

6th August 2009
PRESS RELEASE



Europe's biggest organic food festival is back!

Taste the future at the Organic Food Festival
Bristol Harbourside, 12-13 September 2009

FOOD LOVERS in Bristol should be quick to digest the news that the ninth Organic Food Festival will take place at Bristol Harbourside on 12th - 13th September 2009. The purpose of this year's festival is to bring a focus back to the local community and to introduce more people to our organic pioneers who are growing, sewing, cooking and making in a way that is truly sustainable.

The festival, which is the biggest organic event in Europe, promises to be a weekend of gastronomic proportions thanks to 250 organic exhibitors, support from the Soil Association, **Yeo Valley Organic** and work in collaboration with **Dominic Phillips Event Marketing**.

As well as seeing celebrity chefs in action, an expected 20,000 visitors will discover a world of delicious organic food and drink, gorgeous skin care, fabulous fashion, organic textiles, home design and even get some tips on organic gardening. Promising to be an entertaining family-friendly outing, this much loved festival is perfect for everyone.

Patrick Holden, Director of the Soil Association, said:

"The Festival is a major event for many of our food producers and a real celebration of all things organic. We are delighted that once again fantastic food will be taking over the Harbourside."

Sarah Weiner, Festival Manager, said:

"The Organic Food Festival gives thousands of people the chance to meet the pioneers paving the way to a secure food system – one that is dependent on the sun rather than dwindling reserves of petroleum. The future is here – and it tastes mighty fine."

To find out more about this year's Organic Food Festival, visit www.theorganicfoodfestival.co.uk

AT A GLANCE:

- Saturday, 12 September, 10am – 6pm & Sunday, 13 September, 10am - 5pm
- Admission price: £5 of which £1 is a direct donation to the Soil Association
- Free admission to Soil Association members and children under 16
- Hundreds of certified-organic food, drink, home, garden, beauty, fashion and textile exhibitors
- Cooking demonstrations by celebrity chefs
- Our exciting new "Street Food Bazaar" with Indian, Caribbean, Somalian, Chinese and Italian stalls to name a few!

ATTRACTIONS:

- The historic Bristol Harbourside will be transformed into a lively organic market with **Food Pavilions, Wine Bars, Cafes, Street Food Stalls**.
- Bordeaux Quay cookery school will host a special series of cookery lessons with **Britain's Renowned Chefs** – look out for Barney Haughton of Bristol's Bordeaux Quay, champion of sustainability, and the highly esteemed Chris Wicks, Sally Clarke and Sophie Grigson - and will focus on cooking real food on a budget and engaging children in the kitchen.

- The **Health, Beauty and Textiles Pavilions** will open up a world of organic that goes beyond the bubbling pots in the kitchen.
- In the **Organic Gardening Pavilion** visitors can meet the nation's favourite green fingered guru, Monty Don and get everything they need to grow their own greens – let's give 'eating locally' a new meaning!
- New for 2009 is the **Organic All Stars** area, showcasing Soil Association Organic Food Award winners; a **Street Food Bazaar**, the perfect place for a snack; and a very exciting **Children's Taste Adventure**.

ENDS

For press information, to arrange interview with chefs or organisers or for photographs, please contact:

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For information about exhibiting or sponsoring the festival, please contact:

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Notes to editors:

Soil Association Organic Fortnight

5-20 September 2009

This year's Soil Association Organic Fortnight will focus on why organic products offer great value for both your wallet and for the planet. As thrifty shoppers look to make every pound go further, the benefits of going organic on a budget stretch far beyond great-tasting, additive-free food and drink.

Organic is first choice for consumers who want products which don't just taste, look or feel good, but which are environmentally-friendly, ethical, healthy and have the highest animal welfare standards in the UK too. To understand why organic offers genuine good value check out our ten good reasons to choose organic and to make your shopping basket work harder check out our ten top ways to go organic on a budget.

Pass it on: for those passionate about the issues they can raise awareness of the benefits by hosting an 'Organic credit crunch dinner' for friends or treat someone to a Soil Association Organic Farm School course based organic farms all over the UK – includes bee keeping, bread baking, wild foraging and veg growing.

Visit www.soilassociation.org for more information.

Beneficiary: Soil Association

The Soil Association is a membership charity campaigning for planet-friendly food and farming. It promotes the connection between soil, food, the health of people, and the health of the planet.

- Thirty years ago the Soil Association drafted the world's first organic standards and is responsible for promoting and maintaining the principles of sustainable agriculture in over 30 countries.
- As a result of Soil Association campaigns, the environmental and wildlife benefits of organic farming have received official endorsement, with significant support to organic farmers for delivering these public benefits.
- The Soil Association develops new models which connect people with the producers of their food, creating localised food systems through farmers' markets, box schemes and community supported agriculture and supplying food to the public and private sectors.

The Organic Food Festival is organized by Dominic Phillips Event Marketing in Association with the Soil Association

- The Soil Association Food for Life Partnership programme, supported by the Big Lottery Fund, is transforming food culture in schools and communities across England.

Event Producers: Dominic Phillips Events Marketing

Dominic Phillips Event Marketing (DPEM) is a full-service event marketing, design and production company founded in 2004 by Dominic Phillips, who sees each new project as a creative and community building adventure. DPEM combines consistent innovation with a proven, methodical approach to conceiving and executing events. DPEM has become a pioneer in sustainable events, and its client list includes an impressive array of companies such as Slow Food Nation - <http://slowfoodnation.org/2008-event/> - which provided 85,000 people with an incredible experience over Labor Day weekend in 2008.