

British Asparagus Festival



in the Vale of Evesham

23rd April - 21st June 2012

www.britishasparagusfestival.org

The Worcester
Tourism Award 2011

Highly Commended
in the Best Tourism
Event and Festival
category 2011

Programme



For the latest information on
events scan this barcode

 **WYCHAVON**
DISTRICT COUNCIL
good services, good value

Welcome to the British Asparagus Festival 2012

in the Vale of Evesham



The British Asparagus Festival committee is delighted to welcome Festival goers both old and new to this year's event and thank you for joining us in celebrating one of Britain's most luxurious vegetables. Last year an estimated 30,000 people enjoyed a variety of Asparagus related events.

The British Asparagus Festival in the Vale of Evesham takes place between the 23rd April and 21st June, immortalising the best Asparagus (probably) in the world, whilst

capturing public and national media attention with events occurring at various venues throughout this period. Worcestershire's Vale of Evesham is definitely the place to be for true connoisseurs!!

Thank you to all concerned for helping establish the festival as a true community event.

Happy Festival Everyone!

To celebrate the Vale's "Gras" numerous events and activities will take place during the two month long Festival that honours the growing, harvesting and eating of this sumptuous delicacy.

Highlights...

23rd April
The Great English
Asparagus Run

5th May
The British
Asparagus
Festival Day

**9th, 16th &
23th May**
Asparabus Coach
Tours

27th May
Bretforton Silver
Band & Asparagus
Auction

3rd June
Bretforton Church
Asparagus
Auction



Asparahistory



Often mistakenly thought of as a “new vegetable”, Asparagus can be traced back to Roman times.

The majority of the UK's asparagus is now grown in the West Midlands with over three square miles of Worcestershire countryside dedicated to the crop. Consumer demand for asparagus in the UK is increasing by 12 -14% per annum with UK production rising at around 7% per annum. None of the English crop is exported – we eat it all ourselves.

The Vale of Evesham is renowned for its production of this most luxurious vegetable – Asparagus or “Gras” as it is locally known. According to tradition – the Vale season starts on St George's Day and ends on Midsummer's Day because local growers would “never cut beyond the midsummer bud”.

Growers throughout the Vale of Evesham are responsible for much of the “Gras” that is found on supermarket shelves throughout the UK, and it is hailed by leading chefs, including Jamie Oliver, as the best in World, so be sure not to miss out this year!

Ancient Egyptians enjoyed asparagus.

2000BC



100BC

The Romans used asparagus for it's medicinal properties.

16th Century

The first appearance of Asparagus in Evesham!



1800's

The Evesham and Redditch train line opened up new markets.



1960's

The first asparagus auctions at the Fleece Inn, Bretforton took place.



1700's

Now popular in France and England - then onto America.



1930's

Large quantities of asparagus were grown in Evesham.



Gus fact...

There are 3 types of asparagus, namely the green, purple and white varieties.


Modern Day

Year round availability in national supermarkets.



Gus says...

Why not try asparagus with smoked salmon for a succulent main course...



Great English Asparagus Run

St George's Day +

Join us at The Fleece Inn
Bretforton to see the largest round of
asparagus (probably) in the World!

23 April 2012 starting at 8am

Celebrating not only St Georges day but also the start of the
award winning British Asparagus Festival in the Vale of
Evesham.

Featuring...

Gus the
Asparagus
Man



Evesham
Vale Running
Club



Jemima
Packington
(Asparamancer)



Trevor
Harrison
MBE, who plays
Eddie Grundy on
the BBC Radio
4's, 'The Archers'



Pebworth
Morris



A giant round of asparagus will be transported by Gus on a tractor and trailer
- in true "Asum style", to Stratford upon Avon - the home of Shakespeare, on
Shakespeares' birthday!

Join us in our quest to make asparagus the food of St Georges Day!



Asparagus Festival Day

5 May 2012 4-10pm

Join Trevor Harrison, who plays Eddie Grundy in the Archers, and Katie Johnson (writer and broadcaster) at 'Workman Gardens' in Evesham, for an afternoon and evening of asparamadness in the heart of the Asparagus country.

Featuring...



- **Asparagus cookery demonstrations with Worcestershire Food Ambassador Felice Tocchini**
- **The King of Asparagus competition**
- **Asparagus foods and products**
- **Children's entertainment**
- **River boat trips**
- **Refreshments**
- **Market**
- **Music & entertainment** provided by Colin Pitts a local folk guitarist, Vital Statistics and the outstanding "Blue Gas" band - the Slippery Hill Boys.

Another chance for you to meet...
Gus the Asparagus Man and the Asparamancer Jemima Packington!

Sunday 6th May 2012
Festival Market in Workman Gardens. 10am-4pm.



Asparagus Auction 27 May 2012

from
12
noon

Join us at The Fleece Inn for the
Bretforton Silver Band World Famous
Asparagus Auction.

- ✔ An annual event at the Fleece Inn that attracts visitors from around the world.
- ✔ Hundreds gather in the courtyard of the pub to bid for the season's finest Asparagus and to raise money for the Bretforton Silver Band.
- ✔ All the produce is donated by local growers and auctioned by local auctioneer Colin Jelfs.
- ✔ In past years thousands of pounds have been raised for the band instruments.

- ✔ In 2010 Countryfile's Adam Henson attended the auction with his camera crew and raised the bids to record amounts.



For more information on this event, contact: Nigel Smith / Sadie Hughes
(01386) 831173 info@thefleece.co.uk | www.thefleeceinn.co.uk

Timetable of events...

- | | |
|-------------------|--------------------------------------|
| 12pm | Festival Day opening |
| 12.30 -
1.15pm | Meet the Grower |
| 1.30 -
2.15pm | Gardeners question time |
| 2.30 -
3.15pm | Nigel Smith
History of the Fleece |
| 3.30 -
4.15pm | Henry Sandon's Roadshow |
| 4.30 -
5.15pm | Meet the Grower |
| 5.30 -
6.15pm | Henry Sandon's Roadshow |
| 6.30pm | Mumming play and morris dancing |
| 7.00pm | Asparagus Auction |

Display Marquee 12- 4pm

- Floral Display • Sculpture display
- Kids art • Archive display
- Corn dolly making

Kids Marquee 12-4pm

- Storytelling with Gus • Animal corner

Outside 12-4pm

- Vintage cars and motor bikes
- Worcester owls
- The largest round of asparagus (probably) in the World!



Meet Gus
The famous festival mascot

FAST GRAS FOOD ALL DAY

Asparabus

Tours 2012

Taste the experience



A unique opportunity to enjoy an "Asparagus Experience". Now in its 5th year, these popular tours provide a value for money day out around the Vale of Evesham. Complete with an asparaguide to provide you with an entertaining insight into to this majestic green vegetable.

Tour Includes:

- Morning Coffee at The Fleece Inn (NT)
- Lunch break in the Market Town of Evesham
- Visit Revills Farm Shop in Defford, to experience the purple variety of the vegetable.
- Cookery demonstrations
- Talk by growers
- Opportunity to buy

Pre booking is strongly advised. If you have a group wishing to travel (8+) it may be possible for additional pick up points to be added.

Wednesday 9 May 2012

- Bournville • Northfield • Rubery
- Bromsgrove • Droitwich Spa

Wednesday 16 May 2012

- Upton Upon Severn
- Barnards Green, Malvern
- Great Malvern Library
- St Johns, Worcester
- Croft Road, Worcester
- Whittington
- Drakes Broughton, Pershore

Wednesday 23 May 2012

- Redditch • Studley • Alcester

Cost...

Adults £13 OAP £12 Children £10

Contact...

Please call Dudley's Coaches Ltd
on 01386 792206 for further
details and to book your seat



DUDLEY'S COACHES



Jemima Packington

Jemima Packington describes herself as the only "Asparamancer" in the UK and makes her predictions from the way the spears fall to the floor.

Throughout 2011, Jemima appeared across a whole range of media including appearances on TV and features in national and regional newspapers. She has even reached new heights in worldwide fame, featuring on London, Spanish, American and even Australian Radio.

Once again with the help of Worcestershire asparagus which she had frozen from last years' crops, Jemima has made her predictions for 2012 – lets see how she gets on!

Sport

- EURO 2012 - Some elderly Lions may be recalled to the Pride, but the winner will not come from Group D. (So sorry to all loyal England soccer fans) Spain will not win a second EURO, look to Germany or Holland.
- The Olympic Games will enjoy excellent weather and the British Olympic team will enjoy great success.

Celebrity

- The death of a high profile British figure will cause great sorrow.
- An animal will win an acting award.
- Several famous personalities will 'come out' as gay or be 'outed' which will cause great surprise.

Royal Family

- Not one but two Royal pregnancy announcements.

Politics

- The economy will settle and things will look much brighter in the second half of the year.
- A change of leadership for one of the UK's main political parties.
- Devolution referendum will be granted to Scotland.
- Laws will be introduced to prevent the likes of the press phone hacking scandal from happening again.
- The euro will finally collapse but it won't be as catastrophic on the British economy as supposed.



News

from 2012

2011 was the most successful year for the Asparagus Festival to date. A total media value of £1,500,000 was generated through features on the Festival. The main stories are briefed below. Further press activity can be found on the festival website at www.britishasparagusfestival.org

Look who came to visit!

A considerable proportion of the £1,500,000 worth of media coverage generated in 2011 came from 'Jamie Oliver's Great Britain' programme, aired in September. Jamie Oliver filmed at a local farm, with Bill Byrd; know known as a Local Celebrity. His time spent in The Vale of Evesham was later published in his newest book, 'Jamie's Great Britain'.



Awards

The Festival was voted as 'Highly Commended' in the Best Tourism Event and Festival category 2011. The festival was also nominated for a "Where Else but England" award, for the most eccentric event. Competing against 9 other events throughout the UK via an on-line poll, (publicized through The Sun newspaper), the festival came 3rd - so a huge 'thank you' for everyone who voted.





Supporting Events

Wed 16th May

Asparagus Night Cookery Demonstration

Eckington Manor Cookery School

To celebrate the Asparagus Festival we will be hosting a fun demonstration evening which will show you just how diverse this unique vegetable is. Includes a 3 course meal and recipe pack. £26.50 7pm – 9pm.

info@eckingtonmanor.co.uk

Sun 3rd June

Bretforton Church Asparagus Auction

The Cross and The Fleece Inn,
Bretforton

An outdoor Church service in the Company of the Bretforton Silver Band, followed by an auction of the famous Vale "Gras", local produce and general items.

www.thefleeceinn.co.uk

Sat 9th & Sun 10th June

Evesham Balloon and Classic Car Fiesta

Crown Meadow, Evesham

Evesham Balloon Festival provides a wonderful spectacle. The two day event takes place next to the beautiful River Avon in Evesham. Featuring hot air ballooning, live music, a classic car show, fun fair and a spectacular Night Glow and Fireworks finale. There are stalls providing local food, drink, gifts and souvenirs. The event is free to attend. Sat 11am - 11pm. Sun 11am - 3pm.

www.eveshamtown.co.uk

Sat 16th & Sun 17th June

Evesham National Morris Weekend

Morris Dancing is a major pastime for local residents and each year we celebrate this with a national competition that attracts Morris Dancing sides from across the UK. 400 dancers make camp on the river bank in Evesham and compete for the highly prized Evesham Stick. Real ale & music. A weekend filled with laughter and free entertainment. Sat 10am to 5pm (Villages across the Vale), Sun 10am to 3pm (Evesham Town Centre).

www.eveshamtown.co.uk



For a guide to many events that take place within the Wychavon District, pick up an Events Guide, or visit www.worcestershires-heritage-garden.org

Benefits of Annual Membership includes

- Participation in Events Free of charge
- Members pack including window signs and car stickers
- A place on the much-visited britishasparagusfestival.org web site and ability to link to their businesses
- Email newsletter announcing new events and media activities; also sharing ideas from other members
- Training events
- Ability to use the British Asparagus Festival logo & purchase banners and additional marketing material
- Share in the benefits of increased business and tourism to the area.

Last year the British Asparagus Festival became a Community Interest.

Company (CIC) which is not a charity but a limited company formed for the benefit of its members and local community.

Whilst every care has been taken in compiling this programme and the statements herein are believed to be correct at the time of publication, Wychavon District Council and the British Asparagus Festival Committee are not liable for any errors or omissions.

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Call in and See Apara-activities

Almonry Heritage Centre

Contact: Tonia Byrd
Abbey Gate, Evesham,
WR11 4BG
Tel: 01386 446944
tic@almonry.ndo.co.uk
This 14th Century building will be hosting the Asparagus History Exhibition.

Eckington Manor Cookery School

Contact: Jane Harber
Manor Road, Eckington,
Nr Pershore, WR10 3BH
Tel: 01386 751600
info@eckingtonmanor.co.uk
To celebrate the Asparagus Festival we will be hosting a fun demonstration evening which will show you just how diverse this unique vegetable is. Includes a 3 course meal and recipe pack. £26.50 7pm – 9pm.

Number 8 Community Arts Centre

Contact: Box Office
8 High Street, Pershore,
Worcestershire, WR10 1BG
Tel: 01386 561906
programming@number8.org
Number 8 is a thriving Community Arts Centre, offering a vibrant programme of film, live music, theatre, comedy and dance event.



Dudley's Coaches Ltd

Contact: Chris Dudley
Poplar Garage, Alcester
Road, Radford, WR7 4LS
Tel: 01386 792206
info@dudleys-coaches.co.uk
Join Dudley's on our Asparabus tours in May. Pickups from Birmingham 9th, Worcester 16th, Redditch 23rd.
£13 Adults, £12 Seniors.

Evesham Vale Tour Guides

Contact: Call Helen Piper
11 Lingfield Road, Evesham,
WR11 2XG
Tel: 01386 765972
helen.piper@normandygite.org.uk
A well established group of professional and enthusiastic people waiting to show you around the Vale of Evesham onboard the Asparabus Tours. Also available for private hire.

Evesham Arts Association

Victoria Avenue, Evesham,
WR11 4QH

Tel: 01386 48883

(answerphone)

www.eveshamartscentre.co.uk

info@eveshamartscentre.co.uk

Staging everything from comedy to ballet, panto to drama and music to talks in a purpose-built 300-seat theatre.

Comberton Golf Club

Contact: Simon Hickey
Great Comberton, Pershore,
WR10 3DU

Tel: 01386 710738

Mob: 077748133810

combertongolf@aol.com

Comberton Golf and Leisure; 18 holes of golf, fishing, mooring, caravanning and camping, with a licensed bar and function room.



Farncombe Estate

Contact: Nick Akerman
Broadway, WR12 7LJ

Tel: 03334568580

www.farncombeestate.co.uk

nick@cotswoldconferencecentre.com

Farncombe Estate offers a programme of residential leisure learning courses at weekends. Our sister hotel, The Dormy House, offers fine food and a very comfortable stay.

CLC Membership Services

The Book Keepers Ltd

Contact: Sandra Hurst
The Book Keepers
(Worcestershire) Limited
Top Floor, 19 High Street,
Pershore, WR10 1AA

Tel: 01386 553139

sandra@thebook-keepers.co.uk

Book keepers for the festival.

Stripey Horse Design

Contact: Darryl Hewitt

Tel: 01746 860228

Belgian House, Cockshutt Lane,
Bridgnorth, Shropshire,
WV16 6JL

darryl@stripeyhorsedesign.com

The fantastic Asparagus nomadic display boards were designed by Darryl Hewitt for the annual Festival. Also responsible for many other aspects including the famous Festival logo.

The Badsey Society

Contact: Valerie Magan

21 Sands Lane, Badsey,

Nr Evesham, WR11 7EZ

valeriemagan@googlemail.com

The Badsey Society aims to promote understanding and studying of Badsey with Aldington and surrounding areas, including people history and archaeology.

Harvington Parish Council

Contact: Nicola Holland
Morton Wood Farmhouse,
Morton Wood Lane, Abbots
Morton, WR7 4LU

Tel: 01386 793050

harvingtonclerk@tiscali.co.uk

The 'Harvington Singers' have put the 'Ode to Asparagus' to music!! Watch their video on YouTube, named - Harvington Singers.

Mad as a March Hare (PR & Social Media)

Contact: Sara Stewart

Tel: 01684 575207

sara@madasamarchhare.com

Marketing professionals helping promote The British Asparagus Festival in the Vale of Evesham.

Chris Sheehan

16 Fairwater Close,
Evesham, WR11 1GF

Tel: 01386 761983

chris.sheehan@tiscali.co.uk

Author of the fascinating 'Passion for Asparagus' - an insight into the delightful vegetable.

Director NJR Management Ltd

Contact: Nikki Reeves

Tel: 01684 592108

www.njrmanagement.com

nikki@njrmanagement.com

NJR Management represents actors and gifted performers who are based in the Midlands.

Places Selling Asparagus & Products



Abbey Butchers

Contact: Ken Tallis
Central Retail Market,
Pershore, WR10 1EY
Tel: 01386 554349
ken@kctallis.wanadoo.co.uk
Producer of the Aspara 'GUS'
Sausage (Vale Porker), the
Aspara 'GUS' pork pie,
Aspara 'GUS' pasty and new
for 2012 the Chicken and
Aspara 'GUS' pie.

Skettis

Contact: Russell Dean
PO BOX 4225, Stratford
upon Avon, Worcestershire,
CV37 1BB
Tel: 01789 267000
info@skettis.co.uk
Skettis will be embracing the
Asparagus season with a
special produce market on
Sunday 27th May in
Broadway.

Kanes Foods Ltd

Contact: Jeremy Folkard
Cleeve Road, Middle
Littleton, Nr Evesham,
WR11 8JS
Tel: 01386 830471
jeremyfolkard@kanesfoods.co.uk
We are an Evesham producer
of prepared produce,
sourcing locally wherever
possible. Wising you all a
successful asparagus
season.

First Gras

Contact: Paul Haydon
Upper End Birlingham, Nr
Pershore, WR10 3AA
Tel: 01386 750184
Grower and retailer of
Asparagus. We aim to
produce the first Asparagus
of the season.



D. Southall and Sons

Norchard Farm, Crossway
Green, Stourport-on-Severn,
Worcestershire DY13 9SN
Tel: 01299 250229
enquiries@dsouthallandsons.co.uk
Growing and packing a range
of vegetables in the heart of
Worcestershire - "Growing
through the Generations".

Wayside Farm Shop

Contact: Elspeth Robertson
50 Pitchers Hill,
Wickhamford, Nr Evesham,
WR11 7RT
Tel: 01386 830546
elspeth@waysidefarmshop.co.uk
Producer of tasty Asparagus
Scones, perfect to be topped
with self made Asparagus
Jam. Try out our Asparagus
Menu in our delightful
Tearoom.

Westgrowers Ltd

Contact: Matt Foster
Tel: 0788 7747917
matt.foster@westgrowers.co.uk
Westgrowers are a grower
owned co-operative based in
Pershore, Worcestershire. We
hand harvest over 350 tons of
asparagus each year over an
10 week period.

Red Star Growers Ltd

Contact: James Revill
Woodfield Farm, Birlingham,
Nr Pershore, WR10 3AG
Tel: 01386 757444
james.revill@redstargrowers.co.uk
Grower of asparagus

Revills Farm Shop

Contact: Darren Hedges
Bourne Road, Defford,
Nr Pershore, WR8 9BS
Tel: 01386 750466
darren@revillsfarmshop.co.uk
Grower of Asparagus as well
as being the only producer of
the Purple Asparagus in the
area.



Ludlow Food Centre

Bromfield, Ludlow,
Shropshire, SY8 2JR
Tel: 01584 856 000
greatfood@ludlowfoodcentre.co.uk
Ludlow Food Centre is a
unique food producer and
retailer that epitomises fresh,
local, seasonal and
handmade food. We also
have a café and conference
centre.

Sandfields Farms Ltd

Contact: Pippa Wilkinson
Manor Farm, Luddington,
Stratford-upon-Avon,
Worcestershire, CV37 9SJ
Tel: 01789 772002
derekandpips@btopenworld.com
Grower of Asparagus

Evesham Vale Growers

Contact: David Shepherd
Birmingham Road,
Blackminster, Evesham,
WR11 7TD
Tel: 01386 830967
david@eveshamvalegrowers.com
Grower of asparagus

Peruse Fair Trade

Contact: Caroline Price
The Cottage, Greenhill Park
Road, Evesham WR11 4NL
Tel: 07772637112
caroline@perusefairtrade.co.uk
Fair trade bags, jewellery,
scarves. Limited edition silk
and asparagus Brooches

Bells Farm Shop

Contact: Richard Colwill
Dingle Farm, Little Witley,
Worcestershire, WR6 6LF
Tel: 01299 896234
richard@rcolwill.freereserve.co.uk
Grower of Asparagus

Elmbridge Fruit Farm

Contact: Colin Broomfield
Elmbridge Fruit Farm,
Addis Lane, Cutnall Green,
Droitwich Spa, WR9 0NB
Tel: 07775 525944
colin@broomfieldsfarmshop.co.uk
Grower of Asparagus

Ellenden Farmshop

Contact: Sara Turner
Evesham Road, Harvington,
Nr Evesham, WR11 8LU
Tel: 01386 870296
sara@ellendenfarm.co.uk
An award winning family run
farm shop, specialising in
home-grown asparagus, our
own beef and lamb, free
range eggs and fresh local
produce from the Vale.



Places to Eat

Beckford Inn

Contact: Keith Newby
Cheltenham Road (A46),
Beckford, Nr Tewkesbury,
GL20 7AN
Tel: 01386 881532
www.thebeckford.com
enquiries@thebeckford.com
The award winning Beckford
Inn between Evesham &
Tewkesbury brings you the
earliest local Asparagus.

Raphaels Restaurant

Contact: Robert Raphael
Hampton Ferry, Boat Lane,
Evesham, WR11 4BP
Tel: 01386 45460 / 442458
robert@hamptonferry.co.uk
Raphael's Restaurant at the
picturesque Hampton Ferry in
the heart of Evesham serves
traditional Vale asparagus
lunches and suppers
throughout the festival.

Fusion Brasserie Ltd

Contact: Fiorinda Tocchini
Hawbridge, Stoulton,
Worcester, WR7 4RJ
Tel: 01905 840647
enquiries@fusionbrasserie.com
Fusion Brasserie is offering a
wide selection of local
Asparagus dishes during
"Asparagus" season such as:
Poached Asparagus, bacon,
poached egg and an orange
hollandaise.

The Fleece Inn

Contact: Nigel Smith/Sadie
Hughes
The Cross, Bretforton,
Evesham, WR11 7JE
Tel: 01386 831173
info@thefleeceinn.co.uk
Host to the Bretforton Silver
Band Asparagus Auction and
St Georges Day Launch
celebrations.



Places to Stay

The Evesham Hotel

Contact: John Jenkinson
Coopers Lane, Off
Waterside, Evesham,
WR11 1DA
Tel: 01386 765566
reception@eveshamhotel.com
John Jenkinson will have lots of asparagus goodies on the menu for you to taste, including an asparagus spirit!



Worcestershire Farmstay Group

Contact: Sandra Goodwin
Hollybeds Farm, Earls
Croome,
Worcester, WR8 9DA
Tel: 01684 592877
sandra@hollylodge.biz
Asparagus and asparagus jam will be featured in some of their B&Bs along with information on how to source local 'gras'.



Phepson Farm

Contact: Tricia Havard
Himbleton, Droitwich,
WR9 7JZ
Tel: 01905 391205
info@phepsonfarm.co.uk
Your Aspara-Break which includes Asparagus Jam and scones on arrival with a tempting asparagus breakfast to start your day.



Salford Hall Hotel

Contact: Genna Powell
Abbot's Salford,
Nr Evesham,
Worcestershire,
WR11 8UT
Tel: 01386 871300
Visit BEST WESTERN Salford Hall Hotel, Abbot's Salford and experience our unique charm. Perfect for family celebrations. Sunday lunch and accommodation.



Green Farm B&B

Contact: Lucy Harris
Green Farm, Crowle Green,
Worcester, WR7 4AB
Tel: 01905 381807
thegreenfarm@btinternet.com
Freshly laid poached eggs with roasted asparagus or scrambled eggs served with asparagus, will be available on the breakfast menu.



Broadway Hotel

The Green, Broadway,
WR12 7AA
Tel: 01386 852401
info@broadwayhotel.co.uk
Throughout the season asparagus will be appearing on the menus there is no reason to miss out on the asparagus here.



If you wish to become a member, please contact
Angela Tidmarsh on 01386 565373 or
email angela.tidmarsh@wychavon.gov.uk

Famous Vale Products

Local entrepreneurs within the Vale have produced mouth watering "goodies" using local Asparagus as the key ingredient.

These totally unique and exclusive products are available to buy at events throughout the Festival!

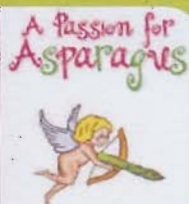
Asparachoc Cake

Produced by:
Fusion Brasserie Stoulton



A Passion for Asparagus

Author:
Chris Sheehan



Aspara-Gus Pie

Produced by:
Abbey Butchers, Pershore



Jams, Chutneys & Scones

Produced by:
Wayside Farmshop Wickhamford



Vale Porker Sausage

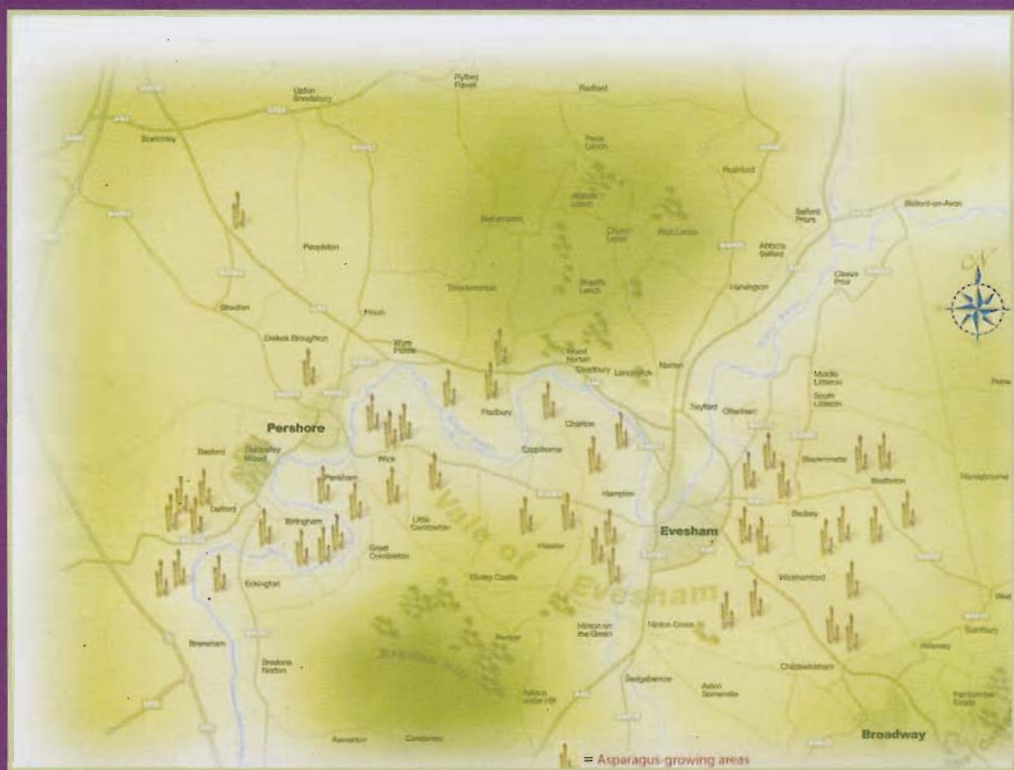
Produced by:
Abbey Butchers, Pershore



British Asparagus Festival

in the Vale of Evesham

23rd April -
21st June



Make Asparagus the food of St George's Day

The Scots have the thistle, the Welsh have their leeks and the Irish have shamrock. England has a red rose but, most people are either unaware of this fact, or think of it as a symbol of love.

So, we want to make Asparagus the new symbol of England starting on St George's Day itself. We also want Asparagus to become synonymous with St George's Day as the official food - as much a part of the celebrations as Guinness is on St Patrick's Day. To support this campaign, look out for the new Asparagus Pin Badge which will be available throughout the Festival.





'An Ode to Asparagus'

by Trevor Harrison who
plays Eddie Grundy
from the BBC Radio
Series 'The Archers'

You make no sound, you make no fuss,
O great and noble asparagus.

Upon this date, to you we hail
The finest spears in this fine vale.

You are so grand, so pure and able
And you can grace any great table.

Your flavour is famous but it would be kinder
If I knew a way to make asparagus cider!

You have got what every vegetable doth desire,
To be planted born and bred in
fairest in fairest Worcestershire.



With grateful thanks to,

- Evesham Market Town Partnership
- Wychavon District Council • Morgan Car Company
- Bill Byrd • First Gras • Chris Tallis • Pebworth Morris Men
- Evesham Vale Running Club • South Worcestershire College
- Members of the Asparagus Festival Community Interest Company
- Dudley's Coaches • Joseph Jones



Tel: 01386 565373

www.britishasparagusfestival.org