

growing middlesbrough

Criteria

In all cases:

In the spirit of 'Growing Middlesbrough,' every effort should be made to promote the local economy (such as by encouraging shoppers to seek local products or promoting locally made items) and to reduce the environmental impact of the business (by, for example, minimising waste or careful planning of deliveries to reduce mileage).

■ Using the 'Growing Middlesbrough' logo

The Growing Middlesbrough logo has been designed so that purchasers can make a quick but informed choice about a product for sale. The strength of the Growing Middlesbrough brand lies in strict adherence to the criteria with which it is used. The following criteria have been fixed such that they promote local produce and yet are achievable for producers, retailers and caterers.

■ Growers (Grown in Middlesbrough)

Mandatory: Growers must grow a minimum of one product within 50 miles of Middlesbrough.

Optional: In order to further promote environmental sustainability, growers must aim to minimise the use of artificial pesticides, herbicides and fertilisers and use organic principles wherever practical.

■ Producers

Mandatory: Producers (those who make a product from basic ingredients) must use a minimum of two ingredients in their product sourced from within 50 miles of Middlesbrough.

Optional: Where ingredients are not available locally, producers must aim to source them from within the UK. Where this is not possible, producers should use Fairtrade or ethically sourced ingredients.

■ Wholesalers

Mandatory: Wholesalers are not permitted to use the Growing Middlesbrough logo other than where specific products conform to the criteria above.

Transparency of operations should be maintained at all times.
The provenance of products should be made clear.

■ Caterers

Mandatory: Caterers (such as restaurants, cafes and hotels) must source a minimum of two basic ingredients in their dishes sourced from within 50 miles of Middlesbrough. Staff and employees should be briefed and demonstrate knowledge of which produce is local. The establishment should have at least a 3★ Food Hygiene rating.

Optional: Caterers should aim to source their ingredients from as close to Middlesbrough as possible and support other local producers by purchasing their products. Caterers should aim to follow other guidelines for sustainable products, such as for Fairtrade and MSC-certified fish. Dishes should be highlighted on menus or specials boards where two or more local ingredients are used.

■ Retailers

Mandatory: Food retailers (such as shops or greengrocers) must sell at least four products that have been produced within 50 miles of Middlesbrough, where these products also adhere to the criteria for either farmers and growers or producers.

Optional: Retailers should aim to source their products from as close to Middlesbrough as possible and support other local producers by purchasing their products. Retailers should aim to follow other guidelines for sustainable products, such as for Fairtrade and MSC-certified fish.

■ Vegetable & fruit box/bag schemes

Mandatory: 50% of products must be sourced from farmers or growers conforming to the 'Farmers and Growers' criteria defined above.

All other cases will be determined at the discretion of the Growing Middlesbrough Network.

