

Supporting Local Farmers & Fisheries

1.

LOCALLY SOURCED INGREDIENTS

We prioritise fresh, seasonal produce from independent farmers and fishers, ensuring our ingredients are of the highest quality while supporting local, sustainable agriculture.

2.

FAIR TRADE TERMS

We establish long-term relationships with small-scale farmers and fishers, ensuring fair prices for their produce, fostering trust, and supporting their livelihoods.

3.

LOW FOOD MILES

By sourcing locally, we reduce our food miles, cutting down on carbon emissions and supporting environmental sustainability, which is key to our ethos.

4.

BIODIVERSITY CONSERVATION

We work with producers who engage in sustainable practices, contributing to the protection of ecosystems, the promotion of biodiversity, and the preservation of traditional farming methods.

5.

SUSTAINABLE FISHING PRACTICES

We work with fisheries that adhere to ethical, sustainable fishing methods, ensuring healthy fish populations and marine ecosystems. Sustainable fishing is critical to preventing overfishing, habitat destruction, and the collapse of marine species, ensuring ocean vitality for future generations.

6.

PROMOTING HERITAGE PRODUCE

Through partnerships with local farms, we promote the use of heritage varieties of fruits, vegetables, and grains, preserving agricultural diversity and celebrating Shropshire's rich farming history.

7.

PROTECTING OCEAN LONGEVITY

Supporting sustainable fisheries is necessary for the longevity of our oceans and planet. By following responsible fishing quotas, reducing bycatch, and protecting delicate ecosystems, we help maintain the balance of marine life. Healthy oceans absorb carbon dioxide, regulate the climate, and provide food for billions of people—making sustainable fisheries essential for global ecological health.