

The
JELLIED EEL

✱ LONDON'S LEADING MAGAZINE FOR ETHICAL EATING ✱

ISSUE 24
SUMMER 2009
FREE

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**WHOLE
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MARKET

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veggie for
a week**

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SAY HELLO TO THE JELLIED EEL...

Although not particularly religious, I do indulge in certain traditions of the Christian faith. Before this issue went to press, I conducted a little experiment over Lent. In previous years I have given up alcohol, and toyed with the idea of giving up cheese (although in the latter's case I have never had the courage to give up this beloved product).

This year I kept with the culinary theme, although I departed from the Christian intention of fasting during Lent, and decided to give up vegetarianism for the period. After thirteen years of denying the flesh, so to speak, I felt that it was worth me reassessing my reasons. Although I haven't set out to eat meat every day, I have given the trial a fair whack. I started out with those meats commonly believed to be desired by vegetarians – chicken and bacon – moving on to heartier fare in the form of steaks, stews, lamb and pork, and then things I hadn't tried in my former carnivorous life, such as pigeon, with the odd sausage along the way. I even tried fish, which I'd never been able to stomach the first time round.

With this issue's focus on vegetarian week (p8) and the vegan restaurant Saf (p10), it seemed only fair to provide a little balance. However, I have to say that I'm not sure what all the fuss is about. I can see that veggies can taste more delicious when cooked with meat, but I'd also say that they taste better than the meat too! The notion of making the most of a piece of meat – through stews, soups and stocks – is more sustainable than our nation's recent desire for only the prime cuts. Arguably, if

it's ethics we're talking about, then more sustainable still is not to eat meat and fish at all. The difficulty is that there is some land in Britain that cannot be used for anything more than grazing. Alas, the meat that we eat is not necessarily British or produced to very high standards. As Sustain's sustainable food guidelines (www.sustainweb.org/sustainablefood) detail, almost as important as the notion of eating less meat, is that the meat we eat should be of local or British origin produced to high animal and environmental welfare standards.

For Londoners, you can't get more local than meat produced on Mudchute Farm, which is used in their café (where we held our network event at the end of April – email Polly@sustainweb.org to come to the next one), which will be featured in our next issue. As the farm would struggle to feed all of our meat-eating readers, the next most local source is London Farmer's Markets, which are celebrating their 10th Anniversary this June (p4).

There'll also be lots of good small meat producers at the Real Food Festival where this issue is being launched. As for my meat-eating, I'm going to have to go back to being vegetarian for a bit at least to see if I can do without my new found habit....



Ben-Editor

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The Jellied Eel is the free quarterly magazine for sustainable food in London, produced by London Food Link and Hand Up Media. The magazine has a 30,000 circulation, and is distributed to all London Food Link members, and via shops, cafes, restaurants, bars, and entertainment venues.

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ethical publishing & media

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BULLETIN

London Farmers' Markets building up to 10 YEAR celebrations

On 6th June 1999, the Islington Farmers' Market became what was probably the first authentic farmers' market in London since farmers used to drive their cattle into Smithfield market. The concept was simple: seasonal, fresh food, straight from the farm. Many farmers had grown so fed up with supermarkets and other traditional forms of business that selling direct was the only attractive and viable option. The farmers were a bit uncertain on that first day, but most still attend the market, which has grown from 15 weekly stalls in 1999 to 30 in the main summer season today.

Ten years on, many more farmers markets have opened. Islington and the other 14 weekly markets form the backbone of over 100 South East farm businesses, selling under the slogan 'We Grow It, We Sell It.' Many farms sell at more than one market to cut overheads, and some have also picked up restaurant and wholesale orders through attending the markets. The 15 farmers' markets now generate approximately £5 million in farm sales each year.

Mark Handley of London Farmers' Markets (LFM) believes that many customers do not realise that the fish sold at farmers' markets comes straight from the fishermen. "Most of the time they sell it themselves," he remarked. "They are the ones in the big yellow Wellington boots wandering around market. We only permit businesses with licensed fishing vessels to sell at the market, so the fish is so fresh it would make Rick Stein weep!"

Future projects include a new, more interactive website to help customers find out more about their favourite farms and more news about their markets. LFM is also working on initiatives to reduce plastic packaging at their markets, and connect customers to the farmers more directly through open days and events such as cooking classes. Many local events are planned at each farmers' market to mark 10 years of local food in London. Those interested in what's happening near them should join the mailing list below. To whet your appetite there will be a farmers' market, fayre and picnic on Islington Green on Saturday 6th June, with a plant swap and traditional games. At the regular Islington farmers' market on Sunday 7th June, there will be an anniversary cake for customers, and on Sunday 14th of June there will be a giant garden plant fair next to the market outside Islington Town Hall. Details of these and other events will be posted on the LFM website throughout the year.

To find out more visit: www.lfm.org.uk info@lfm.org.uk



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LONDON IN BLOOM
A CAPITAL CAMPAIGN

BLOOMIN' LONDON

This year London in Bloom is pleased to be adding another prestigious award, the Capital Growth Award, to celebrate the work of individuals and local groups growing food. This award is not for allotments (there is a special award for Allotment Gardening), but for growing vegetables and fruit in any suitable area. The conversion of unattractive or derelict areas will not only make a contribution to sustaining London, it will also improve many areas that are currently unmanaged, and so contribute to improving London's environment.

London in Bloom, part of the Britain in Bloom movement, has existed for over 40 years and works closely with the London Boroughs to encourage businesses, residents, community groups and individuals to take part in their local campaigns. The awards will look for spaces that demonstrate horticultural achievement, environmental responsibility and community participation.

Spaces are assessed in July of each year, so get growing to stand a chance of being the first ever London in Bloom Capital Growth award winner!

WWW.LONDONINBLOOM.CO.UK
020 8662 1021

London Yields

Photo exhibition of urban agriculture at the Building Centre, near Goodge Street station.

Open until 30th May 2009
www.buildingcentre.co.uk/events/

the big lunch
www.thebiglunch.com

On Sunday 19th July, Britain will be taken over by the Big Lunch. People across the country are being asked to stop what they're doing and sit down to lunch together. Beyond all the noble reasons for doing this, it's likely to be a lot of fun. So whether you want to organise a lunch in your own street, or attend someone else's, check out www.thebiglunch.com

Calendars provided by Tom Moggach

WHAT'S IN SEASON?

MAY FENNEL

Look for smaller specimens that feel heavy in the hand. For a refreshing salad, shave slivers of fennel with a mandolin grater. Add roasted nuts, slivers of peeled orange, mild red chilli, then toss with a dressing of olive oil and lemon juice.

Also in season: asparagus, strawberries, broad beans, radishes, rocket, sea trout (choose line-caught from well-managed fisheries), Jersey Royal new potatoes.

JUNE CHERRIES

Buy British, as we've lost around 80% of our cherry orchards in the last fifty years. Farmers' markets are your best bet for traditional varieties such as the pink and cream Merton Glory.

Also in season: strawberries, elderflower, artichokes, watercress, aubergine, carrots, courgettes, peas, sea bass (choose line- or net-caught fish from well-managed fisheries), broad beans.

JULY GOOSEBERRIES

Buy British, as we've lost around 80% of our cherry orchards in the last fifty years. Farmers' markets are your best bet for traditional varieties such as the pink and cream Merton Glory.

Also in season: strawberries, elderflower, artichokes, watercress, aubergine, carrots, courgettes, peas, sea bass (choose line- or net-caught fish from well-managed fisheries), broad beans.

SEASONAL CALENDAR!

MAY

Keep sowing lettuces and salad leaves every few weeks for a steady supply.

If you've got space outdoors, sow brassicas for winter such as purple sprouting broccoli, kale and cabbages.

Plant French and runner beans. Select dwarf varieties for balconies and tight spaces.

JUNE

If you're growing strawberries, create new plants for free. Find their runners, which creep out across the ground. Peg them down in pots until they root. Once established, sever from the mother plant.

Pinch out the side shoots of cordon tomatoes, so that the plant channels its energy to the fruit. If the sun is blazing, move leafy salad crops grown in containers into the semi-shade.

JULY

Wait until the end of the month to sow Oriental greens, chicory, rocket, lambs lettuce and chervil.

Keep an eye on your courgettes – you want to pick them when firm and small. Don't let them grow into marrows – unless you really like marrows!

Take care to water thoroughly, monitoring any hot spells. A good soak twice a week is better than daily sprinklings. This month, fruit plants will be extra thirsty.



Family Kitchen Garden book

Five years ago, Karen Liebreich, Jutta Wagner, Annette Wendland and others began to restore the neglected seventeenth-century kitchen garden at Chiswick House in West London, bringing in hundreds of local schoolchildren to work and learn and garden and eat. The Family Kitchen Garden, published on 21st May at £16.99, is the fruit of that experience. Emphasising produce that is fun to grow and useful for a family, it provides clear instructions on growing vegetables, fruit, herbs and cutting flowers.

www.kitchengarden.org.uk



LONDON'S FOOD, IT'S A GAS

The Greater London Authority has published a report on London's food related greenhouse gas emissions. It finds that food consumption in the capital accounts for **19 million tonnes** of greenhouse gases per year – a very significant figure – and **44%** of these emissions are attributable to the agricultural stage.

The new report on London's food looks at all greenhouse gas emissions from the food system not just of CO2 (the main gas that was the focus of London's Climate Change Action Plan) but also methane and nitrous oxide – potent greenhouse gases associated with, for example, livestock production and fertiliser use in farming.

The new report is a call to action for London's consumers, caterers, businesses, hospitals, schools and restaurants to prioritise food that minimises greenhouse gas emissions and promotes health and sustainability. Climate-friendly food choices include:

Less meat and dairy, and more food from plants. According to latest figures from the United Nations, animal farming globally causes more greenhouse gas emissions than all of the cars, lorries and planes in the world put together, and the impact is increasing.

More local, seasonal and field-grown fruit and vegetables.

Food, such as organic, grown without artificial chemicals – particularly artificial fertiliser, the main source of the potent greenhouse gas nitrous oxide.

The report can be downloaded here: www.london.gov.uk/mayor/publications/2009/docs/food-emissions.rtf

A TASTE OF FRESH AND NATURAL

WHOLE FOODS MARKET KENSINGTON

Whole Foods Market is an organic and natural supermarket that gives everyone the opportunity to taste the best things in life from London and across the globe. Open since 2007, the store is famous for the huge variety of 'natural' goods it stocks and for its expertise in butchery, grocery, bakery and speciality food.

The first thing you notice when you step off Kensington High Street into the store is the sweet aroma of freshly baked bread and cakes. Whole Foods Market is the only supermarket with its own in-house bakery, which makes over 22 different varieties of bread fresh daily.

Downstairs, the lower ground floor opens out to feel like a fruit and vegetable market with produce from all over the UK. Each month you'll find produce with its own story to tell whether that's English asparagus, unusual potato varieties or fresh seasonal greens.

Moving on past free range eggs, dairy, tea, jams, fresh fish, coffee, organic pastas, the olive oil bar and of course, the chocolate counter, anyone coming here can't fail to find something to take home and inspire them to cook, eat and drink well.

Knowing your butcher

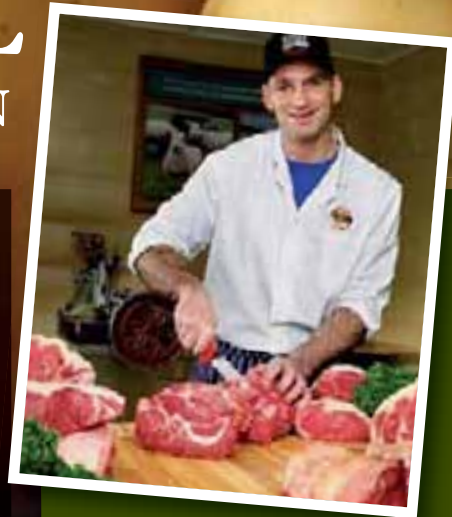
An essential part of eating well is buying good meat and poultry from a knowledgeable butcher. A little known secret is the store's butchery counter on the lower ground floor. Headed up by senior butcher, Joe Brennan, the counter is the first to open on Kensington High Street in many years and the only one currently in operation.

Whole Foods Market's team of trained butchers look after every step - from field to meat counter to the shopping basket—and they also provide recipes and cooking advice. They visit supplier farms, seek out the best organic and natural meats from all over the UK and Joe and his team can cut the meat to order ensuring you get just what you need.

It's not just the in-store butchery team who help give Whole Foods Market the edge. It's the farmers that supply the meat who are the crucial ingredient in making the Whole Foods Market's butcher's counter stand out. Whole Foods Market works closely with farms such as John & Lizzy Ridout's Penbugle Farm to ensure they have a long term profitable partnership which goes beyond just supplying the store. In 2008 Whole Foods Market entered into a unique partnership with this group of farms in Cornwall to guarantee meat prices and work with them at every stage of the meat production process.

In addition to strong vendor relationships, through its exclusive '5 Step Animal Welfare Programme' Whole Foods Market proves its commitment to raising the standards of food production in the UK and beyond.

To finish the tour of Whole Foods Market, up the historic staircase to the first floor is the restaurant venues dedicated entirely to eating the best and freshest food on High Street. There are food counters serving the best sushi, Italian dishes, pizza, steak sandwiches, burritos, salads, ice cream, crepes, waffles, pastries, freshly made juices and of course, a good cup of tea for when deciding how, what and when to eat has got too much.



GETTING TO KNOW JOE THE BUTCHER

Name: Joe Brennan

Job: Senior butcher, Whole Foods Market

Most likely to be found: behind the butchery counter, lower ground floor

Favourite cut of meat: Boneless dry aged rib eye steak

Last supper: Grilled rack of lamb with roast potatoes

Favourite farmer: John Ridout, Cornish River Valley

Favourite thing about London: The parks



Have we tempted you to come and try for yourself? For more information on other Whole Foods Market stores please visit: www.wholefoodsmarket.co.uk

AROUND TOWN



White City Food Co-op

Phoenix High School has been using its farm and learning zone to build links with the wider community in White City, West London. The high school, which has just been made a Flagship School by the Soil Association's Food for Life programme, launched its White City Food Co-op on April 24th 2009. The school opened its farm gates to residents from the estate to come and buy affordable, seasonal produce, learn about the project and even pick up some free plants grown on the farm.

The volunteer run co-op is open to everyone on Fridays from 9am to 12pm in the farm grounds. Phoenix school hopes that this will provide residents with healthy food but also make their farm facilities and courses more accessible to the wider community.

Garry McMillan, co-op coordinator and facilities manager of the school, has high hopes for the initiative. "We are confident that the White City Food Co-op will help engage traditionally isolated communities, whilst at the same time educating people and providing local, low cost, healthy produce."

The co-op is funded by the Big Lottery as part of the Well London programme in White City.

For more information contact:
Hannah@sustainweb.org
or 020 7837 1228



©Hannah Williams



Tower Hamlets - Community Cafe

An exciting and innovative catering enterprise called Flavour Gateway has been launched by Tower Hamlets charity City Gateway. Starting the catering enterprise was the idea of some of the women attending the Business Start-up course run at City Gateway Women's Project.

The social enterprise offers a high quality catering service that reflects the multi-cultural tastes of the area. It also provides flexible employment for women in Tower Hamlets who are currently economically inactive, but keen to utilise their existing talents and the skills that they have learnt through participating in courses.

In April, the enterprise launched their community café, Café Relax, at its premises in Poplar with the support of Well London. The community café provides a valuable community facility, enabling access to healthy, affordable food for local residents and encouraging social interaction within the diverse local community. It is open on Tuesdays and Wednesdays during term time from 9.30am to 2.30pm, and aims to educate customers about healthy and sustainable eating by providing healthy, local options, and running awareness-raising campaigns at the café. City Gateway is also working closely with Groundwork, which is supporting a gardening group at the centre to grow their own veg for the café.

Further details can be found at:
www.flavourgateway.com
Contact: Hannah@sustainweb.org
or call 020 7837 1228



Brixton Market's triumphant win

Following months of campaigning, leafletting and event holding, traders and residents have managed to save one of London's most celebrated and famous markets - Brixton Market. In a familiar set-up (faceless corporation sets sights on demolishing small-scale, friendly, local market in order to a build characterless outlet), the outcome provides a refreshing turn-around with developers deciding to listen to traders and halt their plans.

Campaigners have welcomed London Associated Properties' decision; nonetheless, they are not resting on their laurels and are now working hard to make a demolition impossible by getting the site listed.

Residents had their original application to list the market denied following a Department of Culture Media and Sport review (which was based on an architectural assessment by English Heritage). Since then, local Brixton resident Paul Bakalite has applied to have this judgement reviewed on the grounds that the cultural significance (specifically Black history) of the market had not been assessed. Local residents and traders are now awaiting DCMS' second review, the results of which should be announced in the summer.

Let's hope the new assessment furthers the success of the residents' campaign to save their market!



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TAKE THE PLEDGE TO GO VEGGIE

The Vegetarian Society is gearing up for another seven days of herbivorous happiness, and encouraging men, women and children across the UK to join in the culinary fun. The annual awareness-raising campaign, now in its 17th year, takes place between Monday 18th and Sunday 24th May 2009, and promotes the scrumptious array of vegetarian dishes available, as well as the benefits of a meat-free lifestyle. The hotly anticipated week will undoubtedly create a stir among veggie-friendly Londoners, who have already crafted quite a community within the capital.



THERE ARE AROUND
1.2 MILLION
VEGETARIANS IN THE UK
(AROUND 2% OF THE POPULATION)

Alex Bourke, author of *Vegetarian London*, can't praise the week highly enough: "National Vegetarian Week in May is a chance to raise awareness of the single biggest and easiest thing you can do to live a more sustainable life," he says. If you are going to take a pledge to go veg, London seems to be the place to do it. "London is the best place in Europe to be a vegetarian," says Bourke. "That's why I live here, and why many Europeans come here for the various vegan and vegetarian festivals that occur during the year. When I produced the first *Vegetarian London* guidebook in 1994, there were around 100 vegetarian restaurants and you could count the vegan ones on one hand. In 2009 there are 165 vegetarian restaurants, cafes and take-aways in London and 27 of those are completely vegan."

Also looking forward to the week is Chantal Cooke, one of this year's newly appointed London Leaders (influential figures hand-picked by The London Sustainable Development Commission to motivate individuals and communities to change London for the better – including Alex Smith – see p19). An avid vegetarian, Cooke is asking Londoners to allocate one day a week to eating a meat free diet; she hopes the softly, softly approach will offer an accessible way for people to cut down on the amount of meat they consume.

"People often see vegetarianism as a massive lifestyle change," she says. "We don't want people to look at it that way, but rather something they can fit around their current way of living." With more and more people concerned about the environment, becoming a vegetarian has never been so apt. "If people realised the impact this could have on their carbon footprint, they'd be more than willing to have a meat-free day," reckons Cooke. She goes on to roll off an array of impressive statistics resulting from having one meat free day a week for a year; each person would save 84,000 gallons of water, for example, and 245 pounds of grain.

With a plethora of vegetarian and vegan restaurants springing up around the capital, there has never been an easier – or tastier – time to try life on the other side; but if the thought of an existence without roast beef is too much to bear, why not take up the 'one meat-free day a week' challenge? Vegetarian Week would be the perfect time to start!

"WITH MORE AND MORE PEOPLE CONCERNED ABOUT THE ENVIRONMENT, BECOMING A VEGETARIAN HAS NEVER BEEN SO APT."

VEGGIE STATS AND FACTS

By Ellie Garwood

Livestock production is responsible for **70%** of Amazonian deforestation.

There are around **1.2 million** vegetarians in the UK (around **2%** of the population), and a further **7%** who eat veggie most of the time.

18% of world global greenhouse gas emissions come from livestock production, compared to **13.5%** from transport.

The first cookery book devoted to vegetarian recipes was written in 1812 by a Mrs J Brotherton.

VENUES GETTING INVOLVED

BALLS BROTHERS, EAST LONDON.

They are altering their lunch and evening menus, providing meat-free dishes throughout week. Free daily food tastings will also be on offer.

ARUP, CENTRAL LONDON.

The global firm of designers, engineers, planners and business consultants is to hold vegetarian talks, tasting sessions, documentary screenings and is even planning to set up an intranet forum to discuss vegetarianism and its role in sustainable food production.

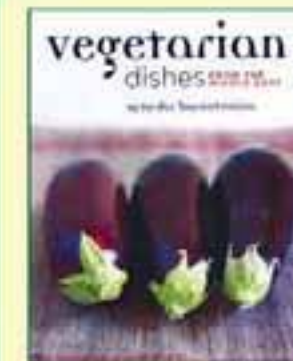
SODEXO AT NABARRO, CENTRAL LONDON.

Food and facilities management company, Sodexo, will provide live displays, cooking sessions and Q&A sessions for employees at law firm Nabarro.

HAMPTON COURT PALACE, SURREY.

Now in its third year, the Hampton Court event celebrates vegetarian food with chef demonstrations. Head of Cordon Vert, Christine Tilbury, will be demonstrating a selection of dishes from the Cordon Vert's new 'Inspired by Linda McCartney' workshop. Demonstrations take place May 23rd-25th 2009.

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ON THE MENU

saf

Restaurant & Bar

©Isabelle Plasschaert



RAW FOOD DOESN'T MEAN A RAW DEAL

It's tricky, being vegan. Eating out is an ethical minefield, scattered with meaty menus and surly waiters. As Tom Moggach finds out, the vegan diner almost always gets a raw deal.

For chef David Bailey, it's a familiar scenario. And one that gives him the giggles. He's often watched the scene being played out at Saf, his restaurant in Shoreditch. 'What can I eat?' asks the vegan diner, without hope. David's answer, of course, is every item on the menu.

Saf, which just celebrated its first birthday, has always been unashamedly different. For a start, it's the food: fancy dishes such as beetroot ravioli with balsamic figs; or maki rolls with parsnip rice, dipped in orange ponzu soy sauce. Wines are organic or biodynamic, spirits infused with sour cherries, anise or local green apples.

Second, it's the kitchen. Peek inside and you find a strangely calm atmosphere – no shouting, stress or sizzling grills. 'They don't have the same aggression,' observes Bailey of his staff. (He reckons it's the lack of meat in their diet.) Even their tools are different: high-speed blenders to whizz cashews into light creams, dehydrators to cook slivers of apple below 48°C to preserve their natural enzymes.

But most significantly, it's the attitude at Saf that sets it apart. The staff have a deliberate

policy of playing down its vegan and raw credentials. 'We're not here to convert anybody,' explains executive chef Chad Sarno, who helped to launch the restaurant. 'My whole goal is to make raw food taste as cooked as possible and meet people half way with the tastes, textures and presentation.'

For Bailey, it's been a steep learning curve. He turned vegetarian three years ago, but mastering raw food was a fresh challenge. 'It was about changing the way I thought completely,' he says. With heat, he explains, you can change the character of ingredients. In contrast, raw food relies entirely on their original quality. The emphasis is then on new cooking techniques, balancing textures, inventive seasoning and top notch presentation.

When Saf launched, a year ago, it was with a blaze of publicity. Press releases drooled how they would take gastronomy to new heights – 'serving food that whilst not always hot, is definitely haute.'

Some critics, of course, savaged the place. The 'cheese', made from soaked nuts, was a 'flavoured sludge', declared one. But on the whole, the feedback was positive.

Today Saf is thriving, with hoards of regulars and an average of 140 covers on a busy Saturday night. 'We don't need to stand there and preach about it. People just won't want to listen,' says Bailey. At Saf, they let their food do the talking.

Saf Restaurant
152-154 Curtain Road EC2
T: 020 7613 0007
www.safrestaurant.co.uk



Recipe for Caesar Salad

Makes 1 large round 10in/25cm cake

Salad ingredients:
Romaine lettuce, croutons,
dulse and nori seaweed.

For the dressing: 0.5 cup olive oil, 0.5 cup water, 2 cloves garlic, 3 tbsps lemon juice, 2 celery sticks, 1 tbsps miso, 3 dates, 1.5 tbsps kelp powder, 1 tbsps salt.

For the croutons: 1 cup pinenuts, 0.25 cup nutritional yeast, 0.25 cup onion powder, drizzle olive oil.

To make the dressing, blend every thing together except olive oil. Once mix is smooth, pour the olive oil in slowly to emulsify. Season with salt and pepper.

To make the croutons, blend all ingredients together. Once crumbled, press into crouton shapes, ready to use.

Mix salad ingredients in bowl and drizzle with dressing to make the best vegan/raw Caesar salad ever!



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FLOWER POWER



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You can get it sliced, diced, half-baked, crust-less and even with added omega-3. What you can't get so easily these days, however, is bread using minimal ingredients, free from additives and preservatives, hand-crafted by trained, skilled bakers. Ellie Garwood reports

Only 5% of bread sold in the UK today is made using traditional methods and simple ingredients; industrial bakeries, in contrast, account for a massive 80%, and in-store bakeries (that use similar ingredients, additives and intensive processes) produce the remaining 15%. Since the introduction of intensive bread making, or the Chorleywood Bread Process (CBP) as it is known in the industry, UK bread consumption has declined considerably, slumping by a staggering 50% per capita since 1960. It seems the days of lovingly crafted, nutritious, artisanal bread have disappeared - and with them, our national love of the loaf.

Gail Stephens, founder of Gail's Bakery, was so dissatisfied with the state of British bread she decided to open her own traditional bakery on Hampstead High Street in 2005, together with entrepreneurs Ran Avidan and Tom Molnar. Four years later, the company owns three separate outlets in Hampstead Heath, St. John's Wood and Notting Hill, with a fourth set to open in Clapham in June. The bakery also supplies Ocado, a range of local Waitrose stores and a handful of local restaurants.

Despite the bakery's overwhelming success, general manager Sally King is keen to emphasise that real bakers are still small fish in a big pond. "As a small player against the larger chains, it is hard to find sites, and being a premium bakery, cost is certainly a factor". It seems this isn't the only obstacle. "Awareness is also an issue", says King. "Educating people to understand the difference between real bread - and why it can cost more - what is so bad about manufactured bread, and why it costs so little, is vital."

Sustainability is of utmost importance at Gail's Bakery, with flour coming from a range of UK sources including Shipton Mill in Gloucestershire, Sharpham Park in Somerset, Doves Farm in Wiltshire, and Marriage Millers in Essex. The butter is from Lescure and Rachel's Organic, and organic fruit farm Chegworth Valley supplies apple juice and Bramley apples from Kent. "We try to adhere to seasonality", says King. "There is always room for improvement, but we currently work very hard to achieve it".

King believes the potential for real bread is massive, with the growth of Gail's Bakery over the last four years a clear indicator of increased public demand. "We think that there is a genuine resurgence of real bread going on. With the media picking up on it more and more, we are optimistic about the future."

The public, it seems, is regaining its appetite for nutritious, locally produced bread. Massive shifts won't happen overnight, but establishments like Gail's Bakery are helping Londoners put real bread back on the table, slice by slice.



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Upcoming Events:

Picnic on the Green, Islington Green
- Saturday 6th June
(Farmers' market stalls, barter stalls, traditional fete games and more)

Anniversary Market, Islington
- Sunday 7th June
(With cake to share!)

Marylebone Fair
- Sunday 15th June

Plant Fairs:

- Sat 9th May Wimbledon
- Sun 10th May Islington
- Sat 16th May Parliament Hill
- Sun 17th May Blackheath
- Sun 24th May Walthamstow
- Sun 14th June Islington - 10th Anniversary plant fair
- Sun 21st June Queens Park

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PÂTÉ MOI

LOCAL TO LONDON



@Pamela Troni



Bored at work? In our idle moments, most of us dream of breaking free: take the plunge; leave the job; go it alone. But it's far from easy, as Flip Dunning, founder of Pate Moi, is first to admit: "It's been a lot work. I've stuffed envelopes to make ends meet."

Rewind four years, and Dunning was toiling away in a job in advertising. Today she runs a successful company selling mushroom pate in Borough Market: "I can honestly say I changed my life and never feel jaded. I will never work in an office again."

Each week, she orders in 50 kilos of organic mushrooms from Suffolk, whizzing them up with breadcrumbs, curd cheese, tamari, lemon juice and her trademark secret spices in a commercial kitchen near London Bridge.

It's a family recipe, invented by her brother at the age of eight. Dunning sells just this one product, making it with love – key ingredients for a successful artisan food business.

She now sells to local delis too, although the bulk of her trade remains at the market. "There's a fantastic sense of community there," she explains. "You very quickly get used to being a trader, not a punter. It's very competitive, but I feel blessed."

Her enthusiasm is infectious, and regulars return each week to tell Dunning about their latest culinary discoveries for her pate: baked in a chicken breast; wrapped in pancetta; added to beef Wellington; mixed through pasta or even spread in a bacon sandwich.

This month, Pate Moi will exhibit for the second time at the Real Food Festival. "Last year was a brilliant springboard in terms of people's awareness," Dunning says. "We got a ton of shops asking us to supply them." Interest is also growing from various box delivery schemes.

Her lessons for others? "It is a massive step. But if you really want to do something then you should take the leap. If you're not feeling alive then you have to make the change."

But the obvious question, of course, is about the reaction of her brother to her success. She giggles: "He always says: 'If you become a pate millionaire you can halve it with me.'"

By Tom Moggach



**To discover more visit
www.mushroompate.co.uk
 or find Pate Moi at the
 Real Food Festival and
 Borough Market**

New summer menu now available at Wahaca

Drop into Wahaca and try freshly prepared, seasonal dishes from our new summer menu. Here are some of our favourites...

Devon crab taquito
Fiery, smoky tastes of the sea Mexican style... White and brown Devon crab meat, MSC shrimps and our habanero-laced escabeche marinade – topped with our avocado & Mexican chilli salsa

Summer Fuerza Salad
Fuerza is Mexican for “power” which is what this super healthy salad will fill you with once you have munched your way through crisp lettuce, marinated beetroot, omega-rich avocado, protein-full quinoa and vitamin-C packed hibiscus flowers and home-made dressing.

MSC shrimp ceviche tostada
Sharp, citrusy, fresh – our MSC shrimp marinated in fresh lime juice and chillies and served on a lettuce leaf and crisp tostada

Horchata
Our new agua fresca, made of ground almonds and rice and a touch of cinnamon – refreshing, delicious and dairy-free!

www.wahaca.co.uk

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THE WIDENING PLOT

To some, Boris Johnson’s championing of the idea to create 2012 new growing spaces across the capital by the time of the London Olympics in 2012 seemed a political gimmick. Not so in reality...

The Capital Growth scheme is being driven by project manager Seb Mayfield, whose pitch I experienced at the burgeoning London Allotment Officers’ group. The group’s growing success is down to Jeff Barber, a leading light in the Allotment Regeneration Initiative (ARI). Jeff has encouraged more and more of the 33 London boroughs to send allotment representatives to the meeting. I was at the first meeting when there were only five or six. When Seb spoke to the meeting in Uxbridge there were over twenty five boroughs represented. With ARI just receiving funding for the next few years, we are hoping for more and better supported allotments across London.

As for Capital Growth, Seb is optimistic. He told me: “We have had an amazing response, ranging from a small roof garden on a local theatre in Hackney to a doctor’s surgery in Brixton. There have been lots of housing estates applying for our backing, as well as prisons.” Pointedly, he notes that the spaces cover 28 of London’s 33 boroughs. Later, we might name the guilty boroughs that have yet to apply themselves. Will my own, reluctant-to-grow borough, Hammersmith and Fulham, be among them? When I suggested an allotment plan they told me it was legally worrying and might take several years.

Louise Vaughan from the Spitalfields estate was one of the successful applicants for financial backing. She said: “18 months ago, we felt that there was a need for a growing programme. We went ahead and there was a big response. Now, through Capital

Growth we have been able to double the growing areas on the estate. It has not only got people growing, but more importantly it’s brought the community together.”

One of the more unusual projects backed by Capital Growth is the charitable Hermitage River Project, which is a mooring for historic boats within sight of Tower Bridge. Heading the scheme is Anne Wainwright, who lives in a Medway Coaster named Rock. Anne says that people who live in boats are often seen by society as gypsies, and are mistrusted and misunderstood. Having spent the last five years planning the mooring in co-operation with the Port of London Authority, she saw a chance for it to contain small growing areas for each boat, so that their residents can eat fresh, home-grown salad and herbs.

Tamsin Wills is helping turn land at Stonebridge Lock on the River Lea into a growing and permaculture centre. There is to be a big investment in fruit trees. Again it has led to community co-operation, especially when a lorry-load of compost arrived from North London Waste and had to be moved barrow by barrow onto the site! She is also involved with Sustainable Haringey, which is taking over an old council run greenhouse to teach people how to grow and propagate.

All in all, the Capital Growth programme has supported the creation of almost 100 spaces (well exceeding the target of 50) in its first stage, and is now preparing to take on the next 1900 odd. Phew!

By Michael Wale

Michael Wale is presenting The Food Show at 3pm on Sunday 24 May on LBC 97.3 FM, and will be covering Capital Growth.



@Louise Vaughan

Whitechapel Gallery

www.whitechapelgallery.org/dine



Dining Room & Café

Head Chef Maria Elia’s eclectic take on British seasonal ingredients has already won rave reviews since we opened the stylish yet intimate Dining Room in the newly refurbished Gallery in April.

For Dining Room reservations please call 020 7522 7896 or email dining@whitechapelgallery.org, 77-82 Whitechapel High Street, London, E1 7QX, www.whitechapelgallery.org/dine

Dining Room – a modern British brasserie
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Café – perfect for a drink or light meal
Open from 11am to 5.30pm Tuesday to Sunday.

Catering at the Whitechapel Gallery is provided by Vacherin – winners of the 2009 Sustainable Food Award. For more information visit www.vacherin.com



FOR MORE DETAILS SEE: www.capitalgrowth.org

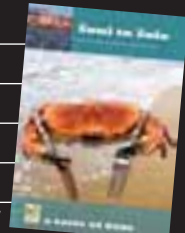


FOOD TOURISM DAYS OUT IN THE 'GARDEN OF ENGLAND'

As little as 40 minutes from London, lies the idyllic 'Garden of England'. Produced in Kent has created a stunning series of days out to help city dwellers experience the delights of the county and its coastline with its FREE 'trail' series.

There are six fascinating trail guides covering Kent's most historic and thriving food and drink industries entitled:

- APPLE SOURCE
- CHERRY RIPE **NEW**
- HOPS & DOWNS
- RED, WHITE & BRUT
- SHEEP AHOY
- SOUL TO SOLE **NEW**



Each trail features details of the best producers, retailers and restaurateurs in each sector, with the guide including a stunning walk or bike ride, the fascinating social and local history and a delicious recipe to try when you get back home.

As Produced in Kent manager Julie Monkman said, "This is what we call 'Food Tourism', but it's much greener than jumping on a plane to experience a tropical fruit salad! If you pay a visit to Kent this summer you'll be contributing to the local economy in the beautiful 'Garden of England'. Every £10 you spend in the county with a local producer or farm shop, is worth £25 to the local area compared to just £14, when spent in the supermarket. Added to that you'll be helping to sustain the rural economy and keep the countryside flourishing in Kent."

Available from Tourist Offices across Kent, you can also download the free guides from www.producedinkent.co.uk

PRODUCED IN KENT OPENS THE GATES TO THE 'GARDEN OF ENGLAND'

A decade ago a small but passionate not-for-profit organisation began beating a little drum in the county of Kent to encourage people to buy regionally and seasonally grown food and drink from the 'Garden of England'.

Ten years on, Produced in Kent represents farmers, producers, vineyards, retailers and restaurateurs who between them are serving up some of the most innovative, environmentally-friendly food and drink - from buzzing Kentish honey, through to original hand made cheese, chutney and chocolate, and delicious, creative wines, ciders and fruit juices.



FOOD & DRINK HEROES

Producers, retailers and restaurateurs are leading the way in innovation in Kent with 13 cream of the crop producers awarded Taste of Kent awards this Spring. Butterfly Meadow of Whitstable has been acknowledged as producing the county's 'Best Innovative Product' - a delicious healthy fruit snack called 'Fruit Leather' with no added sugar or additives.

Meanwhile, The Chapel Press in Burmash is now known as the producer of the 'Best Food & Drink Product' in Kent when the family-run farm became the first to produce and bottle rapeseed oil after reading about the "fantastic health benefits and superb cooking qualities of rapeseed oil".



For more information contact:
Julie Monkman T: 01732 853170
E: julie.monkman@producedinkent.co.uk
www.producedinkent.co.uk



Supported by Kent County Council and Hadlow College. Images provided by WAC PR and Marketing.



Alex Smith, London Food Link member and founder of Alara Muesli, speaks to Michael Dees about the green and pleasant land which surrounds his factory in King's Cross.



> What are your aims with Alara?

Integrating the old with the new. Making a transition from an old way of having a food business to suit the food models that are coming - and doing it in a sustainable way.

> Is there anything that has really worked, or really hasn't worked?

In 1995 we decided that our strength was in muesli. Trying to do too many things didn't really work.

> Who set it up and when?

I started Alara in 1975. I had been living without any money and found two pound notes in the gutter. Using a friend's Morris Minor, I went to Covent Garden and filled the pick up truck with thrown away fruit and vegetables from the bins. These were sold from an empty dairy that we were squatting in, and that's how it started.

> What have your recent developments been?

We've just planted the biggest vineyard in London, bringing the land around our factory into food use and extending into the surrounding area near St Pancras Old Church, which is said to have inspired Blake's Jerusalem. We planted 100 fruit trees and at lunch I spent half an hour weeding the strawberry beds, which was a good break from the computer.

> What feedback have you had about your work?

I have become a London Leader, which involves acting as an exemplar for sustainability. I'm working on a plan to develop the first community anaerobic digester in Europe. This will take four tonnes of waste every week from Alara, Booker and other local businesses and houses, and turn it into gas, which can be used to generate electricity and heat, plus digestate, a soil conditioner which will be used in a greenhouse to produce food for the community.

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

It's happening everywhere! People are getting hold of the concept of how important local food delivery systems are going to be and that, rather than valuing working with a computer and going to a gym, it's better to spend less time on a computer and more time exercising in a garden growing food.

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

I'm inspired by the history of this area, where Boadicea was defeated by the Romans, where Roman culture and Christianity were first established, and where the industrial revolution began. We have two hectares of land which is just rough - we found 200 needles! The way to tackle this is to get wide community involvement, including BTCV Green Gym (a scheme which encourages people to improve their health by volunteering on environmental projects), the council, schools, the local college and the King's Cross Terra Madre group. I recently worked out that I have about a billion seconds left to live and I'm determined to make every one count!



©Pamela Troni

"We've just planted the biggest vineyard in London, bringing the land around our factory into food use and extending into the surrounding area near St Pancras Old Church."

**CONTACT!
WWW.ALARA.CO.UK T: 020 7387 9303**



Thank you to Sustain and the Jellied Eel for your constant support, good advice and for helping to make wahaca a restaurant striving for the best sustainable principles. Good luck with continuing the work and we look forward to doing lots more with you in the future.

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If you are interested in receiving this magazine every quarter, you can subscribe by joining London Food Link. The benefits of membership include:



* Free copy of The Jellied Eel every quarter.

* One day's free advice on using sustainable food/suppliers, 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 London Food Link's extensive contacts and policy development expertise.

* Access to e-forum with information on news, funding, jobs, events and more on London's sustainable food scene.

* Access to the members' area: members directory, funding info and back issues of The Jellied Eel.

* 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.

JOINING... IT'S EASY

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.

London Food Link members include:

Primary Care Trusts, London Boroughs, Business Associations, Retailers, Farmers, Environment and Community Groups, Food Access Partnerships, Allotment Groups and Food Writers.

JOIN LONDON FOOD LINK NOW

To join London Food Link, fill the slip in opposite, download a membership form from the website or contact: londonfoodlink@sustainweb.org or call us on 020 7837 1228.

"Excellent networking - linking up with new suppliers - generally providing information on like minded businesses and causes."
Geetie Singh, Duke of Cambridge

"London Food Link: fly the flag for local, organic and fair trade food by joining this network of producers, businesses, writers and community groups."
The Guardian Food Guide



For more information visit us online at:
www.londonfoodlink.org

FILL IN OUR MEMBERSHIP FORM

Name _____

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Please write one or two sentences summarising who you are / your interests in food:

I would like to join London Food Link (please circle the relevant rate):

Community projects, farmers, growers, and individuals **£20**

Voluntary organizations, social enterprises and commercial bodies with a turnover of under £100,000 per year. **£40**

Commercial bodies with a turnover of between £100,000 - £1,000,000 per year, or statutory organisations (health authorities/councils/educational institutions) **£75**

Commercial bodies with a turnover of over £1,000,000 per year **£100**

If the fee is not, for whatever reason, a fair reflection of your organisation's ability to pay, please get in touch.

Please make cheques out to Sustain: the alliance for better food and farming and return to

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London Food Link
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DIARY

MAY 2009

8th - 11th May, The Real Food Festival

Three day festival showcasing producers from the UK and abroad, plus captivating real food debates, real bread, cookery demonstrations, the Rude Health Speakers corner and lots more. www.realfoodfestival.co.uk

8th-9th May, The Good Food Festival (European)

The final Good Food Festival will be celebrating the best of European food that London has to offer at Church Street Market, Westminster. www.goodfoodfestival.org

15th May, Make the Marine Bill Count - Lobbying Event

The Marine Conservation Society is gathering support to lobby MPs and call for a stronger Marine Bill to protect wildlife. The meeting will take place at Central Hall Westminster. www.mcsuk.org

15th - 24th May, Vegetarian Week

See pg 8 for details of London events, or www.vegso.org/nw

19th May - Community food feast for London, 0.30 - 1.30PM, Dragon Hall, Covent Garden

Celebrating all the inspirational work of community food projects across London, including a free seasonal lunch and a cookery demo from top London Chef Cyrus Todiwala of Café Spice Namaste. Contact Hannah@sustainweb.org or Suzanne@sustainweb.org

21st May, Proper Oils - Refinery Launch Event

Proper Oils collect used cooking oil from caterers in London, refine it into the highest quality biodiesel and supply it to local organisations. They are holding a launch event to celebrate the opening of their new refinery and welcome anyone that is interested to come to Twickenham to learn more. www.properoils.co.uk

JUNE 2009

16th June, Keeping Chickens Course at Hackney City Farm

This one day course will cover the basics of keeping your own chickens and will help you to plan your own brood. Booking is essential - please visit www.hacknycityfarm.co.uk

12th June, Ten year Anniversary of London Farmers' Markets

Faire and picnic on Islington green, including farmers' market and plant swap www.lfm.org.uk. See p4 for more information.

12th June, Compost Clinic and Recycling Network

Visitors have the opportunity to learn about making their own compost, greening their shopping habits and getting the facts straight on confusing packaging labels. This event is organised by Redbridge Recycling Team. www.levelondon.org.uk/page/47/show/2265

14th June, Garden Plant Fair at Islington Farmers Market

This is an excellent opportunity to purchase healthy fruit, vegetable and herb plants reared by local plant nurseries in a series of events organised by London Farmers' Markets. www.lfm.org.uk

JULY 2009

1st - 31st July Eat Your Art Out

A month-long celebration of food and art in over 100 eateries on Kingsland Road, Hackney www.alternativearts.co.uk

4th July, Seed Saving Course

Learn how to save seed from your crops for next year or to swap with your friends on this one day course in Waltham Forest. www.walthamforestclass.gov.uk

19th July, The Big Lunch

Sit down and enjoy lunch with your neighbours as part of The Big Lunch, which aims to see millions of people across the UK eating together. Visit the website to find out what is happening in your borough or register your street for a meal. www.thebiglunch.com

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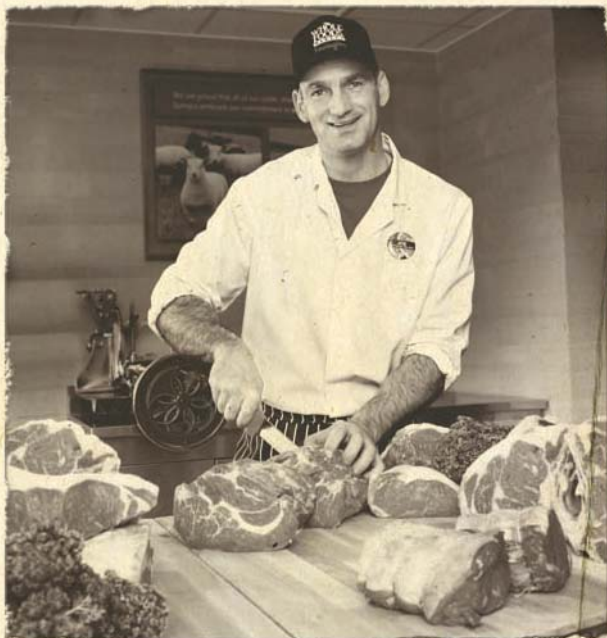
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