

# The **JELLIED EEL**

LONDON'S LEADING MAGAZINE FOR ETHICAL EATING

Shock! London's local pubs serving good grub

Feeding the 5000 with food waste

## London's going back down the market

ISSUE 26  
WINTER 2009  
**FREE**

LONDON'S PUDDINGS \* SCHOOLS GROWING FOOD \* LORD MAYOR'S TRIFLE



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# SAY HELLO TO THE JELLIED EEL...

While many Londoners will be preparing for somewhat frugal festivities this year, lots of our readers will be juggling this with ethical concerns. Where to get the turkey? Fairtrade or organic chocolates on the tree? What to make for the vegetarian this year? Well we've tried to help out with the puds, taking a look at one of London's longest established Christmas pudding companies (p17), and at least as old, if not older, the Lord Mayor's trifle (p18).

After all this yuletide excess, many of us will be looking to stay off the booze and rich pickings for at least a few days. So as part of our new farmer's market notice board (p5), we've pointed out some of the seasonal veg you can get there at the moment, to help with those diets. Maybe one of our readers will come up with the next best-selling diet plan around eating local food!

As many readers will know, The Jellied Eel, as well as being London's only free food magazine, is linked to London Food Link, the network for those Londoners passionate about ethical food. We asked these members what more they wanted out of The Jellied Eel and, in response to a resounding cry for more on food growing, we've created a new section Capital Growth, which as well as including growing tips, will focus in on different projects around London starting off this issue with schools (p15).

At the last London Food Link network do, back in November at the Duke of

Cambridge, we were pleased to hear from Tristram Stuart, author of Waste, in one of our five minute slots (they're like speed-dating for foodies! Don't miss the next one in the Spring). Tristram has followed up by writing to The Jellied Eel (p4) about his event "Feeding the 5000", in Trafalgar Square in December. Tristram is hoping to divert enough (perfectly edible) food destined for landfill, to feed, well, whoever happens to be in Trafalgar Square that day – bar the pigeons – which he assures me won't be turning up in the soup either!

With people being more thrifty with the recession, and the impact of European waste legislation over the next two years, there are some very good economic reasons to convince those who aren't moved by the environmental or social reasons for not being wasteful. After all, wasting food costs the average family £420 a year, money which would certainly help towards the costs of a fun-packed, ethical Christmas.



*Ben-Editor*

©Pamela Troni

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# BULLETIN

FEEDING THE 5000

## Letter of the Issue!

Dear Jellied Eel

Christmas is of course a time for feasting and abundance but as with Christmases past, hundreds of tonnes of fresh and delicious brussels sprouts, carrots and potatoes (amongst many, many other things of course) will never make it to festive tummies.

On December 16th between 12 noon and 2pm in London's Trafalgar Square Feeding the 5000 will gather enough food to feed five thousand people, made from ingredients that otherwise would have been wasted - hot soup made from wonky carrots, potatoes cast out for being the wrong shape or size, fruit that wouldn't normally be harvested, slices of bread and sandwiches, all fresh and good to eat that were destined for the bin.

The rescued food, will be distributed as a free lunch to 5000 members of the public on a first come first served basis - all are welcome and encouraged to come along for a truly free lunch. There will be brief addresses from members of the food and farming industries as well as civic and spiritual leaders, including the Bishop of London. There will also be a live cooking demonstration from leading chefs such as Tommi Miers as well as the smoothie bicycle which will be pressing and handing out smoothies from unwanted fruit.

We are trying to let people know that food waste is not inevitable and in fact, the solutions are often simple, business friendly and perfectly feasible. We can all help to relieve pressure on the environment and on global food supplies simply by wasting less food. It is our hope that next Christmas we will eat some of the slightly knobbly parsnips which may otherwise have ended up rotting in fields. Who knows? Perhaps they'll be all the more delicious for it.

Tristram Stuart

Tristram, famous for his freeganism, receives a fantastic hamper packed full of produce kindly supplied by Sourced Market, so he doesn't have to scour the bins for a few days. Available at [www.sourcedmarket.com](http://www.sourcedmarket.com)



Nelson's column artwork by Laura Yates



### Waste not, want not.

top tips from Maresa Bossano

1. One of the good things about winter's cold weather is that your root vegetables will last for a lot longer stored somewhere cool and dark, with no need to store them in a fridge (unless you have your central heating turned up too high!).
2. There's still a few windfall apples around. If your apples are partly damaged you can cut off the bad bits and stew up the remaining good parts to put in the freezer for later on in the season.
3. If you've got any stale bread don't throw it away - whizz it into breadcrumbs. You can use them fresh in treacle tart, nut roast or gratins - or put them in the freezer for future use - but don't forget to label the box so you know what they are!
4. If you are juicing citrus fruits, why not zest them first. Always keep the leftover zest in the fridge. Add it to biscuits, cakes, couscous, hummus or a multitude of other dishes to give them a bit of a zing!

### 61% increase in sales of fruit and veg

As reported in the last issue of the Jellied Eel, since September the Buywell retail project, managed by London Food Link has been working with 17 shops around London to give them a fruit and veg makeover. Many of the shops taking part in the project, which is part of Well London, were previously not stocking fruit and veg, and have been given help to improve their displays and range. Amongst other things this has helped to increase sales, in one case by a whopping 61%!



[www.sustainweb.org/buywell/buywell\\_shops/](http://www.sustainweb.org/buywell/buywell_shops/)

# FARMERS' MARKET NOTICEBOARD

This issue's featured market is one of eighteen operated by London Farmers Markets. All produce comes from within a radius of 100 miles from London, but most comes from much closer. We look at two stallholders who bring a taste of the country to Londoners.

## MARYLEBONE

### Perry Court Farm, Bilting, Ashford, Kent

Martin Fermor's Dad started work on Perry Court Farm when he returned from the war to find there was no demand for fruit from his orchard of 60ft cherry trees. So he started growing whatever the market wanted - specialising in 100 varieties of apples, 150 varieties of pears and soft fruit - and grazing the orchards with pigs to restore fertility. Martin is now trialling varieties of apricot, peach and nectarine and this year had his first crop of strawberries. Using crop rotation on the farm's large acreage, Martin is able to maintain high quality and yield of fruit without using fertilisers or chemical sprays.

.....  
 Find out where to buy Perry Court Farm produce, including their heritage variety apple crisps, at [www.perrycourt.com](http://www.perrycourt.com)

### South Downs Venison & Game

Jess Garton and her husband, Jack, rent 1500 acres of woodland on the South Downs in Sussex. Jack's dad is a gamekeeper and shooting instructor, and runs a pheasant shoot.

The Gartons work with the Forestry Commission to help manage the increasing population of wild deer that have the run of the South East woodlands, England's most wooded region. The Gartons cull the deer to prevent overgrazing damaging the woodland landscape and biodiversity. Friends and family receive lots of free deer meat, more than they can eat, so Jess and Jack decided to start a business selling game from the South Downs, including venison, partridge and pheasant.

Jess has been selling at Marylebone for the past year and loves this friendly market where appreciative customers are open-minded and happy to learn about new cuts of meat or different methods of cooking. Wild venison is a very lean meat so it's hung for ten days to ensure tenderness and well-developed flavours. To keep her customers coming back week after week, Jess makes sure that the best products she has available are on the stall. She says, "Customers are interested in what we do. They now want to come and visit the woodland."

.....  
[www.southdownsgame.co.uk](http://www.southdownsgame.co.uk)

## MARKET NEWS

### Special Christmas farmers' markets - Wednesday 23rd December

- Bermondsey 10am-1pm (tbc)
- Islington - 10am- 1pm
- Marylebone- 9am-12pm
- Parliament Hill - 10am -1pm
- Queens Park - 10am - 1pm
- Wimbledon - 9am-12pm

### New markets and extended opening hours

See Around Town on p8 for more information

For more information on your local farmers market go to [www.lfm.org.uk](http://www.lfm.org.uk)

To see what makes a genuine farmers' market and why this is important, go to [www.farmersmarkets.net](http://www.farmersmarkets.net)

## ACT NOW!

The Government wants to allow product placement in UK-made TV programmes, which would expose children to even more junk food marketing. They are consulting on this until 8 January, so please respond now. You can make your concerns known using the Children's Food Campaign's easy online action:

[www.sustainweb.org/childrensfoodcampaign/action/](http://www.sustainweb.org/childrensfoodcampaign/action/)

MORE BULLETIN...>

## Bobbies go free range on the beat

The Met Police were one of 15 public sector organisations in London given awards for improving their food, with some switching to free range eggs, some using fish from a sustainable source and others using local and seasonal fruit and veg. The Good Food on the Public Plate awards on November 16th, presented by Rosie Boycott, were given to:

- Birkbeck, University of London
- City University of London
- Imperial College
- The Institute of Education
- London Borough of Enfield
- London Borough of Havering
- London Borough of Tower Hamlets
- Metropolitan Police service
- Queen Mary University of London
- Royal Brompton Hospital
- Royal Holloway University
- Royal Marsden Hospitals
- South London and Maudsley Trust
- Thamesbrook Nursing Home
- The University of Greenwich



[www.gfpp.org.uk](http://www.gfpp.org.uk)

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## WHAT'S IN SEASON?

### DECEMBER BEETROOT

Go for smaller beetroots. Large specimens take forever to cook. Simmer in white wine vinegar and white wine, roughly equal volumes, adding a pinch of salt. Or bake, steam or roast in foil. The small leaves add a splash of colour to salads.

### KALE

Try this winter stalwart on toast. First fry onion, garlic and fresh chilli. Add a sprig of rosemary and stir. Next, add the chopped kale (or cavolo nero), and a splash of water to prevent sticking, cover until cooked. Grate in orange zest, season and serve.

Also in season: apples, brussel sprouts, celeriac, chicory, citrus fruit, walnuts, kale, kohlrabi, parsnips, pears.

### FEBRUARY BLOOD ORANGES

Mix this ace cocktail from writer Victoria Moore: one bottle of sparkling white wine, 500ml of blood-orange juice and 150-200ml of Campari. For salads, blood oranges are a magnificent match for fennel, red onion and black olives.

Also in season: brussel sprouts, cabbages, cauliflower, celeriac, chicory, forced rhubarb, kale, leeks, parsnips, potatoes, pears.

### JERUSALEM ARTICHOKES

Shave slivers of this knobbly tuber to eat raw in salads, or stir fry, finishing with a squeeze of lemon. Jerusalem artichokes are also terrific for wintry soups.

Also in season: apples, brussel sprouts, celeriac, celery, chestnuts, chicory, leeks, main crop potatoes, parsnips, red cabbage, turnips.

### JANUARY SWEDE

Often overlooked, the humble swede deserves better. Try chopping into cubes, tossing with olive oil and sea salt then roasting until crispy.



Supplied by Tom Moggach

## CATERING



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# OLIVER'S ORGANIC PRODUCE

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ORGANICALLY GROWN  
FOODS ARE SO MUCH BETTER  
FOR YOUR FAMILY

Vegetables are good enough to eat!

Wines, eggs, chocolate, and  
many other foods as well as natural



# OLIVER'S

Hand Made Food



## NOMINATED CHEF PATRICK AITEUR

OLIVER'S  
BLACKHEATH VILLAGE, SE3 OBD

## SHOP WINDOW

# Hand made food

At Hand Made Food, 'South London's answer to River Cottage HQ', counters and shelves are brimming with fantastic looking pies, preserves, tarts, terrines, salads and cheeses. Fergus and Vicky Clague's charming village shop in Blackheath is quite literally ethical foodie heaven writes Jamie Ford.



The duo pride themselves on being a small business which supports sustainable, local farming, fully engages with its local community and turns out fantastically fresh, seasonal food. Chefs

are busy working in the kitchen preparing the day's specials like Normandy pheasant in apple, cider and brandy cream and organic beef braised in Greenwich Meantime beer. The majority of the fresh produce comes from independent farmers in the South East of England, often via the Sunday Blackheath farmer's market, and about a third of all the food that comes in is organic. Hand Made Food has close ties to the Blackheath community supporting a local homeless shelter with any leftovers and ensuring all take-a-way containers are fully compostable.

In addition to the daily trade in the shop, Hand Made Food also runs both a fine dining venue and an event catering service. Fine dining takes place in a beautiful upstairs dining room with space for 16. The chefs will help you choose the perfect menu to suit your occasion with organic wines to match. Event catering covers everything from banquets to canapés and of course upholds the Hand Made Food philosophy of providing the best possible with the least impact on the environment.

### Seasonal specialities

Hop on the train and take a trip down to South East London to visit Fergus, Vicky and the team for some wonderful winter fayre including...

Pork terrine with prunes soaked in Armagnac; sustainable fish pie; smoked mackerel and lime pate; game pie; kale, potato, cream and vintage gruyere gratin; Ribolita (tuscan bean and black cabbage stew); coq au vin; dauphinois potatoes; home made Christmas pudding; apple pies; poached pears and panna cotta

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



# AROUND TOWN

**DISCOVER** WHAT'S HAPPENING  
IN YOUR AREA! GET ALONG  
AND GET INVOLVED!

**1** **NEW HOURS AT BRIXTON SW9  
FARMERS' MARKET**

By public demand! Every Sunday 10am -3pm

**2** **NEW FARMERS'  
MARKET COMES TO SE1 3UN  
BERMONDSEY SQUARE**

Customers will now be able to get their hands on goods from a number of exciting new farmers and food producers who will be selling their wares in the capital for the first time! The market is every Saturday from 10am to 2pm, come rain or shine.

[www.lfm.org.uk](http://www.lfm.org.uk)

**3** **FEEDING THE 5000 SW1**

see p4

**4** **NEW LIVERPOOL STREET EC2M  
FARMERS' MARKET IN  
DEVONSHIRE SQUARE**

Christmas Markets 16th and 17th December. See [www.lfm.org.uk](http://www.lfm.org.uk) for more dates.



SOURCED MARKET IN CLAPHAM

## 5 GOOD FOOD FOR CAMDEN

Camden has launched its food strategy: Good Food for Camden. NHS Camden, Camden Council and Sustain are now working together with partners in the community, voluntary and business sector to implement the strategy, which aims to make Camden a healthier place in which to live and work.



NW1

The Good Food Strategy aims to bolster a healthy and sustainable food system in Camden, where everyone will have access to healthy, affordable and locally grown food and, as a result, obesity and health inequalities will decline.

For more information about the strategy please contact [rosie@sustainweb.org](mailto:rosie@sustainweb.org) or [anna@sustainweb.org](mailto:anna@sustainweb.org)

## 6 Clapham's New Market

SW4

Just a minute's walk from Clapham Common and the tube station, a new street market has been set up bringing local and seasonal produce to the people of South West London. The market, which has been set up by the organisation Sourced, is being run from Friday – Sunday on the last weekend of each month, although they hope to start running it weekly by Spring 2010. Based on Venn Street, the market mainly has take-home produce, with a few hot food stalls for those who can't wait for their grub. With over 40 traders, customers can choose from a number of different bakers, including flour station and flour power, fishmongers, cheese stalls, fruit and veg sellers, cake makers and even pate courtesy of pate moi (see Jellied Eel Issue 24).

## 7 FARM DIRECT – ISLINGTON

NI

A brand new way to order local produce has been launched in Islington. Farm direct, run by Islington resident Rob Baker, allows you to get your hands on produce from small farms around London with the groceries delivered straight to your door at the weekend. The participating farmers are all well-known to Islington residents through the local farmers market. The service hopes to expand beyond Islington next year.

[www.farm-direct.com](http://www.farm-direct.com)



## 8 London's Charity Potato Fair and Seed Exchange

SE22

See p23

## 9 Hand Made Food

SE3 OBD

See p7



## 10 SUTTON STARTS GROWING!

SM1

Local environmental charities BioRegional and EcoLocal, have launched an exciting new One Planet Food project that will enable Sutton residents to buy affordable, delicious and nutritious local food and get fit and healthy through growing their own. The project includes:

- Training for food growing and healthy eating;
- Setting up Sutton's first community farm (between Carshalton and Wallington) – Launching in January 2010;
- Local food markets providing fresh, affordable local produce in areas with limited access; the first market will kick off in Hackbridge, near BedZED, in January 2010;
- A local food network linking with local producers to supply healthy local food to Sutton's schools and hospitals.



[anna.francis@bioregional.com](mailto:anna.francis@bioregional.com)

[www.bioregional.com/what-we-do/our-work/one-planet-food-sutton](http://www.bioregional.com/what-we-do/our-work/one-planet-food-sutton)

FEATURE

# LONDON'S LOCALS

Once a staple part of community life, local pubs are slowly disappearing from British towns, cities and villages. Ellie Garwood looked into how the London pub is faring, and how some are marking themselves out by being more ethical.



A staggering 52 pubs are going out of business each week, with new figures suggesting an increasing number are opening part-time in a bid to save on wages. Kim Martin, Campaign for Real Ale (CAMRA) London Regional Director, says, "London's pubs have taken quite a battering lately with the smoking ban, higher prices for the raw ingredients in real ale (malted barley, hops), and the current credit crunch." Inspiringly, however, it seems the capital's love of local ales has proved a much needed life-line during this tough period. "Despite the fact that pub-goers have been forced to tighten their belts, cask ale [real ale] is undergoing a surge in popularity," says Kim, "slightly more so in London than nationally. Moreover, pubs stocking real ale are closing at a much slower rate than other pubs."

CAMRA's recent campaign, LocAle, encourages local pubs to stock beer and ale from local breweries. The scheme improves consumer choice and diversity while retaining money locally, and fewer 'beer miles' means less road congestion and pollution. Currently 35 pubs in London are signed up to the scheme, and Kim is encouraging more establishments to get involved. She is also keen to emphasise the importance of the punter. "Once our pubs are turned into flats or trendy glass and chrome theme bars, they are gone forever - the ambiance cannot be recaptured. Visiting your local is the easiest way to ensure this doesn't happen."

Opposite are a few of the Eel's favourite ethical pubs:



## ORGANIC PUBS

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**THE CROSS KINGS, KING'S CROSS** - WHEREVER FEASIBLE THE CROSS KINGS SERVES ORGANIC FOOD FROM REPUTABLE OUTLETS. THE PUB'S VEGETABLES ARE FROM BOROUGH MARKET, WITH FISH FROM MERSEA ISLAND, MEAT FROM A TRADITIONAL FAMILY BUTCHER AND BREAD (WHEN NOT MADE ON SITE) FROM THE ARTISAN BAKERY, EXETER STREET BAKERY.

[WWW.THECROSSKINGS.CO.UK](http://WWW.THECROSSKINGS.CO.UK)

## PUBS WITH BREWERIES ON SITE

MICROBREWERIES ARE ETHICAL AS THEY REDUCE 'BEER MILES' AND PROMOTE LOCAL ECONOMIES AND LOCAL TRADES. LONDON PUBS WITH MICRO-BREWERIES INCLUDE:

**THE FLORENCE, DULWICH**

[WWW.CAPITALPUBCOMPANY.COM/THE-FLORENCE](http://WWW.CAPITALPUBCOMPANY.COM/THE-FLORENCE)

**THE HORSESHOE, HAMPSTEAD**

[WWW.THEPRINCESSOFSHOREDITCH.COM](http://WWW.THEPRINCESSOFSHOREDITCH.COM)

**WILLIAM IV, LEYTON**

**ZERO DEGREES, BLACKHEATH**

[WWW.ZERODEGREES.CO.UK](http://WWW.ZERODEGREES.CO.UK)

**BREW WHARF, LONDON BRIDGE**

[WWW.BREWWHARF.COM/](http://WWW.BREWWHARF.COM/)

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[WWW.GREENWICHUNION.COM/](http://WWW.GREENWICHUNION.COM/)

## PUBS WITH GOOD FOOD PRACTICES

**THE PRINCESS OF SHOREDITCH, SHOREDITCH** - IT IS REVERED FOR ITS MANY ETHICAL PRACTICES WHICH INCLUDES SERVING ONLY LINE CAUGHT OR ORGANIC FISH AND A POLICY SHUNNING MINERAL WATER. FOR THOSE THAT CAN'T BEAR TO BE WITHOUT BOTTLED WATER THEY CHILL, FILTER AND BOTTLE THE TAP WATER, WITH ALL PROFITS FROM THE SCHEME DONATED TO CHARITY.

**THE BULL AND LAST, KENTISH TOWN AND PRINCE OF WALES, PUTNEY** - BOTH PUBS, RUN BY THE SAME MANAGEMENT TEAM, ARE HOT ON SUSTAINABLE FOOD. SUPPLIERS INCLUDE MARY HOLBROOK (FOR CHEESE AND BRITISH LOP PIGS, THE RAREST BRITISH PIG BREED), COLCHESTER OYSTER FISHERY IN EAST MERSEA AND NEALS YARD DAIRY.

[WWW.THEBULLANDLAST.CO.UK](http://WWW.THEBULLANDLAST.CO.UK)

[WWW.PRINCEOFWALESPUTNEY.CO.UK](http://WWW.PRINCEOFWALESPUTNEY.CO.UK)

# The Moore the Merrier

**Caterer Sarah Moore loves to reinvent classics. A favourite at the moment is her all-English nettle pesto, made with foraged nettles, Quicke's hard goat's cheese from Devon, Kentish cobnuts and rapeseed oil (see recipe). "Foraged food amazes people," says Sarah. "They are astonished that nettles can be a nutritious, tasty food." Charlotte Jarman finds out more...**



If there's anything that gives Sarah more of a buzz than preparing delicious food from local, seasonal ingredients, it's passing on her knowledge to others. Alongside her event catering business she has developed a popular range of cooking classes. "I try to inspire students to cook instinctively and trust their judgement," says Sarah, who bases her classes on sustainable practices as well as fundamental cooking skills. She has also given numerous public cooking demonstrations, including one on how to cook with leftovers for the Love Food Hate Waste campaign.

An element of Sarah's work that she finds very rewarding is teaching a class for Southwark's Youth Inclusion Programme (YIP), which works with children and young people deemed at risk of getting involved with crime – what Sarah describes as "the last chance saloon kids." Sarah has learnt that the classes need to be organised with military precision, and that simplicity is key. "For the first lesson, I was way too ambitious," Sarah admits. "Now we make very simple food – beefburgers, chocolate muffins, cornflake cakes – and I weave in tiny threads of conversation about issues such as animal welfare." Perhaps the most significant part of the lesson is the fifteen minutes

at the end when the class sits down together to eat. The YIP youth workers have commented that during this time the young people talk openly, bringing up emotional issues they never usually mention.

Sarah also writes recipes for suppliers such as Sillfield Farm, a mixed livestock farm in Cumbria, and runs tutored tours of London's food markets. "We're so used to the anonymity of the supermarket that there's a mistrust of markets," explains Sarah. "People are actually afraid of them."

Sarah's background is in catering for the music industry. She ran the restaurant at Air Studios in Hampstead for 12 years, with her customers including the orchestras of London, swaggering indie bands from Manchester and LA film moguls working on cinematic scores. By the mid 1990s she already had a keen interest in where her ingredients came from – particularly meat and eggs – but she admits that she didn't consider seasonality. "Mediterranean food was the celebrated cuisine of the time, and I was no exception," she says. I didn't think twice about using tomatoes and peppers all year round – it seems outrageous to me now."



It was during a sabbatical in 2007 that, searching on the internet, Sarah stumbled across London Food Link. "I discovered a whole community of people doing amazing things with sustainable food – recycling waste cooking oil, improving public sector food, setting up local food-growing initiatives," Sarah remembers. "I'd been living in the tiny, elitist world of the music and film industries, and now my eyes were being opened to the bigger picture of how our food is produced, and it all chimed with what I was learning through Slow Food."

Sarah has been a member of Slow Food for four years, and she is a fervent believer in the values of the international movement. "They understand the significance of sitting together at the table to share food – something many of the kids I work with at the YIP programme never do outside of our classes," she explains. "And they place equal emphasis on the quality of food, and on its social and environmental impact. And once you understand those effects, there's no going back."



**Sarah Moore Caterers:**  
[www.sarahmoore.co.uk](http://www.sarahmoore.co.uk)

**Sarah's blog:**  
<http://mudpiesandminestrone.blogspot.com>

## RECIPE

### NETTLE PESTO



*This is delicious on bread, with pasta, or served as an accompaniment to meat or fish, and particularly good with new potatoes. The pesto will keep in a clean glass jar for a month in the fridge.*

125g freshly picked nettles - tops only and not in seed (wear rubber gloves!)  
 2 cloves of garlic  
 As much chilli as you wish  
 50g Kent cobnuts or any other nuts  
 75g hard local cheese  
 - goat's cheese works well  
 120ml virgin rapeseed oil  
 Sea salt and freshly ground black pepper

*Blanch the nettles in boiling water for 30 seconds, refresh with cold water and drain. In a blender place the garlic, nuts and oil and blitz to a smooth paste.*

*Add the nettles and blitz again.*

*Add the grated cheese and blitz again.*

*Season to taste.*



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## 2012 NEW COMMUNITY FOOD GROWING SPACES IN LONDON BY 2012



It's been just over a year since the launch of Capital Growth, and there have been such a diverse range of communities who've joined the scheme and started community food growing projects, we thought you'd like to know a little bit more about them. So, in the next few issues, we'll be looking at these different types of growing spaces. In this issue, Ida Fabrizio looks at schools.

[www.capitalgrowth.org](http://www.capitalgrowth.org)

### Capital Growth space number 0122

#### THE SECRET GARDENING CLUB AT SHEEN MOUNT PRIMARY SCHOOL

The Secret Gardening Club joined Capital Growth a few months ago as an expansion to an existing gardening club at the school. The teacher in charge of the school environment wanted to develop the school vegetable plot, but was short of time. Along came a couple of enthusiastic parents, a gang of year five children and the Secret Gardening Club was born. Two raised beds became five and the Secret Gardeners had enough produce this summer to take to the school cook who made a slap up end of term lunch. And their pumpkins took pride of place at the harvest festival before becoming a delicious accompaniment to the weekly roast. They will also be incorporating food growing into the curriculum as part of healthy living and looking at history.

For more information about The Secret Gardening Club read their blog <http://thesecretgardeningclub.blogspot.com/>

### Capital Growth space number 0006

#### CHARLTON MANOR

Charlton Manor in Greenwich was one of the first to join Capital Growth scheme. They received funding from Capital Growth which helped transformed disused areas of its school grounds into two fantastic gardens where children and parents grow a selection of vegetables and fruits. As well as getting involved in selling and cooking the produce the children have also been excited about their observation beehive, where they get to learn about bees and harvest their own honey.



## GROWING CALENDAR

### DECEMBER

Flick through seed catalogues and plan for next year. Spring will arrive before you know it. Time spent now will reap dividends.

Rake up fallen leaves for leaf mould. Poke holes in a bin liner, fill with leaves, add water if dry and leave for around a year. Use as a mulch, or, when crumbly, as a fine soil conditioner and ingredient for seed and potting composts.

Plant apple and pear trees from now until March. Apples need full sun; pears can cope with a touch more shade. The choice of fruit varieties, as well as the tree's size and shape, can feel somewhat bewildering, so discuss with a specialist nursery first. For small urban spaces, ask about compact 'ballerina', 'minarette' or 'family' apple trees.

This is also the time to prune apple and pear trees, gooseberries, currants and raspberries.

### JANUARY

Hard frosts in London are increasingly rare, but can do serious damage. Move pots indoors. Cover vulnerable crops. On the plus side, a

freeze is handy for shattering clumps of earth when preparing vegetable beds.

Feed the birds, keeping offerings out of the reach of squirrels. If you save seed, they adore the seedheads of plants such as teasel and asters.

Order potatoes for the year ahead, especially 'first earlies' that are pricey the shops.

Clean and repair tools. To remove rust and dirt, plunge into a bucket filled with coarse sand mixed with vegetable oil. Wipe with a cloth before storing.

### FEBRUARY

Outdoors, if the soil is warming up, plant Jerusalem artichokes from now until April. Try broad beans, rhubarb crowns, summer cabbage and early peas.

Spinach, beetroot, winter lettuces and radishes can be started off indoors, or outdoors with some protection.

Apply organic fertilisers early in the year, as they are slow to break down and release their nutrients.

Supplied by Tom Moggach

If you are a school, or know of a school who started a food growing space at the beginning of 2009, or is about to start one, register with [www.capitalgrowth.org](http://www.capitalgrowth.org)

Other helpful links for schools:

Food for Life Partnership [www.foodforlife.org](http://www.foodforlife.org)

Garden Organic [www.gardenorganic.org.uk/schools](http://www.gardenorganic.org.uk/schools)

Royal Horticultural Society (RHS) [www.rhs.org.uk/Gardening/Grow-Your-own/Grow-Your-Own-Veg/Veg-advice/Planning](http://www.rhs.org.uk/Gardening/Grow-Your-own/Grow-Your-Own-Veg/Veg-advice/Planning)

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George Alagiah is a 70-year-old man who has spent his life in Fairtrade projects all over the world, coffee and tobacco.  
4:50 mins

The Well  
Gladys Osei, Kapee Koko, Gomra-Fumaso, Ghana.  
2:14 mins

Co-operation & Democracy  
Umut Eysel, Kapee Koko, Gomra-Fumaso, Ghana.  
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# AUNT ALICE PUDDINGS

Tom Moggach caught up with Nancy Mahon to find out what goes into one of London's oldest puddings...

## What's the history of a Christmas pudding?

In the 16th century it used to be a potage – a mixture of sultanas and old suet and leftovers. It was made in the winter, when the meat had gone and all that was left was the fat – the suet. People had to keep warm, so they added raisins, mead and wheat flour. It was like a soup, from the word potage.

## How long did it take to perfect your recipe?

My great great aunt Alice made it in the 1920s and 1930s. I remember eating it as child. She perfected the recipe because she used very little flour, and more ground almonds, so you get a lighter pudding. She specified using fine spirits. But she would never have had blueberries, morello cherries or the other exotic fruit that I use. I have upgraded the recipe and changed it slightly.

## What are classic mistakes when making a Christmas pudding?

First of all, never ever look at the larder and see what you have left. You need to have

freshly supplied fruit. The idea is to make the best pudding – some people just throw it all together. It's the old clichés – 'the proof of the pudding is in the eating'. It has to involve a lot of effort.

## What is special about your ingredients?

The pudding is bursting with fruit such as lexia raisins, morello cherries, apricots, blueberries, mango, and cranberries. They are soaked in the finest rum and cognac. I use organic almonds. I make sure that the fruit is dried this year, not the previous year. The blueberries, cranberries and morellos are from California, the raisins from Australia.

## How should you serve the pudding?

Reheat it for about an hour – it needs it to swell the fruit even further. The fruit is such a huge content in terms of ratio, more than any other pudding. Then do the usual thing with flaming cognac. I would serve it with double cream – there is no need for brandy butter. You don't want overkill. That would be overegging the pudding!

## How long have you been trading in Borough market?

It has been up and down for about 10 years. I am writing a booklet at the moment about food hygiene. So I'll be making fewer puddings this year but all my regular customers will be certain of getting them, plus a few leftover.

## Are you frantic at this time of year?

The puddings are very slow to make. I soak the fruit for about four days, and the actual steaming takes eight hours at least. They're a bit special, not commercially knocked out. Jamie Oliver buys them and Angela Hartnett gave them five stars. I make hundreds every Christmas. I work six days a week, long hours...

**To reserve a pudding, call Alice on 07986598407. Or track down her stall in Borough Market. They come in various sizes, from a 4 pint pudding for £38 to a quarter pint pudding for £4. [www.auntalicepuddings.co.uk](http://www.auntalicepuddings.co.uk)**



# THE LORD MAYOR'S



Trifle word image by pindoc

This is served as a dish at the traditional annual Lord Mayor's feast which dates back to the first Mayor of London in 1191 and is echoed today by The Feast on the Bridge festival in autumn. The Lord Mayor's Trifle is a real affair with layers of delicious preserved fruit, custard, cream and a good drenching of brandy.

Alas the celebrated Trifle has taken a rude turn in recent years with layers of artificial Jelly and custard powder making it definitely not fit for the Mayor! Can we do better in the making of this traditional and noble dish? Polly Higginson shows us where to get the ingredients for the traditional London version of this dish.

## METHOD (as you will see - a mere trifle!)

Begin with making the custard. Beat the egg yolks well. Boil the milk slowly with the sugar until it has dissolved and add the cornflour. Pour the sweetened milk over the eggs, stir well and return to the pan. Stir over a moderate heat until the liquid will coat the back of the spoon. Remove from the heat and stir to prevent a skin from forming. Leave to cool.

Slice the sponge cake and line the bottom of a deep dish, then add the macaroons crumbled up and the ratafia. Pour over the brandy and leave until the alcohol is soaked up. Then spread the jam over, then the cold custard.

Just before serving pile high with the whipped cream and decorate with nuts.

Play around with variations on this recipe using fresh or bottled fruit, chocolate brownies in the base or by flavouring your custard. Send photographs and recipes of your unique combinations to [thejelliedeel@sustainweb.org](mailto:thejelliedeel@sustainweb.org).

## INGREDIENTS

Sponge cake cut in to 4x 2 inch (perfect to use up old end pieces of cake)  
24 small ratafia (small almond biscuits)  
8 macaroons  
6 tablespoons of jam  
½ pint of cream (whipped)  
¼ pint of brandy  
Handful of nuts



## For the custard

1 pint of milk  
2 tablespoons of sugar  
1 teaspoon of cornflour  
4 egg yolks well beaten

Recipe taken from *A Taste of London in Food and Pictures* by Theodora Fitzgibbon.

## WHERE TO SHOP

Below are some suggestions for places to shop for your ingredients to make your trifle that bit more sustainable.

### Jam// Mudchute Kitchen

A selection of local jams and jellies are for sale in the café, or pick up a jar of England Preserves, based in New Cross, using Kentish fruit and available from Sourced Market, Borough Market and many London delis - [www.mudchutekitchen.org](http://www.mudchutekitchen.org), [www.sourcedmarket.com](http://www.sourcedmarket.com)

**Cream and Milk//Alham Wood Organic Buffalo Farm** bring their milk to sell at London Farmers' Market each week - [www.buffalo-organics.co.uk](http://www.buffalo-organics.co.uk)  
For cream visit Neal's Yard Dairy - [www.nealsyarddairy.co.uk](http://www.nealsyarddairy.co.uk)

### Brandy// Kentish Cherry Brandy

Made from orchard cherries in Kent and available to buy on their website - [www.kentishcherrybrandy.co.uk](http://www.kentishcherrybrandy.co.uk)

### Nuts// Unpackaged

Take along your own containers and help yourself to nuts galore to decorate your trifle - [www.beunpackaged.com](http://www.beunpackaged.com)

### Macaroons// Belle Epoque Patisserie

They make their own macaroons and change the flavour depending on the season - [www.belleepoque.co.uk](http://www.belleepoque.co.uk)

### Eggs// London Farmers' Market

Visit your local farmers' market to pick up some local free range and organic eggs - [www.lfm.org.uk](http://www.lfm.org.uk)



## London Farmers' Markets

All markets are held weekly, rain or shine apart from a short Christmas break

**BERMONDSEY, SE1 3UN, Saturdays 10am-2pm,**  
Bermondsey Market Square, off Tower Bridge Road.

**BLACKHEATH, SE3 9LA, Sundays 10 am - 2 pm,**  
Blackheath Rail Station Car Park, 2 Blackheath Village  
Buses: 54, 89, 108, 202, 380

**BRIXTON, SW9 8PD. Sundays 10am – 3pm,** outside  
recreation centre, Brixton Station Road. Tube: Brixton.

**CLAPHAM SW4 9LB, Sundays 10am – 2pm,**  
Bonnevile School, Bonneville Road, off Abbeville Road  
Tube: Clapham South

**DEVONSHIRE SQUARE, EC2M 4YF. 1st, 3rd & 5th  
Wednesday of each month. 8am – 3pm.**  
A short walk from Liverpool Street Station

**EALING, W13 9HH, Saturdays 9 am – 1 pm,**  
Leeland Rd, West Ealing  
Over ground: West Ealing. Buses: : 207, 607, 208, E8, 83

**ISLINGTON, N1 2UD Sundays 10 am – 2 pm,**  
William Tyndale School, behind Town Hall, Upper  
Street Tube: Angel or Highbury. Bus: 43, 30, 56

**MARYLEBONE W1U 3BN Sundays 10am – 2pm**  
Cramer St car park, corner Moxton St, off Marylebone  
High St; Tube: Bond St, Baker St

**NOTTING HILL, W11 3PB, Saturdays 9 am – 1 pm,**  
Car park behind Waterstones, access via Kensington Place.  
Tube: Notting Hill Gate. Buses: 12, 27, 28, 52, 70, 94, 328

**PARLIAMENT HILL NW5 1RN, Saturdays 10am – 2pm**  
William Ellis School, Highgate Road  
Tube: Kentish Town or Tufnell Park. Buses: C11, C2, 214

**PIMLICO ROAD Saturdays 9 am – 1 pm**  
Orange Square, corner of Pimlico Road and Ebury St,  
SW1W 8UT  
Tube: Sloane Square, buses 211, 11, 239

**QUEENS PARK Sundays 10am – 2pm**  
Salisbury School, Salisbury Road, NW6 6RG Tube/  
Over ground: Queens Park

**SOUTH KENSINGTON Saturdays 9am – 1pm**  
Bute Street SW7 3EX Tube: South Kensington

**SWISS COTTAGE, NW3 3EU Wednesdays 10am – 3 pm,**  
Eton Avenue, Swiss Cottage tube.

**TWICKENHAM, TW1 4HF, Saturdays 9am – 1 pm**  
Holly Road Car Park, Holly Rd, off King St, Twickenham

**WALTHAMSTOW, E17 7JN, Sundays 10am – 2pm**  
High Street by Town Square. Tube/over ground:  
Walthamstow

**WIMBLEDON PARK, SW19 8 EJ, Saturdays 9 am – 1 pm**  
Wimbledon Park First School, Havana Road. Tube:  
Wimbledon Park

NEW website launching in 2010; live  
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# READER'S KITCHEN



Photos by Polly Higginson

Jellied Eel reader Janice Harmond lives with her two teenage children in a converted single storey garage in Muswell Hill, North London. She invited Polly Higginson to visit her in her kitchen to find out how green her food habits are.

“Size really does matter” Janice remarked as the two of us stepped in to her tiny galley kitchen. For a green kitchen I can see that it really does. Janice proudly told me that it has helped her to reduce the amount she buys and stores and has made her wholly intolerant of overly packaged foods as space in her kitchen is extremely precious.

The kitchen was like a store cupboard filled with items such as rice, flour and onions bought in large quantities and carefully stacked under counters and in corners. Janice told me that she dislikes shopping, avoids supermarkets and prefers to dash to “the big cupboard across the street”, her local shop, as and when she needs any extras.



Janice explained that her diet and eating habits have changed a lot over the past few years and that a healthy, predominantly vegetarian, diet is important to her. It has helped her to see how she can make changes and improvements to her lifestyle in small steps.

In the cupboards Janice has her own blended flour mix for her cakes combining measures of unusual flours such as chickpea, soya, potato and chestnut which she tells me is her way to make her baking healthier for herself and her children. It also reduces space and waste as it uses up small quantities of flour that are left in the bags.

## HIGH SCORES FOR...

Organic milk delivered by the milkman in recycled glass bottles - he started stocking it after Janice prompted him. She also composts kitchen waste and collects her own grey water and uses it on her garden.

## DEDUCTIONS...

Janice could have more seasonal and locally produced fruit and vegetables and fairly traded items such as tea, coffee and sugar.

## THING I COULDN'T LIVE WITHOUT ...

Butter- Janice tells me that she is consciously trying to reduce her dairy consumption but admits that she could never give up real butter - it is a habit of a life time that she is reluctant to change.

## SUMMARY...

In Janice's own words “simplicity in the kitchen is bliss” and I can see that it equates to a more conscious and organised kitchen and a highly aware shopper. Janice keep up the good work!

GRADE: B

Janice gets a free goody bag from the splendid ladies at Happy Kitchen as a thank you for letting us through her door. If you would like us to consider your kitchen for our microscope, and win some edible goodies, [please contact ben@sustainweb.org](mailto:ben@sustainweb.org).

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# LOVE THE EEL?

Join London Food Link and have a copy delivered to your door every quarter, and become part of London's growing local and sustainable food movement.

The Jellied Eel is a free publication created by London Food Link to raise awareness on ethical food issues in London and to promote people and projects that are working to improve the sustainability of the capital's food sector. London Food Link is a charity that runs a membership network of those that share this vision.

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

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If you are a community project, food business or local authority then contact [vanessa@sustainweb.org](mailto:vanessa@sustainweb.org) for more information on how you can be involved with London Food Link.

# JOIN US!

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## Our Member Feature - Jenny Lindford



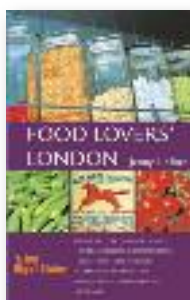
### A Closer Look at London Food Link Member Jenny Linford

Jenny is a freelance food writer, a member of the Guild of Food Writers and author of fifteen books, ranging from cookery books to ingredient guides. Over the years she has written for a variety of publications, including The Guardian, Time Out's Eating Out guides and The Financial Times.

Born in London, her interest in food stems from living as a child in Singapore and Italy, places where good food is important to the community, both taken for granted and relished as a great pleasure. She is always on the look-out for interesting ingredients or things to eat, whether it be tangy barberries from an Iranian supermarket or a

freshly baked barbecued pork bun from one of Chinatown's bakeries. London's fantastically diverse food scene offers constant inspiration for her recipes, articles and books such as Food Lovers' London and The London Cookbook.

To know more about Jenny and her work visit her website: [www.jennylinford.co.uk](http://www.jennylinford.co.uk)





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020 7837 1228  
[capitalgrowth@sustainweb.org](mailto:capitalgrowth@sustainweb.org)  
[www.capitalgrowth.org](http://www.capitalgrowth.org)

\*Available for a limited period only



MAYOR OF LONDON



# DIARY

## DECEMBER 2009

**11th - 13th Chocolate Festival - Southbank Centre Square**  
A must for lovers of all the wonderful products derived from the cocoa bean.  
[www.southbankcentre.co.uk/find/festivals-series/food-markets-festivals](http://www.southbankcentre.co.uk/find/festivals-series/food-markets-festivals)

**16th Feeding the 5,000, Trafalgar Square** A free lunch made from ingredients that have been reclaimed from ending up in a skip. Led by the passionate author of 'Waste' Tristram Stuart this is a unique event to transform our perception of food waste and the food system. [www.tristramstuart.co.uk/](http://www.tristramstuart.co.uk/)

**19th - 22nd Slow Food Christmas Market - Southbank Centre Square** A unique market where you can meet a variety of slow food producers who will be selling delicious and unique seasonal food. [www.southbankcentre.co.uk/find/festivals-series/food-markets-festivals](http://www.southbankcentre.co.uk/find/festivals-series/food-markets-festivals).

**20th The Good Food Festival** is hosting a Christmas Market at the opening of City Road Basin Plaza in Islington. 12 ñ 5pm  
[www.goodfoodfestival.org](http://www.goodfoodfestival.org)

## JANUARY 2010

**9th Grow, Pick and Eat at the Calthorpe Project, Camden, 2pm-3pm** A weekly Saturday workshop on basic gardening skills for parents and children.

**24th London's Charity Potato Fair and Seed Exchange - East Dulwich**  
Seed potatoes sold individually and a seed exchange with many commercial packets as well as home saved seed in sensible amounts. There will also be several commercial stalls for tools and other kit. <http://www.potatofair.org/>

**27th, 6-8pm in the House of Commons.** A showing of *The Pig Business*, the More 4 documentary which explores the damage from industrial pig systems to the local and global environment, to pig welfare, to local economies and human health. Find everything you need to see the film (you can arrange local screenings) and to ask your MP to come at [www.pigbusiness.co.uk/email-mp.php](http://www.pigbusiness.co.uk/email-mp.php).

## FEBRUARY 2010

**6th Wild Meat in a Day** Whether you are a novice or a more experienced cook, nervous of feathers or keen to get plucking, Wild Meat in a Day promises to be a fun and hands-on day of, preparing, cooking and eating a variety of feathered and furred game. Meet at The Anchor at Walberswick, Suffolk.  
[www.foodsafari.co.uk/page/wild-meat-in-a-day](http://www.foodsafari.co.uk/page/wild-meat-in-a-day)

**27th - 28th Get Growing Your Own, Waltham Forest**  
Learn how to design a garden or allotment space for fruit and vegetable growing.  
[www.walthamforestclass.gov.uk/index.asp](http://www.walthamforestclass.gov.uk/index.asp)

**22nd Feb - 7th March - Fairtrade Fortnight** Look out for events around London and take part in 'The Big Swap' by swapping your usual produce for Fairtrade produce.  
[www.fairtrade.org.uk](http://www.fairtrade.org.uk)

**TBC Mudchute Farmyard Feast, Isle of Dogs** An evening event to celebrate food reared, grown, foraged and prepared on the farm. Visit [www.mudchutekitchen.org](http://www.mudchutekitchen.org)



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If you would like to stock The Jellied Eel or know of a local shop, café or restaurant that is linked to our work then let us know at: [thejelliedeel@sustainweb.org](mailto:thejelliedeel@sustainweb.org)

**20,000 copies in circulation**

### STAR STOCKIST The Pavilion Café



Corner of Old Ford Road and Grove Road, E9 7DE

Overlooking the lake in Victoria Park, Hackney, The Pavilion Café is the perfect place to enjoy some organic food and drink whilst admiring the beautiful view. Since being taken over by new manager Rob Green in 2007, the café has been serving a delicious menu using local and organic produce. The café offers a range of organic coffee, teas and juices, with scrumptious cakes to accompany and breakfasts served all day! The Jellied Eel is proud to have The Pavilion Café as a regular stockist and we'd like to thank them for their continued support.

Sadie Rhodes



# London Farmers' Markets this Winter....



Rose hip jelly, quince and almond paste, apple butter. Slow growth, hand plucked free range and organic bronze turkeys; home made bread sauce, chipolata sausages. Ham joints on the bone from rare breed outdoor reared pigs. Pheasant ravioli made with Essex-shot pheasant. Stunning hand made Christmas cakes. Free ranging Legarth geese; home made chicken liver and brandy pate; braces of partridge and pheasant, Christmas game pie; Mincemeat and apple strudels; Linzer torte, freshly baked mince pies; unpasteurized cream and milk; German style spice biscuits. Pheasant and chestnut casseroles, five game pies, manger pies, hand made terrines, raised pork and pistachio pies. 6 week hung native breed grass fed beef; native oysters, Double Barrel 3 year aged Lincolnshire Poachers cheese, Kent Comice pears, ripe Egremont Russet apples, cider brandy washed Little Wallop goats cheese. New season celeriac, Brussels Sprouts ( on the stalk of course), spicy pumpkin chutney, Kentish cob nuts; hot smoked mackerel, frost seasoned celery and parsnips, local honey, pickled walnut and Bramley apple chutney, unpasteurized West Country cheddar; Chocolate Rum Cake, gingerbread stars. Delicate pretty moulded beeswax Christmas decorations, cranberry and white chocolate puddings, home made brandy butter, winter daffodils, Christmas chocolate logs and all-butter shortbread Stars, mistletoe, hot spiced cider and perry, apple and cranberry juice, holly wreaths....

Join us for a free mince pie at market on **19th** and **20th December**

Last weekend markets will take place on the **19th** and **20th December** and all apart from Parliament Hill will reopen on the **2nd** and **3rd January 2010**



LONDON  
FARMERS'  
MARKETS



6 seasonal Christmas markets on **Wednesday 23rd December** at the following locations

**Bermondsey:** Bermondsey Square, 10am-1pm

**Islington:** William Tyndale Primary School, 10am-1pm

**Marylebone:** Cramer Street Car Park, 9am- noon

**Parliament Hill:** William Ellis School, 10am-1pm

**Queen's Park:** Salusbury Primary School, 10am-1pm

**Swiss Cottage:** Eton Avenue, 10am-3pm

**Wimbledon:** Wimbledon Park Primary School, 9am- noon

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