

METRO

Only black farmer is flavour of year

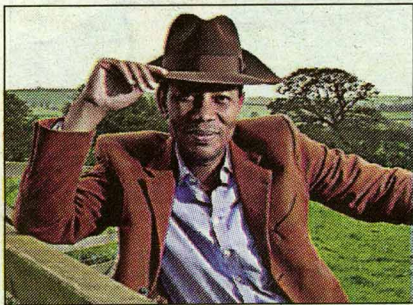
BRITAIN'S only black farmer has sowed the seeds of success by being crowned entrepreneur of the year.

Wilfred Emmanuel-Jones won the award for developing one of the fastest-growing brands in the country.

His Black Farmer food label, which sells sausages and sauces under the slogan 'flavours without frontiers', scored top marks in the UK Trade and Investment Enterprise Awards. Judges said he had advanced the rich tradition of entrepreneurship within British business.

Mr Emmanuel-Jones said Black Farmer aimed to make a difference to food fans and society as a whole.

He added: 'My brand was born out of my passion to make a difference in store



Award: Wilfred Emmanuel-Jones

and in society.' The former TV producer, who helped to make a household name of celebrity chef Gordon Ramsay, farms in St Giles-On-The-Heath, North Devon, and will appear on Channel 4 next month.