

1000 Sunday 2 November 2014

STARTS

Local food festival team recognised in national competition

The team behind the Burnham on Sea Food & Drink Festival received the news today that they are runners-up in the Daily Telegraph/Love British Food "Bring Home the Harvest" competition for the second year.

They have been recognised for their community engagement in their #HarvestFever series of events which took place at the end of September. The team worked hard with Somerset communities to bring people of all ages and walks of life together to celebrate the harvest festival.

The judging panel, led by Elizabeth Truss (Secretary of State for the Environment, Food & Rural Affairs) said that they were particularly impressed with how the team had gone out of their way to get so many different parts of the community involved. "This was a dynamic, engaging series of events and I really liked the use of social media in this campaign."

Chris Collins (Blue Peter Gardener) told us that the events were "Very well produced and [were] extremely strong on the business sustainability side."

Founder and organiser of British Food Fortnight, Alexia Robinson added "All of the Judges were impressed with the #HarvestFever Somerset entry. It was pleasing to see how the organisers were specifically spreading word of the region's food heritage to new audiences, and were thinking outside the box in terms of both designing and marketing their events. We also liked the focus on community and sustainability and look forward to seeing how these initiatives develop in the future. Very well done!"

Organiser Sarah Milner Simonds told us "we wanted to do something in addition to the festival to focus on the harvest festival celebration at the end of September and Love British Food fortnight. Bringing cooking demos to the local farmer's market, food stalls into the schoolyard and adding a local food element to a music event were all small steps to bring the harvest alive in unusual places or in unusual ways. We really enjoyed running the events and are looking forward to bringing home the harvest again in 2015."

ENDS

Images:

Cooking demo at Burnham on Sea Farmers Market

Organisers Sarah and Beverley Milner Simonds (this is the correct naming order - not the label on the image) - Credit Tommy Campbell Photography