

Picture:
ADRIAN JUDG

LITTLE SHOP, BIG IDEAS: The opening of the Truly Local shop in Stalham. Pictured from left, directors Mick Sims, Sue Andrews and Pauline Crudgington.

STALHAM

Shop aiming to sell Truly Local produce

A new shop opened in Stalham at the weekend which will only stock produce created within 50 miles of its high street base.

Truly Local has been founded as a not-for-profit company and sells fresh fruit and vegetables from local farms as well as coffee roasted, ground and packaged by Green Farm Coffee in Backbeath, whisky from the English Whisky Company in East Harling and locally produced beef from Foxley Wood near Fakenham.

It aims to provide a place for people to buy local produce offering competition to supermarkets which ship in food from all over the world.

The shop was officially opened by Alan Gray of Old Vicarage Gardens in East Ruston on Saturday morning.

He said: "Our current prime minister, whether you agree with his policies or not, is always barking on about community spirit, and this shop is a prime example of that."

"I got angry when I see asparagus for sale from Peru.

"I think this kind of business is going to bring back seasonality. It's something I really believe in.

"It's not just the business, it's local people supporting local people, which is true community spirit."

The shop has been founded as a

Community Interest Company with £28,000 in grants from the Rural Development Programme for England and the Broads Authority's sustainable development fund.

Pauline Crudgington, one of the directors of the shop along with Mick Sims and Sue and Rob Andrews from East Ruston, said it was a "little shop with big ideals".

"The shop itself doesn't make a profit," she said. The directors would not draw a salary.

The shop plans to work with Stalham High School to educate children on how to eat healthy and where their food comes from.