

growing middlesbrough

Improving access to local food



Case Study Rosalind's Larder

In 2011, Rosalind and her husband started to grow fruit and vegetables from an allotment plot for their own use. After starting to generate surplus, Rosalind began making chutneys and jams, which she distributed initially to friends. In 2014, Rosalind decided that in readiness for retirement she wanted to make her cooking a more active part of her life and started a small business, selling at some local farmers' markets, craft fairs and into a couple of shops.

"What started as a little project to ensure we were not wasting the produce my husband and I grew on our allotment, has developed into a small local business. I really enjoy talking to people about the produce we grow, how it is used in the jams and chutneys I make and how preserving can be used to tackle issues of food waste."

Jury's Inn Hotel Middlesbrough contacted Rosalind's Larder after finding her details on the Growing Middlesbrough online directory, as they were looking for a local supplier of jams, curds and chutneys. Jury's Inn now buy 24 jars per month to include in their breakfast range as well as their dessert specials. Recently Fork in the Road met with Rosalind with the view of buying her produce to use in the restaurant.

Both Jury's Inn and Fork in the Road were attracted to Rosalind's Larder not only because of their high quality products, but also because of the story behind the business and how local it was to Middlesbrough. Her first order to Fork in the Road was delivered in March 2017.



"Being able to regularly sell my produce to these big establishments is extremely important to a small local business like mine as it means I can start to plan more for the future. If these contracts continue, I may need to bring in extra help to satisfy demand. But what this also means is that other local people I buy produce from are also benefitting."

Rosalind

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