

the jellied oel

Eating the Street Event Catering in London

3 Covent Garden wholesale go local

5 City Harvest Festival

6 Someone wants your old cooking oil

7 Surrey Docks Farm

9 New network for London's restaurants

Contents

AROUND TOWN 3-4

BULLETIN 5-6

MEMBER FEATURE: SURREY DOCKS FARM ... 7

EATING THE STREET 8

ETHICAL EATS 9

CHANGING CATERING TRAINING 9

ON THE MENU: AVANI ORGANICS 10

ALLOTMENT SLOT 11

SHOP WINDOW: WHOLE FOODS MARKET ... 12

IN PRINT 12-13

LOCAL TO LONDON 14-15

DIARY 16

London Food Link runs a network of organisations and individuals who care about sustainable food. Our members are as diverse as farmers and food writers, caterers and community food projects. Both London Food Link and its members work towards:

- increasing the availability of sustainable food in London
- tackling the barriers preventing access to healthy and sustainable food for all Londoners
- protecting and celebrating London's diverse food culture

London Food Link welcomes to its network all that share these aims.

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Editorial

Now call me uncultured, but I'm not actually that partial to jellied eels or, truth be told, anything served in a gelatinous mass. But it would appear that I'm in the minority as a recent survey by UKTV has put jellied eels in the top ten British contributions to the culinary world, along with clotted cream and Worcestershire sauce. Maybe, when asked, people got confused with our magazine! I jest. But I hope we can live up to our culinary namesake and offer you up some tasty morsels this issue.

With this summer seeing the first visit of the Tour de France to London, we take a look at the capital's event catering (p8). We're pleased to see that the event will be running a best of British food market in the people's village where a few of our members and other local producers and caterers will have stalls. We've also been working with the London Organising Committee of the Olympic (and Paralympic) Games (LOCOG), to develop a sustainable food policy. LOCOG aim to have this ready by the New Year when they will be employing a manager to oversee the catering at the games. This work dovetails with our new research mentioned on p6. We're also pleased to report on our Ethical Eats network (p9) which has stimulated a lot of interest since its launch in March (including an article on page 3 of the Financial Times). If you are a restaurant, café or caterer then do get involved.

Networking - and more networking

It seems like months since the last LFL network do, and in fact it has been months! So, we're now organizing the next one, which will be on the 3rd July, at Geetie Singh's renowned Islington organic pub, The Duke of Cambridge. More details are on our website www.london-foodlink.org and on the flier which is included in this Eel. If you are interested in doing a five minute presentation on what your project is up to, or would just like to attend, then do get in touch.

We've had some really useful feedback from all of you at the last event and through the members' survey (well done to Stephen Hurton who won the free bottle of wine). One of the things that we have been hearing from you is that you would like to visit some producers in and around London. So we have started

arranging a programme of visits for the rest of the year, and the first is on 11th July to Lambourne End and Forest Farm Peace Garden, in North-East London. For more information see page 6.

July also sees our next meeting of the London Food Access Forum which will be focusing on older people and will take place on the afternoon of the 17th. Please email londonfoodaccessforum@sustainweb.org for more information. For those of you who don't know about the forum, let me give you a little background. It was created in Spring last year following feedback from both our members, and those of fellow Sustain project, the Food Access Network, that members were keen to meet other projects, but lacked opportunities to do so, even when they were sometimes only a few miles apart. The forum meets roughly each quarter, with projects talking about the work they have been involved in since the last meeting as well as future plans they may have, providing an opportunity to get advice from other members who may have had similar projects or experiences. This round up is followed by a presentation on topics as diverse as evaluation, food mapping and the ethics of accepting financial support or sponsorship from the private sector.

Food festival in the capital

Finally I wanted to highlight the next City Harvest Festival in Enfield this September (p5), because this year we'll be helping the Federation of City Farms and Community Gardens to organize this event. It will, of course, have a food and farming theme so we want to get all of you involved in this in some way. If you would like to publicise your project through a stall, or run activities, or just send materials, do get in touch. See you in Enfield or hopefully before....

We would like to thank the following volunteers for their time and assistance:

- Wayne Atkinson
- Vanessa Domenzain
- Leon Pearson
- Sarah Rutter
- Pamela Troni

Disclaimer - Inclusion of information in The Jellied Eel does not imply that the product or service is endorsed by London Food Link or Sustain.

Around Town

London Sustainability Weeks

Back for the fifth year running, London Sustainability Weeks promises to be every bit as good as last year. Although officially scheduled from 3rd - 17th June, it's clear from the LSW website that this isn't stopping people from organising events from May through to August! So even if you happen to be on holiday for the whole festival, don't let that stop you from checking out the website www.lovelondon.london21.org.

Central Fairtrade Film Festival

During London Sustainability Weeks the London Fairtrade Campaign will screen a variety of films that show how unfair trade practices affect the lives of producers and growers in poor countries. At each screening a discussion panel will consider the importance and the impact of Fairtrade. There will also be Fairtrade samples and information from the London Fairtrade Campaign showing how you can get involved. Films being screened include Black Gold on 27th June at the Prince Charles cinema, 6.30pm.

The London campaign is supported by companies and organisations including The Co-operative, Divine Chocolate, Cafédirect, the Greater London Authority, London Food Link and the Fairtrade Foundation. For more information please contact:

020 7405 5942

FAIRTRADELONDON@FAIRTRADE.ORG.UK

WWW.FAIRTRADELONDON.ORG.UK

LISTINGS.ASP

For tickets please contact the individual cinema box offices.



New Covent Garden Market

Tasting London: Tasting Local

Covent Garden Market Authority (CGMA) and the South East Food Group Partnership (SEFGP) are launching a joint three year project to increase the volume of South East produce in London's food service and public sector through New Covent Garden Market.

This South East of England Development Agency (SEEDA) funded project will have a person dedicated to using the Market as a distribution hub for products from the South East region, to forging closer links between producers and wholesalers, to quantifying the demand for South East products, to establishing links with local schools and to exploring the potential for a speciality South East products outlet at the Market.

New Covent Garden Market (NCGM) is one of the UK's leading wholesale markets for fresh produce (fruit, vegetables and flowers) and also houses the largest concentration of catering distributors in the country. Many of the catering distributors at NCGM handle other goods including fresh, chilled and frozen, semi-prepared and processed produce and also dried

goods, dairy, packaged meats and fish.

While many of the catering distributors based at the Market are small compared to national operators, they offer quality, service and flexibility as well as specialisms such as organic supplies. One of these companies, Chef's Connection, has just beaten national competition to win the title of Foodservice Supplier of the Year.

This project fits well into the London Food Strategy, particularly having the potential to develop NCGM as a consolidation point for South East produce for onward delivery into London's food service sector, leading to fewer 'white van' miles. It will enable producers to focus on their core strengths and capitalise on the existing sales and distribution network at NCGM.

For more information about this project please contact:

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Food Up Front

East Newham Food Access Partnership

Newham Food Access Partnership has won an award from the Federation of Black Housing Organisations (FBHO) for Outstanding Commitment to Health Care in the community. NFAP has been working in Newham alongside its partners since 2001 to promote access to healthy food. The partnership is currently based at East Thames, a key supporter of both NFAP and Community Food Enterprise, which run many community food projects for the people of East London.

Sarah Williams, manager of NFAP explained "We are delighted with the recognition of the hard work of NFAP. The FBHO commended our partnership approach, which is crucial to the success of any work in food and health". NFAP has also recently launched a Newham Food Network to develop their work with community-based partners.

Although much of NFAP's work has focused on promoting health and improving access to healthy foods the partnership also recognises wider food issues. For example NFAP coordinates Newham's Fairtrade campaign and has started looking at ways to improve the sustainability of the food chain in Newham. Visit www.nfap.org.uk to find out more about NFAP

South Aardvark recycling box scheme

Aardvark Recycling is a new social enterprise operating across many estates in the Lambeth area. Aardvark's services include collecting kitchen food waste and dry recyclables such as paper, cardboard, glass, tins and plastic bottles. The kitchen food waste is brought back to a processing plant in the heart of Lambeth. It is then turned into compost and made available to residents and community groups for improving soil quality or growing your own vegetables.

Aardvark Recycling also has a new Affordable Fresh Fruit and Veg Delivery Service. Funding means Lambeth residents can have affordable, great quality produce delivered to their doorsteps directly from an award winning UK farm. A variety of box sizes will be available to meet residents' particular needs, along with recipe ideas, trips to the farm, and Aardvark aprons. The scheme can also accept NHS Healthy Start vouchers (speak to your health visitor or midwife about applying for these).

This new fruit and veg delivery service should not only provide good quality, affordable food, but also support both British farmers and more sustainable agriculture, as well as reducing packaging. For more information on any of these services and to see what other exciting initiatives will be coming soon, please visit www.aardvarkrecycling.org.uk or call 0845 337 2939.

Food Up Front

London Food Link member, Seb Mayfield, launched the Food Up Front project earlier this month, encouraging residents of Wandsworth to turn their balconies and concrete driveways into vegetable patches. Mr Mayfield developed the idea with a green-fingered friend, Zoe Lujic, to meet the growing interest in gardening and organic food in the borough.

"People are waiting between three and 10 years for an allotment, but there are lots of front gardens that aren't being used at all. We just put two and two together," he said. "We want people to grow anything and everything from herbs through to lettuce, tomatoes and broccoli - anything you could grow in the country," he added.

Residents who sign up to the scheme are provided with compost, seeds and pots, from the recycling service Wandsworth Freecycle. They will also be given advice on how to get home allotments flourishing. In this pilot year for the scheme, Food Up Front is only taking on a limited number of gardens, but the project has applied for community funding and hopes that, by next year, Food Up Front will develop into a burgeoning network. The idea has received an enthusiastic reception from gardening novices and seasoned vegetable-growers alike.

INFO@FOODUPFRONT.ORG

Healthy Eating Champions come to Newham



NFAP has been working hard! Not only has it just won an award (see above) but it has also just started a new programme to train Healthy Eating Champions in Newham. The project, funded by Newham's Neighbourhood Renewal Fund and East Thames, will offer training for people working and volunteering in Newham so they have the skills to motivate and encourage people to eat healthily. The idea is to embed health promotion skills in the community with people that can relate to and understand the difficulties others may face when trying to change their eating habits.

There will also be a more intensive course to build training, support and organising work placements for local residents who could act as 'Community Healthy Eating Champions' in their community. This will focus on healthy eating but will also cover the basics of smoking cessation and physical activity, and how to run a short community project.

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Bulletin

Lambing at Lambourne End

To celebrate the lambing season this March, the London branch of the Federation of City Farms and Community Gardens (FCFCG) organised a lambing weekend at Lambourne End Outdoor Centre. The centre is a 54-acre site with many facilities including a working farm. It is in an area where incomes are low and is not as close to public transport as city based projects. Fortunately there are advantages to it's more rural location because, given its proximity to the capital (on the borders of Essex), it is ideally placed to provide a countryside break for city kids from built-up areas.

The weekend saw children from seven inner city projects visit the centre to learn about lambing. Tommy Gallagher, manager of Brooks Farm in Walthamstow, a densely built-up part of London, explained that the young people from his project who took part in the lambing weekend benefited from "a sense of community, friends, and a break from the estate they live on".

WWW.FARMGARDEN.ORG.UK/INDEX.PHP
?OPTION=CONTENT&TASK=VIEW&ID=100
WWW.LEOC.ORG/

City Harvest Festival

The Lambourne lambing event was one of many that will take place across city farms and community gardens in the build up to the City Harvest Festival, an event celebrating the work of London's city farms and gardens, held at Capel Manor College, Enfield on 22nd September 2007. The theme of this year's event will be Growing Food in the City, and will be the London launch of the Year of Food and Farming, a government and industry-led initiative aimed at helping children and young people learn more about how food is grown and produced and how it reaches the consumer.

The show, which is organised by the Federation of City Farms and Community Gardens (FCFCG), is in its eighth year. Some of the activities at this year's show include:

- a children's animal show, where the children from London's city farms show their animals,
- a horticulture marquee where the huge range of crops grown in the city are displayed,
- bread-making displays using a special bread-oven built on site before the event,

- many children's activities, making this an enjoyable day for the whole family.

There will be additional marquees providing "green" catering, and cookery demonstrations where food that has been grown over the year at London's farms and gardens will be turned into tasty treats!

This year the event will be co-hosted by London Food Link, so we are keen to promote London Food Link network members at the event. If you would like to get involved, and have any ideas on activities you would like to run to promote your work, please contact London Food Link.

As part of the show there will also be a competition for the best and most imaginative food grown in the capital. Open to anyone living in London, the competition aims to encourage Londoners to grow their own food, although with space at a premium in the city, entries will be rewarded for not only the best produce but also for the most imaginative container. The prize might go to someone growing tomatoes out of an old tomato tin, or reclaiming a disused bath to grow spuds! More information about the categories will soon be circulated via the e-forum. For more information contact Ben Reynolds at ben@sustainweb.org.



Credit: Pamela Troni

Farm Visits

In response to demand from London Food Link members, from this summer we will be organising project visits along the supply chain. The first of these will be a visit to Lambourne End farm on 11th July. This full-day trip will include a tour of the farm, BBQ lunch, and in the afternoon we plan to visit another local farm. The trip costs £6 for LFL members and £10 for non-members. Transport is arranged from Hainault tube station with pick-up in the morning.

Other visits are in preparation for later in the summer and autumn, which may include foraging, and a fishery. Places are limited for these visits, so please contact Ben Reynolds if you would be interested in attending.

London Food Link member starts free used cooking oil collection

Proper Oils is a new local company, which collects Used Cooking Oil (UCO) free of charge from caterers inside the M25 and along the M3/M4 corridor. The UCO is then supplied to local biodiesel refineries and, once refined, the biodiesel can power diesel vehicles, in place of diesel made from mineral oil.

Proper Oils provides this free collection service to restaurants, cafés, takeaways, council day centres and, in fact, any caterer in the London area who produces waste cooking oil from both vegetable or animal fats.

In the first five weeks of operating, Proper Oils - a registered approved waste carrier - has already secured 140 customers, and is scheduled to collect enough UCO to save 380 tonnes of carbon dioxide (CO₂) in its first year of operation.

However, Proper Oils has ambitions to save 7,500 tonnes of CO₂ during its first year, so it needs more customers! Independent caterers usually pay for a registered waste carrier to dispose of their UCO but using Proper Oils could save catering businesses up to £500 a year.

If you, or any caterers you know, would like more information on this free, scheduled collection service for UCO, please call Stephen or David on 0845 470 80 91.

Proper Oils



Technical note: CO₂ savings are worked out based on figures from Defra which shows mineral diesel generates 2.63kg CO₂ per litre used. www.defra.gov.uk/environment/business/envrpg/gas/envrpgas-annexes.pdf

STEPHEN HURTON

07970 045 826

WWW.PROPEROILS.CO.UK

Calling all caterers and restaurateurs

Over the past year Eostre Organics, a company that brings together organic produce from small scale growers all over the Eastern Counties as well as partners in Europe and beyond, has developed a network of stalls in London. These currently serve retail customers, but Eostre is keen to see the stalls used as pick-up points for caterers too. At the end of each trading day, everything that is unsold is packed up and trucked back to the warehouse in Norfolk, so there is a huge risk of wasting perfectly edible produce. To avoid this, Eostre has tended to understock their stalls and so potentially lost sales. Eostre is now proposing that, as well as receiving deliveries during the week, caterers collect produce from one of the stalls at the weekend, with the added incentive of discounts between 10 and 30 per cent on collection. For more details contact:

JOSIAH.MELDRUM@EOSTREORGANICS.CO.UK

WWW.EOSTREORGANICS.CO.UK

Increasing local and sustainable food across the boroughs

Government Office for London (GOL) recently commissioned Sustain's Good Food on the Public Plate project and East Anglia Food Link (EAFL) to carry out a short-term project to increase the amount of local and sustainable food being bought by London's public sector. Designed to help GOL work towards the aims of Government's Public Sector Food Procurement Initiative, the project set up buyer groups in London councils and hospitals and linked them with sustainable suppliers from East Anglia.

The work culminated in a report to GOL, detailing the experience of - and

lessons from - the project, as well as suggestions for future work. Such work would focus more closely on specific contracts coming up for renewal fairly soon.

While the work with the suppliers was mostly through visiting each company at their place of business, the buyers were brought together at a number of meetings. These were very well attended, with a high level of interest expressed both in buying local and sustainable food, and in continuing to receive assistance in doing so.

Both Sustain and EAFL hope to continue working with both the buyers and the suppliers to ensure that more sustainable food from East Anglia is served on London plates.

EMMA HOCKRIDGE, SUSTAIN

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Have your say on food at 2012 Olympics

In five years time London will play host to one of the world's greatest festivals when the Olympics Games comes to town. And the athletes, volunteers, technical officials, team officials, VIPs and spectators will all have something in common - they will all need to eat, consuming a total of 13 million meals between them during the course of the Games. Will it be possible to get local and sustainable food into the catering systems for the Games? And what will be the long-term impact of the Games' food policies and practices on the communities affected by the greatest show on earth? To tackle these and other questions, we are pleased to welcome Robin Webster who will be undertaking a piece of research commissioned by the Soil Association, New Economics Foundation and London Food Link/Sustain. As a part of this project, Robin would be particularly interested to hear from suppliers, producers and caterers who have a story to tell about the Olympics. Have you been finding it particularly hard to get information about the food at the Olympics? Do you think enough opportunities will be open to you to supply your produce to the Games? What do you think will the effect on food systems in East London in the long-term? Do you have any recommendations for changes which could be made to procurement processes?

If you have something to say, contact Robin on 020 7837 1228 or robin@sustainweb.org up until the end of June.

MEMBER FEATURE SURREY DOCKS FARM

What goes on at Surrey Docks Farm?

Surrey Docks Farm is 2.2 acres of thriving and dynamic farming in the city. It's a real working farm or, to be more precise, a smallholding in the city. All of our projects work with individuals or groups from our local communities, local schools and young people in Southwark. We offer lots of opportunities to learn about sustainable farming, food production, and the environment. Participants in the farm's volunteer programmes enjoy hands-on experiences that contribute to their own development and that also provide an opportunity to work in a uniquely peaceful and therapeutic environment.

The farm has a herd of milking goats, a flock of sheep, and some pigs, cattle, poultry, bees, and donkeys. These herds and flocks are farmed ethically, without intensive methods, to ensure the animals' good quality of life. There are also a variety of green areas including an orchard, herb garden, dye garden, and organically managed horticultural gardens.

The farm provides structured training for adults with learning disabilities in the New Leaf and Farm Produce projects, and via the new Cow Pat training project. These projects all encourage trainees to choose the focus and direction of their own work. Learning activities are based around horticulture, dairy work, bee keeping, food production and cooking, crafts, and animal care.

The farm also has a community café, which makes delicious home-cooked food. Daily "specials" and friendly staff, with flowers and animals sounds in the background, make the café an appealing environment to have a latte and a slice of homemade banana loaf or have lunch!

The farm has a resident artist-blacksmith who operates the forge and produces works of art for schools, councils, and community spaces. The forge project also facilitates a variety of workshops and training programmes for volunteers, apprentices, and enthusiasts.

Who set it up and when?

In 1976, Hilary Peters was partly employed by the council to clear land for building flats. She used goats to help clear the land, and slowly but surely a farm was born; the council being particularly slow at managing



Seeta works to make Café Nabo "conventional farming free"
Credit: Alistair Dow - alistairdow@hotmail.com

the land! She has written about her experiences in a book entitled 'Docklandscape'.

Who is involved in your work?

Sarah, education coordinator, works with schools to provide education outside the classroom. She liaises with various classes and relates the national curriculum to learning at the farm. I am the coordinator of Café Nabo. I set up the café and opened in February 2006 to give the community an understanding of food and farming issues and how they relate to their daily lives. Café Nabo is self-financing and we hope that it will help to finance the farm's future development. Our aim, I would say, is to be able to provide the local community with good, healthy, wholesome quality food without costing the earth! We also try to educate the public about sustainable food and farming by having information available to read in the cafe.

What have you been working on recently?

I've been trying to find more sustainable food for the café, so I can confidently say we are "conventional farming free"! The farm is working with people in Nunhead to

develop a mobile farm so that people in Peckham and Nunhead can have contact with animals. We are also building up our hives and hope to have local Southwark honey very soon! As a working farm we are currently working on breeding turkeys for Christmas!

Is there anything that has really worked, or really hasn't worked at the Farm?

The box scheme we run, which is a pick up scheme, hasn't really worked but we keep trying.

What does the future hold?

Sarah would like to develop a project working with pupils who are excluded or at risk of exclusion from school. We also have a festival on August 4th which is set to be a great day, with an auction and great entertainment!

Seeta Rajani

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London's street markets and events have a wealth of different cuisines reflecting the diversity of the capital. But how sustainable is the food we eat out beyond the dining table? **Ben Reynolds** explores.

According to market researchers, Mintel, we are spending £17.7 billion on eating in restaurants. This sounds a lot, until it's compared to the total we are spending on food and drink consumed outside the home in general - which is a staggering £87.5 billion. Across most of London, if you take a stroll at lunchtime, you will probably find out where most of this "non-restaurant" expenditure is going. From hot dogs to hot Thai curries, sandwiches to jacket potatoes, workers are queuing up at traders along the street markets for something to scoff, no doubt, in front of the computer back in the office (yes, I'm talking from experience!). As well as lunches, it seems hard to go anywhere in London without walking into another festival of some kind, which in most cases will be offering up some nosh to the revellers. And it's not just food on the streets. Many caterers offer meal services for public or private corporate clients, and all of this contributes to this £87.5 billion figure.

The plethora of cuisines on sale are often a good reflection not only of London's multicultural diversity, but also of the specialities specific to that neighbourhood. But where do the ingredients come from? How do we know how they were produced, and what is happening to all the waste at the end of the day? These are all good questions, and particularly to us at London Food Link. Unsurprisingly however, they are not the first concern of many caterers.

The struggle to stay in business

Paramjeet Kaur, for instance, of Mama's Veggie Kitchen, has invested in production kitchens and outside catering equipment to meet the 2006 Food Safety Law. She now must use, or hire out, these kitchens to maximum capacity to recoup her capital investment. Many caterers are now struggling to find efficient methods to recruit new clients or increase the amount of work from existing clients. For example, Christine Nelson, from Diverse Cuisine, has gained expertise in catering for staff at St Georges hospital in south London but she does not have the time to exploit this expertise and recruit other hospital clients

Eating the street



Credit: Pamela Troni

in neighbouring boroughs.

Many small food enterprises are owned and run by women from ethnic minorities, specialising in the cuisines of London's diverse communities and employing staff from the local area or from similar cultural backgrounds. It is hard to think of something that better fits government funding priorities than this! And yet there is very little support for these businesses. Some parts of London have organisations offering business support to start up catering businesses, such as Greenwich Co-operative Development Agency. However, these by no means cover the whole of the capital, and often aren't visible to those businesses who are seeking support. When it comes to business support including advice on sustainability, the support available reduces dramatically.

Demand for sustainable food on the rise

This lack of support on sustainability may seem peripheral to some, but one of the most common requests we deal with is for sustainable caterers. Feast Your Eyes is doing the catering for the opening ceremony of the London leg of the Tour De France, the world's greatest cycling race. Dawn Safari, who runs Feast Your Eyes, explained to me that their passion for and commitment to fair trade and environmental policies is central to their business. By offering fresh, local, seasonal and, where possible, organic ingredients, Dawn believes this has helped them to stand above their competitors. This was one of the reasons why Feast Your Eyes won the contract to run the café at the Laban dance school in Deptford last year.

White Loop

The organisation White Loop has come up with a new concept for street markets. The idea behind 'Eat Your Street' is to have a food festival celebrating the local community and raising their profile of local food businesses so people know what's on their doorstep. This would include not just retail and restaurants, but also many of London's best kept secrets - the manufacturers that don't normally get publicity. Jim Playfoot from White Loop explains, 'local business that have a presence on the high street and those that aren't in the public eye like event caterers and processors will have a chance to show what they do to the public and other businesses. We hope that this will help encourage local food systems, with people getting excited about the food that is available on their doorsteps.' Another part of this idea is that it wouldn't just be a one-off community festival but would also be followed up with more activities celebrating local food. White Loop is currently in discussions about the location of the first 'Eat the Street' pilot event.

Jim Playfoot - White Loop

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When it comes to events in London, it is also worth mentioning a certain set of games in 2012! It seems there aren't many people in the food community who haven't given a little thought to what the Olympics might offer them. However, as Christine Nelson found out, the process of getting information about catering for the 2012 Games is opaque at best. "I spent weeks trying to get information on how the catering is going to work. I've gone on the website. I've tried to speak to people on the phone. I just want to know what I need to do to become an approved caterer. We have the right to serve the Olympics as much as the large established chain companies that they will probably end up using". We hope that our new research might shed a little light on the opportunities available (see p6).

New sustainability standards for catering?

Another body taking an interest in the London Olympics is the British Standards Institute (BSI). The BSI has just launched BS 8901 'Sustainable events management system - Specification with guidance for use'. This guidance is designed to provide good practice requirements for planning and managing sustainable events of all sizes and types, encompassing the complete range of events from large-scale business conferences and one-off events such as the 2012 Olympics, to music festivals, air shows and amateur fundraising events.

BS 8901 will, when finalised, help organisations to demonstrate publicly their commitment to sustainability. The standard should provide a route map that explains sustainability in event management as well as how to develop and measure this capability in organisations. The BSI is inviting the events industry to test the standard by applying the draft to their own activities and by participating in pilot projects.

So will this mean that London's festivals and street markets start having more sustainable food on offer? One thing's for sure, we're not going to be getting fewer requests for caterers who care about sustainable issues. So if you fit the bill, or are interested in learning about how to make your business more sustainable get in touch.

Ben Reynolds
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To register interest in testing BS 8901, contact britishstandards@bsi-global.com by Monday 4 June 2007. The draft is available for public comment until 30th June 2007, to be launched in Autumn 2007. To download a copy of the draft visit www.bsi-global.com/bs8901.

London restaurants put the environment on the menu

On 20th March Avani Organics (see p 10) hosted the launch of Ethical Eats, a network of the capital's eateries brought together by London Food Link to champion the ethical approach to catering.

At the network's first meeting, representatives of restaurants including Leon, Moshi Moshi and Sausage & Mash Café met with Greenpeace, the Marine Stewardship Council and other environmentalists to discuss the slippery issue of sustainable fish.

Allegra McEvedy, co-owner and chef of the Leon chain of healthy fast food restaurants, said, "It's amazing how little support there has been until now for chefs and restaurateurs who care about the environment. I cannot stress what a

difference Ethical Eats will make by helping us and other like-minded businesses get the right information and advice and meet the right people - in short, by just being there to help. Having this as a resource to draw on is an all-round good thing for any caterers with a conscience."

The next Ethical Eats meeting, a 'meet the producer' event, took place on the 5th June, during London Sustainability Weeks, where restaurant owners and chefs were given the opportunity to see and taste seasonal produce from local suppliers.

For more information contact Charlotte on 020 7837 1228 or charlotte@sustainweb.org.

Changing Catering Training?

During our research for the One Planet Dining report (see p13), the issue of training for caterers, or lack of it, came up again and again. There are National Vocational Qualifications (NVQs) and other more specialised courses, but demand hugely outweighs supply. And for many in the industry, even this training is not going far enough. Sara Jayne Stanes, Director of the Academy of Culinary Arts, believes that this is due in part to the lack of standardisation across the NVQ system, but also because of the lack of skills among students coming onto the scheme, who never learned to cook at school. She, and many other caterers, believes it is vital that food goes back on the national curriculum. This would mean not only the cooking skills that used to be included in home economics, but also an understanding of where food comes from, how it is grown and the economic, environmental and political issues around it. Students would then start their NVQ training building on existing knowledge and not having to spend their time on basics.

With the NVQ system having to cover ground that would once have been taught in schools, it is no wonder that other elements are lacking. In a recent survey of some of London's training schools, London Food Link found that almost none of them included sustainability issues in their NVQ catering training. This supports the view of Damian Nolan, managing director of the Hoxton Asian and

Oriental School of Catering, who observes that the current NVQ qualifications teach people how to cook, but have little to say about wider issues relating to health or sustainability. Damian is now leading a new project testing how to incorporate into his school's training issues such as sustainable food, waste disposal and recycling, water and energy use. This initiative is part of London Sustainability Exchange's Greener Food project, partnered by London Food Link. The results of this pilot project could lay the groundwork for some radical changes in catering training, in a country that is at last waking up to the reality of climate change.

Amongst those acutely aware of the threat to our climate is Acorn House, a restaurant which prides itself on taking sustainability seriously. So seriously, that it too is looking to start its own training kitchen to teach catering students not only the basics through NVQ level qualifications, but also about wider sustainability issues, and the practicalities of running a restaurant in sustainable way. We hope that the rest of the industry will take note of what these trailblazers are doing and follow suit.

London Food Link's briefing paper on catering training in the capital will be published later this summer. Please contact londonfoodlink@sustainweb.org for more information.



On The Menu **Avani Organics**

One of our customers asked if we'd open a second branch in Kings Cross," says Alpana Patel - co-owner, finance director and dessert chef of new Islington café, juice bar and food store, Avani Organics. "I told her that we wouldn't rule it out, but not just yet - we'd only been open two weeks!"

Having spent a year researching, planning and setting up their new business, Alpana and her husband and business partner Piyush have found that all the hard work and effort has been worth it. Alpana, Piyush and their small team - Mark in the kitchen, Mehdi and Mel staffing the counter - clearly take great pride in their work, and the response from customers since Avani opened its doors in January this year has been "fantastic," says Piyush.

"We haven't done any advertising so far - word of mouth has done wonders for us," he continues. "People just love the food. In fact they often ask whether our chef is going to write a cookery book." Chef Mark Senn, who previously worked at Mildred's vegetarian restaurant in Soho, has gone one better and set up www.veginity.com, where keen cooks can watch videos of him taking them through some of his favourite vegan recipes. "It's like an online cooking lesson," explains Alpana. "We were very lucky to get Mark. He used to run a cafe in the organic section of Queen Victoria Market in Melbourne so he's used to working with organic produce. He's a trained pastry chef, and he has lots of ideas foodwise - especially for dishes that suit people with different dietary requirements."

Organic bacon butties and more

While the café is not 100% vegetarian - you can pop in for an organic bacon butty for breakfast - it does offer an unusually broad choice for vegetarians and vegans, as well as people on gluten or wheat free diets. "In the first few weeks it became clear that lots of our customers wanted wheat or dairy free options - so we always make sure there's a main dish and dessert they can all eat."

At Avani, they enjoy introducing their customers to new ingredients and dishes. "People are more open to trying new things these days. If there's something on the menu they haven't tried before - halloumi say, or tempeh or seitan - we give them a bit to taste," says Piyush.

Avani's menu changes daily, giving Mark the flexibility to make the most of seasonal produce. Both Alpana's and Piyush's families have their roots in the Gujarat region of India and they were both keen for the menu to have an Asian influence, as well as reflecting Mark's background in vegan cuisine. Mark is half Australian and half Sri Lankan and this is reflected in the ingredients he uses.

Avani's daily specials always include two soups (sweet potato and coconut is a favourite, as is Thai pumpkin Soup), two hot dishes (such as teriyaki stir fry with noodles, or pumpkin dahl with rice), and a selection of inventive salads (pear, walnut & smoked tofu with baby spinach & raspberry vinegar, for example). The tempting display of Alpana's cakes and tarts and Mark's trademark handmade truffles is always hard to resist. As well as serving food to eat-in or take-away, Avani also cater for meetings and office lunches and make cakes for special occasions.

Take a break

The idea for the café came about when Piyush, tired and stressed from his job in the building trade, was ordered by his acupuncturist to take a break. He and Alpana started juicing at home, and became interested in the health benefits of fresh juices. They were both keen to leave their jobs (Alpana worked in marketing) and set up their own business, and when the lease came up on a unit on Goswell Road next to the Goswells café, they decided to open a juice bar to help other people "juice to health." As it turned out, the owner of Goswells decided to relocate, the Patels took over the whole space and the juice bar idea blossomed into an organic café, catering business and convenience store.

'Avani' means 'earth' in Sanskrit, reflecting the fact that the Patels wanted to create a business which was environmentally sustainable. At Avani they are very particular about the way things are done, using only organic ingredients in all their dishes, and as much Fairtrade produce as they can. They also make sure that all their take away packaging is either recycled or biodegradable.

What's in store next for Avani? The shop will be open within the next few weeks, stocking a range of organic food including fresh fruit and vegetables. And who knows, further down the line, maybe that second branch in Kings Cross....

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Allotment Slot

By Michael Wale



Credit: Pamela Troni

How much can the allotment movement contribute to the local food chain? If only we had some more land, I would say we could provide quite a lot. Under pressure in the Inner City, where the alleged New Conservative Greens are not doing us the expected favours, this is unlikely to happen just yet.

Nothing amazes me any more about British politicians. Green is the colour of the new Tories, as they adopt an oak tree as their symbol. In reality, in London, both the new Conservative councils in Redbridge and Ealing have done nothing for preserving open space. Redbridge immediately relaxed the planning protection for allotments and other open space in favour of developers, if they make a big enough bid. And in Ealing the predatory Park Club have been given the go ahead to asphalt over open metropolitan land, as well as install a road over allotments. So the battles continue, and to think I only took an allotment for 'relaxation'!

As for contributing to the food chain I think that a certain percentage of park land needs to be brought in here - and what about Wormwood Scrubs, which produced all sorts in the Second World War? It is part owned by the Ministry of Defence and the London Borough of Hammersmith and Fulham, and is currently in a dreadful state. For a start it could produce fresh food for the neighbouring Wormwood Scrubs prison.

There is a rumour around that you cannot sell produce you have grown on an allotment. Sometimes it feels like there are more rumours on allotments than vegetables! In fact, it is up to every allotment committee to form their own rules. Members of my own Acton Gardening Association can sell anything they want, and we do buy eggs off one producer. It's £1 for half a dozen organic eggs, but then he has to buy all the feed, and provide the hens, etc. Frankly by the time you have fed your own family, there is very little produce left, and we prefer to give to friends or the more needy, than sell it.

Land availability is the drawback. If we got the backing of the new Green 'Cameroons' we could supply local cafes and restaurants. New roads, car parks and building developments do not produce fresh food! Protected open space is all we need, and we will provide the seeds and the labour for nothing. We already cook food for each other with on-site barbecues. Last summer one of our Italian plottolders produced a wonderful nettle omelette, with the ingredients coming from a foot away. If only we could find a recipe that used bindweed! As for the food chain, we could do worse than start with providing fresh and unusual herbs, and put nettle omelette on the London menu. ■

Michael Wale is the author of "View From A Shed: four seasons as an urban farmer," £6.99, Allison and Busby, 2006.

This summer sees the launch of American super-chain Whole Foods Market's first branch in the UK. Spread over three floors of the former Barkers department store on High Street Kensington, this will be Whole Foods' largest outlet in the world. Is this good news for consumers, and the rest of the food and farming system? **Ben Reynolds** wonders.



Credit: Charlotte Jarman

Shop Window Filling a Whole?

Is Whole Foods coming into an already overcrowded market? Will customers be swayed by the opulent offerings of all things organic and turn their backs on what the other supermarkets have to offer? Or is it counting on luring away customers who were previously loyal to their local health food store or farmers market? Wherever Whole Foods customers come from, it is certain that its arrival will send waves across London's, and even Britain's, retail environment.

At London Food Link, we are well acquainted with the complexities of the food supply chains around London. It is conceivable that we might see some major leaps forward in the supply of local and sustainable food with the injection of investment that a heavyweight like Whole Foods could bring to local logistics. Increased demand for UK produce would seem to offer more security for producers. However, critics have already suggested that, as a large multi-national, it is just as likely as any other supermarket to squeeze its suppliers' costs.

Whole Foods is already aware of such potential criticisms and is contacting a range of campaigning organizations. Sustain has, for example, met with Wesley Rose and Carrie Brownstein, who work on fish supplies for the company. At the meeting, they both noted how much more widespread engagement with ethical food issues appeared to be in the UK, in contrast with North America. This might mean that Whole Foods' phenomenal success in the US has been partly due to it being a pioneer in the area of ethical eating. They also noted that each store (there is a plan to expand to fifty throughout the UK) would employ a local 'forager' charged with finding food local to that store's location.

Having already received requests from producers throughout London Food Link's network on how they might engage with Whole Foods, it is clear that the coming year will see more activity in this important area. Watch this space....

Ben Reynolds

Health in London

The London Health Commission (LHC) launched its 2006/07 Health in London report in April. This year's report presents the latest analysis and trends on 10 high level indicators of health including life expectancy, infant mortality, education, housing and transport. The report concludes that much has been achieved in London in recent years in increasing our understanding and raising awareness of health inequalities and its determinants. It also considers that there is commitment to health in London, and more concerted action by a wide range of organisations.

The document shows that, overall, Londoners' health is continuing to improve, as shown by increases in life expectancy for both men and women and a decrease in infant mortality. However, considerable inequalities remain, and this report also includes the findings of an independent research review of activity and progress by LHC partners to tackle health inequalities.

This is the fifth edition of the report, with previous issues available at the LHC website: www.londonhealth.gov.uk/hinl.htm

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INPRINT



Understanding Food Waste....

A new study by WRAP (Waste & Resources Action Programme) has revealed the extent of the problem of food waste in the UK. This research, *Understanding Food Waste* estimates that we throw away as much as a third of all the food we buy, half of which could have been eaten. This totals 6.7 million tonnes or 1/5 of domestic waste, most of which goes to landfill, producing methane (CO₂), a potent greenhouse gas. It is also wastes the energy embedded in our food supply chain, which accounts for between 20% and 30% of UK greenhouse gas emissions. Food waste also costs us money, equivalent to £250-400 per household per year.

The survey found that main causes of food waste were that we:

- throw away more food than packaging
- buy too much food
- shop without a list
- set our fridges at too high a temperature so food goes off too quickly
- throw away food because it has passed its 'use by' date.

WRAP conducted a survey of consumers' awareness of food waste, and found that most people are not aware of the amount they waste, with 90% believing they waste

'little food'. In another survey, households kept a diary of the food waste they produced in a week, and 2/3 were surprised at the amounts they recorded, especially inedible raw food waste, which could be easily composted.

WWW.WRAP.ORG.UK/RETAIL/FOOD_WASTE/INDEX.HTML

...and benefiting from food waste

A new study has found that a potential £635 million over 10 years could be saved by diverting and redistributing surplus food products to disadvantaged people.

This report, '*Study on the Economic Benefits of Waste Minimisation in the Food Sector*', highlights the true benefits of waste avoidance in the food sector and the particular opportunities for surplus food redistribution. The study, undertaken by Integrated Skills in cooperation with FareShare, the national food distribution charity, also highlights that a further £800 million could be saved over 10 years through waste minimisation efforts in food and drink manufacturing.

The complex process of producing and selling food, along with shifts in consumer tastes, generates substantial amounts of surplus food that is disposed of, even

though it remains fit for consumption. Of the estimated 500,000 tonnes of such material handled by retailers each year, the study estimates that 100,000 tonnes could be redistributed via FareShare and similar agencies to those who otherwise would eat poorly or not at all. The report also highlights that most organisations do not recognise the true cost of this waste. It includes human effort, capital, energy, and raw materials to manufacture and/or distribute the food products.

The report suggests that the food companies could be encouraged to redistribute surplus food if they recognised that the true cost of waste is far higher than just the cost of waste treatment and disposal.

This report calls for companies to develop clear policies and systems to increase the amount of surplus food redistributed to disadvantaged people. This would complement the significant strides they are already taking to limit waste going to landfill. The Government is also urged to take a lead in raising awareness of the issue and work with charities and the private sector to facilitate the investment required to make this happen.

For more information on the report, please contact Steve Burnett on sburnett@integrated-skills.com.

For more information on FareShare or to get a copy of the report, please contact Maria Olesen on maria.olesen@fareshare.org.uk or on 020 7394 2467.



One Planet Dining

London's restaurants are missing out on a booming market for local and ethical food, according to a new report, *One Planet Dining: London's growing market for eating out sustainably*, published by London Food Link.

"In the coming years, more and more people will be interested in the provenance of restaurant food - local food and sustainability will be key," says Geetie Singh, founder and managing director of the world's first organic certified pub, the Duke of Cambridge in Islington.

"Restaurants that don't recognize this will be left behind."

Despite inspiring examples like this, *One Planet Dining* found many others that do not communicate sustainability to their customers. Interviews with customers show that they would welcome more information, confirming food service industry research showing that almost three quarters of customers say they want to see local foods named on restaurant and café menus, in particular, vegetables, meat and poultry. The few restaurants that

do promote sustainable food have benefited from market differentiation, supportive media coverage, and increased customer and staff loyalty.

Many restaurant owners, while keen to exploit this growing market opportunity, lack the information and skills to do so. *One Planet Dining* therefore recommends:

- Training for caterers in how to find, buy and cook with fresh, local and seasonal food.
- Coordination of suppliers, and marketing support for food produced close to London, with improved local food infrastructure and possibly a 'Local to London' brand.
- Free environmental audits for restaurants to help them identify ways to improve the sustainability of their waste, water, energy and food supply.
- Establishing a 'green restaurant' association.

One Planet Dining is available in hard copy or online at www.sustainweb.org/publications/

Vineyard proprietors Roy and Irma Cook pictured beside a planting of winter rape, bean and fodder radish grown among the vines, soon to be cut and used as "green manure" to feed the vines while attracting insects and the wild birds that feed on them.



Local to London

Sedlescombe Organic Vineyard

Responsibilities in the vineyard are equally divided, with Roy in charge of wine production and Irma taking care of sales and much of the administration. Together the Cooks will, later this year, be celebrating their 25th year of wine production on the land Roy originally inherited from his grandfather.

No synthetic pesticides or herbicides that could pollute the land and leave toxins in crops are allowed in this East Sussex vineyard; instead natural methods of soil improvement, weed and disease control are practised to the benefit of both humans and wildlife. In the winery many additives used by conventional wine makers are forbidden in organic wine production while some, such as sulphur dioxide are only permissible in small quantities, the maximum being less than half of that allowed conventionally. Roy uses a unique method of improving the body and bouquet of his wines, which he based on an ancient gothic text he discovered while working in Germany!

The importance of land

The original vineyard at Sedlescombe comprised 12 acres of inherited arable land which were supplemented in 1993 by tenancy of a six acre vineyard, located

three miles away on a hillside overlooking the beautiful Bodiam Castle. Mostly white grape varieties like Reihensteiner, Bacchus and Rivaner were grown originally, but in 2000 Roy acquired four more acres at Sedlescombe to grow an exciting new red grape called Regent - a hybrid with excellent disease resistant properties and the right characteristics for making good red wine in our relatively cool climate. More recently the Cooks have introduced another new variety called Solaris - a disease resistant white grape developed for its high sugar content and aromatic qualities. Next year a further four acres currently "in organic conversion" will come on stream from a recently adopted local vineyard, to bring the total up to 26 acres of organic grape production.

For the Cooks, the prospect of more wine production comes at an appropriate time for their business, which has experienced a significant growth in sales thanks to the increasing interest both in local wines and in organics. Sedlescombe Vineyard has performed well over the years, consistently producing wines that gain the top EU "Quality" appellation and winning a series of awards, including 'Best Dry White' for its 2003 vintage and 'Highly Commended' in the English Wine

of the Year competitions for both white and rosé 2004 sparkling wines, its Regent dry red and, most recently, a Bronze for its 2005 dry white.

The white and red, still and sparkling wines, made from Sedlescombe's own estate grown grapes are complemented by a number of fruit wines, juices and ciders produced from local organic fruit, to complete the high quality, full flavoured range of drinks for which Sedlescombe is fast becoming recognised.

Ordering

By phone - Freefone 0800 980 2884

Online - www.EnglishOrganicWine.co.uk

In person - Sedlescombe Vineyard .
Hawkhurst Road. Sedlescombe.
E. Sussex.

At a Farmers' Market - numerous markets in the South East including London.

From a distributor -
Vinceremos:Vintage Roots:Infinity Foods.

More info:
roycook@EnglishOrganicWine.co.uk

Local to London

Medina Food Service

Medina Food Service (FS) is a dairy supplier based at New Covent Garden Market. **Zeenat Anjari** spoke to Graham Ball at Medina about what the company does and how it came to do it.

Graham Ball was originally a milkman, going door to door in the electric wonders immortalised by Benny Hill. He worked his way up from driving a milk-float for Express Dairies to launching a New Covent Garden Market foodservice division for Medina Dairy. Medina FS now turns over £12 million each year with deliveries including local and organic dairy products to London caterers.

In 2004, Graham saw the opportunity for a small dairy, close to the London market, that could distribute high quality milk to London caterers more efficiently and cheaply than national distributors such as Dairy Crest and Express Dairies. But Medina's history started long before this.

Starting up

In the 1990s, the national dairies were alarmed by the drop in sales of milk delivered to household doorsteps - more and more customers were buying their daily pint from supermarket multiples or open-all-hours cornershops owned by Asians. While national dairies were competing with each other for the supermarket trade, offering low, low prices, the Asian shopkeepers continued buying their milk at only 1-2p less than customers were buying from the milkman, making cornershops look overpriced. So Asians working in the dairy industry, like Sardar Hussain and his brother, Azzam became independent dairymen.

These newcomers saw how Asian shopkeepers, by not using their considerable collective buying power, were badly served by the national dairies. The Hussains established Medina Dairy in 1993 on an old Express Dairy site in Windsor, Berkshire. Medina offered fair prices and reliable service to the sizeable market represented by independent Asian shops, cash & carries and service station convenience stores. The Hussains listened to shopkeepers' needs, expanding Medina's daily deliveries of dairy products to include bread and pastries.

Since then, Medina have expanded to serve the public sector, with sales to public sector catering departments now representing 10-12% of Medina FS turnover. This has come in part through working with London's hospitals. When Mike Duckett of the Royal Brompton Hospital

requested organic milk for his catering department, Medina Dairy was happy to take on the challenge of finding organic milk at a price that Mike could afford.

Organic

At first, Graham Ball found that little organic milk was produced in the south east and much of this was processed at dairies owned by the national companies. To develop this market, Medina Dairy partnered with an organic dairy farmer co-operative in Hampshire to guarantee purchase of all their milk at a price higher than would be paid by the national companies. This made a relatively small dairy like Medina the more attractive buyer and gave the dairies a better deal. Organic milk already accounts for 8-10% of Medina FS sales and the company is now also investing in organic processing facilities at its dairy in Hampshire, just outside of Portsmouth.

Conventional milk from local farmers is also processed at the Hampshire dairy and sold in the south-east under the "Watson's" brand. Medina's investment will upgrade this dairy to include two organic processing lines. These new lines will not only bring employment to the area but also minimise wasted natural resources with comprehensive reuse and recycling systems that will include energy and water. Medina is also working with a Bedfordshire organic dairy farmer to provide technical and marketing support and guaranteed purchase for "added-value" products such as yoghurt and butter.

Future Plans

Medina Dairy trucks are currently delivering composite orders of dairy, bakery and fruit and vegetables to public sector caterers. Graham would love to build on this work and partner with regional producers to utilise Medina Dairy's 120 delivery trucks for transporting (or "back-hauling" as it's known in the trade) fresh produce from south east England back to Covent Garden for sale directly into the London market.

Graham Ball

Medina Food Service
graham@medinafs.co.uk



Diary

June

- **21st -24th Taste of London** (see www.channel4.com/life/microsites/T/taste/index.html)
- **24th Chiswick House Kitchen Garden Association** working session for all the family info@kitchengarden.org.uk
- **27th Screening of Black Gold** as part of London Fairtrade campaign and Fairtrade film festival, Prince Charles Cinema, 6.30pm www.fairtradelondon.org.uk (see p3)
- **30th Gourmet Kitchen Garden Tour** - Ham House, London (020 8940 1950 / hamhouse@nationaltrust.org.uk)
- **30th Viva's Incredible Veggie Road show** www.vegansociety.com

July

- **3rd LFL Members do** - 4 - 7pm, Duke of Cambridge organic pub, Islington www.sloeberry.co.uk/duke.html
- **8th Chiswick House Kitchen Garden Association** working session for all the family info@kitchengarden.org.uk
- **11th LFL visit to Lambourne End farm** and Forest Farm Peace Garden (see p6)
- **17th London Food Access Forum**, Beethoven Centre, Queens Park, 2.00 - 4.30pm.
- **28th Gourmet Kitchen garden tour Ham House**, London (020 8940 1950 / hamhouse@nationaltrust.org.uk)
- **28th - 29th Whitecross Street Market** - Food Festival (see address below)

August

- **4th Surrey Docks Farm festival**, Surrey Quays Underground (see p7)
- **7th - 11th Great British Beer Festival** www.camra.org.uk/page.aspx?o=gbbf
- **14th - 20th National Allotment Week** www.nagtrust.org/page5.html
- **27th National Kitchen Garden Day** www.kitchengardeners.org

September

- **7th - 9th The London Food Festival** www.dewevents.co.uk/london-food-festival
- **21st - 23rd Whitecross Street Market** ties-in with **World Car Free Day** see www.islington.gov.uk/Business/Licences/StreetTrading/whitecross.asp
- **22nd City Harvest festival** (see p5)
- **22nd - 7th October British Food Fortnight** www.britishfoodfortnight.co.uk

Join London Food Link Now!

The benefits of membership of London Food Link include:

- *The Jellied Eel*, our **quarterly magazine**, with members' news, funding opportunities, and articles on London food issues, and **membership of an e-mail group**, to keep members up to date in between issues.
- One day's **free advice on using sustainable food/suppliers** (normally £350 a day), and a discounted rate thereafter if more advice is needed.
- Contact with and support from other members, with a wide range of expertise, through our **twice yearly network meetings**.
- **Influence on London's policy making processes**, through LFL's extensive contacts and policy development experience.
- Membership of **LFL sub-groups** e.g. the London Food Access Forum, to discuss and devise solutions to food access problems.
- 50% off hard copies of **London Food Link publications**, and a free copy of the **Bread Street** report (normally £10).
- **Discounted rates** on forthcoming events.

To join London Food Link or for further details contact:

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London Food Link members and supporters include:

Primary Care Trusts, London boroughs, business associations, retailers, farmers, environment and community groups, food access partnerships, allotment groups and food writers. Our work is guided by a working party of key London-wide agencies and groups representing food issues from farm to fork.



OUR WORK

To represent around 100 national public interest organisations working at international, national, regional and local level.

OUR AIM

To advocate food and agriculture policies and practices that enhance the health and welfare of people and animals, improve the working and living environment, promote equity and enrich society and culture.

The Jellied Eel is the magazine of London Food Link coordinated by Sustain: The alliance for better food and farming. It aims to keep readers abreast of developments in the food and agriculture policy arena that have an impact on London. Sustain takes every effort to summarise and reproduce accurately the information in *The Jellied Eel*. Inclusion of any material does not imply that it forms part of the policy of Sustain.

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