



FoodLovers Approved Standards

All businesses – whether a place to buy, eat or learn – appearing on www.foodloversbritain.com or at FoodLovers Fairs are vetted and approved by Henrietta, her team and a contributing panel of experts to ensure they reach an exacting level of excellence.

First and foremost, when approving produce and products, they must taste good and eat well. FoodLovers believes that while taste may be subjective, true eating quality is quantifiable. As well as taste, such factors as appearance, aroma, texture, mouth-feel, depth and length of flavour are also taken into account.

Good husbandry, FoodLovers also believes, is integral to the production of quality food and drink. Other qualitative attributes that are taken into consideration are perhaps less easily measured. These may include a special, artisanal or traditional process or a business' sourcing policy or commitment to conserving the locale.

FoodLovers expects consumers to pay a fair price for food and drink – and businesses to receive a fair return. The result is a real contribution to local economies.

Standards

Wherever possible FoodLovers approved -

Primary producers – farmers and growers – are expected to

Farm responsibly with due care and consideration for the environment

Work towards practising the RSPCA's Freedom Food's Animal Welfare Standards as a minimum

Farm and/or grow traditional breeds and varieties

Foster a give-and-take relationship with the local community

Processor producers are expected to:

Source locally or regionally

Source primary products farmed responsibly (see above)

Use only real ingredients as you find in your own kitchen

Use recipes that reflect seasonality and/or local distinctiveness

Practise sound production techniques

Source FoodLovers approved products where possible

Label clearly and informatively



Foster a give-and-take relationship with the local community

Places to buy are expected to:

Source locally or regionally

Source primary products farmed responsibly (see above)

Reflect seasonality and/or local distinctiveness

Label clearly and informatively

Source FoodLovers approved products where possible

Keep staff well informed for quality service

Foster a give-and-take relationship with the local community

Places to eat are expected to:

Source locally or regionally

Source primary products farmed responsibly (see above)

Reflect seasonality and/or local distinctiveness

Highlight recipes from the region, whether prepared traditionally or with a modern twist

Use only real ingredients as you find in your own kitchen

Prepare dishes with fresh ingredients

Source FoodLovers approved products where possible

Keep staff well informed for quality service

Foster a give-and-take relationship with the local community

Places to learn are expected to:

Source locally or regionally

Source primary products farmed responsibly (see above)

Reflect seasonality and local distinctiveness

Use only real ingredients as you find in your own kitchen

Increase awareness and understanding of the importance of local sourcing

Source FoodLovers approved products where possible

Keep staff well informed for quality service

Foster a give-and-take relationship with the local community



Enforcing FoodLovers approved standards

FoodLovers gather information from telephone interviews and site visits. The approval process also includes a detailed questionnaire, product tastings and random spot checks.

Whilst all the above standards are preferable, some currently are not mandatory. However as the FoodLovers approved scheme progresses, it is the intention that all the standards guidelines become compulsory.

You can help....

Send in your comments on favourite producers, local shops, and reviews on places to eat. Whether feedback is positive or negative, it will be passed on to the relevant business. If it is negative – they will have the opportunity to put things right but if nothing happens, they run the risk of losing approved status and may be removed from the site.

Any queries please call Lucy Holburn, Producer Co-ordinator, 0208 206 6111 or email lucy@foodloversbritain.com