



NEWS RELEASE

19 April 2007

New 'Buy Local' directory brings shopping back home

From beer to baskets, hams to handbags – the new edition of **Where to Buy Local in Wallingford** highlights the impressive variety of goods produced in and around the town. With listings for nearly 70 suppliers, the free directory offers a wealth of information about where to buy local food, drink, plants and crafts. A new section on Sustainable Living features suppliers of fair trade, reclaimed and recycled goods and offers tips and advice on growing one's own food.

The directory will be launched at 10.30am on Saturday, 28 April by the Mayor of Wallingford, Nigel Moor, in the town's Market Place. There will also be an opportunity to meet some of the food and drink producers featured in the directory and to sample their wares for free.

'Buy Local' is the work of Sustainable Wallingford's Local Sourcing Group. The group's spokesperson, Dorothy Cussens, said: "Buying local benefits local businesses, the environment and our community. Goods and customers travel shorter distances, which reduces pollution and congestion. Money spent on local products stays in the community. And by buying local, customers can meet the people who produce the goods, ask about ingredients and production methods and offer feedback on the quality of the product."

Copies of the directory will be distributed in Wallingford and surrounding villages after the launch and will also be available in local shops, libraries and hotels. An electronic version of the directory will be on the Sustainable Wallingford website at www.sustainablewallingford.org/buy-local

Where to Buy Local in Wallingford has been produced with financial support from South Oxfordshire District Council, the Ecology Building Society, Wallingford Town Council, Wallingford Rotary Club and the Countryside Agency.

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