

The
JELLIED EEL

London's market ethical eating

AUTUMN 2011
FREE
magazine
ISSUE 33

**Sharpen
your knives...**

...for the war on waste

Balham eating guide * Grow your Christmas dinner * The Idler on food

Borough Market special: Elliot's Café * Wild Beef * Wine Pantry

YOUR

DAILY

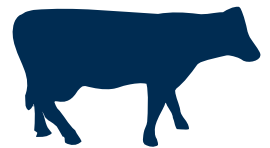
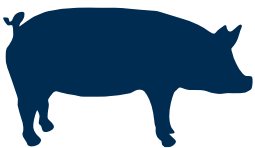
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WWW.SOURCEDMARKET.COM

Tuck in



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Around the office we're heading into autumn with a palpable sense of momentum, after running two successful events attracting thousands of people. The London Honey Festival saw the Royal Festival Hall turn gold, and half a tonne of honey was served up by London's restaurants around the festival. Two weeks later, 50 of London's edible gardens (part of Capital Growth) opened their gates in the largest event of its kind for any city that we know of. What's next? Well, hopefully, we'll be getting down to Trafalgar Square to lend Tristram a hand in feeding the 5000 in November (see p12). We've also been discovering the best of Borough Market, new (p7, p10) and old (p16). As well as the food waste focus in this issue, there's a bit of a pig theme running through. Just putting two and two together, I wonder if there's any mileage in reopening the pigswill debate?

Ben
Editor



No chickens were wasted during the making of this issue

Photos: Adela Nistora



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A is for Apple

Apple Days are being celebrated all round London throughout October – from Hornsey to Clapham, Ealing to Walthamstow. For apple lovers, apple novices, kids and adults, there's something for all tastes – apple stalls, juicing, apple bobbing, storytelling, apple cakes and preserves, cider tasting, displays of local apple varieties, talks and exhibitions – all things appley. To find out what's happening near you go to <http://bit.ly/nqPC92>

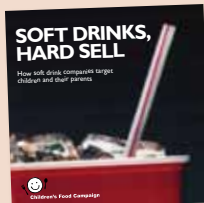
Want Real Bread? Look for The Loaf Mark!

The Real Bread Campaign has created The Loaf Mark for busy shoppers to see at-a-glance that a baker says: this is Real Bread. Bakers joining the new scheme sign an agreement to only use The Real Bread Loaf Mark to promote loaves that are made without the use of any artificial additives or processing aids.
www.realbreadcampaign.org



Soft drinks, hard sell

A report by the Children's Food Campaign has exposed the misleading tactics used by soft drinks companies to market products to children and their parents, highlighting 'fruit' juice drinks which contain little or no fruit. Because water is the most sustainable and healthy drink for kids – and adults – the Campaign is calling for drinking water to be made available in parks and other public places. The London Borough of Lambeth has already installed, replaced or upgraded fountains in 20 parks following a petition by local residents. Join the campaign at <http://tinyurl.com/waterinparks>.



Good food fit for London

Caterers, hotels, tourist attractions and venues are being challenged to serve 'good food fit for London 2012', in an ambitious campaign to promote the diversity, quality and ethical credentials of London's food. The Food Legacy Campaign, part of the Mayor's London Food Strategy and supported by a wide range of 'champions' and food and farming organisations, wants the capital to provide a warm welcome to visitors to London 2012 by using British and seasonal food, Fairtrade products, sustainable fish, free-range eggs, and promoting a wide range of delicious and healthy options. To register or sign up for news go to www.foodlegacy.org.

Bulletin

Five-a-day into kids not landfill

A spread

Every week in the UK we each throw away five portions of perfectly good fruit, yet two thirds of us aren't getting our 5-a-day. Not only is this total madness, it's also a total waste of money, goodness and bananas. Innocent, the smoothie company, is launching a project to prove that you can do good things with leftover fruit – and improve kids' health by turning excess fruit from supermarkets and cafés into smoothies for kids in schools. The schools' programme kicks off with an eight week trial in a primary school in East Sheen (Richmond). With support from friends at A Taste of Freedom and Fareshare, the project will teach kids about food waste and make plenty of smoothies along the way.
www.innocentdrinks.co.uk/tastenotwaste



End Cage Cruelty

Sustain's Good Food for Our Money Campaign is calling on central government to buy only cage-free eggs with taxpayers' money. In June the Government published new compulsory standards for food bought by central government (includes all government departments, prisons and parts of the military) which specify 'enriched' cage eggs. These are very similar to conventional battery cage eggs and pose serious hen welfare concerns. You can support End Cage Cruelty in two ways – by liking the Facebook page www.facebook.com/EndCageCruelty and writing to government ministers to ask them to spend your money only on cage-free eggs.
www.sustainweb.org/goodfoodforourmoney





Spotted this new logo on the wall of your local café? The Healthy Catering Mark, a scheme introduced by the Chartered Institute of Environmental Health, encourages food businesses – including fast food restaurants – to sign up to criteria such as letting customers put their own salt on chips.
www.cieh.org

Porridge fans cause a stir

On World Porridge Day, Monday 10 October, Londoners can join porridge fans across the world by celebrating the Scottish national dish and raising awareness of the Mary's Meals charity. Mary's Meals provides a daily maize-based meal to 479,000 chronically hungry children in Malawi as an incentive to go to school. Its Golden Spurtle World Porridge Making Championships (a spurtle being a traditional Scottish kitchen tool) has inspired inventive and experimental entries from around the world – try the recipes for west coast seafood porridge with scallops, or cloutie dumpling porridge at www.goldenspurtle.com. For details get in touch with their London coordinator, colin.macintyre@marysmeals.org



of the latest ethical food news



WHAT'S *Hot?*

Dalston Cola – East London's Passing Clouds serves up home made cola

Pop up pickle – The Table Café in Southwark, and caterers Vacherin, are selling chutneys and jams made in their kitchens using local produce

Natural wines – all the rage, as stocked by Tsuru Sushi, Elliot's Café and beyond



WHAT'S *Rot!*

Costa and John Lewis both shifting from brewing up Fairtrade to Rainforest Alliance coffee

Nominate your favourite London fish place



Raymond Blanc, chef-patron of Le Manoir aux Quat' Saisons, is on a quest to find the UK's most forward-thinking restaurant or caterer for sustainable fish. Raymond has teamed up with the City of London Corporation, Sustainable Fish City, the Fishmongers Company, and SeaWeb Seafood Choices to launch the hunt for this year's winner of a prestigious Sustainable City Award. If you think your favourite restaurant or caterer should enter ask them to register for entry now by contacting Sustainable Fish City at jon@sustainweb.org or 020 7837 1228. Entries close on 14 November.



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twitter.com/thejelliedeel

Shopping basket

Little Greenwich Smokery
One new London micro-smokery trying to take care of its ethically-minded customers is Chris Box's Little Greenwich Smokery. Chris uses Loch Duart salmon, which is RSPCA Freedom Food-certified, and smokes it on the roof of his flat. Or how about kippers and bloaters made from MSC-certified herring from the Thames Estuary. You can find him at Greenwich and Leadenhall markets, or follow [@smokingsalmon](https://twitter.com/smokingsalmon)

Divine chocolate advent calendar

Divine's bestselling advent calendar this year takes kids of all ages through the journey from cocoa bean to bar. New this Christmas is a chocolate box containing solid chocolate discs made with 70 per cent dark chocolate and the choice of peppermint crisp or real raspberry pieces.



www.divinechocolate.com/shop

Rubies in the Rubble

On the first and third Saturday of every month Jenny Dawson will bring Borough Market a brand of unique, homemade chutneys and jams with a difference – and a conscience. Less fortunate individuals are employed to make them, using otherwise discarded fruit and vegetables.

www.rubiesintherubble.com

Daas Beer

'Organically and ethically made' bottled beers – Organic Ambre, Organic Blond, and Organic Witte – Daas is the only Belgian craft beer to carry the UK Soil Association organic certification. It grows its own barley and uses locally sourced hops grown without pesticides and chemical fertilisers. Available nationwide from specialist and organic retailers such as Abel & Cole or online at www.daasbeer.com

AROUND TOWN

Get into what's happening in your area

BUDGENS STALL FOR ALL **NW3, N8**

To support new businesses, stalls that can be hired by start-ups have been launched outside Thornton's Budgens in Crouch End and Belsize Park. Stall4All is for hire by local producers, artisans or makers, from within 20 miles of Camden and Haringey, who have made, grown, produced or created the products they intend to sell. With a special rate for London Food Link members and Capital Growth spaces, expect to see some great food if you pop by. For more information on hiring the stall or what is being sold and when, see:

www.thorntonsbudgens.com/community-environment/stall4all

BREASTFEEDING MUMS WELCOME **N1**

A new scheme is encouraging Islington venues to make breastfeeding mums feel more welcome. Once signed up to the Breastfeeding Welcome scheme, venues display a special window sticker so mothers know they won't be made to feel uncomfortable. Islington, the latest place to launch the scheme, has around 150 venues signed up so far, including the Duke of Cambridge pub, The Rosemary Branch theatre pub, Costa Coffee and the Garden Court Café at Sadler's Wells theatre. Venues are listed on the national website and featured on the local Facebook page.



www.facebook.com/breastfeedingwelcome.nhs.islington

SCHOOL MEAL MAKEOVER **TW, KT, SW**

School dinners in 60 primary schools across two London boroughs are about to be transformed from yuk to yummy. Thanks to a successful campaign from the School Food Matters team, kids in Richmond and Kingston will be receiving freshly-prepared school meals which meet the Soil Association's Food for Life Bronze – and in Richmond's case – Silver Catering Mark. That means high-quality food made from sustainable ingredients; free-range eggs, Red Tractor meat, Freedom Food chicken and pork, organic milk and bread, and all with no GM ingredients. And Richmond parents will be thrilled with the news the price they pay per meal will be reduced by up to 35p!

www.schoolfoodmatters.com

FARMERS' MARKET FRENZY **WC1E, E1 SW6, SW12**

Queen Mary University in Mile End became the first university location in London to have its own certified farmers' market when it opened last year. The students are back – and so is the market – every Thursday. Other markets recently launched by London Farmers' Markets include Balham at Chestnut Grove School; Parson's Green at New Kings School; and Bloomsbury in Torrington Square.

www.lfm.org.uk/markets

HACKNEY SALAD DAYS

N16

Salad leaves grown locally by Hackney-based social enterprise Growing Communities have been 'highly commended' in this year's Soil Association Organic Food Awards. Most salad bags go into their community-led organic box scheme, but the growing sites are now so productive that customers of ten local restaurants, cafés and shops can now eat this locally-grown organic produce. Outlets include the E5 Bakehouse, the Three Crowns in Stoke Newington, Organic and Natural in Clapton, Happy Kitchen in London Fields and the Duke of Cambridge in Clerkenwell. Interested in growing it as well as eating it? You could get involved as a volunteer or apply for their Urban Apprentice scheme.

www.growingcommunities.org



LEARNING BY COOKING

N5

Enjoy a field to fork experience, bringing a taste of the country to London, with cookery classes hosted by food writer Anna Colquhoun, the Culinary Anthropologist. A Fish and Seafood day, on Friday 28 or Saturday 29 October, will focus on cooking fish such as lemon sole, mackerel, oysters and crab. All the fish is from family enterprises that fish off the Suffolk coast using long line rods to reduce waste.

www.foodsafari.co.uk



FOOD IN THE SCHOOLYARD

E2

Inspired by a three-day visit to a family-run organic farm near Glastonbury, Somerset, 15 Year 4 students from Sebright Primary School, Hackney, are inviting their families and the local community to their own school-run farmers' market on Thursday 20 October. They have galvanised the whole school into learning about sustainable food. From Nursery to Year 5, each year group is organising their own market stall, after running classroom projects on making peppermints, organic chocolate, homemade soup, homemade biscuits, soap, candles, and growing herbs. A week before the market, baker Ben from E5 Bakehouse is going to teach the students how to make 'real bread'. Joining Ben's stall will be other local Hackney producers, including local honey from the Capital Bee project, fruit and veg from local Capital Growth growing sites, milk from Bore Place Farm, and apples from Hackney Harvest, pressed into juice by Hackney City Farm. Primary and secondary schools across London are taking part in this inspiring two year Soil Association project.

<http://bit.ly/soilasscblog>



Photo: Adela Nistora

English wine, once the punchline to many a joke, is enjoying a growing reputation. Many of us are aware that our sparkling wines have been beating the world's best in international competition. And yet, how often are such victories reported without a sense of the journalist's shock or amusement – and how many of us have not yet allowed English wine to pass our lips?

Dominique Hopgood blames the "English curse of self-deprecation," adding: "there's a certain dismissal: 'Why would I drink it?' Well, why not?" Dominique and business partner Julia Stafford made it their mission to bring the best English wines to the attention, and palettes, of London's drinkers. Julia undertook a personal odyssey to find the best winemakers in England, from the Home Counties to Devon, Somerset and Leeds – many known no further than local markets and restaurants but deserving, Julia felt, of access to more customers.

Hence the Wine Pantry tasting room, English viticulture's guerrilla outpost on a prime spot in a compact shop in Borough Market. Pride of place belongs to a gleaming dispensing machine, allowing a wide range of wines to be kept in optimum conditions while the reticent-but-curious can try 25ml samples for around £1.50.

English wine (a vastly different product than cheap 'British wine' made with imported grapes) could not have better ambassadors. Julia and Dominique's six-sample tour begins with a simple query about your preferences. Employing in-depth knowledge and boundless enthusiasm, they offer two wines, consider your reaction and then seek out two more, and a final pair, each time finessing their choices according to your taste. Within a few minutes you've been gently mentored in learning a great deal more, both about your palette and the world of English wine.

Julia suggests our national wine is not only a delicious choice, but an ethical one. With imported wines taxed uniformly and facing the same bottle production costs, it begs the question of why some are so cheap, she argues. The difference must be in quality, or in squeezing grape-pickers' wages. "English wine will always be more expensive because we pay pickers minimum wage and there are high costs, low volumes and strict rules around production."

This is reassuring, but in the end what matters is taste, and on this count, the Wine Pantry is a hit. "People come in and say these are flavours they have never tasted before, and they are so excited by it," Dominique reports. By the time I make my goodbyes and totter merrily on my way, I am one of those converts.

By Gavin McGregor

Open Tuesday – Wednesday 11am to 8pm, Thursday – Friday 11am to 10pm and Saturday 11am to 8pm.
1 Stoney Street, Borough Market
www.winepantry.co.uk

TO MARKET

Food markets around London

London Fields

STOP PRESS: The market will also include a Capital Growth stall every other week during autumn, selling produce from local growing spaces around Hackney. Contact eloise@sustainweb.org for details.



Mention London Fields and food market, and many immediately think of Broadway, with its flat white coffees from Climpson & Son, fish from Fin & Flounder and flaky pastries from L'Eau à la Bouche.

But Broadway Market is actually just a street not a market (apart from on Saturdays when there is in fact a market on Broadway Market!). The market we're talking about here is London Fields Farmers' Market, held on Sundays at the nearby London Fields School. The market launched in May 2010, and in August 2011 changed hands, with Louis Loft Schultz taking over the reins.

Though this little patch of Hackney may already be a foodie destination, unlike the shops, restaurants and Saturday stalls of Broadway Market, the Sunday farmers' market focuses on produce: fruit, veg, and meat. "The Saturday stalls on Broadway Market offer lots of interesting cooked food," explains Louis, "but there's not a huge range of raw food. Some people also find it too crowded to do a proper bit of shopping."

The farmers' market is about buying top-notch ingredients from individual producers. James Evans from Pastures Farm sells his carefully reared poultry, and Perry Court Farm comes in from Kent with seasonal fruit and vegetables – not organic, but unsprayed, local and good value. There's also Johannes, a German running an Italian stall called Primo & Ultimo, selling homemade pasta, pesto, and tiramisu. "At the moment he's also selling blackberry jam made with fruits he's foraged from nearby Hackney Marshes!" says Louis.

Throw in the bakery stalls – one from

London Fields School
Westgate Street E8
Sunday 10-2
www.londonfieldsfarmersmarket.co.uk
[@londonfieldsfm](https://twitter.com/londonfieldsfm) (twitter)

Tottenham, another from Neasden – and you've got a great range of specialist producers. "Most people who go to Broadway Market come from the surrounding areas," says Louis, "but the people who come to the farmers' market are very local, mostly from within this postcode. We have around 10-11 regular stalls now, and more will be joining very soon. I see this as a really good community market, focusing on great quality products."

* Featured stallholder

Flourish Craft Bakery, based in Tottenham, north London, turns out an array of artisan breads and pastries from what used to be a bagel bakery inside the former Tottenham Brewery. The small bakery makes simple but fantastic bread from a variety of wild starters, changing the percentages of ingredients and fermentation processes to produce a range of mostly stone-baked breads, from pain à l'Ancienne – fermented for at least eight hours – to classic sourdough. Pastries include traditionally-made croissants, pain au raisin and an irresistible pear Danish with chocolate and almonds.

By Caspar van Vark

WHAT'S IN season

OCTOBER

Pears Apple Day arrives on 21 October, but pears also deserve our attention.

Crops are around a fortnight early this year, as a result of our extra cold winter, scorching spring and wet summer. Look for fruit that is properly ripe – a rock hard pear does this fine fruit no favours.

Winter Squash Dazzling in their variety, squashes are worth hoarding over winter. Think of them as decoration, to brighten up your kitchen during the darker days. Most will store for months: just keep an eye out for soft patches or blemishes – signs that it is time to get cooking.

Also in season *apples, beetroot, chestnuts, cobnuts, kale, autumn lamb, mussels, spinach, venison, watercress.*

NOVEMBER

Beetroot Also look out for the rarer golden and white-striped varieties. Roasting brings out the roots' natural sweetness: wrap in a foil parcel with a splash of vinegar, salt, crushed garlic and sprigs of herbs, and cook until tender. Or try grating raw, or in slivers. Beetroots pair especially well with dill, mint, orange, cumin and goats' cheese.

Celeriac A controversial root, full of flavour. Give it a go in a creamy gratin, mash or chop into slivers for a salad of apple, dill and a yoghurt dressing, spiked with wholegrain mustard.

Also in season *apples, chestnuts, cranberries, Jerusalem artichoke, leeks, kale, mussels, mutton, oysters, pears, venison.*

DECEMBER

Red Cabbage Cooked well, this is a superlative winter veg. Fry chunks of (optional) chorizo for a couple of minutes, add sliced onion and cook until soft. Chop and toss in two apples and the red cabbage, a few cloves and strip of cinnamon and 100ml of red wine vinegar. Stir and gently braise, covered, for around an hour or until the cabbage is done. Season with salt and pepper. This is also delicious reheated.

Also in season *apples, Brussel sprouts, cabbage, chestnuts, cranberries, leeks, kale, mussels, mutton, pears, pomegranates, oysters, venison, watercress.*

Tom Moggach



Sustainable dining at Friends House

Quakers seek to actively embrace their beliefs and express them through their actions, essentially 'living what we believe'. As a Quaker concern we are committed to putting this into action in our working practices, and offer two great catering outlets within Friends House (the historic central offices of Quakers in Britain) offering food and drink that is both of high quality and honestly priced.



Quaker Centre Café

- Organic & Fairtrade tea, coffee, and hot chocolate;
- soft drinks including Chegworth Valley Juices, Ubuntu Cola, One Water, Luscombe, Whole Earth, RDA, Promavel;
- freshly prepared sandwiches, paninis, and salad bar;
- fresh cakes & pastries (including vegan/gluten, free-range);
- healthy breakfast options until 10:30am daily;
- lighter option homemade vegetarian meals including soup of the day, jacket potatoes and meal of the day from 12:00 Noon;
- large range of snack items including locally sourced products.

Monday to Thursday: 8:00am – 8:00pm, Friday: 8:00am – 6:30pm
Saturday: 9:00am – 4:00pm



Friends House Restaurant

A great value, lunchtime venue offering freshly prepared food using quality ingredients from sustainable sources.

- Main meals from a daily changing menu from £6.30 (fish, vegetarian and vegan option available daily);
- vegetarian Soup of the Day;
- salad bar;
- hot & cold desserts, organic ice cream;
- regular restaurant highlights include our Meat Free Monday menu and MSC Fish Shop Friday menu.

Monday to Friday: 12:00pm – 2:00pm



For café events, our daily restaurant menu, promotions and updates, like us on Facebook www.facebook.com/quakercentrefcafe or www.facebook.com/friendshouserestaurant




www.friendshouse.co.uk

173-177 Euston Road, London, NW1 2BJ

Friends House

Market kitchen

After building an amazing local food community around a café in East London, Rob Green has brought his quiet revolution to Borough Market, as **Kelly Parsons** discovers.

 Breaking the stranglehold of big corporates in London', 'changing the food landscape' and 'starting a market café revolution': just three of the not insignificant aims behind the newly opened Elliot's Café in Borough Market.

They are all part of co-owner Rob Green's grand plan to act as "the facilitator for bigger and more exciting journeys into food". Idealistic? Perhaps. But as Rob jumps up and down from our interview – to seat diners, take a payment, deliver coffees, have a promotional photo taken with business partner and chef Brett Redman – it's hard not to get swept up in his enthusiasm and energy. The feeling that something really exciting, which just might succeed in helping Borough back to its original produce market roots – another aim of the venture – is palpable.

Rob and Brett certainly have a strong pedigree. They cut their teeth with the Pavilion Café in East London's Victoria Park, taking it from a forgettable chips and ice-lolly stop to arguably one of the most sustainable eateries in the capital, complete with cool mums and dads tucking in to organic breakfasts and lunches, and wall-to-wall Bugaboo strollers.

The two are now taking everything they've learned – about tracking down local suppliers (most Pavilion produce comes from within a 50 mile radius), building close relationships with primary producers, and creating a strong community hub – and exporting that experience to the city centre, Rob explains. "An amazing community has built up in the East End, with all the food pop-ups, and Brawn restaurant on Columbia Road, where we recently did a natural wine tasting, and producers like Square Mile coffee. There's a real feeling we are all in it together, all part of the increasing localisation of the city, and central London could learn a lot from what's been going on there."

You can't get much more local to Elliot's than the stalls on full view as you sit and eat in the bare brick, scrubbed table café, so cementing strong relationships with Borough's traders has been a priority. Here, again, Rob's pedigree is strong – having run a tea stall here for eight years, he's no newcomer. "I owe a lot of what I'm doing now to the friends I stood next to during that time, the ones who have been championing good local, artisan food for years." He's now working side-by-side with them again, but this time in building a menu which 'directly reflects the range of produce available on any particular day'. That means dishes like squirrel rillettes with chutney, heritage beets and Spenwood cheese salad, and ox tongue with green bean and parsley salad.

In the process he hopes to move beyond a buyer-seller relationship, by driving the stallholders to push themselves on quality and sustainability where needed, and in turn learning from them about the way they farm, and better understanding the range of produce the café has on its doorstep. So, he's working with market butchers like Ginger Pig – which his team already has a relationship with through its branch near the Pavilion – to explore how the restaurant can best make use of the whole animal, including heads and offal, and buying up any bits they haven't sold at the end of the day. He'll also make a point of buying from the smaller farms on the market too. "Though they can't supply in any great quantity because they focus on selling direct to market shoppers, I'm getting things like tongues and rumps from Lizzie at Wild Beef in the winter," he says (see our article on Lizzie on p16). The traders



Photo: Adela Nistora





Restaurants in our On the Menu section are chosen by the team from Ethical Eats, the informal network of London restaurants and catering businesses that care about sustainability. Ethical eaters can help their favourite restaurants to go green by encouraging them to join the Sustainable Restaurant Association. Contact kelly@sustainweb.org or 020 7837 1228 to find out how easy it is to use your consumer power. www.sustainweb.org/ethicaleats

keep him supplied with free fish and meat bones that would otherwise be wasted, for use in soups and stocks.

Rob and Brett also have plans to do some of their own butchery in the restaurant, and expand their in-house bakery, which is already turning out loaves using traditional techniques and ingredients. Head baker Adam uses a mix of organic flours, almost entirely English, and milled by stone at Cann Mills in Dorset.

Another close relationship is with Kent fruit farm Chegworth Valley, which has a shop a few doors down from Elliot's, and is supplying vegetables for the café. "They've gone that extra yard and we've supplied our own heritage seeds for them to grow," says Rob. Naturally, Chegworth juices are available in the café, along with cider from the New Forest, beers from a range of London

small-scale brewers like Meantime and Kernel, and a mixture of 'familiar and unusual wines from small vineyards with a particular interest in the organic, bio-dynamic and natural approach'.

In fact, bar a few dry goods, the only produce that won't be supplied from Borough is the dairy. Mindful that "milk is the biggest commercial monopoly in our country", Rob and Brett have instigated a milk-buying co-op in the market, encouraging other Borough eateries to get involved with their delivery from Northiam Dairy on the Kent-Sussex border. There are plans to link up lots of other produce in the area, and Northiam already stop off at Bookhams Farm in Kent to pick up the restaurant's butter supply.

But, characteristically, Rob hopes the influence of Elliot's will stretch far beyond this hundreds-year-old market's boundaries. "This is not all about

Borough," he says. "It's a model that all restaurants and cafés can embrace, and I'd love to see similar ventures popping up around all markets. But for that to happen, people really need to make a choice – do they want to shop in supermarkets or to support their street markets? You can change what a market stands for overnight, and hopefully we can be the catalyst for that happening all over the country."

.....
12 Stoney St, Borough Market, SE1 9AD
www.elliotscafe.com

Cleaning up London

Kelly Parsons hears from the campaigners hoping to tackle the city's bad food waste habits.

It might seem odd to call food waste the capital's latest fad, but whether it's several tonnes of wonky fruit and veg being cooked up in Trafalgar Square, your local eatery offering up a 'doggy box' for leftovers, a growing band of temporary food-waste restaurants 'popping up' around town, or the Michelin-starred fine dining establishment turning its food



Solving the problem is an enormous opportunity to reduce our environmental impact and release pressure on global food supplies

Tristram Stuart



's leftovers

scraps into art installations, this autumn you might find it difficult to get away from the stuff.

Not literally of course – of London's estimated 2.7million tonnes of organic waste per year, the majority is whisked out-of-sight to landfill, by barge down the Thames to Essex and by road to other sites in counties like Bedfordshire, Cambridgeshire and West Sussex. Another considerable chunk is incinerated at two huge plants in Edmonton and Lewisham. While much of the 49,000 tonnes of food waste (from around a third of households) currently collected by London councils – including Islington, Richmond and Ealing – is processed to produce renewable power, by the likes of BiogenGreenfinch, at an anaerobic digestion facility in Bedford.

Rationing mentality

But as BiogenGreenfinch's technology director Michael Chesshire is first to point out, such approaches should only be there to deal with unavoidable 'arisings' as they are referred to in food waste parlance. His sentiments are loudly echoed by the band of campaigners currently flying the flag for food waste reduction in the capital, a burgeoning movement which some put down to the current economic climate. "The austere times we're living in are turning people's attention back to some of the old-fashioned ways of the generation that lived through rationing," says the Sustainable Restaurant Association's (SRA) Mark Linehan. "People are realising there are finite resources, that it's economic madness to throw out good food and that landfill space is fast disappearing." Steve Wilson, founder of the People's Kitchen food waste project in Dalston, has a similar take on the catalyst. "Landfill is getting close to bursting point, but food price rises have also had an impact: in times of recession the issue of waste becomes more valid."

Leading the London charge is food waste campaigner and 'freeganism's posterboy' Tristram Stuart. At lunchtime

on 18 November, with the support of the Greater London Authority's food team and a host of charities, he'll be staging a repeat of his 2009 'Feeding the 5000' event in Trafalgar Square (www.feeding5k.org): another batch of imperfect fruit and veg that would otherwise be thrown will be stirred up in giant-sized cauldrons and handed out to passers by to highlight the issue of unnecessary food waste. "Feeding the five thousand has been a hugely successful campaign and achieved many of its aims," says Tristram, "but ultimately there is still a lot of food being wasted, which is why we are running the event again. Plus, everyone enjoys a lovely feast, and there are going to be lots of interactive things to do, most involving eating food rather than throwing it away." The event will mark the launch of a new campaign inviting citizens and businesses to sign a pledge to cut food waste.

The famous biblical feast has inspired a project being run in six West London boroughs too, albeit on a smaller scale: the charity Wastewatch, in conjunction with government-funded project Love Food Hate Waste and the West London Waste Authority, is holding four 'Feed the 1000' events with local universities, feeding 1000 people for free using the same amount of food as the average family wastes each year.

Food waste on the menu

Smaller still are the city's pop-up restaurants putting food-waste on the menu. They include the People's Kitchen, a food waste and community cooking project run by Steve Wilson at Passing Clouds in Dalston; the Dinner Exchange, set up in 2009 to provide lavish fine-dining freegan dinners; and People's Kitchen at the People's Supermarket, which cooks up food the cooperative store of TV fame hasn't sold. Food distribution group FoodCycle, which already runs two permanent community cafés in Haringey and Bromley-by-Bow, also recently hosted a pop-up restaurant in a disused Old Street office.

With London's restaurants producing around 250,000 tonnes of food waste each year, a third of which the SRA estimates is avoidable plate waste, dining out is a good place to start. A new 'Too good to waste' campaign being launched by the SRA in October is getting London's restaurants such as Wahaca, the Three Stags, Café Spice Namaste, Oxo and Modern Pantry to address the issue. Whilst they may not go as far as East London Nigerian restaurant, Obalende Suya Express, which famously introduced a £2.50 fee (donated to Oxfam) if diners didn't clear their plate, they will be encouraging customers to take home any leftovers in biodegradable 'doggy boxes', a new take on the doggy bag. "Our consumer research shows that UK diners have never thought to ask for a doggy bag, find it embarrassing or mistakenly believe restaurants aren't allowed to do it," explains the SRA's Mark Linehan. "One of the main aims of the campaign is to break the taboo – to make it ok to ask to take leftovers home."

There's no doubt food waste is going to be hard for Londoners to ignore during the next few months, and we all have a role to play in tackling it. However, as Tristram Stuart points out, "food waste isn't something we should feel guilty about. Solving the problem is actually an enormous opportunity to reduce our environmental impact and release pressure on global food supplies. That's what we're inviting people to come and demonstrate by enjoying a free lunch made from food that otherwise would have been wasted: it's time to stop wasting food in our own homes, and to let food businesses know we want them to do the same."

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www.feeding5k.org
www.tristramstuart.co.uk
www.thepeopleskitchen.org
www.thedinnerexchange.zzl.org
www.wastewatch.org.uk
www.thesra.org
www.atasteoffreedom.org.uk

LOCAL TO LONDON



One little piggy

It's Sunday morning at Blackheath farmers' market and Keith Bennett is a busy man. He serves up all kinds of what he calls 'slow grown' sausages, old-fashioned dry-cured bacon and thick-set burgers under a green-and-white striped awning, chatting to regulars and daring new ones to try his new-season partridge.

Keith has been trading at this south London market for nine years, and it is just one of many across the capital and beyond where he sells his top-notch meat. "Markets like this prove there is a real desire for quality local produce," he says. "I am 61 and have been a farmer all my working life, but the best thing about it is to come here and meet the people who value what we do and want to support local producers. You see all life here."

Keith and his wife Elizabeth live and work on Stockings Farm in the Chiltern Hills, north-west of London. Together they farm a herd of

Keith Bennett keeps his pigs and sheep on a farm just 23 miles from Trafalgar Square. The owner of Chiltern Farm Food talks to **Anna Sbuttoni** about the spirit of farmers' markets and how to find the best meat.

Gloucester Old Spot and Tamworth pigs and a flock of Hebridean and Suffolk sheep, at their 130-acre site. Alongside this they have shoots for game in season, as well as venison, rabbit and pigeon. All their animals are reared traditionally and fed natural diets to give them the best possible lives.

"They are born outdoors, live outdoors and spend their lives rooting around in fields at the top of the Chiltern Hills," says Keith. "This is the traditional way. Our piglets roam together and live in family groups until they go. They are not force-fed, they are not kept in the dark. They go at six months, whereas factory farmed pigs go at 18-20 weeks. I like to think that the animals I take to the market have had the best life they can have. And you can taste the difference."

His no-nonsense products have a following at farmers' markets including Blackheath and Swiss Cottage in London, as well as Windsor, Ascot, Maidenhead and Tring to name a few. At the same time he supplies London cafés and restaurants including Hand Made Food in Blackheath, Clerkenwell Kitchen and up-market Bradleys in Swiss Cottage. And the husband-and-wife team plan to open

a shop at the farm next month, "mainly as a butchery" for their own products, along with local eggs, milk and rapeseed oil.

The pair know their stuff, having switched over from large-scale commercial farming ten years ago, after making the decision to sell direct to the public rather than through major retailers, and are keen advocates. "If you go for a value offer at Tesco or Asda, I can't and wouldn't want to compete. If you want quality and something you can trust in the way it was reared, choose a local producer," says Keith.

"Look out for farmers' markets, look out for meat that is slow grown and free range," is his advice. "Find out where it comes from and perhaps even go and have a look – our customers, for example, can walk through our farm on a public footpath that runs around the Chiltern Hills. We encourage people to try new things and I am famous for my cooking tips. I get people who have never bought pigeon breasts coming back for more. I get people looking forward to seasons that they didn't even notice." That's what it's all about.

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www.chilternfarmfood.co.uk



An Idle Husband

Earlier this year Tom Hodgkinson, Editor of the Idler journal, turned his attention to husbandry with his book *Brave Old World*, which offers a leisurely stroll through the seasons, taking in baking, brewing and butchery. But it's not all idle merriment, as **Ben Reynolds** found out when he caught up with Tom in his academy in west London for a very nice cup of tea.



Photo: Adela Nistora

Escaping to the country to start up a smallholding has been a dream held by city dwellers for as long as there have been cities. When Tom upped sticks to Devon with his family a few years back he followed a well-trodden path, much envied by many Eel readers. But equally common for such adventurous folk is the rude awakening of the good life. “Victoria and I are now going backwards,” he says. “For us it’s been a whole succession of discovering something else that we’re not very good at.” This openness to failure, sandwiched with such stimulating subject matter and an entertaining style, make his book a refreshing alternative to the multitude of inadequacy-inducing tomes on the topic.

The chapter on November sees Tom and family grapple with pig-keeping. “It’s very difficult. You try and do something totally ordinary that’s been done for thousands of years, and find out it’s illegal,” says Tom. “We killed our pigs at home and ate them. I wrote about it in a newspaper and we got

scolded by the authorities, and told that we had to send the pigs to a slaughterhouse.”

With the opening of his Idler academy a year ago, Tom still has one foot in London life. Hosting talks on scything and foraging, in amongst classes on Latin and Ukelele, the academy also sets its store by the food it serves. With cakes from Blueberry Hill of Kensal Rise, and herbs grown in the back garden, if you ask for a mint tea, you know where the mint has come from. “We want to be like the 18th century coffee house portrayed in *Blackadder – Mrs Miggins Coffee House*,” he says. Nowhere is the Idler ethos embodied more than its approach to the dark stuff. “We’ve agonised almost daily and weekly about coffee here. It’s such a complicated thing. After all this agonising we’ve come back to doing nothing. It’s a case of just keeping it simple and not buying a coffee machine.” So with some help from Monmouth, each cup is produced with care, and yes, a little time.

Tom’s admiration for the Slow Food movement is clearly evident, yet he is keen to emphasise that “the Idler approach doesn’t mean it’s about lying around all day”. Rather, there’s a subtle anti-capitalist thread running through this mindset, as the conversation drifts back to Devon. “We found trying to do a bit of smallholding in this way gives you some freedom. Growing your own vegetables frees you from your dependence on the shops.”

But ever keen to emphasise that this isn’t just a rural thing, Tom continues: “it’s not about being rich or living in the country. Christian and Alice, who do all the Idler typesetting live in a tower block, and they grow food. It’s about freedom and this is one way of expressing it.”

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<http://idler.co.uk/academy/>
Brave Old World: A practical guide to husbandry, or the fine art of looking after yourself by Tom Hodgkinson is out now through Hamish Hamilton.

TOASTING LONDON WITH...

Lizzie Vines

The first in a regular series, where we ask those in the capital's food scene why they love it. This issue we're shining a light on one of Borough Market's longest-standing traders.

The Vines' stall, Wild Beef, was one of the first in Borough Market. Exactly as the name suggests, Richard and Lizzie's beef is fed on nothing but uncultivated grassland, and the cattle roam around freely browsing the moors of Devon.

Lizzie recalls the early days at Borough: "When we started here in 1998, the South Bank was just a desert. There was nothing here. Henrietta Green held a Food Lovers' Fair over three days. On the first day we sold out of meat. Then we had people even queuing for brochures. There just wasn't anything like it, so many people were hungry for quality produce."

Your favourite place to eat in London?

A restaurant called a Little of What You Fancy in Hackney. I guess it could be described as contemporary European. The food's locally and/or sustainably sourced, and the furniture is all mixed and mismatched.

Your earliest London food memory?

Seeing live eels for sale at Billingsgate Market, back when it was still in the City. The eels were in buckets and the sellers would catch the eels between their fingers. In Leadenhall Market at Christmas time, there was wild game and poultry hung from the roof to the floor – you can still see the hooks there today.

The best meal you've ever eaten in the capital?

That's really hard to choose, maybe a plate of chips and oysters, with a bottle of Chablis at the Cat and Mutton (Broadway Market).

Your favourite food stall?

Artisan du Chocolat (a Belgium-trained Irish chocolatier making chocolate from ground beans in Kent).

London's best food bargain? (shop, café or restaurant)

Jock's fruit and veg stall here on a Saturday evening. Often there's bargains to be had with fruit that won't keep into the next week without refrigeration, and you can get it at big discount – I bought a tray of peaches that lasted for weeks, as I had room to store it in the fridge.

Your top tip for anyone looking to eat out ethically and sustainably in London?

Well I can only speak for the places I know, and where I know where they source. Especially of course in the market, so for instance Elliot's (see p10) tries to source all their produce from the market.



Photo: Adela Nistora

If there was one thing you could change about food or eating in London, what would it be?

I would make everyone say where the food comes from – truthfully! I think Brawn, in Columbia Road, does this quite well.

What do you think could be the next big trend or issue in terms of sustainable food in London?

We're selling offal like mad! And sales are moving more from the hindquarter to the forequarter (which has the cheaper cuts of meat). It's only when I sell the forequarter that I start to make a profit on the cow. (Another trend is) that despite the recession, people are still prepared to pay a good price. I've had younger customers come along and justify buying £15 of sirloin by reasoning that 'it's cheaper than eating out'.

By Clare Hill

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Wild Beef trades from Borough Market every Friday and Saturday, and Broadway Market every Saturday.
www.wildbeef.co.uk

Friends House



Friends House, at 173 Euston Road, offers events hosting and a catering service (which not incidentally is very good and ethically-minded) at refreshingly honest prices. In September a new suite of conference and meeting rooms were officially opened. Anyone moseying around this part of central London is also welcome into its café and restaurant. And as you'd expect, being a Jellied Eel stockist,

a large proportion of the food served is highly commendable; salad this summer was from Organiclea community growers in Walthamstow; it doesn't serve Coca Cola or Pepsi, offering alternatives; only MSC-certified fish is used; meat-free options are promoted, it is a member of the Vegetarian Society Food Guild; 65 per cent of all food purchases are organic; and you can expect to see a lot of Fairtrade products including the cotton in the uniforms! All this is no coincidence though, because everything is done with Quaker principles in mind.
www.friendshouse.co.uk

The *Jellied Eel* would like to thank Friends House and its staff for their continued support.

Are you a shop, restaurant, café, trader or community centre with sustainable food at its heart that wants to help us in spreading the word around London? Then get in touch with thejelliedeel@sustainweb.org about stocking the *Jellied Eel*.



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3 eat delicious home grown food

Creating your own edible paradise is now easily achievable in the city, too. A patio area, roof terrace or even just a window sill are all you need to grow some of your own delicious food.

It's not just a Spring thing, either. You can also keep growing through the Autumn and into Winter. Oriental salads, warming peppers and Winter greens are ideal in small spaces but really anything can be grown and it doesn't have to be difficult or time-consuming.

Rocket Gardens do the tricky bit of growing plants from seed and when the baby plants are at the ideal size for planting, they carefully package them up in a box, wrapped in golden straw, and deliver them direct to your door. Just unpack, then plant and voila you've got your own growing vegetable garden!

Their range of products can be grown by anyone, no matter what size of garden you have. They take out all the risk and hard work that comes with growing your own organic plants from seed. It saves you time and effort as well as eliminating the disappointment when seeds fail to germinate. Based in Cornwall, all their plants are grown naturally, without chemical pesticides, fertilizers or artificial heat.

There are 10 different gardens to choose from, including Salad, Container and Window Box Gardens, as well as the traditional Vegetable Gardens. There's even a River Cottage Veg Patch Garden, designed especially by the gardening team at River Cottage.

"My passionate wish is that everyone should grow a little of their own food. Instant Gardens are the perfect way to get started on a veg patch if you're new to growing or if, like me, you've got a bit behind with the digging and missed the start of the season!"

Hugh Fearnley-Whittingstall

Even better, you can purchase a garden throughout the year with Rocket Gardens' unique voucher system. The vouchers also make the perfect gift, enabling anyone to get growing in an instant.

Window Box Garden

This garden is perfect for the city-dweller with limited space. You'll be amazed at how much food you can harvest from it!

For £24.99, including P&P*, you'll get:

Peppers x2
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Giant red mustard x5
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Green frills mustard x10
Chinese leaf, Tatsoi x5
Red frills mustard x10
Spring onions x15
Land cress x10

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we sow, you grow

Visit us online at www.rocketgardens.co.uk
or call 01326 222169 for more information.





Photo: Adela Nistora

CAPITAL GROWTH

Grow your own Christmas dinner

Michael Dees finds out about some London food-growers that are already feeling the festive spirit...in their gardens.

Ever wondered how many miles your Christmas



dinner traveled before it reached the table? A plate of frozen turkey from Brazil, baby carrots from

South Africa, green beans from Egypt and chestnuts from Spain could have racked up tens of thousands of miles. This is not news to the many Londoners who are not only growing their own Christmas dinner this year, but also creating gifts such as chutneys, honey, sloe gin, wine, and cider. Rachel Dethamle (pictured), who runs a Capital Growth space in Crystal Palace, is one such: "I wanted to grow the entire dinner – including spices and wheat for mince pies. The idea was to challenge the way I source food and to see how self-sufficient one could be in an urban setting." This idea inspired Rachel's space, which contains a host of foods such as cobnut trees, currants, berries, peas and beans, as well as herbs that locals can forage for, instead of going to the supermarket.

In September, Capital Growth organised a sell-out 'Pop up Pickle!' course, for growers to learn how to preserve the fruits of their labour. Chefs from The Table Café in Southwark demonstrated how to make chutneys and jams from London-grown produce.

For any Londoners who are similarly inspired and want to grow their own dinner or presents for next year, now is the perfect time to start planning, says Capital Growth's Seb Mayfield. "There are growing spaces all over the city, so wherever you live there's bound to be one nearby to get involved with." If you already run or are trying to set up a food-growing space and just need a bit of support, the Campaign also has training sites, and runs workshops and talks in urban food-growing, and networking events for like-minded people to meet share ideas."

To find a food growing space near you or to register your own garden visit www.capitalgrowth.org.

GROWING CALENDAR

OCTOBER

- * It's too late to sow most seed outdoors (garlic and broad beans are exceptions). Cooler temperatures and low light levels mean that growth, even if seed germinates, will be agonisingly slow. Buy plug plants instead.
- * Contemplate squeezing some fruit onto your plot. Trained forms, such as fans or cordons, make efficient use of space. Soft fruit can also be grown successfully in large containers. Place orders with nurseries now, while stocks are high, for delivery over the next few months.
- * Try saving seed from this year's crops. Some of the easier options are peas, runner beans, coriander, tomatoes, and lettuce. You will find instructions and video tutorials online. www.bbc.co.uk/food/recipes/mostof_berries.shtml

NOVEMBER

- * Be prepared if freezing weather strikes. You may need to move or insulate tender plants and wormeries with a protective double layer of horticultural fleece or similar. Put water and food out for the birds.
- * The best time to prune most fruit is when their leaves have dropped during winter. Get clued up, use sharp secateurs for a clean cut, and always prune when the weather is dry.
- * Spread garden compost or manure over exposed patches of soil to protect from harsh weather and slowly break down over winter, releasing nutrients in time for spring.

DECEMBER

- * Take a break from the gardening. Sit back, enjoy the fruits of your labour, and gently make plans for the season to come.

By Tom Moggach from City Leaf.

City Leaf provides expert food growing training to groups and schools. For more information, call 020 7485 9262 or email info@cityleaf.co.uk. www.cityleaf.co.uk

THE EEL LOVES... *Balham*

This issue, the Eel's **Matt Atkinson** has ventured to south London. Balham has attracted our attention because it harbours several havens for ethical food-lovers, all within a casual amble of one another. This summer it also hosted a food festival, and the new Hildreth Street Market, which featured several of the Eel's favourite producers such as Ms Cupcake's vegan treats (keep an ear out for more market dates). A quick jaunt down the Northern Line will take you to the midst of all of this...

Food retailer: *Chadwick's Butchers (1)*
Balham High Road, SW12 9AP
With Chadwick's a member of the Q Guild of Butchers, Balham is lucky to boast one of the top quality butcher's shops in the country, selling quality Tradition is at the heart of what they do here, which means protecting the countryside, farming heritage and supporting sustainable farming. Lovely bacon too.

Café/Patisserie: *Des Lys (2)*
8 Bedford Hill, SW12 9RG
Balham has done better than most at holding on to some independent coffee shops like Des Lys. Owned by a French couple (pronunciation is more Deh-LEES than Dez-LIZ) who make their own pastries.

Café: *Negril Juice Bar and Café (3)*
9 Hildreth St, SW12 9RQ
Sister to the popular joint of the same name in Brixton, they go far beyond the regular fare and include such libations as 'Roots Juice' (beetroot, carrot, ginger, pear and lemon). In line with the Rastafarian 'ital' ethos (natural and healthy way of life), all fruit and veg are organic and much of the menu is vegan.

Deli and Restaurant: *The Fat Delicatessen (4)*
7 Chestnut Grove, SW12 8JA
Not just an emporium of fine foods, the Fat Delicatessen serves particularly good tapas-style food with a seasonal focus in a restaurant area at the far end of the shop.
www.fatdelicatessen.co.uk



Market: *Balham Farmers' Market (5)*
Chestnut Grove School SW12 8JZ
This recent addition to the London Farmers' Markets stable is every Saturday from 9am to 2pm. You know what to expect...or you should.
www.lfm.org.uk/markets/balham

Restaurant: *Lamberts (6)*
2 Station Parade, Balham High Road SW12 9AZ
Passionate about seasonal produce and buying from small local suppliers, many of them organic. On a Saturday lunch time you can work your way through three courses for £20.

Stockist: *Trinity Stores (7)*
5-6 Balham Station Road SW12 9SG
On top of such delights as black pudding scotch eggs and artisan bread from Paul Rhodes, you can pick up this very magazine here. But you may already know that as you sit reading this article at one of their tables...and if you don't, get down there. I really can't recommend the scotch eggs enough!
www.trinitystores.co.uk

Grocery: *As Nature Intended (8)*
186-188 Balham High Road SW12 9BP
A shop that looks a lot like a regular supermarket, but all organic. Interesting varieties of apples such as Ceeval and Russets.
www.asnatureintended.uk.com

Pub: *The Avalon (9)*
16 Balham Hill, SW12 9EB
Don't let the elegance of this swanky gastropub distract you from their achievements with the menu. Part of the Renaissance group, which is setting good standards for serving free-range meat, owners, chefs and managers are even involved in the upkeep of animals at Locks Drove Farm in Hampshire. They keep good beer too.
www.theavalonlondon.com

Growing space: *Hyde Farm Community Garden (10)*
St. Thomas Church Hall, Radbourne Road, SW12 0EE
This Capital Growth-registered growing space holds regular events like cooking food outdoors, juicing fruit and milling wheat, and may sell you some surplus produce if there's any going.
www.hydefarm.org.uk



Featured member

Cultivate London



Photo: Adela Nistora

LONDON FOOD LINK

Leah McPherson has always been interested in helping people help themselves. Back in Australia she was a drug and alcohol counsellor and worked with homeless people. Moving to west London, she worked in the public and voluntary sector before launching Cultivate London in March 2011.

The innovative urban farm, based across multiple sites, employs 2 and a half staff and two apprentices. This year it aims to take on five more local trainees, aged 16-24 and living in Ealing or Hounslow. Most importantly for Leah, Cultivate London is having a positive impact on the young people involved – and is already generating money through the sale of herbs.

It grows herbs which are high value, yield multiple harvests and are suitable for urban growing. The new enterprise quickly established a reputation for quality and freshness, supplies nearly every gastro-pub in Brentford, sells in farmers' markets, at The People's Supermarket and through Unpackaged. It is now working towards organic certification and is part of a Soil Association-funded pilot project to help urban farms share good practice and information.

www.cultivatelondon.org

London Food Link

Join us!

Love the Jellied Eel?

Join London Food Link and have a copy delivered to your door every quarter. London Food Link is a network of organisations and individuals: farmers and food writers, caterers and community food projects, restaurants and reviewers. We work on increasing the availability of sustainable food in London through training, advice and campaigning. The *Jellied Eel* is a free magazine we publish to raise awareness of ethical food issues in London and London's growing local and sustainable food movement. We are a charity.

Member benefits

- * get our magazine the *Jellied Eel* with London news and articles delivered to your door
- * make useful London food contacts
- * find out what's going on around London with our regular email updates including local food news and funding info
- * invites and discounted entry to our regular London Food Link soirées and affiliated training/events – great for networking and accessing expertise

How to join

Online: Go to www.sustainweb.org/londonfoodlink/membership, complete the form and send it to georgie@sustainweb.org, then click the 'make a payment' link. Post: Complete this form and send it with a cheque made payable to 'Sustain', to 94 White Lion Street, London N1 9PF.

Membership form London Food Link

Name

Business/organisation

Address

Postcode

Tel

Email

Your website/Facebook/Twitter address

Please write a brief summary of who you are/your interest in local food

£25 – individuals, businesses and other organisations with an annual turnover below £75,000

£50 – businesses and other organisations with an annual turnover of £73,000 - £250,000

£75 – businesses and other organisations with an annual turnover of £250,000 - £1,000,000

£110 – businesses and other organisations with an annual turnover of more than £1,000,000

Rate If the fee is not, for whatever reason, a fair reflection of your ability to pay membership, then please get in touch. If you are a community project, food business or local authority, contact georgie@sustainweb.org for more information on how you can be involved with London Food Link.

WHAT'S ON

Capital Growth Understanding Soils and Soil Life

15 October 10.30am–1pm *Regent's Park Allotment Garden*
Informative session on understanding the soils in your garden, caring for them to keep your vegetables growing healthily, working with mulches, and making and using leaf mould.
www.capitalgrowth.org/training/the_regents_park

Make Wild Christmas Pudding

16 October 1–3pm *Denham, Middlesex*
Now is the time to make a special pudding with a difference, using wild ingredients such as sweet chestnut, sloes, rosehips and hawthorn berries. Bring a pudding basin or Pyrex bowl to take your pudding home in. Booking essential.
www.colnevalleypark.org.uk

Herb Walk at Ham House

19 October 12.30pm
Join local medical herbalist Janine Gerhardt on an informative walk by the river bank to learn about various naturally occurring medicinal herbs and plants. A fascinating glimpse into nature's medicine chest.
www.nationaltrust.org.uk

Apple Day

22 October *Camley Street Nature Reserve, Kings Cross*
Lots of fun apple related activities and fruit tree workshops run by the London Orchard Project, with discounted apple trees as part of the Mayor's RE:LEAF programme.
www.thelondonorchardproject.org

National Honey Show

27–29 October *Weybridge, Surrey*
A wide selection of speakers and workshops to appeal to every beekeeper's taste.
www.honeyshow.co.uk

Sourdough Masterclass with Hilary Cacchio

30 October *Marylebone*
Making breads using a wild yeast (aka sourdough starter) culture is deeply satisfying and can be addictive! Workshop includes making your own sourdough loaf to take home, preparing your culture for baking, general maintenance, storage, a little advice on trouble, and your own culture to take home with you.
www.divertimenti.co.uk

Herbal Remedies and Plant Medicine

30 October 10am–4.30pm *Chingford, Waltham Forest*
Join Organiclea for a seasonal herb walk, lecture and practical sessions, on the medicinal properties of seasonally-available berries and roots like hawthorn and dandelion, especially their benefits for the immune system. You will also make medicinal cordials and tinctures to take home.
www.organiclea.org.uk

Fairtrade London campaign workshops

7 November 3–8pm *City Hall*
An opportunity to meet other Fairtrade supporters in London, get updates about the campaign, learn new skills, discuss the challenges faced, and kick-start preparations for Fairtrade Fortnight 2012. The workshops welcome not only existing campaigners, but also people interested in learning more and becoming more involved – at a Borough level, with their council, school, university, faith group, community group, or across London. Free. For details and to RSVP email malcolm@fairtradelondon.org.uk

Slow Food at MasterChef Live

11–13 November *Olympia*
Slow Food aficionados and anyone interested in learning what this movement is all about should head for the Slow Food area at this year's MasterChef Live event.
www.slowfood.org.uk

Capital Growth Permaculture Design Taster

12 November 10.30am–1pm *Regent's Park*
An introduction to what permaculture is all about and where it's come from, looking at its core ideas and principles, and how to relate them to an urban environment.
www.capitalgrowth.org/training/the_regents_park

Feeding the 5000

18 November *Trafalgar Square*
Free lunch for 5000 members of the public, all made from ingredients that otherwise would have been wasted – see our feature on food waste on p12-13 for more details.

Café Crema autumn planting workshop

20 November 10.00am–2.00pm *New Cross, SE24*
Paul Richens, gardens manager for The Kings Cross skip gardens, will give a short talk on fruit tree cultivation. Refreshments and light lunch provided. Family friendly.
www.cafecremaevents.co.uk

London Food Link network do

22 November evening *Happy Kitchen, London Fields*
Our next network do, where those who care about ethical food come together to eat'n'greet, will be held at the end of November. Contact georgie@sustainweb.org to book your place.

Real Food Christmas Market

16-23 December *Southbank Centre SE1*
Stock up your Christmas larder with gourmet goodies, and find gifts for friends and family, from stalls laden with festive treats and ingredients. Mince pies and mulled wine sit alongside delicacies including cheeses, chutneys, charcuterie, and all manner of chocolate delights. Enjoy tastings and live cookery demonstrations.
www.realfoodfestival.co.uk/markets

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