



Slow Food® UK

SLOW FOOD / FROM MY FARM Q&A

Who are From my Farm?

From My Farm was launched in October 2008 in response to the growing consumer demand for seasonal, regional fresh produce. The brainchild of Charlotte Falkingham, a farmer's daughter from Yorkshire, this new brand has grown quickly in the last 18 months to establish itself as the leading provider of quality seasonal produce to a number of high street supermarkets and specialist retailers.

Why have Slow Food and From my Farm chosen to work together?

We feel that there is a good fit between Slow Food and From my Farm who source fresh, seasonal fruit and vegetables from local farms.

From my Farm is owned by Produce World, a multi million pound business. How does that fit with Slow Food's values?

Produce World works very closely with growers, their motto has always been 'growing trust', which indicates the importance they place on building trust throughout the supply chain. Produce World feel they have a responsibility to manage the social, environmental and economic impacts of their business activities in a sustainable way. Produce World's commitment is to work in partnership with customers, suppliers, local agencies and their employees and neighbours to create a sustainable future for all.

Where will the money go?

All sponsorship brings valuable funds into the organisation which will be put towards supporting the development of the organisation, providing support for our growing number of groups, funding our educational projects and raising the profile of our initiatives.

What benefits does this bring to Slow Food members?

The sponsorship from From my Farm will benefit all members throughout our network as it will enable the organisation to grow in the UK and specifically support our education initiatives and projects. There will also be access to From my Farm products for our initiatives such as the Taste Adventure.

Which areas do From my Farm cover?

Products are currently available in the East of England, Scotland, The South West and Yorkshire in various outlets. Please visit the website for

more details. www.frommyfarm.co.uk There are imminent plans to expand outside these regions.

Which retailers are From my Farm products available in?

From My Farm products are available in selected branches of Waitrose, Morrisons and SPAR and in London are available in Harrods, Sourced Market and Wholefoods.

Are From my Farm products organic?

Not necessarily. There will be a mix of conventional and organic products available throughout the year depending upon what is available in any region at that time.

Are From my Farms products really local?

All the From my Farm products are grown in the relevant region as per their map. All products are grown, packed and sold within that region. This is indicated to consumers through a growers stamp on-pack showing the name and location of each farmer.

How can we find out more about the growers?

On the From my Farm website in the growers and products section: www.frommyfarm.co.uk/products.asp

How far has the product actually travelled?

This is dependant upon the product – some products are grown and packed on farm, and others are grown and then packed at their nearest regional packing facility (as not all growers have the facility to pack on farm). The From My Farm team spent time developing regional hubs to service defined regions in the UK. Hubs collate orders from growers in the region and deliver to its nearest regional distribution centre or, in some cases, direct to store.

Is From my Farm's packaging environmentally friendly?

From my Farm have to pack their products so that they can easily be differentiated from other items in store, however, where possible they will use a small tag rather than a bag. When bags are used they carefully consider recyclability and compostability.

What is The Growing Trust?

From My Farm promise to donate one penny for every single pack purchased to the Growing Trust. This money goes towards carefully selected good causes in each of the regions where products are grown.