

SMALL-SCALE producers are being given the chance to showcase their products on some of the biggest shelves around.

Asda superstores, which is owned by American giant Walmart, has launched a new

Walmart, has launched a new scheme to help little Lincolnshire producers sell their goods. From this week, Asda in North Hykeham will stock more than 70 county classics including sage sausages, chine and plum bread all made by comparatively tiny county companies. And Asda has employed a Lincolnshire farmer to act as food broker.

broker. In recent years, traditional

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supermarkets have mutated into American-style hypermarkets. Huge economies of scale and bulk-buying from reliable sources

bulk-buying from reliable sources means the price of goods can be kept down. Many retail and town planning experts have bemoaned this approach as the death of the small shop and the high street as we know it.

Line will be the small retailers cannot possibly compete in terms of price and small producers get ignored. But now Asda, largely in response to massive public

response to massive public demand, has made an attempt

turn the tide and sell

turn the tide and sell county goods to county people. Farmer Paul Davey is the firm's new food broker. Trading under the name Ideal Lincs, he has grown spuds and onions on his farm, situated between situated between Market Rasen and Louth, for more than



FRESH FROM SUPERMARKET: Peter Cotter shopping for his fruit and vegetable

more than 20 small producers. "It is a simple but brilliant idea

and God knows why ne-one has come up with it before.

"In the past it has just been too complicated for small producers to get involved with glants like Asta. There are loads of issues to consider There's labelling, har coding, having advanced stock control computer systems and simply being able to produce enough to meet demand. system worked. "Basically we go

"This simplifies everything. These people can relax and concentrate on what they do best producing top-notch Lincolnshire products. "Hopefully this will give farmers, bakers and butchers the confidence to get involved." This Lincolnshire "flood hub" is the eighth Asda has set up across the country.
The firm's PR manager Sian

The firm's PR manager Sian Horner said its aim was to get more local products in its stores. "There are wonderful Lincolnshire products out there and we are delighted that we will now be able to offer local people what they wart," she said. Chris Pack, who runs Fenside Cottage Bakeries Lid in Swingbridge, near Grantham, said: "This is great news for

said: "This is great news for We've got nine products

including flapjacks and shortbread in the Lincolnshire

"I want to try to buy local but supermarkets are so cheap and I can't afford not to shop there. Now I can also support county producers."

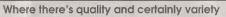
§ Should more supermarkets take up this idea? Write to Your View, Lincolnshire Echo, Brayford Wharf East, Lincoln, LN5 7AT. Or e-mail yourview@lincolnshireecho.co.uk

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stores. For some of the really small producers this has given them an opportunity they just wouldn't have had before. And mum-of-two Claire Thompson (36), of Moorland Avenue, Lincoln, said the idea was brilliant. "I think this is great for Lincolnshire," she said, "I want to try to buy local but supermarkets are so cheap and I

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Davey, Picture: Anna Draper, Picture reference: 6-4119-23.



LINCOLNSHIRE is well known for top quality produce but it also has a bit of a reputation for some pretty weird Christmas.

for some preusy wears innovations.

Last year Roger Weiberry, of Morie Farm, Kirton, near Boston, started growing purple sprouts.

He set aside an acre of land line present the set in the set aside an acre of land line present the set in the set aside an acre of land line present the set in the set aside an acre of land line present the set in the set aside an acre of land line present the set in the set aside an acre of land line present the set in the set aside an acre of land line present the set as the set a

Created by Branston Potatoes, based south of Lincoln, the red-skinned spuds had cream smile shaped markings on them. The variety became the first potatoes in been sold commercially in Britain before,

