat, bakery and deli products from our farmers' markets.

What better way to celebrate the Easter weekend than a visit to your local farmers' market to buy all the ingredients for a roast dinner with the family: Simnel cakes, hot cross buns, Easter chocolates and new seasons' vegetables.

### Meat..

It's **Great British Beef Week** from 23rd to 30th April. A new organisation called "**Ladies in Beef**" has recently been formed aiming to promote and drive awareness of the quality and versatility of British beef.

We have our very own "Ladies in Beef" from **Challow Hill Meats**. Challow Hill Farm is a small farm run by mother and daughter team, Lin and Lucy Blackwell. They have a small herd of pedigree Dexter cows born and reared on their 250 acre mixed family farm at East Challow, near Wantage. They place a high value on the welfare of the animals and the environment. They attend several of our farmers' markets and are currently offering **£1 off all joints** of meat in April and May (see current [customer vouchers](#)).

Spring lamb will be available from several producers who have been lambing throughout the winter ready to bring tender meat to markets for your delight.

### Vegetables...



You will find a wide range of fresh spring vegetables at our farmers' markets including: cauliflower, cabbage, kale, carrots, purple sprouting broccoli and spinach. **D S Paget** now has a webpage with useful information on seasonal availability <http://www.pagetsproduce.co.uk/availability.html>

Look out for the first English asparagus from 23 April – St George's Day – which is traditionally the first day to harvest these fabulously juicy green spears. Due to the harsh weather before Christmas the first crop this year may be delayed until later in May.

## Baked goods and chocolate...



Easter is of course a time for chocolate as gifts and eggs. All our cake makers and bakers take this opportunity to produce the most gorgeous cupcakes, Simnel cakes and special Easter gifts.

**Ilze's Chocolat** has chocoholics spoilt for choice as they select their favourite sweets and bars or make up a gift box for friends.

Check our website to find out which markets our **baked goods producers** attend.

## Fish..

**Brookleas Fish Farm** has all sizes of rainbow trout fresh and smoked just ready for delicious meals. You may find smoked eel and American crayfish too.

Sea-fish in season from April include: hake, cod, Dover and Lemon sole. Look out for scallops, crab, prawns and mussels on the **Selsey Seafish** stall delivered directly to our markets from the boats so all the fish is glistening fresh. We are also welcoming a new guest producer to our markets this month - **Seafare** (see below)

Check which markets have **fish stalls**.

## Spring Plants...

Colourful displays of pots of flowers and herbs cheer up the dullest days. Come to your local farmers' market for the brightest pots of spring flowers. Check our plants page to find out which markets are attended by **APS Plants, Ascott Gardens, Green and Gorgeous, Heath House Nurseries** and **UGM Nursery**.

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## Member News

### New Members

The diversity of great British products to be discovered at your local market continues to grow. A very warm welcome to 3 new members to look out for:

#### Cupcakes by Claire

Claire Starkey bakes hand-crafted cupcakes in a variety of flavours including her British dessert range, e.g. sticky toffee pudding, apple & custard, sticky ginger cake. She sells them for gifts, special occasions or simply a teatime treat.

#### Stainswick Farm Oil

Stainswick Farm offer cold pressed rapeseed oil, dressings and flavoured oils.

"Cold pressed rapeseed oil is versatile and healthy - locally produced on our family farm in Shrivenham, Oxon, it minimises food miles and maximises quality and taste."

#### Seafare - Guest Producer

Seafare, one of our new guest producers, offer shellfish soup, crab & mussel chowder, semi-preserved sardines, red gurnard and sprats, fresh shellfish pasta, cooked prepared crustacea, oysters (native, in season).

"Seafare prepare handmade semi-preserved fish and fantastic soup, using shellfish and crustacea

responsibly sourced from the sustainable stocks of the south west of England. Our products are prepared with passion from our semi-preserved sardines marinated in Bridge farm cider to our crab soup using roasted brown crab shells. Our products are handmade by our own chef and packed in our eco factory. We are a small, passionate team consisting of a chef, fisherman and fish merchant."

## Messages from our Members

### **Cakes Unlimited – bespoke cakes for special occasions.**

Do take a look at my new website [www.cakesunlimited.co](http://www.cakesunlimited.co), and give me a call to discuss what you are looking for. You can contact me on (01608) 643493, or if you prefer email me on [cakesunlimited@hotmail.co.uk](mailto:cakesunlimited@hotmail.co.uk).

I look forward to hearing from you. Caroline Jenkins, Chipping Norton, Oxfordshire.

Check out our [News](#) page for regular member news throughout the year.

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## You tell us!

You tell us! If you have a favourite recipe made with produce from the markets, please tell us and we'll publish it in **News from your Markets**. We would like to make sure your shopping experience is the best, so please tell us your views on the markets, produce and stall-holders. Email your recipes, comments and suggestions to: [info@tvfm.org.uk](mailto:info@tvfm.org.uk)

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