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THE ROYAL AGRICULTURAL BENEVOLENT INSTITUTION

PRESS RELEASE

From My Farm donation to RABI

Peterborough-based distributor of fresh regional produce, 'From My Farm', has donated £2,000 to the Royal Agricultural Benevolent Institution to help members of the farming community suffering hardship in East Anglia.

From My Farm markets top quality seasonal vegetables and fruit produced by some 30 farmers and growers in the east of the England to outlets within the region, including Morrisons supermarkets.

Presenting the cheque at the farming charity's Oxford headquarters today (Tuesday 21st July), From My Farm marketing assistant Alex Smith said: "We put one penny from every pack sold into our charitable fund, The Growing Trust, with the aim of making a donation to a charity for use within the region, every six months. It is fitting that this first one should go to help those in need in the industry which provides the produce we market."

Thanking Alex Smith, RABI chief executive Paul Burrows said: "We are delighted that From My Farm, an organisation which promotes the best of regional farm produce, has chosen to support RABI. This generous donation will be used in our work with the farming community in East Anglia."

Information about RABI can be found on www.rabi.org.uk and details of From My Farm, including the outlets where their regional, seasonal produce is available, is on www.frommyfarm.co.uk

Notes for editors

Picture shows Alex Smith (left) presenting the cheque for £2,000 to Paul Burrows, with examples of seasonal produce currently being marketed by From My Farm, under the watchful gaze RABI founder John Mechi.

Further information about RABI is available on its website - www.rabi.org.uk
or from
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