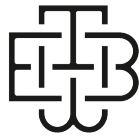


LEAVING A LEGACY

Provenance, craft & tradition



The Black Bull, Sedbergh



Nina Matsunaga and James Ratcliffe, owners of The Black Bull in Sedbergh, are passionate about sustainability and are committed to working with local farmers to support sustainable farming methods and local breeds.

"At the heart of our menu is a deep connection to local farming traditions. Nina and I are passionate about understanding the complex relationship between the food we eat, the sustainability of the natural environment, and supporting local farming communities."

James Ratcliffe

"We only use meat that has been ethically and sustainably reared. We also buy whole animals from our suppliers and then work to incorporate all parts of that animal into our menu. As a chef, this creates a wonderful challenge; it allows us to be creative whilst also keeping our food on-trend and tasting good for discerning customers."

Nina Matsunaga

"We have more to do. Our next step is to work further on how to communicate our values to our customers, so that they see us as more than an on-trend food establishment, and understand more about the food they see on our menu."

Nina Matsunaga



Key insights from Nina and James

1. Having a core set of values is critical. It's also important to communicate those values both to your suppliers and your customers so that they understand what you stand for.
2. Spending time to find the right suppliers can be very rewarding. We have learned so much from our suppliers, and we hope they have also learned something from us too.
3. Understanding sustainability can be difficult – there's a lot of conflicting information, so it's important to work with knowledgeable people, as well as doing your own research.

To begin creating your own legacy, contact: 01768 210 276 or greenhub@cafs.org.uk



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