



SUSSEX
Breakfast



Providers Guide

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Keeping Sussex Beautiful

The Sussex Breakfast is an initiative of:

Sussex Tourism
Partnership 



A taste
of **Sussex** 

Sussex Tourism Partnership and Plumpton College at Netherfield Centre
for Sustainable Food and Farming with support from A Taste of Sussex.

Who can apply to be a Sussex Breakfast Provider?

Any Sussex accommodation or hospitality business serving breakfasts can apply, such as B&Bs, hotels, cafes, or attractions.



What are the benefits of being a Sussex Breakfast Provider?

Commercial advantages

- Your 'Sussex Breakfast accreditation' will be promoted on the website www.visitsussex.org which gets more than 30,000 visits a month. It may also be featured on your local destination website or annual printed brochure where one exists, giving you a market advantage over other similar businesses in the area
- You will receive the Sussex Breakfast logo to put on your own publicity
- You will be provided with promotional literature supporting the Sussex Breakfast.

Ethical advantages

Tastier and healthier: Small-scale producers tend to take great care over their products using high quality, natural ingredients. Traditionally reared, grass-fed cows, pigs and chickens produce milk, meat and eggs rich in omega-3s (those essential fatty acids that are important for everyone's health).

Happier animals: Caring animal husbandry is part of the ethos of the Sussex Breakfast, supporting free range and extensive farming systems.

Sustaining rural economies: Buying locally produced foods shortens the supply chain and supports local economic activity. Local food enterprises create jobs and develop new skills.

Keeping Sussex beautiful: The rolling pastures of the Downs and the patchwork of small, irregular fields, hedges and ancient woodland of the Weald has been created and maintained by traditional farming over many hundreds of years. By being a Sussex Breakfast provider, you will be helping local farms to stay in business and continue their important role in safeguarding the Sussex landscape and its wildlife.



What is a Sussex Breakfast?

A Sussex Breakfast is at least 60% local, seasonal ingredients. The following ingredients are readily available locally. The breakfast must feature at least six of these ingredients and must always include locally produced free range eggs and sausages or bacon made from free range or low intensive, barn reared pork.

- Locally produced free range eggs
- Sausages made from local free range or low intensive, barn reared pork
- Bacon; dry cured, streaky or back made from local free range or low intensive, barn reared pork
- Locally produced apple juice and seasonal fruit
- Locally produced and processed milk
- Locally produced yoghurt and cheese
- Locally produced or homemade jam, honey, and preserves
- Locally baked or homemade bread and rolls
- Mushrooms from Sussex, Kent, or Surrey
- Locally grown tomatoes (seasonal)



Where can I buy these ingredients?

The ingredients can either be sourced directly from the producers or from farm shops or other retail outlets supplied by local producers and distributors. Some businesses offer a delivery service. It is important to check with a shop to find out where they source their produce. A greengrocer may be local, but the fruit and vegetables could be imported. Likewise, a butchers' shop may make their own sausages but the meat could be from intensively reared, imported pork. Many farm shops these days also purchase from wholesalers so, again it is good to ask if their produce is grown or sourced locally or check the labels.

Help is also at hand! The Sussex Food Finder is your essential guide to the farms and food businesses in Sussex. It contains lists of producers by product type and a listing of markets and shops specialising in local produce.

See www.sussexenterprise.co.uk/foodfinder or call Hilary Knight at A Taste of Sussex on 01444 259265 to obtain a copy.

If you have difficulties sourcing any ingredients contact Topsy Jewell at:

Netherfield Centre for Sustainable Food and Farming
Netherfield, Battle
East Sussex TN33 9PY
Tel: 01424 775615

For up to date information follow the Sussex Breakfast link at www.visitsussex.org

How can I become a Sussex Breakfast provider?

To register as a Sussex Breakfast provider you need to complete a registration form from your local tourism organisation. The form will be checked to ensure you meet the criteria. If you can't meet all the criteria immediately, we will do our best to find you a local supplier for the ingredients you need. If you do meet the criteria you will be approved by your local tourism organisation and sent the logo and other publicity materials.

Are there any other conditions that I need to be aware of?

So that we can verify that all Sussex Breakfast providers are meeting the requirements, we shall carry out a number of follow-up visits to businesses that have registered. We expect you to tell us where you source your breakfast ingredients, allow us to inspect some recent receipts from purchases of these ingredients and allow us to look at your stock. We would look to see if your egg boxes state they are free range and where they were bought, look at any fruit juice bottles to see if they are locally produced and processed etc.

What happens if the conditions are not being met?

The inspector will give the business advice following the inspection, advising how to comply with the conditions. This will be followed by a further check at a later date to ensure the changes have been made. For more serious breaches, a written report will be submitted to the project co-ordinators who will decide which course of action should be taken. Any decision will be conveyed to the business in writing and may include withdrawal from the Sussex Breakfast scheme.

Feedback from visitors staying at B&Bs serving a Sussex Breakfast

"Eating local products is a fantastic way of cutting down on food miles. Also the guests can see exactly where about their food has come from supporting local economy at the same time as enjoying a fantastic breakfast"
Hereford

"Excellent food and attractively served"
Southampton

"This is a very good idea"
Leamington Spa

"Fresh locally produced food" **Scunthorpe**

"The local organic yoghurts were fantastic after our local cooked breakfast"
Hereford

"Plentiful, hot and not greasy! Fantastic! Yum!"
Basingstoke

"A really enjoyable 4 days away starting off with our delicious Sussex Breakfast made us feel really relaxed and refreshed by the time we came home"
Southampton

"Excellent Tasty Breakfast" **London**

"Beautifully cooked and presented – good wholesome food"
Dorset

"Excellent food attractively served"
Southampton

"Excellent meal especially the bacon. Much nicer than our last 'hotel' meal"
Fareham

"Very good quality ample portions" **Kent**

"Better than the Savoy" **Kent**

Serving An Organic Breakfast

The Legislation

There is no legal requirement for catering establishments serving organic food to be registered as an organic operator. You do need to keep adequate records to satisfy trading standards.

What type of operation has to be registered?

All other food producers (farmers and growers) and processors are required by EU legislation to be registered as organic operators. They are subject to an annual inspection. Registered businesses will be able to provide you with a current certificate from one of a number of inspection bodies. They will also be able to produce a list of products that they are licensed to produce organically.

What about retail outlets?

Retail outlets selling packed and labelled organic produce are not required to be registered. However, retail outlets that are selling organic produce loose, such as unwrapped bakery products and fruit and vegetables, are required to be registered operators.

Is it possible for me to display a certificate to give my customers confidence?

It is possible for catering outlets to be registered as organic operators. You would be required to pay an annual fee and your business would be subject to an annual inspection. You can apply to Soil Association Certification Limited who have a written Code of Practice and will certify businesses that can meet the requirements. The advantage of being registered is that you would be able to display your certificate and use the logo on your menus and advertising literature relating to the organic items. Your business could also be promoted on the Soil Association website.



Where can I buy my organic ingredients?

The Netherfield Centre for Sustainable Food and Farming can supply you with information about local producers and retail outlets. Details of some locally sourced organic ingredients can be found in the Sussex Food Finder (see page 4 for more details) and the Organic Food Directory can be obtained from the Soil Association.

Some tips to get you started

- Make sure that you keep all your till receipts, delivery notes and invoices to demonstrate that you have purchased organic ingredients. Check the paperwork to ensure that it states organic. All pre-packed, labelled goods should have the certifier identified on the packaging. Any retail outlet that is offering you loose product should be able to provide you with a copy of their organic certificate. If you are not entirely satisfied that the product is organic, don't use it as organic.
- You must not make any organic claim about products that are only partially organic. For example, organic eggs must be fried in organic cooking oil, if you make bread or jam, every ingredient must be organic.

For information about the Soil Association visit www.soilassociation.org

Buying and serving local free range eggs

Catering establishments should serve Class A eggs purchased from a producer that is a registered packing station. If a catering establishment serves eggs laid by their own chickens they should inform customers and be able to offer Class A eggs if requested by a customer. 'Class A' indicates the quality of the eggs and specifies:

- Graded by size
- Shape
- Unwashed
- Shell quality
- No chick development

Best before date
(Maximum of 28 days from day of lay)



Useful contact details:

Plumpton College at Netherfield, Centre for Sustainable Food and Farming:
01424 775615 / info@thenetherfieldcentre.co.uk / www.thenetherfieldcentre.co.uk

A Taste of Sussex: 01444 259265 / www.atasteofsussex.co.uk

Sussex Food Finder: www.sussexfoodfinder.co.uk

Sussex Tourism Partnership: www.visitsussex.org

Large print versions are available.
Please call 01424 775615.

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Order online or call 0845 612 40 40



*Everything you
need to serve a truly
Sussex breakfast*

www.we-love-local.com

Brighton-based company, We Love Local delivers truly local food directly from local farmers & producers to homes, retailers & catering businesses throughout Sussex.

We have hand-picked the best producers in the region and we work with them closely to keep food miles down and make sure they receive a fair price for the food they produce.

We are strict about the provenance of the food we list: all of our eggs & meat, for example, are free-range or organic and we source fruit & vegetables from growers who try to use natural methods of pest control.

We also help you to make the most of your decision to buy local, by offering you support, information and advice about marketing & displaying your local food.

No minimum order – Affordable prices
Single invoice to pay – Free sourcing service
Free staff training & menu consultation

t: 02895 81103 | e: info@we-love-local.com