



PRESS RELEASE

2nd October 2014

Flying the FLAG for Local Fish at North Devon Foodfest

Fishy festivities at North Devon Foodfest will continue in 2014 as the Northern Devon FLAG (Fisheries Local Action Group) sponsor the event for a second year, flying the flag for the local fish and shellfish industry.

Held on Sunday 19th October, the FLAG area at this year's Foodfest will feature an exciting mix of local fish and shellfish sellers – all exhibitors within the FLAG area will be using and selling fish landed in Northern Devon at the three main ports of Appledore, Clovelly and Ilfracombe.

On the bill this year is regular favourite Dan the Fishman who will be entertaining the crowds with his fresh fish, seafood and fish theatre. Joining FLAG will also be the ever popular Seadog Foods who will take visitors on an exotic journey of world inspired dishes featuring Northern Devon fish.

Visitors will also have the chance to sample Torridge oysters with new Westward Ho! seafood business The Glorious Oyster, who recently set up a mobile sustainable seafood shack and is hoping to become the first restaurant in Northern Devon to be accredited by The Sustainable Restaurant Association.

The FLAG will also be joined for the first time by Barnstaple seafood restaurant Fatbelly Fred's, who will be serving up seaside classics and promoting next year's new Seafood Festival in Barnstaple. New gourmet fish outlet Finbar's Fishbar will be preparing delicious fishfinger rolls, and SunFish Cuisine will be offering taster versions of their new gourmet seafood hampers. Finally, family company S&P Fish will be selling fish and shellfish, landed straight from their boats in Ilfracombe.

The work of the Northern Devon FLAG will be supported by acclaimed chef Thomas Carr, who will be demonstrating two local seafood dishes in the Queen's Theatre on the day. Following a successful stint as Head Chef at Kentisbury Grange, Thomas, who was also Head Chef at the Nathan Outlaw Restaurant when it was awarded its second Michelin Star, has recently opened his own restaurant in

Ilfracombe. 'Thomas Carr at The Olive Room' will be serving contemporary British cuisine featuring the best seasonal produce North Devon has to offer, including fresh fish and shellfish straight from Ilfracombe Harbour.

Thomas Carr said: "As I grew up in North Devon, I have always loved using the amazing produce we're so lucky to have here. North Devon has some of the best fish and shellfish in the country, which is supported by the responsible way our fishers operate, the large tidal range in the area and the conservation measures already in place. It's a rich asset that I'm always surprised more people aren't using and enjoying – it's my aim to help change that."

Visitors to the Foodfest will also be able to learn about Northern Devon's rich maritime history, marine environment and fishing heritage through a showcase of some of the 48 FLAG funded projects supported by this successful European funding programme.

This includes North Devon AONB who will be promoting their new 'Clean Marine' sea litter campaign to help preserve our beautiful coastline and marine wildlife; North Devon Museums, who will be discussing the benefits and modern application of local seaweed and celebrating our nautical roots as part of their 'Science at the Seaside' and 'Fishing for History' projects; and highly acclaimed film project 'Boat Stories' who will be on hand to screen and discuss their beautifully observed films documenting the people whose lives revolve around the fishing and working boats of Northern Devon. Visitors will also be able to learn how to cook and prepare fish through Petroc's range of popular seafood classes, and read about other projects from the programme too.

Seafood & Festivals Project Officer Hattie Booth said: "The FLAG has been working with businesses across the local seafood supply chain to help make our catch more accessible to food businesses, local people and visitors to the area, so we're really pleased to have such a diverse mix of stands in the FLAG area this year. It will be a great opportunity for people to try new cuisines, learn where to source local fish and discover more about our maritime heritage."

For more information please visit www.ndflag.co.uk or @NDFLAG on Twitter.

ENDS

Notes to Editors

For more information regarding this press release contact: Emma Parker Reynolds at Coast on 07944 360631 or the Coast main office on 01752 847135.

Foodfest Background:

Coordinated by North Devon+, the economic regeneration company for North Devon and Torrington, FoodFest is part of an ongoing regional campaign to support local food and drink producers. The FoodFest event has increased in popularity since it began in 2008.

Launched by North Devon+ in 2008 with European funding via a Leader4 food and drink project, FoodFest has now been self-supporting since 2011 with funding instead provided by North Devon+, North Devon Council, BID Barnstaple, and annual sponsors.

Information about FLAGs

Axis 4 of the European Fisheries Fund (EFF) supports the sustainable development of fisheries areas through FLAGs – Fisheries Local Action Groups. It aims to help develop smaller communities where fishing is in decline and is delivered through local groups who represent the area and access funding for projects. Funding is for the fisheries sector, businesses using fish, eco-tourism and the wider fishing communities.

Northern Devon is one of only six coastal communities in England to have been designated as a FLAG. For more information, contact the FLAG team on flag@northdevonplus.co.uk or see www.ndflag.co.uk

About North Devon +

North Devon+ is the chief economic delivery agency for North Devon and Torrington. We aim to deliver positive change, creating a more productive economy and more prosperous communities. Our role is to ensure our area thrives as a place in which to live, learn, work and visit. Our primary focus is on regeneration, tourism and business development. We work with Torrington District Council, North Devon Council, Devon County Council and the private sector to deliver projects and initiatives that encourage and support business growth, improve quality of life, and address social and economic inequalities. North Devon+ is a member of the National Enterprise Network. To find out more visit www.northdevonplus.co.uk



EFF: European Fisheries
Fund-Investing in
Sustainable Fisheries