

Food & Farming

7 March 1989



1989 has been designated "British Food & Farming Year", it also marks the 150th anniversary of the Royal Agricultural Society of England and the centenary of the Ministry of Agriculture. The production of food is one of Britain's biggest industries supplying three-quarters of the country's food requirements.

The four stamps to be issued on 7 March feature the four main areas of food production – fruit & vegetables, meat, dairy produce and cereal production.



The **19p** stamp (inland first class and EEC basic rate) shows a selection of fruits and vegetables set against the background of an old tile showing a tree. Similar tiles are depicted on all four stamps; these tiles were a regular feature



of food shops (particularly butchers) before the Second World War; some still survive reminding shoppers of a less-rushed era before the age of supermarkets.

The **27p** stamp (airmail postcards) features

meat products, the **32p** value (airmail Zone B) dairy produce and the **35p** stamp (airmail Zone C) cereals.

Britain's farmers produce a wide range of fruit and vegetables – especially traditional crops



such as apples, pears, currants, berries, salad plants, onions, leeks, cauliflowers, broccoli, tomatoes, Brussels sprouts, peas and beans. In recent years several more exotic items have been grown in increased quantities, for example



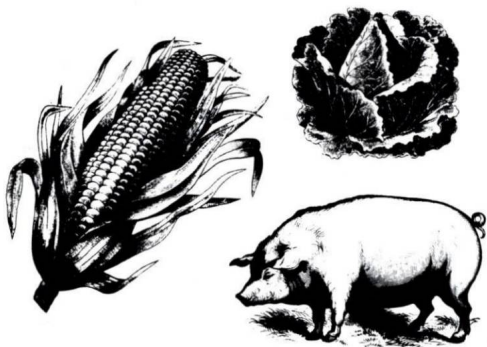
herbs, sweet peppers, aubergines, kohlrabi, mooli, pumpkins and squashes. Mushrooms are now grown in huge quantities and rank second to potatoes as the country's most valuable horticultural crop. Owing to our variable climate, much horticultural produce is now grown under glass.

In medieval times the English economy owed a very great deal to sheep – reared for their wool which was made into cloth for export. Today wool is less important although still a

significant factor in the economy of the more remote parts of the country. Lamb is still a popular part of the diet although beef and chicken are the most popular meats. Pork is becoming more popular as is duck and turkey – no longer eaten just at Christmas. British farmers produce nearly 90 per cent of all meat and poultry consumed in the UK.

There are some 45,000 dairy farmers in the UK and no fewer than 3 million cows, between them producing enough milk for the average Briton to drink 216 pints each year. Much milk is turned into cheese, with an average annual consumption of 14lb per person. In recent years a considerable number of new cheeses have been added to the range produced. As we become more health conscious so the manufacture and consumption of skimmed, semi-skimmed and low-fat products is increasing. The term “dairy” also includes eggs – a staggering 12,000 million are laid every year by a chicken population of 38 million.

By far the largest proportion of cereal production is used for animal feed; the main cereal crops are barley, wheat, maize and oats. Wheat is mostly used for bread and biscuits, barley in malting and distilling and the manufacture of vinegar and oats for breakfast cereals. The average Briton consumes 100 lb of bread a year. Sugar beet, although not a cereal, is an important crop, especially in East Anglia. Beet sugar supplies half of UK sugar requirements, the other 50 per cent coming from imported cane sugar.



Technical Details

Designed by Sedley Place Limited design team (their first stamps), the four stamps have been printed in photogravure by Harrison & Sons Ltd. They are of “square” format, measuring 35 x 37mm, printed in sheets of 100 on phosphor coated paper with PVA Dextrin gum. Perforation is 14 x 14½.

Royal Mail Stamp Cards

Royal Mail Stamp Cards (formerly referred to as PHQ cards) featuring each of the four stamps will be available from 20 February, price 16p each. They are numbered 116A-D.

Presentation Pack

The presentation pack (No 197) will cost £1.35 and was designed by Sedley Place Limited with text by Judith Hodge. The pack illustrates farming scenes and some of the most popular British foods and includes an interesting map showing the main agricultural activities in the United Kingdom.

First Day Cover

The first day cover design shows a cornucopia of British foods – bread, cheese, leeks, pears, etc. set against a background of food shop tiles. It will be available from 20 February, price 17p, from the British Philatelic Bureau, philatelic counters, the National Postal Museum and main post offices. Two pictorial postmarks will be used for the first day cover service, one at the Bureau and one at Stoneleigh, Kenilworth, Warwickshire –the permanent home of the Royal Agricultural Society annual show.

A first day cover service will be provided by the Bureau with the official Royal Mail cover addressed to the destination required with the four stamps cancelled with either postmark – charges £1.62 UK (including VAT), £1.41 overseas (no VAT). Application forms, available from the Bureau and main post offices, should be returned not later than 7 March.

Customers requiring only the special pictorial postmarks may obtain them under the reposting facility by sending on the first day of issue a stamped addressed envelope under an outer cover endorsed “Special First Day of Issue handstamp” to:

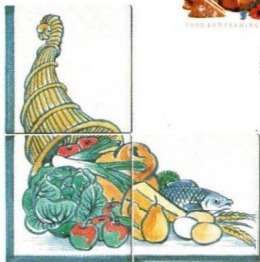
British Philatelic Bureau	20 Brandon Street EDINBURGH EH3 5TT
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Stoneleigh	Special Postmark Duty Customer Services Letter District Office 40 Bishop Street COVENTRY CV1 1AA
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First Day Posting Boxes will be provided at most main offices for those collectors who wish to post covers to receive the standard, non-

FOOD AND FARMING
From Seed to Supermarket

ROYAL MAIL FIRST DAY COVER



Mrs J Robinson
200 Manorbier Road
ILKESTON
Derbyshire
DE7 4AB

...nowadays, fresh peas are harvested in East Anglia, are delivered from the fields to the supermarkets, washed, frozen and packed, with the option of being packed.

We are fortunate in Britain that our temperate climate allows us to grow such a great variety of top-quality produce. Each area of this fertile and varied countryside can claim to its own specialities, many renowned around the world.

The North of England is known for its cheeses, vegetables, top-quality beef and lambs, and fine ales. The Midlands produces ciders, mineral waters (Seltens) (including the world-famous Seltens), apples, and meat pies. East Anglia produces wheat and barley, sugar beet, soft fruit and cabbages, onions, and a cornucopia of cubs, vegetables and salad plants from the fertile fens.

In the South-East's 'garden of England', one can find orchards of top-quality fruits, hops for brewing and vines producing fine English wines. The West Country produces creamy dairy products, pork, ham and bacon, chickens, turkeys, cider, fish and shellfish.



North of the border, Scotland is known for its salmon, whisky, cabbages, beef and game. Succulent raspberries are also grown and more recently deer calves have been bred for farmed venison.

Wales and fender, also are so numerous. The newer goat's cheese, butter and fat. Across the water, Northern Ireland has a justly deserved reputation for its dairy produce, potatoes, bacon and fish.

All these delicacies are produced on Britain's farms and fields from our rivers and coastal waters. Working long hours and often outside in all weathers, our farmers are more than just producers and growers. They are the custodians of our peace and treasure for the future.

Fruit and Vegetables
The country's growers' horticultural produce. As salad plants, onions, leeks, tomatoes, Brussels sprouts. Nowadays it also includes herbs, sweet peppers, and



production of which is increasingly popular.

Meat
Our permanent pastures and hillsides provide ample fodder for sheep and beef cattle while the central farmers produce millions of tonnes of barley, wheat and oats to feed the livestock and poultry reared indoors.

At home we eat roughly equal quantities of beef and chicken - about 21 lb per person a year - although we tend to eat more of the traditional roast beef and steaks when we are eating out. There is also a growing interest in turkey and pork in increasing popularity. It is turkey, sausage, bacon and ham, most and chicken, that are the most popular meats in the UK and the market is growing rapidly - not least in supplying the Chinese restaurant trade.

Ducks are making a comeback and the market is growing rapidly - not least in supplying the Chinese restaurant trade. Geese too are becoming popular again as an alternative to turkey at Christmas. In 1987, 5 million more of these birds were consumed each year in the United Kingdom than in 1980. Many other important products come from livestock. Wool, of course, is the obvious one. But also clothing, shoes and accessories. Mothers in the poultry industry are used in our bedding and quilts are made into handbags.

Dairy Produce
Britain's 45,000 dairy farmers milk over 3 million cows twice a day, 365 days a year to produce milk for drinking, processed foods, cream and all sorts of processed foods. Many new cheeses are being produced today by traditional methods from the milk of sheep and goats. In Canada, summer, autumn, winter and low-fat products are also increasingly available. The average consumption of liquid milk per person per year is 216 pints, and we eat or drink 11 lb of these each year.



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ROYAL MAIL MINT STAMPS



pictorial "First Day of Issue" handstamps. In addition pictorial First Day handstamps will be available at the London Chief Office (arms of the City of London) and Durham (Cathedral). Covers to receive these handstamps should be sent to: Special Postmark Duty, City of London LDO, King Edward Street, LONDON EC1A 1AA (marking outer envelope "City of London Pictorial Handstamp") and Pictorial First Day of Issue Postmark Duty, 33 Silver Street, DURHAM DH1 3RE.

A number of special handstamps, sponsored by stamp dealers and others, will be used on 7 March – full details of these will be found in the *British Postmark Bulletin*.

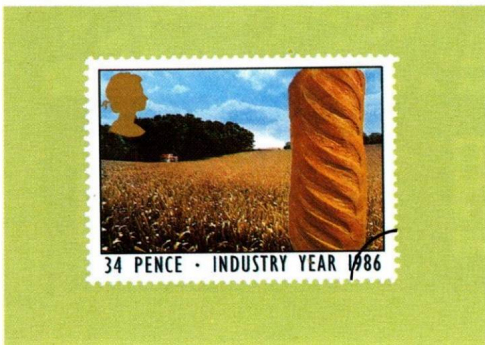
Royal Mail Stamp Cards may be given any of the First Day of Issue and sponsored special handstamps. Collectors wishing to have their first day covers/stamp cards returned under cover should enclose a large self-addressed envelope when sending covers/cards in to the relevant Special Postmark Duty for handstamping.

Souvenir Cover

A souvenir cover, of similar design to the first day cover, will be available from all philatelic counters from 8 March, price 17p. This can be used to obtain relevant Food & Farming postmarks after the first day of issue and will be on sale for one year.

Earlier Issues

Amongst the earlier issues of British stamps to feature food and farming subjects are the 3d stamp in the 1946 Victory issue (tractor); the 1963 Freedom from Hunger pair; the 9p value of the 1978 Horses set (shire horse); the 1981 Fishing Industry set; the 1983 River Fish stamps; the 1984 set featuring Cattle and the 34p Industry Year stamp of 1986 (cereals).



Bird Stamps

In the feature on the recently issued Bird stamps in the November *Bulletin* mention was made of some earlier British stamps featuring birds. A reader whose name I cannot decipher has written in pointing out a number of others and asking that we publish his listing "so that new (young) collectors who do not have stamp catalogues will be aware of them". This I am pleased to do:

1937 Coronation 1½d (*The Ampulla - Ed.*)

1946 Victory 3d

1957 Scouts Jamboree 4d

1961 PO Savings Bank 3d

1961 CEPT 4d & 10d



1963 National Nature Week 4½d

1977 Christmas 7p & 9p

1981 Folklore 14p

1982 Christmas 15½p

1983 Fairs 31p

1983 Christmas all values

1985 Composers 31p & 34p

1988 Edward Lear 19p & 35p

Scout Stamps Exhibition

The Scout & Guide Stamps Club will be holding their annual exhibition at Baden-Powell House, Queen's Gate, South Kensington, London SW7 on Saturday 18 February from 11am to 6pm. Admission is free. As well as an exhibition of stamps and covers arranged by members, scout thematic and other material will be on sale. Enquiries to Peter Duck, 256 St Margaret's Road, TWICKENHAM TW1 1PR, telephone 01-891 5746.