

[crop.](#)  
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**Applebys Cheese in New York**  
Appleby's Cheese, made in Whitchurch, North Shropshire, has enjoyed a successful trade visit to New York, and are looking to develop this export business.  
[Read more.](#)

**Coveted PGI Status Awarded to Once Upon a Tree**  
Herefordshire cider producers Once Upon a Tree will be celebrating achieving PGI status for their ciders at their Open Day on Saturday 31 July.  
[Read more.](#)

**Enterprise City High Growth Programme (ECHG)**  
Enterprise City offers up to £8,000 worth of FREE business support.  
[Read more.](#)

**Kingfisher Food Festival**

Kingfisher Shopping Centre in Redditch will be holding a Local Food and Drink Festival over the August Bank Holiday weekend.  
[Read more.](#)

**Free Opportunity to Sell at Town Centre Event**

Exhibitors are invited to attend this Kidderminster event free of charge.  
[Read more.](#)

**Heart Food Worcester Food and Drink Festival**

This food and drink festival is part of the Worcester Festival and will run adjacent to the CAMIRA beer festival.  
[Read more.](#)

**The 23rd BASC Gamekeepers Fair**  
Food producers from the Midlands are invited to sell their produce at the 2011 Gamekeepers' Fair.  
[Read more.](#)

**Changes at the HEFF Office**

From Friday 13 August, there will be two staff changes in the HEFF office.

PA, Chriss Bonds takes early retirement and Office Manager, Claudia Baker, begins her maternity leave. Ann Murphy will take over as Karen's PA and can be contacted at [ann.murphy@heff.co.uk](mailto:ann.murphy@heff.co.uk)

Taking care of the office will be Claire Gough whose email is [admin@heff.co.uk](mailto:admin@heff.co.uk)

We welcome them and hope they enjoy working at HEFF.

HEFF Standard

Application of the HEART of ENGLAND fine foods Hygiene and Food Safety Standard must be demonstrated in order for you to partake in any activity organised by HEFF. This will be strictly enforced. If you have not demonstrated application for the HEFF Standard, you will not be able to participate in events.



HEART of ENGLAND fine foods



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