



Fresh food for London, direct from the farmers who grow it
☎: 020-7833 0338
11 O'Donnell Court, Brunswick Centre, London WC1N 1NY
www.lfm.org.uk info@lfm.org.uk

NEWS RELEASE 3 November 2009

NEW FOOD MARKET FOR “LONDON’S LARDER”: BERMONDSEY SQUARE FARMERS’ MARKET OPENS 7 NOVEMBER 2009

A new farmers’ market opens in Bermondsey Square, Saturday 7 November 2009. The farmers’ market will be a regular weekend fixture in the Square, which hosts the world famous Bermondsey Antiques Market, and will run from 10am to 2pm every Saturday.

Farmers’ markets put an estimated £250 million back into to the local economy each year¹. Working in partnership with igloo Regeneration Partnership, London Farmers’ Markets (LFM) brings ten years’ experience of running Certified farmers’ markets to Bermondsey Square. The market will provide a fantastic choice of seasonal produce straight from the farmer including delicious organic and outdoor reared meat, game in season, dairy, juices, hand made preserves, herbs, home made pies, cakes and savouries, free range eggs, and the freshest vegetables, fruit and salads.

This new market sees the food business returning to Bermondsey, which by the end of the 19th Century was one of the main industries in the area - earning it the nick-name “London’s Larder”. In 1811 the first tinned food in Britain was canned by Bryan Donkins of Bermondsey. Three quarters of the butter, cheese, bacon and canned meats needed in London landed in the nearby docks and was processed in local factories.

David Roberts, igloo Regeneration Partnership commented:

“With many London’s markets under threat, now is the time to celebrate our markets as a vital part of urban life and the economy. This market will be a fantastic addition to the area, allowing local people and visitors to taste and buy excellent quality, food all produced within a 100-mile radius.”

Cheryl Cohen from London Farmers’ Markets and member of London Food said:

“We’re delighted to have had so much local enthusiasm and to be supported by igloo in this venture. We had an amazing reception at the Bermondsey Street Festival and look forward to building on relationships with residents, community groups and businesses.”

Bermondsey Square, the site of the former Cluniac Bermondsey Abbey, is a new public space at the heart of the new mixed- use development of apartments and offices. The square is also home to the Bermondsey Square Hotel, Shortwave Cinema and Del Aziz restaurant.

¹ National Farmers’ Retail and Markets Association (FARMA) estimation based on national turn over per year of approximately 750 – 800 farmers’ markets in the UK - www.farma.org.uk

All LFM markets are Certified by FARMA.

Bermondsey Farmers' Market every Saturday 10am – 2pm from 7th November 2009, Bermondsey Square, SE1 - www.bermondseysquare.co.uk

Notes to editors

London Farmers' Markets is a small company that exists to provide Londoners with fresh local food, and to provide farmers with a good return for their work. Managing 15 markets across London, with producers from within 100 miles of the M25.

Farma (National Farmers' Retail & Markets Association) represents local food and direct farm sales in the UK.

The **Bermondsey Square** development was undertaken as part of a holistic economic, social, environmental and physical intervention delivered by igloo Regeneration in partnership with Southwark Council, the London Development Agency and the local community.

igloo is committed to making Bermondsey Square a destination in terms of its community, cultural and commercial appeal. Management and integration of the development is now paramount, with igloo having set up their own management company in partnership with Living City to ensure the specific needs of their tenants and residents are met, as well as the needs of the local community. The public space and Square are incredibly important to igloo and as a result they focus on working closely both with tenants and also residents to generate life and activity in the Square and hub.

Awards: Bermondsey Square has won the Estates Gazette Green Award for Best Regeneration Project.

The **igloo Regeneration Partnership** develops mixed-use schemes in partnership with the public and community sectors. All of its investments must comply with FootprintR, igloo's socially responsible investment policy. **igloo** currently has over 20 regeneration projects across its direct development and partnership portfolios with a completed development value of £2.5bn creating 8,500 homes and 10,000 jobs on around 250 acres of brownfield land. igloo continues to market for further equity and is actively assessing new urban development opportunities in edge of city-core locations within the UK's Top 20 cities - www.igloo.uk.net

For further information on Bermondsey Square or igloo Regeneration Partnership, contact Dominique Owen or Hannah Cox at Caro Communications T 020 7336 8488 or dominique@carocommunications.com / hannah@carocommunications.com

For further information on LFM, details of individual farmer and producer names and photos, contact Cheryl, Mark or Arthur at London Farmers' Markets on 020 7833 0338