

## Kent Farmers' Market Month: Week 2



*Our Patron, Michel Roux Jr.  
A Kentish Man and a Man of Kent*

### **Michel Roux Jr: How Kent Farmers' Markets help shoppers through the Food Maze**

Speaking as part of Kent Farmers' Market Month, its patron Michel Roux Jr said today, "While interest and media coverage of food has never been greater, decisions over price, quality, health, the environment, animal welfare and origin can be a daunting maze of decisions. I strongly believe that Kent's Farmers' Markets offer shoppers a route to successfully navigating this maze by putting them in charge, and giving them direct access to the people involved in making the food they eat."

Continuing, Michel highlighted that, "You can ask the producer what's special about their products: "How have the vegetables been grown or the animals raised? What's in the sausages? How fresh is this fish?" In having these sort of conversations, shoppers develop a trusting relationship with the stallholders they get know personally."

Howard Porter, a member of Kent Farmers' Market Association's Board adds, "Markets give shoppers the chance to support local businesses; protect Kent's countryside heritage by supporting family farms; reduce air-freighted food miles; raise funds for local charities and community facilities, or make sure we don't become utterly dependent upon supermarkets. And all this, while walking away with bags full of great food!"

There are 84 farmers' markets during June being held at nearly fifty different locations. Shoppers can find details of all markets and special events being held as part of Farmers' Market Month at [www.kentfarmersmarkets.org.uk](http://www.kentfarmersmarkets.org.uk) or on Twitter via @KentFarmers.

#### **Notes to Editors**

Media enquiries, including requests for professional quality photos, to Howard Porter, [howard@kfma.org.uk](mailto:howard@kfma.org.uk) or phone 0759 059 3134.

Michel Roux Jr is both a Man of Kent and a Kentish man. Born in Pembury Hospital, he lived in Shipbourne, near Tonbridge and attended Shipbourne Primary school while his father, Albert Roux, worked as a private chef to the Cazalet family, owners of the Fairlawne Estate, before the family moved to London to set up La Gavroche. More details on his biography can be found here: [www.kfma.org.uk/our\\_patron](http://www.kfma.org.uk/our_patron).