

NEWS RELEASE

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Produce for the most important meal of the day is not far away!

Businesses in the New Forest National Park have been making the best of the most important meal of the day by undertaking a New Forest breakfast safari.

The event highlighted the huge range of local produce available in the New Forest represented by producers who have signed up to the New Forest Marque®, a sign which identifies reputable and local producers in the area. The tour included visits to Sunnyfields organic farm and flour producers Eling Tide Mill in Totton, Oakwood butchers in Brockenhurst and breakfast at the Nurse's Cottage Restaurant with Rooms in Sway.

The safari, organised by Tourism South East and funded by the Rural Development Programme for England and Lantra Landskills, kicked off during Farmhouse Breakfast Week, a national celebration of encouraging people to indulge in a healthy breakfast habit and celebrate the rich wealth of breakfast foods found across the country.

The Nurse's Cottage was one of the first businesses to receive VisitEngland's new Breakfast Award, sponsored by Kellogg's, Chef/Proprietor Tony Barnfield says, 'a healthy but hearty breakfast is important for the well-being of our overnight guests and using quality local produce wherever possible also benefits the local economy.'

Gill Heighington, Hampshire Skills Co-ordinator for Tourism South East, said 'The New Forest Marque reassures locals and visitors in the area that produce has low food miles, supports the local economy and best of all is as fresh as it comes! Food-lovers need look no further than their doorstep to find all the ingredients they need for a healthy, balanced breakfast.'

More information about the New Forest Marque can be found at www.newforestproduce.com

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Note to Editors:

Photo shows Wanda Williams from New Forest Cottage Holidays being served breakfast at the Nurse's Cottage by owner Tony Barnfield.

Tourism South East (TSE) is a not-for-profit company which is the official tourist board for the region, covering Surrey, Kent, East and West Sussex, Hampshire, the Isle of Wight, Buckinghamshire, Berkshire and Oxfordshire.

Tourism South East receives core funding from SEEDA, and is active in a range of programmes to support the tourism sector in the South East region, which is worth in excess of £12bn p.a. to the regional economy (7% of regional GVA), and supports over 300,000 jobs.

The Hampshire Tourism Partnership links national and regional priorities to the specific challenges and opportunities of Hampshire. Partly funded by Tourism South East, the Partnership is committed to helping local businesses by delivering a strong, effective and focused programme designed to support tourism in Hampshire.