

# ***MAKING WAVES***

Cornish Food & Drink  
turning the tide



# ***MAKING WAVES***

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**IN ALL, CORNWALL'S NATURAL LARDER MEANS  
THAT ON OUR DOORSTEP WE HAVE ALL THE  
INGREDIENTS NECESSARY TO PRODUCE THE  
VERY BEST GASTRONOMIC DELIGHTS.**

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**NATHAN OUTLAW**  
MICHELIN CHEF AND FOOD WRITER

**£2** BILLION  
INDUSTRY

**1** IN **3**  
JOBS

**24**  
MICHELIN  
CHEFS CAN'T  
BE WRONG

UK'S **Nº1**  
FOOD SPOT

USING  
**SCIENCE**  
TO CREATE LOW CARBON FARMING

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Today Cornish food is so much more than its Poldark and Pasties fame. It is growing a reputation for absolute excellence delivered by methods with the lightest touch on our environment.



Soon we will take more huge steps to regenerate our natural environment. The innovation and spirit of independence that underpins this work is also creating new products and new markets which are relevant for our times and which will help us build a better industry as we emerge from the disruption and costs of Covid.

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**MARK DUDDRIDGE**  
CHAIR OF CORNWALL AND ISLES OF SCILLY LOCAL  
ENTERPRISE PARTNERSHIP

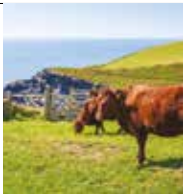


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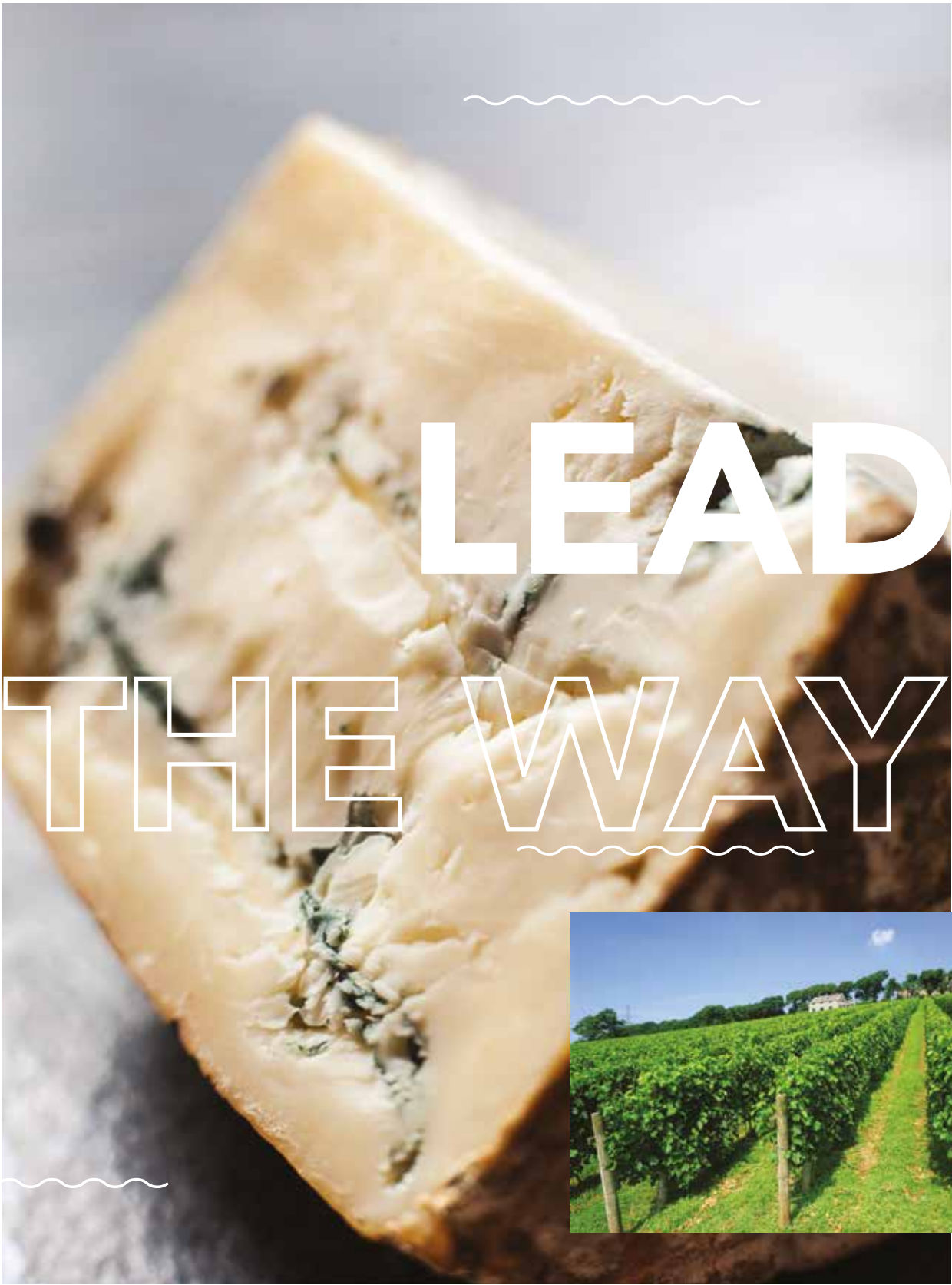


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# LEADING THE WAY

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An environment that inspires creativity and yields top quality raw materials produces a heady mix that has nurtured Cornwall's pioneering and entrepreneurial ambition. No surprise then that Cornwall has produced so many global food and drink champions.

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**RUTH HUXLEY**  
MD, CORNWALL FOOD & DRINK



Sparkling pinot noir rosé produced in the Camel Valley near Bodmin has beaten off competition from much better known wine producing countries to be crowned best sparkling wine in the world in the prestigious Bollicine del Mondo in two consecutive years and regularly wins other world or 'best in class' awards.

Cornish Blue, produced with milk from cows grazing on granite moorland, and Cornish Kern, a unique 15 month matured cheese with alpine qualities, produced on the lush pastures further west, have both been awarded the coveted industry-benchmark Supreme Champion at the World Cheese Awards.

Turning Cornish potatoes – a significant but relatively low value crop – into vodka in a from-scratch distillery set up as a diversification project, has proved its worth for Colwith Farm near Fowey, having just achieved an outstanding double gold for a second consecutive year at the San Francisco World Spirits Awards.

All of these are relatively recent additions to the county's food portfolio, reflecting the food revolution that's been happening here over the past two decades.





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From the pasty shops helping to keep village and towns centres alive (Cornwall has twice as many high street bakers shops as other areas), to the large factories underpinning the whole economy of their communities, the pasty industry is as much a mainstay of 21st century Cornwall as it was to the miners 200 years ago.

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**JASON JOBLING**

CHAIR OF CORNISH PASTY ASSOCIATION

The original ‘convenience’ food – a handy lunch taken down the mines wrapped in muslin – the Cornish pasty has evolved to become the UK’s most well known protected food name, recognised by over half the nation’s shoppers as a product with GI (geographical indication) status.

Over 120 million genuine Cornish pasties are made each year and pastymakers generate around £300m of trade, that’s a fifth of the total output of the county’s food and drink sector.

Cornish pastymakers have developed important relationships with local suppliers and spend at least 25% of their revenue within the local economy; as much as £15m is paid to Cornish farmers for ingredients, equivalent to over 5% of the total farmgate value of Cornwall’s farm produce.

Cornish clotted cream has topped the scones of VIPs, royalty, and even passengers on Concorde’s last flight. One of Cornwall’s first food ‘exports’, it was originally delivered to London by rail in tins. This evolved into the popular ‘cream by post’ concept, one of the first mail order foods.

Today, Cornish clotted cream has PDO (Protected Designation of Origin) status in recognition of its distinctive qualities that come from the rich milk of Cornish dairy cows, and is exported to bands of worshippers in far flung places including Hong Kong, Japan and Dubai.

120 = £15  
MILLION MILLION

GENUINE CORNISH  
PASTIES ARE MADE  
EACH YEAR

TO CORNISH FARMERS



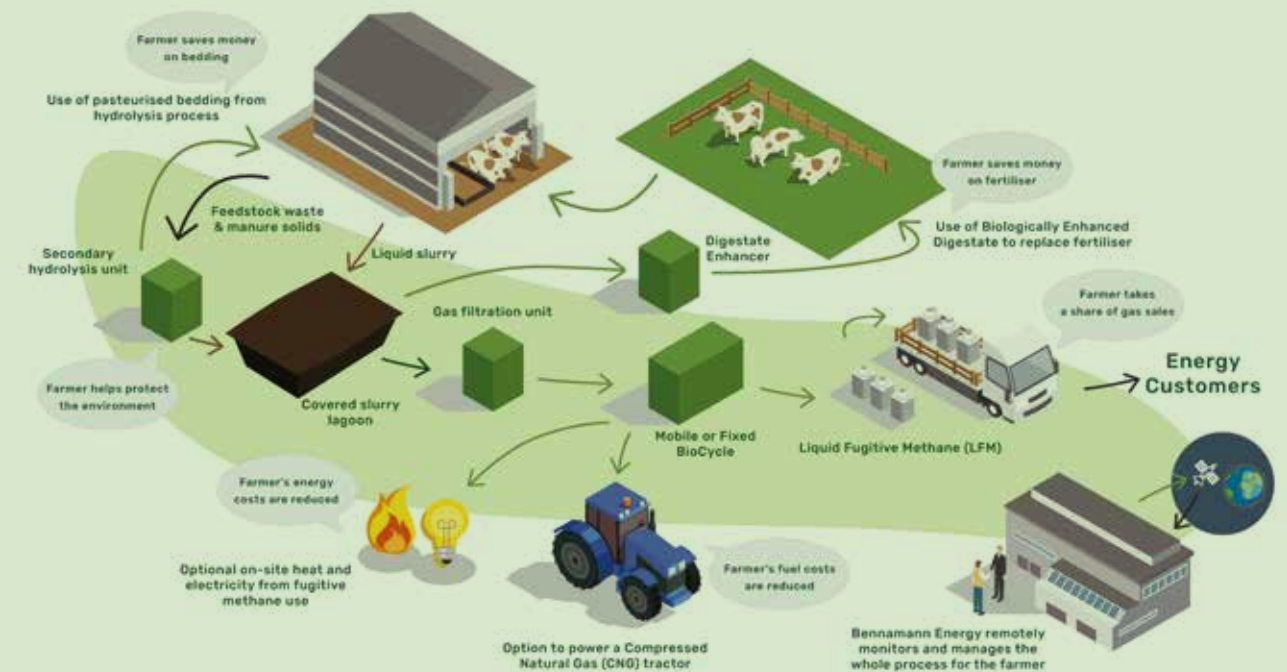


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Agriculture covers around 80% of Cornwall's land mass and the industry recognises the need for change, moving its practices away from being a major contributor to carbon emissions, with the aim of achieving a net positive impact.

**CLARE PARNELL**  
FARMER AND AGRI-FOOD SPECIALIST

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## OUR FARMING COMMUNITY IS NOT ONLY TACKLING TODAY'S ENVIRONMENTAL ISSUES, BUT LOOKING TOWARDS THE FUTURE

- 1/ Cornwall is determined to lead in the introduction of Environmental Land Management payments for our farmers by developing the expertise of our farming families.
- 2/ Methane collected from some of our slurry pits is fuelling vans and tractors and has the potential in time to help turn the dairy industry carbon neutral.
- 3/ Edible insects are being produced to help the search for alternative sources of protein.
- 4/ The introduction of low impact, light touch horticulture is enabling vegetable crops to be grown while improving soil quality, rebuilding biodiversity and reducing costs to help keep these staple foods affordable.
- 5/ Future Farm is a £3.6m leading-edge research and knowledge transfer facility driving improvements in dairy farming efficiency through technology, animal health and welfare and environmental best practice.
- 6/ 'Technograzing' – a new approach to grassland management using the closely monitored cell system popular in New Zealand, is being measured to assess its environmental gains alongside its potential to increase the profitability of red meat and dairy production from grass.
- 7/ Specialist drones are being developed for precision mapping of land, producing more and better data for farmers to enhance crop performance.





# COLLABORATIVE FOOD SYSTEMS



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Onen hag oll – One and All – is Cornwall's motto and it's nowhere truer than in our world-renowned food and drink industry. Farmers, fishers, foragers and food traders are networking together like never before to make the most of Cornwall's extraordinary food and drink heritage while enhancing our unique natural capital assets.

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**MATTHEW THOMSON**  
SUSTAINABLE FOOD CORNWALL

The peninsula effect encourages practical collaboration with purpose across the local food system: shortening local supply chains, maximising regional food value, minimising food waste and improving food justice.

In South East Cornwall, a community allotment group that evolved into a not-for-profit Community Interest Company, has established an online farmers' market for local producers. Farmers set their own prices and the 'hub' adds a margin to cover admin, deliveries and marketing.

The organisation now has 14 employees and runs a Farmstart project that sublets land to growers who struggle to find land to rent.

In the far West of Cornwall, a community farm purchased through a large donation and the sale of community shares, now houses a substantial market garden, chickens, beehives, allotments and farm shop, providing food and learning experiences to the local community.

On a larger scale, a number of Cornwall's successful medium size food and farming businesses are sustaining family farms by choosing a collaborative route to growth. By taking on (rather than taking over) family farms as dedicated suppliers, and providing them with the skills, knowledge and support to produce a very high quality product, the farms can concentrate on doing what they do well with the comfort of a guaranteed route to market.

# INNOV- -ATION

Finding solutions is part of the territory in outlying regions where, historically, bringing in resources and skills from elsewhere has been challenging. That gritty determination is helping Cornwall respond positively to the changing world brought upon us by Covid and a new set of ideals, particularly of our younger generations.



Only the Cornish could see the opportunity to plant a commercial tea plantation and then sell tea to China. And while it might still be a speciality in 2021, the changing climate in some of the more traditional tea growing regions, such as Africa, could mean that Cornwall has the answer for the longer term sustainability of the nation's favourite cuppa.

Recognising the fast growing interest in plant based products, one of Cornwall's longstanding confectionery brands built originally around dairy ingredients, has switched from a very seasonal operation with its roots in the visitor economy to become a leading brand for vegan chocolate and fudge, now selling in supermarkets and exporting to countries including the US, Japan, Australia, Dubai, the EU and Eastern Europe. The skills needed to do this have created high value jobs and increased productivity.

At Cornwall's largest cheesemaker, whey, a by-product of the cheesemaking process, is now demineralised and turned into valuable powder for baby formula. Each batch can be followed back to the originating farm, providing unrivalled traceability.

Cornwall is also home to a daring food retail experiment, unique in the UK and possibly the world, where an independently owned food hall dedicated to selling 100% local produce sits beside one of the major multiple retailers. By improving accessibility to local food, it has become a key market place for local suppliers and a destination for shoppers that is bucking the current trend in physical retail.

One of Cornwall's acclaimed butchers is unusual in encouraging people to eat less meat, but is being joined by a growing number who would prefer people to eat a smaller amount of better quality meat. Low impact moorland grazing of native suckled cattle breeds produces glorious beef that people value highly and are happy to pay a little more for – a win-win for customer, farmer, butcher and the environment.



# A unique marine environment

Thousands of people in Cornwall depend on the sea and coastline for their living, and none more so than the fishermen who carve out a demanding existence from it, never knowing what the next day might bring.



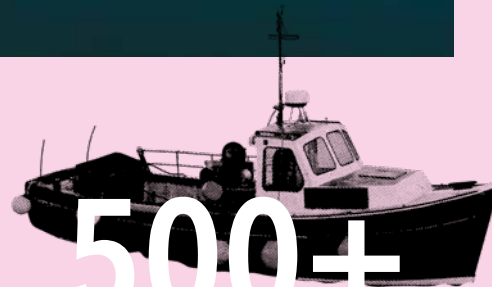
## 40

UP TO **40 SPECIES** OF FISH CAN BE LANDED AT NEWLYN IN ANY ONE DAY



## 46

FISH ARE LANDED IN **46 PORTS** AROUND THE CORNISH COAST



## 500+

OVER **500 VESSELS** IN THE CORNISH FLEET ARE UNDER **10M LONG**, LANDING AN ARRAY OF HIGH VALUE, SUSTAINABLY HARVESTED FISH AND SHELLFISH



It's a way of life on which whole communities depend too. And it's one of the cornerstones of a culinary reputation that brings people here from all over the world.

This reputation for producing and serving great seafood hasn't come about simply by virtue of being a place surrounded by the sea. A combination of factors creates a unique marine environment that attracts a colossal variety of fish and shellfish to these shores, which in turn sustains a larger fleet of small fishing boats than anywhere else in Britain. These catch and handle the fish in ways that not only retain its quality and freshness but are also highly sustainable.

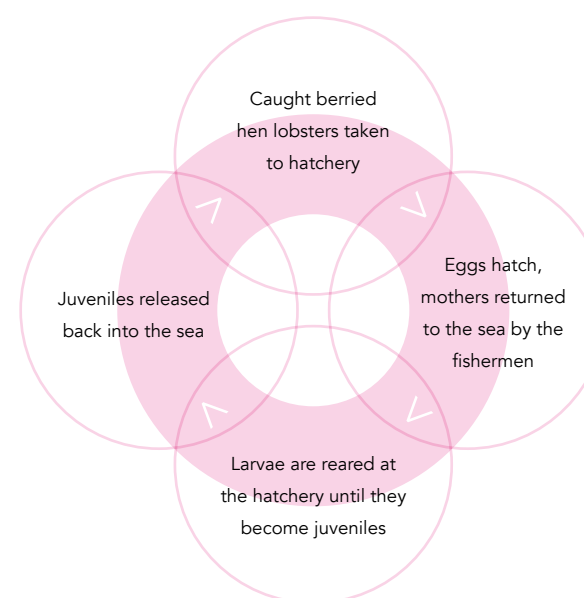
There is a new dawn in fishing and Cornwall is right up there blazing the trail. Management of the ocean is welcomed by the fishermen, merchants, fishmongers and chefs who all depend on a sustainable fishery for their living and want to see it survive.



**WILD NATIVE FAL OYSTERS**, DISTINCTIVE ENOUGH TO BE AWARDED **THEIR OWN GI**, ARE HARVESTED BY **TRADITIONAL BOATS**, POWERED ONLY BY **SAIL OR OAR**.

# Conservation

The hardy European lobster loves the Atlantic chill. It's said that colder waters mean more flavour too, so while many of the Southern European countries might enjoy the warmth of the Med, they often turn to Cornwall for supplies of this highly-prized and most delectable shellfish.



## Lobster hatchery

The National Lobster Hatchery at Padstow runs an ingenious research and conservation programme aimed at enhancing lobster stocks:

- When local fishermen catch berried (egg-bearing) hen lobsters, they take them to the hatchery.
- The eggs hatch and the mothers are returned to the sea by the fishermen.
- The larvae are reared at the hatchery until they become juveniles.
- The fishermen release the juveniles back into the sea, where one in 20 are expected to survive, improving the success rate of each reproduction cycle by 1000% compared to the natural survival rate for lobsters in the wild.



With lobsters fetching good prices, they are an attractive catch for fishermen too. However, lobsters are definitely not the rabbits of the shellfish world.

They take five to eight years to reach maturity and a female mates on average once every two years, after which only one of her 20,000 eggs is expected to make it to adulthood - most simply get hoovered up by hungry predators soon after they are released.

# Why is Cornwall the UK's gastronomic hotspot?

Food and drink can help unlock the seasonality of Cornwall's tourism. From 'design your own gin' or 'make your own Cornish pasty' classes to 'catch and cook' fishing trips and foraging days, food and drink is helping to switch Cornwall's tourism from a seasonal surge to an all year round industry.



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**FOOD AND DRINK AND TOURISM ARE LIKE TWO SIDES OF THE SAME COIN - TOURISM CANNOT THRIVE WITHOUT A QUALITY FOOD AND DRINK OFFER. WE HAVE FANTASTIC ACCOMMODATION, ACTIVITIES, ATTRACTIONS AND EXPERIENCES IN CORNWALL BUT THEY COULD NOT SUCCEED WITHOUT THE AMAZING PRODUCERS OF CORNISH FOOD AND DRINK AND THE VAST ARRAY OF QUALITY RESTAURANTS, PUBS AND EATERIES.**

**MALCOLM BELL**  
CHIEF EXECUTIVE - VISIT CORNWALL



A rich calendar of events brings foodlovers to Cornwall throughout the year too, whether it's amateur and professional pasty enthusiasts descending on the Eden Project in early spring for the World Pasty Championships or visitors to the burgeoning array of Christmas markets in November and December.

# MAKING WAVES



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