

# Food event urges consumers to get involved



Food from Scotland's larder

Scottish Food and Drink Fortnight gets under way on Saturday and the nationwide event supports, promotes and champions Scotland's produce and the people who grow, make, cook and sell it.

And organisers are encouraging the Scottish public to take part by telling how much Scottish food and drink they buy and eat on social media.

James Withers, Chief Executive of Scotland Food & Drink, which runs the event, said: "The event is an opportunity to celebrate what we have here in Scotland.

"Producers, chefs and the wider food and drink sector are often too humble about the part they play in showcasing Scotland's natural larder and so the fortnight gives us the chance to celebrate them and their role in our wonderful industry.

"It also demonstrates to the wider public just why Scotland has earned the reputation as a Land of Food and Drink.

"Get involved and let us know what you are doing to support the event."

It could be embracing Scotland's natural larder and to eat more fruit and vegetables.

There will be prizes for those who have been the most dedicated supporters of the campaign.

Fergus Ewing, the Rural Economy Secretary, said: "Scotland's food and drink industry is a cornerstone of our economy and heritage with our products being held in the highest regards across the globe.

"Scottish Food & Drink Fortnight provides a great opportunity to focus on the sector's achievements and strengths, champion our produce, and support the wonderful people doing great things all along the supply chain."

To get involved share your #onethingfortnight experiences, activities and photos with us on social media, via email or with the media.

Email [fortnight@foodanddrink.scot](mailto:fortnight@foodanddrink.scot) and join the conversation on Twitter @scotfoodfort using #scotfoodfort and #onethingfortnight.

Further information about the event can be obtained from [www.foodanddrinkfort.scot](http://www.foodanddrinkfort.scot) or by emailing [fortnight@foodanddrink.scot](mailto:fortnight@foodanddrink.scot)