



### **PRODUCED IN NORFOLK**

Produced in Norfolk Limited is a not-for-profit, producer-led organization which has been formed to create a brand for food, drink and craft products that are **genuinely** made in the county.

The brand is the brainchild of Made in Norfolk, a steering group formed in 2003 with the encouragement of many agencies including Norfolk County Council, District Councils, Norfolk businesses and the Norfolk community.

Funded by Norfolk businesses, producer members and Defra, it aims to increase the number of markets open to small producers, especially in areas associated with rural tourism.

Ralph Burton, Economic Projects Officer with Breckland Council explained, "Tourist sites and shows within Norfolk, which could act as a showcase for local producers, often get the majority of goods from outside of the County. Even local retailers find sourcing local products difficult and are sometimes unaware of the added value they can give the consumer.

"Apart from Norfolk Lavender there are few products the average visitor associates with the county. There is a need for Norfolk products to be branded as Produced in Norfolk; raising the profile of the county and highlighting its distinctiveness," Ralph explained.

All producers are eligible to join, providing they make a product in Norfolk with some substantive creative input. Membership fees are affordable and reduced rates are available to new businesses and young entrepreneurs.

For more information please telephone 01603 714985/01379 855267 or email [alewifebrewery@yahoo.co.uk](mailto:alewifebrewery@yahoo.co.uk)