



LOCAL AND ORGANIC READY MEALS

CATEGORY: CASE STUDY YEAR: 2008

Business Details:



Clough Bottom Farm Cottages
Bashal Eaves
Lancashire
BB & 3NA

www.cloughbottom.co.uk



Description:

Owned and by Harry and Jane Backhouse and run with the help of Joanne McTiffin and staff. Clough Bottom is actually a collection of enterprises with self catering cottages, a training company and farm amongst some of the activities that go on. Currently a GOLD GTBS award winner for the self catering properties, green considerations are very much at the heart of the business. One of the most innovative ideas was to provide guests with the convenience of ready meals but with a difference. These aren't the plastic wrapped far-travelled non-descript meals you'd find in a supermarket. These are high quality, healthy and nutritious and all made with local and organic produce. Home cooking without the hassle. There are a variety of options including main meals and desserts. Through the support of this project an energy efficient glass fronted display fridge has been purchased to aid the presentation of the meals. Guests can also order locally sourced hampers if they are inclined to cook for themselves.



Economic

Offering high quality meals has added another direct revenue source into the business. It also adds to the quality of the guest experience, which as part of a whole package should encourage guest returns. Clough Bottom has diversified with a range of products beyond farming including offering training and conference packages, self catering, tree nursery as well as the farm produce itself – truly diversification in action.



Environmental

Using local produce means a reduction in 'food miles'. Food miles are a measure of the environmental footprint of a food product. Generally far-travelled and processed foods will have a much greater environmental footprint associated with the transport, distribution and packaging. Locally produced food has a much smaller impact. Using organic produce also has an environmental benefit including a reduction in pesticides use as well as rigorous standard of animal welfare.



Social

Money spent on local produce means the money stays within the local community. In this case it means money goes straight back to the food producers avoiding any middle men. It also means local employment.

WEB

Forest of Bowland	www.forestofbowland.com
Soil Association	www.soilassociation.org
Slow food	www.slowfood.org.uk
Farmers Markets	www.farmersmarkets.net
Farm Stay	www.farmstayuk.co.uk