

# the jellied eel

London's leading magazine  
for ethical eating



## Boris Bites

How will the new Mayor get his  
teeth into London's food sector?

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# Editorial

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**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*.

### Sustain's Work

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

### Sustain's 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.

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Cover image: St Pauls gets a makeover - see page 6. Credit Pamela Troni and Gavin Dupee

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So much seems to have changed since the last issue of *The Jellied Eel*. It seems hard to believe that, last time I wrote here, it was still possible to ignore the coming economic crisis. In a matter of months, we have seen oil and grain prices escalating, affecting most commodity prices. With the price rises not being restricted to food, it will be interesting to see how this affects the sales of ethical food products which some see as an expensive luxury. It will, without doubt, see more people facing food poverty. This crisis coincides with a launch of a new project to tackle food poverty as part of the Big Lottery funded Well London initiative. We are pleased to welcome Hannah Williams to the team, who will be working to help groups in ten deprived areas in London set up or expand projects to improve access to a better diet (see p9).

One way to offset rising food prices is, of course, to grow your own. After the release of the *Edible Cities* report, covered in the last issue, we have been inundated with press enquiries asking if this is the magic bullet to offset rising food prices, tackle obesity and end climate change. Of course urban agriculture won't solve everything, but Government could do a lot worse than taking it seriously and instigating a wave of new growing areas in cities.

In fact our new briefing paper, with the Women's Environment Network, proposes food growing specifically for social housing and housing associations. Titled *Growing Round the Houses* (see p10), it was launched at our *Growing Food for London* conference, held at City Hall on 30th July where this and many other issues were explored. The event was the biggest of its kind on this issue in London, and arguably one of our biggest successes to date. We've been going through the feedback from the day to decide on the best next steps, but we're certain that we can't explore all the ideas that came up on our own and will need your help.

We were pleased to be joined on the day by new Mayor Boris Johnson, who challenged us to put our wish-list of what he should be doing to make London's food system more sustainable, on one side of A4! Well, we don't want to keep it to ourselves, so we've included it on pxxx. Obviously there's only so much that can be included on one side, and we hope that Boris will take the bull by the horns and

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

breathe new life into the London Food Board, giving them the power to help shape the capital's food system. I'd like to take this opportunity to thank Jenny Jones, who has just stepped down as the Chair of the London Food Board, for all her hard work over the last five years in championing the cause of sustainable food and getting it on London's political agenda. As we go to print, we're pleased to welcome Rosie Boycott who has been appointed as Jenny's replacement. Many of you will know Rosie, from her previous work as editor of the Independent and the Daily Express, creator of Spare Rib and Virago publishing, and more recently her pursuit of pig farming. We hope to hear from her in future issues of the Eel.

For those of you reading this who are paid-up LFL members (and to those who aren't - join now!), we're currently running our annual questionnaire about the magazine and other services we offer members. As an incentive to fill it in, you have the chance of winning a wonderful prize of dinner for two at Moshi Moshi: London's leading sustainable fish restaurant. This questionnaire can be found on our website, along with our local producer finder, members directory, and full listings for all the relevant food events and markets taking place in the capital over the next few months. Well done to all those groups who were successful in the second round of our small grants scheme. The details of all these events taking place until the end of September can be found on our events calendar at [www.londonfoodlink.org](http://www.londonfoodlink.org).

Coming up in the future issues we will be looking at London's quest to become the largest city in the world with Fairtrade status, the new award we've created with Time Out for sustainable restaurants, and attempts by the capital's street markets, such as Church Street market ([www.churchstreetmarket.org](http://www.churchstreetmarket.org)) to stand up to competition from supermarkets. All this and much more in what we hope will be the first of our new look *Jellied Eel*.

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

- Stephen Abbott
- Elizabeth Clark
- Rebecca Harte
- Polly Higginson
- Meghan Holmes
- Emma Sears
- Anna Terzi

## Local To London

On 1st October, farmers and growers from the South East, Anglia and London area are being invited to show off their produce and products at a special Local to London trade event, which is part of a plan to get more local produce on the capital's plate.

The event follows the success of - A celebration of local food - a trade event at the market held in February this year which saw over 345 buyers trying out local produce. Even more are expected this time.

The day is part of a renewed drive for London wholesale market, New Covent Garden Market, to buy more produce from its surrounding regions (see p14). The event, for London's buyers, will be held from 8.00am until 13.00 in a dedicated area in the Buyers' Walk. Booking is essential.

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## London Leaders

The London Leaders programme was launched in 2007 by the London Sustainable Development Commission (LSDC) to inspire and catalyse sustainability action. In its first year the programme has brought together 15 sustainability leaders from across London's sectors, each of whom has pledged to undertake a project that enhances quality of life and contributes towards the vision of London as a sustainable world-class city.

One of the London Leaders is Lutfun Hussain, Project Coordinator of the Coriander Club at Spitalfields City Farm.

London leaders: Lutfun with the members of the Coriander Club at the Farm



The Coriander Club, consisting mainly of older Bangladeshi women, meets regularly for gardening and cookery sessions and for many it is a rare opportunity to exercise and socialize; exchanging recipes, sharing health concerns and celebrating their knowledge and heritage. Lutfun's commitment to London Leaders is to create a 'Spitalfields Green Quarter', taking the holistic aspirations of the farm out to the community.

The first step is to develop a Coriander Club cookbook. This is a part-bilingual cookbook to promote healthy, seasonal and affordable recipes created by the Coriander Club and other local groups, and also to provide healthy living tips and advice. The cookbook will be launched at the Spitalfields Green Fair on 14th September (see p16) and it's hoped that it will help the Farm reach more schools and local community groups.

The London Leaders programme is now recruiting a new group of leaders from across London involved in a diversity of projects - whether it's a pan-London business initiative or a small-scale community project, inspirational and practical sustainability action that brings tangible benefits is the key. The deadline for applications is the 12th September and you can find out more at [www.londonsdc.org/londonleaders](http://www.londonsdc.org/londonleaders).

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## Getting to the roots

This June saw the start of *Getting to the roots*, Women's Environmental Network's new volunteer training programme for women who want to increase their skills in urban growing and community development skills. The programme has been running in the London Borough of Tower Hamlets for 12 weeks throughout June, July and into August, culminating in a celebratory event at the end of the training, and acting as a pilot project for similar training programmes that could be run in other areas in future.

The programme has been developed in response to demand from members of WEN's network of food growing projects for committed volunteers who have gardening and community skills to support their projects, and from potential volunteers who would like to get involved but do not always have the specialised skills to take on such roles. The programme consists of a weekly training session, accompanied by a supported placement at a local community food-growing project to allow participants to put their new skills into practice.

WEN's work with these growing projects has shown multiple benefits,

including increasing access to healthy sustainable food, raising awareness of what constitutes a healthy diet, reducing urban isolation and increasing community cohesion.

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## Vermiculture with a view

Property company CB Richard Ellis has allowed one of our members - the caterers Vacherin - to use their roof terrace overlooking St Paul's to install a wormery, kitchen garden and water butt. Vacherin operate a café and run the hospitality/executive dining for the property company.

Vacherin already use environmentally-friendly disposables from London Bio Packaging, use a scheme called Green Cup to recycle coffee grounds, have an on-site water purification system for bottling their own still & sparkling water, and are working with the client (CB Richard Ellis) to minimise the amount of waste produced. This initiative means we now:

- put our kitchen food waste in the wormery
- empty part-used meeting room water bottles into the water butt, which is then used for plant watering
- have our first growth coming through in the planters, including coriander, flat leaf parsley, rosemary, and asparagus, and we are waiting for the tomatoes!

General manager, Adrian Copeland, and head chef, Robert Jonas, who run the operation for Vacherin.



# Around Town

## North Tottenham Food Coop - Haringey

Good food at good prices is the idea behind the new Tottenham Food Co-op being co-ordinated by the Back2Earth charity and the Sustainable Haringey network. Beginning in the autumn, the groups hope to launch a regular market featuring ethically produced, organic food bought in bulk and sold at close to cost. In addition, the market would serve as an outlet for local residents to sell their own produce or prepared foods, such as jams or honey.

To introduce these ideas to the community and gather feedback, the groups organised a trial market day on July 19th at the Broadwater Farm community centre in North London. It was timed to coincide with a community kitchen open day, featuring freshly prepared cuisine from around the world. Residents from the estate and the surrounding neighbourhoods came to sample the prepared food and buy food from the co-op. During the trial, customers were surveyed about their current shopping habits, their interest in the co-op, and the types of products they might like to buy.

Many attendees were very enthusiastic about the co-op concept, and some were keen to get involved in developing it into a regular market. Some also expressed interest in selling their own locally grown produce to the co-op, and offered apples, tomatoes, herbs, potatoes, grapes, carrots, plums, courgettes, and beans.

For the trial, the Eostre Organics co-operative and several allotment gardeners contributed a variety of fresh - mainly British - fruit and vegetables, while the Suma co-operative supplied a range of dried goods, including pasta, rice, pulses, flour, dried fruits, and oil. The fresh produce sold out, and sales of dried goods were also encouraging.

The group plans a second larger trial market on 13th September, the day of the Lordship Recreation Ground festival. Also in September, Back2Earth and Sustainable Haringey will organise a public meeting to

facilitate local involvement in creating the structure and management of the co-op. Interested participants should contact Anne Gray or Shelly Fennell at [tottenham-foodcoop@yahoo.co.uk](mailto:tottenham-foodcoop@yahoo.co.uk).

The co-op is part of a broader Back2Earth project underway at Broadwater Farm and the adjacent Lordship Recreation Ground. As well as the co-op, Broadwater Farm components include a community garden on the estate, food hygiene training courses, and the community café. For more on London's Food Co-ops see p9.

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## Pear Tree News - Islington

The story behind this recently established newsletter might strike a chord with many who have faced similar problems with officialdom gone mad. After receiving a complaint from someone who had been hit by a bit of fruit falling from, of all things, a pear tree (where would we be now if a similar thing hadn't happened to Newton I ask!), Islington Council decided to remove not only the "offending" tree, but also its neighbouring relatives. Fortunately, the local residents of St John's Villas started a campaign to save the pear trees from being felled.

The campaign was a success and, having saved their local trees, this group has now started an occasional informal publication, about St John's Villas and its pear trees, and with other relevant stories from beyond. It seems this group may have started something with their efforts, as Islington Council has become much more sensitive in its public statements about the planting, maintenance and preservation of public trees.

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## South Greenwich Pantry

Recently opened on Trafalgar Road, The Greenwich Pantry is a new place for wholesome food in Greenwich. Its focus is on ethical, wholesome fine foods, and wheat free and gluten free produce are just some of the specialist lines available.

The Pantry prefers to work with small independent suppliers including bread from the *Flour Station*, patisseries from *Konditor and Cook* who use free range eggs and organic flour in their produce, chilled food from *What on Earth* including their organic pizzas, and cordials and fruit



presses from local farms such as *Chegworth* in nearby Kent.

As well as the local, organic and fair-trade food available in the shop, the Pantry provides a service where they can take your orders by email and you can call in to collect, or they can deliver, free of charge, within five miles of the shop with their Pantry bicycle.

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## Central Feast on the Bridge

As part of this year's Thames Festival the Southwark Bridge will be closed on 13th September for Feast on the Bridge, a one-day celebration of food, feasting and harvest. This special event is sponsored by



the London Development Agency to promote the Mayor's strategy: *Healthy and Sustainable Food for London*. There will be two enormous tables spanning the length of the bridge and an artist has been commissioned to design tablecloths showing Londoner's food stories, memories, inheritance recipes, best ever meal or any food-related anecdote, joke or fact. Hundreds are needed so please contribute something - like the one below - and then come and find it on the tables!

"When me, my brother and sister were little we would ask my Grandpa "what's for dinner, what's for dinner?" when we visited and he would always, every single time, answer "Tiger's Tail Soup followed by Elephant Tusks" I think that's why I'm a vegetarian now!" Alice, Stamford Brook. Please email Kitty Ross with your stories.

KITTY ROSS

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## East The Growing Kitchen Project

With funding from Shoreditch Trust, the *Growing Kitchen Project* is developing a previously disused green space into an urban food growing initiative on the Wenlock Barn Estate. With help from a local environmental action group called Grass Shoots, local residents are developing the site into a community garden with an emphasis on growing food. Not only are local residents reaping the benefits of being outdoors and transforming what used to be an abandoned site into a space for the local community to enjoy, they are also taking action to reduce food miles by growing their own fruit and veg.



Growing Kitchen project

The project was launched on 14th April and pulled in more than 100 people in the first week. On the first day over 20 residents signed up to mini allotment plots and several more said they wanted to be involved in the garden development. The project also works with children from the local Thomas Fairchild primary school. The children are growing vegetables in the garden and drawing inspiration from the garden and from home to devise recipes, which will be available during this year's Shoreditch Festival ([www.shoreditchfestival.org.uk/](http://www.shoreditchfestival.org.uk/) 16th - 24th August).

FIONA

07984 407 097

[WWW.GRASSSHOOTS.ORG/ACTIVITIES/](http://WWW.GRASSSHOOTS.ORG/ACTIVITIES/URBAN.HTML)

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## West Olive Grows

The Olive Grows is a unique new business venture that brings to an end one of the most crippling dilemmas for people trying to start successful catering and food production businesses: outgrowing the kitchen.

Director George Poole explains how the idea came about. "The food production and catering sector is an attractive business proposition for so many, because all you need to start is a handful of customers (often friends and family) and your kitchen at home. The problems start when you outgrow your kitchen. Too many fledgling businesses fail because they can't afford the next step, which is to move in to quality premises. There's no middle ground, so for me the solution was simple; provide the professional kitchen for them and let them book into it when they need, for as long as they need!"

The production kitchen is based in Park Royal, North West London in an industrial heartland that is already home to nearly 200 food and drink businesses and with excellent transport links. George and the team at The Olive Grows are determined to help new businesses have the best possible start and will use their networks and contacts to promote the products and companies, and to help their clients learn as much as possible about running a professional production unit and growing a business.

As well as serving businesses, the production kitchen can also be used by private individuals who might occasionally need large kitchen facilities for weddings, large private functions and cultural events.

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Thames Festival: Feast on the Bridge  
Photo Iain Tuckett

# Boris Bites

## How will the new Mayor get his teeth into London's food sector?

London has had a new Mayor for a few months now. Those of us in the food sector have been waiting to see what this might mean for our sector. **Ben Reynolds** examines a few clear indications of what we might expect over the coming years.

The Conservatives are known for their support of small business and shops so this is likely to be a focus for the Mayor's economic arm - the London Development Agency. With Boris Johnson coming to power with significant support from the outer London boroughs, he's likely to focus his initiatives less on the inner London boroughs, compared to Ken Livingstone. The Greater London Authority has had its budget cut by 15% (from £79million) for 2009-2010. The London Development Agency, although funded through central government, will probably have a different remit, as it has been under intense scrutiny for its spending on cultural community events which are deemed less relevant to its economic activities. This might be countered in part by money available through the newly established 'Mayor's fund' which will distribute money to deprived areas, and particularly those projects aimed at young people.

As we go to press, the Mayor is yet to appoint an environmental advisor. This has provoked concern amongst the environmental community over how seriously he will take this issue. This is tempered by his announcement, soon after coming to power, for a massive budget for revitalising London's parks and green spaces, along with a planting scheme for 10,000 street trees, which has scope for the development of food growing spaces and fruit trees. Indeed Mayor Johnson gave an inpromptu speech in support for London's allotments, and other initiatives - such as one to produce London's own wine! - at our *Growing Food for London* conference on 30th June. Following this event the Mayor asked us what we thought he could do to support sustainable food in London. Here's some of what we sent him:

### 1) Create a food advisor

The Mayor should appoint an advisor specifically on food, to sit alongside those he has on planning and other issues. This high profile position would chair a revitalised Mayoral food board, that would meet regularly to discuss current issues, advise the Mayor on what new action he needs to take, and implement the London Food Strategy. As we go to press, we understand the Mayor has appointed Rosie Boycott as his

food advisor and chair of the food board. Whilst this position is unpaid, this is a clear sign of the Mayor's support for this work.

### 2) 2012 new growing spaces by 2012

To distance himself from the previous Mayor's failure to save allotments from Olympic developments, we want the new Mayor to support the creation of 2012 new food growing spaces in London by 2012. This would be a high profile part of an urban agriculture programme to protect existing growing spaces but also incorporating a match-making scheme linking all those who want to grow food (particularly on allotment waiting lists) to under-used spaces such as roof gardens, derelict council land, and parts of parks and housing estate land that aren't being used.

### 3) Ensure the food provided at the Olympics is sustainable

Of course, there's no point in a high profile urban agriculture project linked to the Olympics, if the food provided at this global event is not itself sustainable. With many different organisations having some responsibility for Olympic work relating to food, there is currently no co-ordinated approach to ensure that the goal of making this the most sustainable Olympics will be achieved. From the Olympic Delivery Authority, which is responsible for the construction workers catering, through to the plans to create food growing areas in the legacy park (the responsibility of the London Development Agency), there are dozens of other organisations involved. High level support across these organisations is needed, which could be achieved by the Mayor or a high-profile food advisor.

### 4) Make public sector food sustainable

And there's no point in sustainable Olympic food if other public sector food doesn't also come up to scratch. Tax payers' money is still being spent on unhealthy and unsustainable food, which in turn further burdens the tax payer with the costs associated with diet-related health problems (such as obesity, heart disease and some cancers), and environmental damage like climate change and destruction of wildlife habitats. London should follow the example of other countries such as the Netherlands to set a target for all public sector food to be healthy and sustainable. This would not only be good for our health, and the planet, but also great for local producers with high standards.

### 5) Increase training to improve the sustainability of London's food sector

As well as continuing the training that the LDA is funding for public sector caterers, other parts of the food sector also need to brush up their skills, including:

**Mayor Johnson gave an inpromptu speech in support for London's allotments, and other initiatives - such as one to produce London's own wine!**

- In horticulture, to increase the number of range of people skilled in growing food in London;
- In marketing, so food businesses in London are better able to withstand national and international competition.
- In private sector catering, so caterers in all sectors understand the benefits of sustainability in their work.

### 6) Create a regional food group for London

London is the only region in England without a regional food group, and while London Food Link champions and supports many of London's food businesses, it does not currently have the capacity to offer the full service provided by many regional food groups. Underpinned by a 'Local to London' logo and other local food infrastructure work by the London Development Agency, the Mayor's support for a regional food group could make a huge difference to raising the profile, income and sustainability of London's food businesses.

### 7) Promote food tourism and the food offered at London's events

Tourism is a major source of income for London's economy, and food tourism is a growing part of this. However, London could do much better at promoting its diversity of cuisines and the quality of food produced locally, with support from a regional food group. Transport centres, hotels and venues could all be helped to improve the food they offer. Similarly, event-catering is often low quality, and yet offers a lot of opportunities for improvement.

### 8) A publically recognisable logo for sustainable restaurants

Through our *Ethical Eats* network, for restaurants and caterers, we have heard first hand that many are keen to have a logo to put in their window or on their menu to communicate to customers what they are doing to improve the sustainability of their meals. With more demand for local and seasonal food, alongside organic and Fairtrade options, such a scheme could not only help meet this demand but also encourage other restaurants to raise their game. We would like the Mayor to support this scheme.

### 9) Supporting London's independent retail sector

#### Street Markets

A report this year by the London Assembly called for 100 new street markets to be created around London. We not only agree with this but also think the Mayor should create a London-wide body (perhaps within the new 'Local to London' group) to provide training and assistance to improve their sustainability, and promote a consistent cross-borough approach to supporting street markets.

### Small independent food retail

Consistent with Conservative policy, we think the Mayor should support initiatives such as the Wedge Card scheme which helps Business Improvement Districts to promote themselves to the local community. There should be support to these businesses to improve access to healthy affordable food, and as such they should be valued as a vital part of local community services not just the business sector.

**If Mayor Boris Johnson did all of these, London could claim the crown of world leader as a sustainable food city - headgear that would go well with his cycling helmet!**



# School Food Matters

## What are School Food Matters' aims?

SFM has six basic goals; we want all schools to have:

- Kitchens capable of preparing fresh and healthy food. Where no kitchen is available, we would at least like to see a local central process unit that delivers freshly prepared food from local and sustainable sources to local schools
- A commitment from school meals providers to supply from local and sustainable sources
- Cooking and growing programmes
- A link to local farms, not only to supply of local produce but also offer educational opportunities. We want to "personalise the food chain" and reconnect children with where their food comes from
- Lunchtime in a pleasant, fully equipped environment
- A designated champion from staff or from the school council

## Who set it up and when?

SFM was initiated by environmental campaigner, Zac Goldsmith. Director of The Ecologist, Zac is parliamentary candidate for Richmond Park for the Conservative Party and was deputy chair on the Conservative Party's Quality of Life policy review.

Stephanie Wood is directing the campaign. After 20 years working in film production Stephanie stopped work to have two children who are at primary school.

## What have your recent developments been?

We surveyed 32 schools across Richmond and Kingston, then wrote a report published in December 2007 which was circulated to the survey group and the wider community.

All the schools in Richmond and Kingston were invited to the "Why School Food Matters" event at Richmond Theatre in May 2008, where we presented the campaign to the wider community.

## What are your biggest achievements / and biggest disappointments?

One of our biggest achievements was the event at Richmond Theatre. We had 200 attendees that included parents, teachers, caterers, farmers, food campaigners and lots of press. The presentation was

chaired by Jonathan Dimbleby with the country's leading experts on panel.

One of the biggest disappointments that we encountered at the beginning was the initial reaction of our borough's caterer, but after a lot of hard work, strong communication, and good will, our relationship has developed and has brought positive results.

Another disappointing factor was the reaction of some Richmond councillors, who suggested there was a party political agenda. Cynicism clouded their approach to the campaign, but we have clearly demonstrated cross-party support, and that this is not a party-political issue!

## What feedback have you had about your work?

Very positive. First, and most enthusiastic, were the farmers. They love this idea and see the benefits of engaging schools, and the obvious benefit of identifying a new income stream! Schools took longer to engage since they have so much on their plates, but they are now on board! Parents are very keen about the campaign. We also had great feedback from event attendees.

## Has anyone been inspired to run their own version of what you do?

Lots of parents phone for advice for their schools. The aim is to succeed in Richmond and Kingston and then offer ourselves as a service with a 'toolkit' for other local authorities. We have learnt a lot from Jackie Schneider, chair of Merton Parents for Better Food in School.

## What are your future plans (at least the ones that aren't confidential!)?

To petition the Council to meet our goals. Armed with thousands of supporters' signatures, we anticipate that the Council will move forward on this. Richmond first, then Kingston will follow, and beyond that whoever will have us!

## Stephanie Wood

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Photos: School Food Matters



# The many faces of London's food co-ops

London Food Link has started working on a Big Lottery-funded project to increase the sustainability of food co-ops. But what are food co-ops, where can they be found and how can this project help them?

**Suzanne Natelson** explains.



Greenwich CDA food coop in Eynsham

## What are food co-ops?

Strictly speaking a co-operative is an enterprise that is owned by its worker or consumer members. However the term "food co-op" is widely used to describe a variety of community food projects. A few are based on the co-operative model, but many are social enterprises that try to provide a much-needed service to a community and are reliant on funding from other bodies.

In London, there are worker co-ops such as Organic Lea who produce food on a allotment in Essex, and whole food shops in Tower Hamlets. There are also consumer co-ops which include "social food outlets" outside schools - fruit and vegetable stalls run by parents at home time (run by Community Food Enterprise). Some stalls run in

churches (North Paddington), community centres and we even know about one in a theatre (Chelsea)! Some co-ops run box schemes instead of stalls, many are open only once or twice a week for a few hours, and most are run by volunteers with some paid staff.

Some groups buy together, for example Community Food Enterprise drives to New Spitalfields wholesale market every day to purchase fruit and veg for the food co-ops in Tower Hamlets and Newham. Others buy directly from a local producer. The theme linking

most food co-ops in London is that they are trying to increase access to fresh fruit and vegetables for people who lack suitable food shops in their area or have difficulty reaching them.

## What's the problem?

An estimated 4 million people in the UK have difficulty obtaining affordable healthy food and many food co-ops were set up either by Primary Care Trusts or concerned individuals (Eric Samuels with Community Food Enterprise) to address this problem. In a world of restricted funding and grant cycles, many food co-ops rely on volunteer support, and are trying to break even. Now some are trying to become economically viable social enterprises and some (mostly outside London) are keen to provide an

alternative shopping experience to supermarkets and the conventional retailing system.

## Making Local Food Work

As part of the lottery funded "Making Local Food Work" project, London Food Link is working alongside organisations in Somerset, London and Newcastle to help food co-ops improve their economic viability. We are examining key areas for running food co-ops including:

- volunteers and how they are recruited, trained, retained;
- producing publicity materials (often not done, due to lack of cash) to entice people into the friendly environs of the food co-op;
- and how the decision to establish a food co-op is made in the first place.

Based on this research the project will develop materials, training packages, conferences and exchange visits between co-ops. Another key aspect of this project is finding out how co-ops can buy more seasonal food directly from farmers around London to support other local businesses. In future years we hope to develop a range of ways to help existing and new co-ops in their quest for sustainability.

## Links

- Community Food Enterprise: [www.community-food-enterprise.org.uk](http://www.community-food-enterprise.org.uk)
- Chelsea Theatre: [www.chelseatheatre.org.uk](http://www.chelseatheatre.org.uk)
- Greenwich Co-operative Development Agency: [www.gcda.org.uk](http://www.gcda.org.uk)
- Organic Lea: [www.organiclea.org.uk](http://www.organiclea.org.uk)
- North Paddington: [christopher.nicholas@westminster-pct.nhs.uk](mailto:christopher.nicholas@westminster-pct.nhs.uk)
- Tower Hamlets Co-operative Development Agency: [www.co-operation.co-op](http://www.co-operation.co-op)
- Making Local Food Work: [www.makinglocalfoodwork.org](http://www.makinglocalfoodwork.org)

## Well London

London Food Link has begun work on the 'Buywell' strand of the Well London Programme. Well London is a four year programme to improve the health of almost 35,000 people living in London's most deprived neighbourhoods.

Funded by the Big Lottery's Well-being Fund, the project will be supporting local initiatives and developing skills, community-led projects and networks to help improve the long-term health of Londoners.

The 'Buywell' project will make it easier to buy healthy, affordable and culturally appropriate food locally by influencing what's already there and setting up new schemes based on local need. Initially it will operate in five 'Super Output Areas' (SOAs):

- Tower Hamlets (Hind Grove),
- Newham (Canning Town North),
- Lambeth (Larkhall),
- Hammersmith & Fulham (Wormholt and White City) and
- Brent (Kensal Green), and will expand to another five in the coming months.

'Buywell' has some funding to work with community food co-ops in these areas as well as food outlets, shops and community meals services to improve healthy choices and introduce more seasonal, sustainable food. 'Buywell' will also be working closely with 'Eatwell', co-ordinated by London Sustainability Exchange, which will run a number of events and practical activities around food.

If you are currently working on food projects in these areas, or would like more information on the 'Buywell' project please contact Hannah Williams at [hannah@sustainweb.org](mailto:hannah@sustainweb.org).

For more information about the Making Local Food Work Project in London please contact [suzanne@sustainweb.org](mailto:suzanne@sustainweb.org)



# Hungry City

## How food shapes our lives

Although seven years in the making, this book could hardly be more timely. All over the world, riots are exploding in cities as people take to the streets to protest about the steeply rising food prices that are threatening their livelihoods, and even their lives. It is a reminder to politicians, who seem to have forgotten an ancient lesson; cities cease to work if they are not fed.

The author, Carolyn Steel, herself an architect, starts the book's exploration by noting that our built environment and our food system are both, in a sense, "too big to see". But once she has described, using both historical and modern examples, how closely they are intertwined, you wonder how on earth you could have missed something so obvious - and so obviously important for the future of our food system and the relationship between the countryside and urban areas.

*Hungry City* traces seven stages of food production and consumption, and its journey through cities, throughout history. Although eating is the one thing we all do, we might prefer to ignore it because food reminds us of an uncomfortable fact: that we are animals that need food every day. We also seem to be in denial about the historically extraordinary fact that enormous cities are successfully fed each day. Indeed, 2006 was the first time the world's population became predominantly urban.

### The power of grain

In the early, smaller cities, these links were much closer and the interactions of food, markets, politics and society animated public spaces. Moreover, grain - and the eternal problem of how to transport it to cities - has had a profound impact on cities and on how they - and the surrounding country - are governed.

Given how poor the road transport system has been, until relatively recently, the cheapest and easiest way to transport grain has been by water. Thus cities like London, with a navigable river, have been shaped - and many streets named - by their proximity to grain shipments, milling, baking, markets and associated industries.

The arrival of the railways changed everything. Being able to transport grain by rail meant that cities could grow rapidly in size, accelerating the division between town and country and institutionalising city dwellers' ignorance of where their food came from. Food's disappearance from cities has impover-

ished our lives, not only cutting us off from the source of our means of staying alive, but also allowing control of food to pass, invisibly, into the hands of distant others.

### If you can't stand the heat

Finally, we end up literally at the end where, as Carolyn notes, "People are never grateful for being made to think about their own shit"! What happened in mid-nineteenth century London illustrates the point. Following yet another health crisis caused by the city's stinking sewers, there was a major investigation into how to solve the problem. Many argued that London should, as it had in the past and as other cities still did, complete the nutrient cycle and return our waste to fertilise the land. Bizarrely, Justus Liebig, the "father" of chemical fertilisers was among those championing this approach. Tragically, he and the others failed and instead we dispose of human waste in other ways, leaving most of agriculture using artificial fertiliser.

We cannot go on like this. The planet is warming, global population continues to grow, with a rapidly declining proportion of us producing food for burgeoning urban areas. While we are merrily burning, burying or binging our waste in the sea, sources of artificial fertiliser are running out (it is estimated we have only a few decades' supply remaining of phosphates, one of the main ingredients). So what should we do?

There are a number of things we clearly should not do, and Carolyn's final chapter, covering a number of utopian and other (failed) attempts to solve the problem of how to feed cities, makes sobering reading. The garden city movement, while currently out of fashion, has many lessons for contemporary society, but there is no silver bullet. We know the things we need to do will be complicated, difficult, messy and obstructed by those who do well in the current system. But we should do them anyway. This book is a hugely enjoyable reminder that apparently small acts - cooking, gardening, shopping at a local market - have the power to change the world.

### Hungry City: How food shapes our lives

By Carolyn Steel  
 Chatto & Windus, £12.99  
[www.hungrycitybook.co.uk](http://www.hungrycitybook.co.uk)  
 Review by Jeanette Longfield, *Sustain's*  
 Co-ordinator

# Edible Estates

On 30th June at our 'Growing Food for London' conference, we launched a joint briefing paper with the Women's Environment Network (WEN): '**Growing Round the Houses**'. Below we summarise some of the main points.

Nationally, social housing makes up almost a fifth of all homes, and increasingly social landlords have responsibility for helping to build healthy, sustainable and cohesive communities as well as meeting the housing needs of their tenants. With multiple benefits in terms of education, social inclusion, health and the environment, if residents want them, food growing projects can be an excellent way of contributing to these goals.

Social landlords also own and manage large amounts of land. Nationally, huge waiting lists for allotments illustrate the high and rising demand for land where people can grow their own food, and in inner city areas where social housing estates are located, shortages are most acute. So social landlords that are willing to encourage food growing projects have great potential to help meet this demand, increasing access to fresh and healthy food, and reducing the impact of rising food bills.

There are many ways that food-growing projects can work on housing estates. Here are a few ideas that we've come across:

#### Garden plots

At the John Scurr Community Centre in East London, large wooden growing boxes are allocated each growing season to members of the community and integrated into a park area with a fruit tree hedge and communal borders.



Brookwood edible garden  
Photo Bankside Open  
Spaces Trust

*Fruit trees and herbs  
(that will not need  
constant tending)*

The local community could be involved in tree planting, maintenance and harvesting, with the fruit either being shared among community members or being sold to generate revenue. Locations could include streets, parks, paths and cycle-ways.

*Growing on concrete*

The What If project, working with the Shoreditch Trust in London, has 50 '1 tonne' grow bags on a derelict piece of concreted land.

*Alternative production*

If there's no land available, another option is to use roof space and walls, which are in plentiful supply in cities. In South London, Food Up Front has worked with social housing residents to help them grow salad and herbs on their balconies, windowsills and front door steps. Each household in the scheme receives a growing kit, and a network of street representatives provides support for planting and harvesting.

**How to make it happen**

*Land*

Identify a suitable area (an overgrown corner, an underused

expanse of grass), but make sure that a "neglected corner" isn't a favourite children's play space, or a haven for summer butterflies. Then you need permission from the landlord. It can be difficult to find the right person to speak to, but start with your housing officer, or the area housing manager. If there is a tenants' association on the estate, getting them onside at the outset can make things a lot more straightforward.

*Design*

Find out what residents want and encourage them to get - and stay - involved in the design process by finding ways for people to contribute their vision for the space and encouraging them to express their opinion of initial designs. Incorporate what is already there (for example, a wall can be used to grow climbing plants such as beans, pumpkins or vines, and can help reduce energy bills by trapping air which acts as insulation), and explore how best to integrate new elements. For example, could a community composting initiative be included to reduce the amount of rubbish going to landfill?

*Funding*

Long-term, many projects function without needing more

funding - and some can even generate income. But a small start up grant is often needed to pay for tools, initial landscaping, or a shed to store equipment. This can be provided by your landlord - for example, the Spitalfields Estate Gardening Club was offered £1500 by the housing trust to get started. The money to keep the project going comes from a small subscription paid by members of the club, and covers seeds, tool maintenance, etc.

*Managing the project*

It is important to work out early on who will have main responsibility for the project, for example, a specially formed gardening club or the existing tenants' association. This might include allocating individual plots within the growing area, ensuring that regular maintenance of communal areas is carried out and any produce is shared fairly, and making sure any problems (broken tools or a hole in the fence) are sorted out.

*Third party organisations*

In some cases, a third party organisation such as WEN can help set up food growing projects by, for example, providing the initial inspiration, negotiating with the landlord, and bringing and sharing

practical skills. If you feel your project would benefit from some outside help, do contact us - if we can't help ourselves, we may well know someone who can.

**Top tips**

- Use your imagination! What could be done if a few people pitched in and your landlord provided support?
- Talk to your neighbours about what you'd like to see. The more people you've got on-board, the more likely you are to get the go ahead for your project. It's often surprising, too, how many skills people have, from organising meetings to growing prize vegetables.
- Contact organisations such as WEN who have experience in supporting people who want to grow their own food in urban areas.

**Christine Haigh**

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To download the briefing paper visit: [www.sustainweb.org/pdf/food\\_growing\\_&\\_social\\_housing.pdf](http://www.sustainweb.org/pdf/food_growing_&_social_housing.pdf)



# Catering for the future

Following up from the article on the Good Food Training for London project in the last Eel, we wanted to give an overview of other catering training and how far sustainability is included. **Anna Terzi** investigated for us.

The importance of food in problems such as the UK's obesity crisis and global warming is now well established. Less often in the news though is the severe food skills crisis. Sustain believes there is real opportunity to help tackle food problems by addressing the food skills gap.

## The skills deficit

The *Skills and Employment Strategy for London 2008-2013* report shows that fewer than 50% of Londoners have the numeracy skills expected of an 11-year old and over 600,000 adults in London have no qualifications at all. At the same time, over 40% of jobs require degree level qualifications and this figure is expected to increase to 50% by 2020.

In the catering industry, 67% of catering positions are proving hard-to-fill because candidates lack the required skills and there are over 34,400 chefs and cooks currently working in the UK with no qualifications at all. Another 61,500 chefs and cooks are qualified only to level 1 (GCSE grade D or equivalent) which is essential for anyone working in a kitchen, but is only the beginning of the accreditations needed for chefs.

Recent research conducted by the *Caterer* magazine revealed that 95% of managers from across the hospitality sector were concerned about environmental issues and sustainability. However, there is virtually no information about these issues in existing training, leaving businesses unable to employ staff with the skills to cater sustainably.

## Buying produce for the professional kitchen

There are potentially few examples of sustainability incorporated in any catering training. However City & Guilds has drawn up a unit for the VRQ level 3 Diploma in Advanced Professional Cookery on sustainable food. The unit, *Sourcing produce for the professional kitchen*, investigates the supply and use of commodities and what impact that has on a variety of elements, from the economy to the quality of the food. The unit is currently running both at City College Norwich and at Harlow College, although for the academic year 2007-2008 it is still in its pilot stage. The qualification will be fully developed in September 2008 and it will be approved by the Qualifications and Curriculum Authority (QCA). As a result, colleges will be able to apply for funding for this course from the local skills council.

## Filling the gap

The London Skills and Employment Board aims to improve the quantity of training and the qualifications provided. However, at the moment, National Vocational Qualifications (NVQs) do not include information on putting sustainability into practice in the kitchen (see box '*NVQs and VRQs*'). Although some elements of sustainability are currently being incorporated into Vocationally-Related Qualifications (VRQs), it is only through one optional unit at a level (level 3) which many catering students do not reach (see box '*Buying produce*'). This unit is currently only being taught at two colleges.

We believe the training and qualifications system for the catering sector should include sustainability as a compulsory unit to be taken by all future chefs and caterers. The social and environmental benefits that would follow would not only be good for our health, and for the planet, but would also provide a sustainable economic future for the hospitality and catering sector.

## NVQs and VRQs

In the catering education system the awarding schemes are National Vocational Qualifications (NVQs) and Vocationally Related Qualifications (VRQs). They both award the same level of qualification, but have different approaches to how they are provided and how students are assessed.

**NVQs** recognize competence in specified areas of work. This is demonstrated through evidence the candidate provides and is supported by observations from someone in the workplace who assesses them. They are based on National Occupational Standards, which are statements of performance that describe the expected competence of people in particular occupations.

**VRQs** focus more on assessing and recognising the candidate's knowledge and understanding. There is a taught programme with a work placement running alongside, thus giving the candidate an opportunity to use what they are learning and to develop their skills as they work through the programme.

As a trainee chef studying for either a VRQ or NVQ, students will pass through three levels that are offered by most colleges:

- Level 1: Hospitality
- Level 2: Food Processing and Cooking
- Levels 2 and 3: Professional Cookery



# Fishy Business in London's Restaurants

Once sought after only by fisheries, suppliers and retailers, the well-recognised Marine Stewardship Council (MSC) blue tick eco-label is now gracing the menus of some of London's most progressive restaurants, thanks to the collaborative efforts of Sustain, the MSC and four London restaurants, the Duke of Cambridge, Konstam at the Prince Albert, Moro, and Moshi Moshi. They recently celebrated the completion of the MSC Chain of Custody (CoC) accreditation scheme, recognising each restaurant's commitment to sourcing sustainable fish and authorising the use of the blue 'fish with a tick' eco-label on their menus.

The MSC eco-label has two important functions when used in restaurants. First, it guarantees consumers that restaurants are serving certified sustainable fish. Oliver Rowe, owner and head chef of Konstam acknowledges that "it can be hard for diners to know whether the fish they're eating is sustainable or not, but the MSC logo on the menu reassures them that we're working together to make sure it is." Second, the logo rewards restaurateurs with long-standing commitments to the environment and sets them apart from others in the market. Caroline Bennett, proprietor at Moshi Moshi says, "With everyone jumping on the band wagon of 'local' or 'sustainable,' the MSC provides a restaurateur complete reassurance they are doing the best they can for our oceans."

### A rigorous process

The MSC, an independent, global, non-profit organization, was established in 1997 to find a solution to overfishing, predominantly through the development of environmental standards for sustainable and well-managed fisheries. Restaurateurs working towards CoC certification undergo a rigorous, yet rewarding process that includes the following:

- purchasing fish from CoC certified suppliers;

- reorientation of kitchen practices to keep MSC fish separate and identifiable;
- tracking deliveries, wastage, and sales of MSC fish; and
- demonstrating these systems and documentation in an independent audit.

Sustain and the MSC have worked with the four restaurants to create ways to help other restaurateurs and chefs through this process, including a training presentation and a 'checklist' to use to prepare for the audit. Geetie Singh, owner of the Duke of Cambridge says, "Choosing sustainable fish is a minefield.

MSC certification provides you with the assurances you need. With our group we hope to have created a straightforward, cost effective model that other restaurants can follow."

Though fish has long been widely-consumed, it has only recently become a hot topic of debate. Around three quarters of fish stocks are overexploited, or being fished at their maximum biological capacity. Furthermore, over 200 million people world-wide earn their incomes from fishing related activities. The social and environmental consequences of continued unsustainable fishing are, thus, potentially

devastating. Charlotte Jarman, who helped the four businesses to go through the certification process, believes that "restaurants can have a huge influence on diners' eating habits, and these four businesses are setting a fantastic example by serving and promoting certified sustainable fish." The MSC currently has 26 certified fisheries, with 68 in the midst of CoC accreditation. Though these are positive, revitalizing steps towards protecting our oceans, as Sam Clarke, co-founder of Moro says, "We can no longer take eating fish for granted." ■

By Emma Sears

For more information, contact Charlotte Jarman at Sustain at 020 7837 1228 or [charlotte@sustainweb.org](mailto:charlotte@sustainweb.org).



Oliver Rowe from Konstam and Sam Clarke from Moro cook up some MSC fishy treats  
Photo Andy Aitchison  
([james.vincent@msc.org](mailto:james.vincent@msc.org))

## Local to London: New Covent Garden Market

Local to London is off to a great start. With 12 market based companies fully signed up at New Covent Garden, we are near to achieving our target of working with 20 businesses in this location. Typical Local to London projects link individual farms in the South East region to these market businesses, showcase regional produce at London events, and supply bespoke product specifications.

We've also had an impressive response from the market's customers and are now working with a good range of enthusiastic businesses. There are fantastic chefs like Chad Sarno at SAF, major caterers like Avenance Elixir, and schools via the Richmond based "School Food Matters" (see p8)

In August, London Food Link's Zeenat Anjari will be coming to work alongside us to help accelerate this work in all the wholesale markets. With Zeenat on board we will be able to help many more growers local to London to supply the capital's eateries, large and small.

If local food is on your agenda and you are working with New Covent Garden, or thinking about doing so, please give us a call.

**TOM BEESTON**

[TOM.BEESTON@CGMA.GOV.UK](mailto:TOM.BEESTON@CGMA.GOV.UK)

## We're involved in some great events soon, not least:

**September 7-9th:** Speciality and Fine Food Fayre, where the South East Food Group will be promoting the region's growers.

See [www.specialityandfinefoodfairs.co.uk](http://www.specialityandfinefoodfairs.co.uk) to find out more about the show.

**September 13th:** Thames Festival "Feast on the Bridge" who will be showcasing some of the South East's producers and a number of the business we deal with. It'll be well worth going to taste the Pumpkin soup - made with pumpkins grown in local schools and flavoured with Isle of Wight garlic.

See p5 and [www.sefgp.co.uk/events/display.aspx?id=1820](http://www.sefgp.co.uk/events/display.aspx?id=1820) for more information.

**October 1st:** Local to London Event in New Covent Garden Market on October 1st: showcasing the skills and products of the market and some of the region's great producers. See p3 more information.

# Supplying sustainability

Keen "...Eel" readers will recall the development over the last year or so of the London Development Agency's (LDA) Local Food Infrastructure project, which runs to December 2009 and is one of the priority projects of the London Food Strategy. The LDA's senior food manager, **Mark Ainsbury**, brings us up to date on progress.

There are five distinct strands of the project, which all link together to build supply chains to get more local and regional food into London using the wholesale markets as the focal point. The aim is for that food to be sold into London's public sector, into restaurants, local independent retailers, social food projects and any other settings that we can identify!

The five strands are

- Business Development Managers (BDMs) at London's wholesale markets
- Sustainable food transport
- Developing "Local to London"
- Boosting public sector sustainable procurement
- Increasing sustainable food access

Work has been underway for a while engaging the wholesale markets, and good progress has been made with New Covent Garden, Borough, Western International and New Spitalfields. These markets will have dedicated BDMs to work with producers ("down" the supply chain) or customers ("up" the chain). The first of these BDMs will be at New Covent Garden to help build on the excellent work they have already been doing (see box). Billingsgate and Smithfield present their own sector-specific sustainability challenges, and so this project

will work with each in the most appropriate way.

BDMs will also be creating a business-to-business supply network, as part of Local to London, creating links to customers such as caterers and the public sector. Once this is established work will begin on a consumer launch for Local to London.

The sustainable transport strand will work with transport operators into and out of the wholesale markets on a range of measures which are being developed with operators and market authorities. They are likely to include alternative fuels, implementing freight efficiency, consolidating deliveries, training for drivers and fleet managers, and helping to implement Transport for London's freight operators' recognition scheme and delivery service plans.

Co-ordinating London-wide public sector food procurement and clusters of public sector organisations across the city should start in earnest soon. Similarly, more plans are afoot with social food projects and independent retailers to get more sustainable food into deprived communities. Watch this space! ■

**MarkAinsbury**

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020 7593 8218

New Covent Garden Market



# Kush Cuisine

Local to London

In the midst of an English kitchen infused by Jamaican heritage, chef Ian, and wife Sadie Jennings work on their fabulous range of handmade products including date, lime and banana chutney, orange, mango and cardamom marmalade, and coriander, shallots and chili jelly. **Vanessa Domenzain** delves deeper.

The idea of *Kush Cuisine* came to exist, in the oddest of places, in a beauty salon, where Sadie used to work as a hairdresser, and where not only her customers would walk out the door feeling like earthly goddesses, but would also go home with some of Ian's heavenly handmade products.

In 2004, after 25 years working in a hot kitchen, Ian decided to quit his job, and started his own home business. This was very lucky for the rest of us who didn't frequent Sadie's beauty parlor, because now at last we all had the opportunity to acquire these pickles, jams, jellies and sauces through the London farmers' markets where they are now sold.

Kush is committed to using local produce, which is why more than 60% of the ingredients are from within 100 miles. Using combinations and creations inspired from his Jamaican roots, Ian transforms these local products into exotic combinations! Ian's memories are embedded in every jar that comes out of his kitchen - his many visits to the Jamaican markets with his grandmother, the feast of flavours, colours and smells, which are all deeply rooted in his heart, are vividly and expressively added to each spoonful.

To spice-up our summer, Ian has created special recipes, which should become a must-have

for this summer's BBQs: *The Hot Peppers BBQ Sauce*, or the *Mixed Peppers and Sweet Cucumbers Sauce*. If you are not particularly keen on the hot stuff, you can always try the sweet option *Summer English Plum Head*, and the summer favorite, the *Mustard Pickle!*

For the future, Ian is planning to have several new hands trained in the art of mingling basic elements, and design new products to bewitch more customers, particularly those who peruse delicatessens in search of inspiration.

But he will need a bigger working area for his new apprentices and creations, and so Ian and Sadie are out hunting for a new production unit.

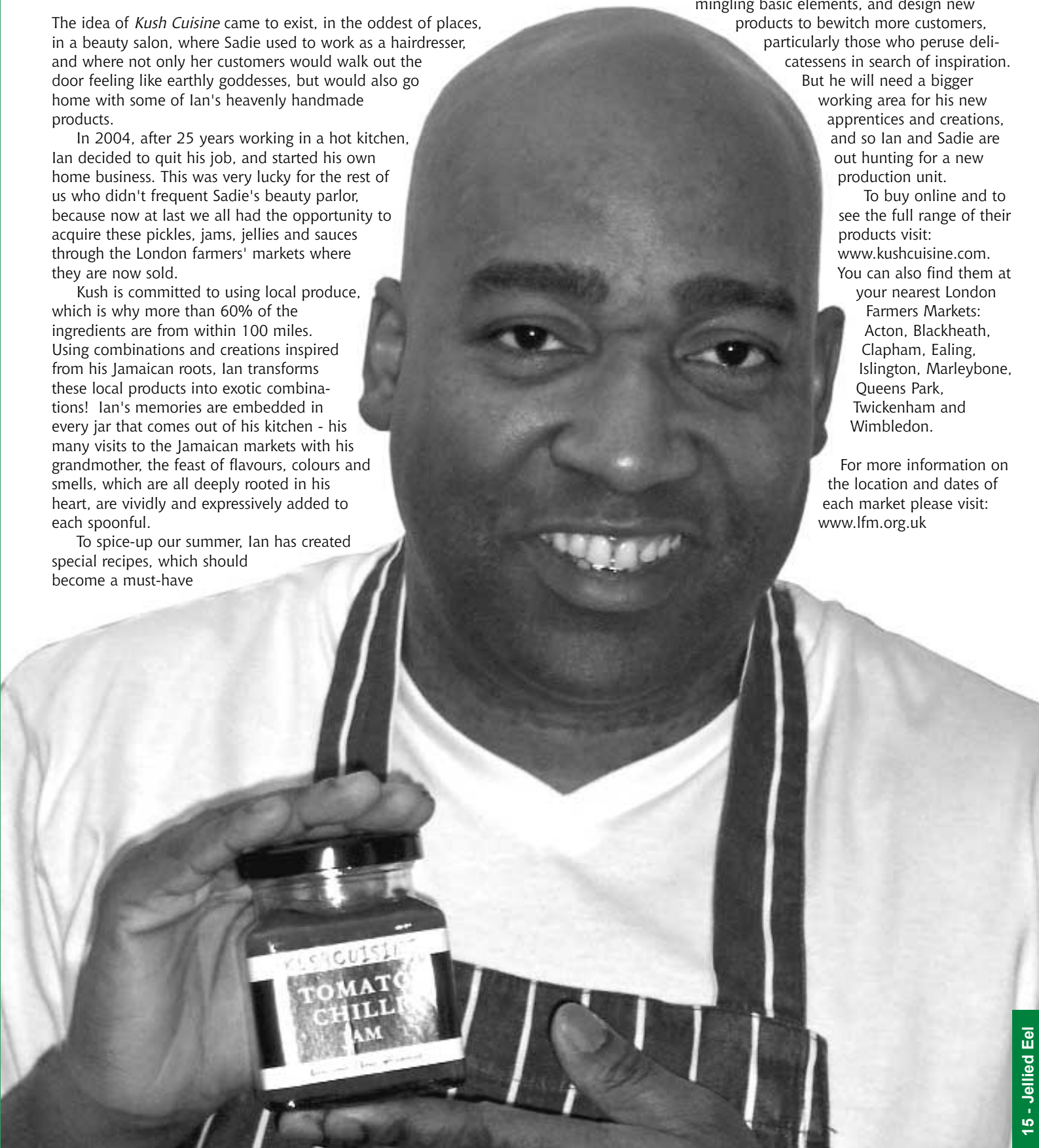
To buy online and to see the full range of their products visit:

[www.kushcuisine.com](http://www.kushcuisine.com).

You can also find them at your nearest London

Farmers Markets:  
Acton, Blackheath,  
Clapham, Ealing,  
Islington, Marleybone,  
Queens Park,  
Twickenham and  
Wimbledon.

For more information on the location and dates of each market please visit:  
[www.lfm.org.uk](http://www.lfm.org.uk)



# Diary

## September

- **7th London Vegan Festival** / Kensington Town Hall, Hornton Street, London, W8. / robandal55@googlemail.com
- **7 -9th Speciality & Fine Food Fair London** / Grand Hall, Olympia / www.specialityandfinefoodfairs.co.uk
- **8th Konstam Food Photography Award** / Konstam restaurant, the Prince Albert, 2 Acton Street, London WC1X 9NA / oliver@konstam.co.uk
- **14th Spitalfields Show and Green Fair** (and launch of Coriander Club cook book see p3)- Buxton Street (off Brick Lane), E1 5HJ - Phone: 020 7375 0441
- **20th City Harvest Festival, London** / Capel Manor College in Enfield / www.capel.ac.uk
- **20th - 5th October British Food Fortnight** / www.britishfoodfortnight.co.uk
- **21st Chiswick House Kitchen Garden open day**, 1-5pm. Last chance to see the Kitchen Garden before it faces the builders for a refurbishment. This 17th century walled garden run as an educational and horticultural charity to create a kitchen garden that is beautiful and productive. www.kitchengarden.org.uk
- **30th London Food Link Network Do** Including talk and discussion with Roberto Perez, director of The Power of Community (landmark film on Cuban urban agriculture. Organised by Permaculture Association and London Food Link. For information on location and booking, contact vanessa@sustainweb.org

## October

- **1st Local to London: Trade Event** New Covent Garden Market (see p3) www.sefgp.co.uk/display.aspx?ID=512
- **6- 8 The Restaurant Show** / Earls Court 2 / www.therestaurantshow.co.uk
- **26th Apple Day at Borough Market** / Borough Market - contact details?
- **26th The October Plenty** / Bankside next to Shakespeare's Globe Theatre, Southwark / www.thelionspart.co.uk/octoberplenty

## November

- **20th - 23rd The Ethical Christmas Emporium** - Bargehouse, Oxo Tower Wharf. Over 40 stalls selling the very best in Fairtrade, ethically sourced and environmental gifts over three fabulous floors. Live music, food and drink sampling and FREE kids activities. Entry only £1 kids go FREE. www.handupmedia.co.uk/events-emporium.php
- **21st Growing Success: Horticultural Business Perspectives** - SCI Headquarters, 14-15 Belgrave Square, London, SW1X 8PS / SCI's Horticulture Group www.soci.org/SCI/events/details.jsp?eventID=EV1213

For more events, see London Food Link's food events calendar at [www.sustainweb.org/lflevents/](http://www.sustainweb.org/lflevents/)

# Join London Food Link Now!

## The benefits of membership of London Food Link include:

- One day's free advice on using sustainable food/suppliers (normally £350 a day), and a discounted rate thereafter if more advice is needed.
- New contacts 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.
- Access to the members' area: members directory, e-forum with over 700 messages about funding, training, hobs, events and more.
- 50% off hard copies of London Food Link publications, and a free copy of the Bread Street report (normally £10).
- Discounted rates on London Food Link events.

To join London Food Link download a membership form from the website or contact [vanessa@sustainweb.org](mailto:vanessa@sustainweb.org)

## 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.



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.

### Zeenat Anjari

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### Rosie Blackburn

Good Food on the Public Plate  
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### Pamela Brunton

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### Vanessa Domenzain

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### Charlotte Jarman

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### Suzanne Natelson

Making Local Food Work officer (Community Food)  
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### Ben Reynolds

Network Director  
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### Hannah Williams

Buywell Officer (Food Access)  
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### Charlie Willmore

London food events coordinator  
[charlie@sustainweb.org](mailto:charlie@sustainweb.org)

## London Food Link is part of Sustain: The alliance for better food and farming

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