

'Cooking Good Food on a Budget'

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THE BENEFITS OF OUR LOCAL GROCER!

KIND ASSISTANCE BY CASTLE NURSERIES, MAPPLEBOROUGH GREEN, WARKS.

Having decided to have a piece in Part 3 of 'Cooking Good Food on a Budget' considering the cost comparisons of the larger chains to our local grocery supplier, I thought it only courteous to ask permission to take notes of our local nursery shop prices to do a 'snapshot in time' comparison of the two.



The owner was somewhat sceptical I think, but liked the idea, so I went along to meet him with my first publication and some notes in hand.

It was interesting that firstly he justified and explained a lot of the logistics the big chains have to struggle with, and some of the reasons that require large supermarkets to deeply chill products, upon reading my copy of 'Cooking Good Food on a Budget' Part 1.



I assured him this study was not going to compare the cheapest of the cheap chains. We know that most of the time their products are either out of stock, because it was just an enticement to get you through their door or many of the other products are up at the same price as any other supermarket, if not more, just to balance the loss on the offer items. The results were very good for the small seller.



He was justifiably proud of his own stock and it's superior quality, spending a long time showing me his store room and explaining how markets fluctuate and seasonal weather issues can affect prices greatly for both large and small retailers alike and his love of quality.

LOCAL GROCERY PRICES!

People are often misled by the massive power of the supermarket promotions.

Below is a snapshot of prices taken an hour apart and, as you can see, there is a worthy saving to be had.

If you drove 15 miles to a local farm shop with these prices, spent £10 on produce, you'd still break even and the product would be fresher, taste better and last longer in storage. Plus you'd be helping British economy by supporting UK producers!



Product Description	Price Comparison	
	Castle Nurseries	Supermarket
Iceberg Lettuce	£0.59	£0.78
Celery (whole)	£0.79	£0.50
Tomatoes (loose)/kg	£1.51	£1.78
Cauliflower	£0.78	£0.79
Sweetcorn (fresh)	£0.30	£0.40
Carrots (loose)/kg	£0.63	£0.65
Butternut squash	£0.89	£1.00
Potatoes 2.5kg	£1.00	£1.28
Onions (loose)/kg	£0.55	£0.75
Total	£7.04	£7.93
Nomal essentials	£4.47	£5.25

Prices as at 19/09/2009

That's a 17% saving on your essentials

The other noticeable thing, the service is friendly and helpful.

Advice given on what to do with certain products is given readily.

They even had Free range eggs for £1.29 from a small farm, value supermarket free range cost 40p more than that!



It's all loose as well, so you choose your own product.

If you want big spuds, choose big spuds, someone else will no doubt want the smaller ones, so it all works out.



We spent £10 on this little lot. It will contribute to at least 8 good meals which for the 3 of us makes it 42p per head.

Like I've said before you can go much cheaper at some places if finances require it, but the quality of your ingredients is much lower and the scenery is not as good.

The aromas from this little lot filled the kitchen. Now that's fresh indeed!