

The

JELLIED EEL



LONDON'S LEADING MAGAZINE FOR ETHICAL EATING



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SAY HELLO TO THE JELLIED EEL...

This time last year I gave up vegetarianism for Lent. A few months after returning to the fold, I found these strictures, particularly when it came to sausages, a little trying. After 15 years of being vegetarian I have now wholeheartedly and unashamedly started eating meat (it particularly helps with the BBQs, although I must say my favourite BBQ option is still a little recipe I found for haloumi and tomato rolled up in a slice of aubergine. I digress...)

So now I am at one with the masses. I'm the focus of every ecovangelists lament that the next cow consumed might push us into climatic apocalypse. So how does it feel? Well, as many of us already knew, the arguments around eating less meat and dairy products will often get mangled where the message becomes that we should eat none at all. Well true, millions get by just fine without eating meat (and sometimes dairy products too). But millions more don't, so we have to find a way to cut down the quantity, and improve the quality of meat and dairy that we do eat.

So how do we get people to eat less, when using the phrase 'eat less' clearly isn't holding much sway? I've come across a few alternatives, including the recently launched www.partimecarnivore.org. This website puts forward some options that are easily adopted into week-to-week living. Depending on how ambitious you are feeling you could follow the McCartney inspired 'meat free Mondays' through to becoming 'virtually veggie'. Similarly www.munchlessmeat.co.uk/ tackles the same issue, with a slightly different set of options.

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

As part of Sustain's review of its sustainable food guidelines, www.sustainweb.org/sustainablefood, we are starting to talk about people eating their 'fair share' of meat. This brings in the concept of 'ecological space' where, if we eat less, people in poor countries can eat a bit more, and total world consumption can still go down. The notion of a fair share also raises the issue of portion size. The evidence continues to accumulate that eating too many meat and dairy products is bad for our health so, if we eat them, the portions should be modest. And, if we care about the suffering of our fellow creatures, we should choose organic, or another high welfare option. This message might be more palatable to those who get put off by the term 'less', and, let's face it, these are the guys and gals we are targeting.

Although I'm not going back to vegetarianism, for me, like many, there remain some carnivorous quandaries. It seems like I've got some work to do get my meat-life balance in order. Maybe I'll catch you at part-time carnivore doing just the same



Ben-Editor

©Pamela Troni

TUCK IN!

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Note: In Jellied Eel issue 26, p4 regarding the Buywell project, we printed that in one case there was a rise of 61% of sales of fruit and veg - this was in fact the average rise, and that in one case there was a rise of 200%!

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BULLETIN

Letter of the Issue!

Dear Jellied Eel,

At first I thought it was a joke or heavy use of irony, but no, it seems genuine.

*You have chosen to call your publication after a dish made of a critically endangered species, preserved in jelly. The European eel (*Anguilla anguilla*) is in dramatic decline, with numbers of young eels - known as elvers - down by as much as 99% since the 1980s. The species is categorised by the International Union for Conservation of Nature as 'critically endangered'. The International Council for the Exploration of the Sea (ICES) - the scientists that Europe depends on for fisheries advice - say it is outside safe biological limits.*

Calling your magazine, that professes to promote sustainable use of food, after a dish of an endangered species, seems to highlight a degree of ignorance with the issues of sustainability that I find shocking.

I look forward to hearing a response.

Many thanks

*Daniel Suddaby
London*



© JamesDaddy

Jellied eels are a recognisable and distinctively London dish, and arguably the most provocative – creating revulsion and delight in equal measure. It is important that the issue of sustainable food is something that everyone engages with, not just those who would read a magazine called 'the green bean' for example. Like eels, jellied or not, the future of sustainable food and farming in London, and elsewhere, is far from guaranteed. So the name is kind of a joke - though extinction isn't funny - and a way of drawing attention to the importance of food culture, as part of sustainability.

When this magazine started (in 2002) as a humble newsletter, the predicament of London's eel population was not as well documented. To reassure Daniel, we are very concerned by the plight of London's eels, having reported on this in previous issues and in the box opposite. Our colleagues at Sustain have, with the support of MPs, tabled an Early Day Motion which calls on government to stop buying seafood in the public sector that is unsustainable and buy only demonstrably sustainable fish.

SUPPORT THIS CAMPAIGN -
WWW.SUSTAINWEB.ORG/GOODFOODFOROURMONEY/TAKE_ACTION/

Geetie's
COOKBOOK



Recipes from the kitchen of the
DUKE OF CAMBRIDGE
ORGANIC PUB
Geetie Singh & Sam Singh

We would like to thank Daniel for drawing attention to this important issue. As letter of the issue, Daniel receives a copy of Geetie Singh's cookbook, *Geetie's Cookbook - Recipes from the kitchen of the Duke of Cambridge Organic Pub*, out now from Grub Street publishing.

Growing food in schools

As spring approaches, the Children's Food Campaign has launched a new coalition campaign for every child to experience food growing while at school. Call on the Education Secretary Ed Balls, and Shadow Education Secretaries Michael Gove (for the Conservatives) and David Laws (for the Liberal Democrats) to commit to ensuring every child experiences food growing while at school,



Support this campaign
www.sustainweb.org/childrensfoodcampaign/food_growing_in_schools.

'eating less meat could save at least 18,000 lives in Britain a year'

The Government's medical chief, Sir Liam Donaldson
www.dailymail.co.uk

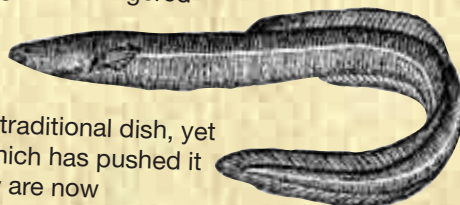


Endangered eels cooked by master chefs

The BBC is to change its policy on food served up on MasterChef after conservationists accused it of putting an endangered species on the menu.

Willie Mackenzie, of Greenpeace's Oceans Campaign, said: "Eels are intrinsically linked with London, as a traditional dish, yet it is our overfishing of this species which has pushed it towards the brink of extinction – they are now internationally recognised as 'critically endangered'. It's about time people realised you can't make entertainment out of creatures that are close to extinction."

A BBC spokesman said: "For future series, contestants will be required to consider the endangered fish list when submitting menus." Read more on the threat to eels: www.fish2fork.com



Food consumption is responsible for 19% of London's greenhouse gas emissions.

(From Capital Consumption, 2010 report by London's Sustainable Development Commission).



Food Waste tips

By Maresa Bossano

In the "Hungry Gap" it's even more important to make the most of the produce you've got and not waste food.

- Be a good fridge manager - base what you eat on what needs using up first e.g. any leftovers and tired looking fruit and veg.
- If you get a veg box eat leafy green vegetables first and supplement with wild food - like nettles.
- You can make great soups by combining random ingredients or blending up leftover bean stews or roast vegetables.

SHOPPING BASKET



Biona Crisps

The new range of Biona organic crisps are a refreshing addition to aisle upon aisle of mass produced crisps we Londoners normally suffer. Cooked with non-hydrogenated sunflower oil and baked with the skins 'left on', whether it's better for our waistlines or not, the wildlife is definitely better off!

Stockists include Planet Organic, Whole Foods stores and independent health food stores. www.windmillorganics.com

Alara GEO Muesli

Newly launched and available London-wide the wonderfully named GEO Muesli from Alara is a very global breakfast.

With Ugandan bananas, blueberries from Chile and rice from Southeast Asia, no matter what time you eat your breakfast, you can rest assured that somewhere in the world a fairly traded farmer is smiling on you. www.alara.co.uk



Redemption Brewery

Just over two years ago Andrew Moffat (aka blogger The Urban Brewer) quit his banking job and in leafy Tottenham started brewing two cask-conditioned beers – Urban Dusk and Pale Ale. Now available in a handful of North London's finest public houses it's definitely worth tracking them down. Maybe start the hunt at the Charles Lamb, then the Wenlock Arms, then the Gunmakers ...

Peppersmith's English peppermint chewing gum

It costs local authorities millions of pounds every year to clear up chewing gum. So Peppersmith provides rice paper packaging to encourage gum-chewers to dispose of their gum responsibly. It is also made from responsibly sourced natural chicle gum produced by indigenous communities in Central America. And to cap it all, it's flavoured with Hampshire peppermint! www.peppersmith.co.uk



Reviews by Ben Leask

<http://thelondonreviewofshopping.blogspot.com>

AROUND TOWN

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

1 FAIRDEAL SHOP N15

The Fair Deal supermarket is a new family-run business in Tottenham. The store opened in early 2010, is committed to sustainable principles, and stocks ethical produce including organic bread from the Celtic bakers round the corner in Wood Green.

3-7 West Green Road,
Seven Sisters,
London N15 5BX

www.fairdealshop.co.uk

2 HUBBUB N5

Hubbub, a delivery service for people that want to shop locally but don't have the time, offers produce from Islington and Highbury shops including La Fromagerie, Ottolenghi and Sapponara Italian Deli. The website also has a thrift section that suggests cheaper cuts of meat (from Frank Godfrey's Family Butchers) and recipes to utilise them. All this for a delivery fee of only £3.50, arguably cheaper than paying for parking or the bus fare

www.hubbubdeliveries.co.uk

3 MOBILE ALLOTMENT EC1A

Avant-Gardening is taking its mobile allotment on tour to help people learn about food growing. First stop is Oaklands School in Bethnal Green, where pupils will design and plant an edible/sensory mobile food garden. Once planted the mobile allotment will move to the City of London Festival. It will be based there for three weeks from Monday 21st June.

www.avantgardening.org

4 MINISTRY OF FOOD EXHIBITION SE1

An exhibition, running until 3rd January 2011 at the Imperial War Museum examines how the British public adapted to food shortages during the Second World War.

<http://food.iwm.org.uk>



5 SUSTAINABLE CAFE OPENS IN WC1H BLOOMSBURY

Newly opened Lumen Café offers simple food, made with seasonal, local, organic and Fairtrade produce. The café's courtyard garden is set to become a Capital Growth growing space, providing the kitchen with herbs and vegetables. Meeting rooms are also available to hire.

Lumen Café,
88 Tavistock Place,
London WC1H 9RS
8am-4pm, Monday-Friday

lumen
café

www.lumencafe.co.uk (website coming soon)

6

WC1N

PEOPLE'S SUPERMARKET

This spring sees a new twist in co-operative retail with a supermarket opening up that is run entirely by its members. Based on a New York model, chef Arthur Potts Dawson and his team are opening the People's Supermarket in Lamb's Conduit Street. Details are under wraps until the launch (to be featured in a future Eel), but Arthur really wants to hear from people interested in becoming members. In return for a few hours volunteering a month members will be able to get their hands on good food at prices that have been kept down because of lower overheads. Whether you're great at dealing with tills, making signs, spreading the word, or handy with a broom, get on the site to register.

www.peoplessupermarket.org

7

UB9

COLNE VALLEY FOOD

The Colne Valley, 'West London's back garden', covers 43 square miles and has over 50 miles of river and canal, as well as lakes, woodland and farmland. Colne Valley Food has been formed to support farmers and growers in the area and make it easier for local people to buy fresh, locally produced food. The Colne Valley Food stall will visit countryside attractions and events throughout the year, selling a variety of products including meat, dairy, fruit and vegetables, bread and cakes. There will also be a box scheme to follow. The development of the stalls and box scheme are supported by funding from the Making Local Food Work programme, a £10m Big Lottery programme aimed at re-connecting consumers with their food.

The stall will be at Denham Country Park Visitor's Centre on Sunday 18th April (noon – 3pm)

For more information contact

colnevalleyfood@groundwork.co.uk or 01895 839 859

SW9

8 New Lambeth food co-operative

A team of volunteers from Larkhall near Stockwell have launched their first food co-op, to improve access to healthy affordable food for local residents. The February launch coincided with Lambeth's recently announced plans to re-brand itself as Britain's first co-operative council, offering council tax rebates to residents involved in community organisations or co-operatives that help provide local services.

The co-op is supported by local social enterprise Aardvark Recycling and the Well London programme. Hawah Kallon, a local volunteer says "helping to start up the co-op has been a great way for me to meet more people where I live".

For more information please contact:

Natasha Harris - natasha@aardvarkrecycling.org.uk

9

COSTCUTTER SUPPORTS LOCAL FOOD CO-OP

A Costcutter in Tower Hamlets has taken on a new role supplying their local community food co-op with fruit and veg direct from the wholesale market. Nathan, who runs the local convenience store, teamed up with Hind Grove food co-op to collaboratively purchase and sell fresh produce.

Because co-ops are usually only open for a few hours each week, they often find it difficult to sell all their produce or make enough money to pay delivery costs. By teaming up with Costcutter, Hind Grove co-op has cut costs and can also give Nathan advice on the sorts of fruit and veg he

should be stocking for his local community. The work is supported through Buywell, part of the Big Lottery funded Well London programme.

For more information please contact Hannah Williams: hannah@sustainweb.org

SHOP WINDOW



Chegworth Valley Juices are a familiar sight at London's farmers' markets. In fact, family man and farmer David insists they were present on the opening day of every farmers' market they now frequent. So it's no surprise to find them at the forefront of a new development in farming – urban farm shops. And in a charming nod to the company's roots, on market days the back doors of the new Chegworth shop on Kensington Church Street are flung open, creating a gateway to farmers and their wares.

Chegworth's 17 different juices are the hero products of the store but customers can also buy farm-made cakes, crumbles and soups, locally baked 'flourish' bread and dozens of wonderful and largely Kentish products. Taywell ice cream, Ripple Farm salad, Hurdlebrook cream, plus eggs and chickens from Mayfield Farm are just a few of the other goodies on offer.

The shop also delivers daily to local postcodes and supplies local business and offices. After shopping (they are often open till 8pm – call the shop for details on 020 7229 3016) why not visit the Notting Hill Arts Club where all the cocktails are created with Chegworth fruit and veg. Green, local and a bit tipsy – a perfect combination?

www.chegworth.com



E14

MARKET NEWS

SO THE SUN'S OUT AND YOU WANT TO HAVE A GO AT GROWING YOUR OWN VEGETABLES ON YOUR LITTLE PATCH OF THE CITY. GET A HEAD START WITH A GOOD QUALITY, HEALTHY PLANT FROM ONE OF THE NURSERIES SELLING AT LONDON FARMERS' MARKETS SPRING GARDEN PLANT FAIRS.

The Culinary Herb Company, Woking, Surrey

www.culinaryherbco.co.uk

Peter Sikora spent a year researching how to grow thriving pot herbs naturally. Rather than being mass produced in huge, heated greenhouses, each of his pots is cared for individually and gets the nourishment it needs from organic fertilisers such as bonemeal and dried fish blood. The herbs are sold as living plants that keep on growing – as Peter points out, “Our herbs don’t have a sell-by date like the ones you get from a supermarket.” Customers keep coming back to Peter for his growing expertise and the huge variety of herbs on his stand, including unusual herbs like chocolate mint and best sellers such as Moroccan mint and Thai basil.

“Plants and flowers have ‘miles’ and it’s good for people to know the difference between something that’s been grown in England and not forced in Holland.”

Cheryl Cohen, LFM

Edible Ornamentals, Chawston Bedfordshire

www.edibleornamentals.co.uk

People still ask Joanna Plumb “Can we really grow chillis in the UK?” Joanna grows over 50 chilli varieties in polytunnels – including jalapeno, serrano and scotch bonnet – which are sold at markets, as pick-your-own or delivered to Thomasina Miers’ Wahaca restaurants. Customers can get growing and cooking advice from Joanna on Facebook, Twitter or face-to-face on the stall from staff working in the nursery and cooking sauces and salsa in the kitchen. They’re also up for a challenge, “Tommi has asked us to supply epazote (a Mexican herb similar to oregano). All we need is a source of seeds.”



Plant Fairs at London Farmer's Markets

www.lfm.org.uk

3rd April TWICKENHAM: Holly Road Car Park, 9am - 1pm
 10th April EALING: Leeland Road, 9am - 1pm
 11th April QUEEN'S PARK: Salusbury Primary School, 10am - 2pm
 17th April BERMONDSEY: Bermondsey Square, 10am - 2pm
 18th April BLACKHEATH: Blackheath Station carpark, 10am - 2pm
 24th April WIMBLEDON: Wimbledon Park Primary School, 9am - 1pm
 25th April ISLINGTON: William Tyndale School, 10am - 2pm
 1st May PARLIAMENT HILL: William Ellis School, 10am - 2pm
 2nd May QUEEN'S PARK: Salusbury Primary School, 10am - 2pm
 8th May PARLIAMENT HILL: William Ellis School, 10am - 2pm
 9th May CLAPHAM: Bonneville Primary School, 10am - 2pm
 16th May WALTHAMSTOW: Opposite Town Square, 10am - 2pm
 23rd May BRIXTON: Next to Brixton Recreation Centre, 10am - 2pm
 30th May BLACKHEATH: Blackheath Station Carpark, 10am - 2pm

SEASONAL CALENDAR

By Tom Moggach

APRIL

WILD GARLIC

Follow your nose – the garlic leaves flourish in damp patches of woodland, or are sold by posh grocers. Chop and stir through pasta, egg dishes, or infuse the leaves in olive oil for a nostalgic treat when out of season.

Also in season: Jersey Royal potatoes, outdoor rhubarb, purple sprouting broccoli, radishes, samphire, spinach, spring onions, watercress.



MAY

ASPARAGUS

Buy firm spears, freshly cut. Asparagus is a wonder roasted, or crisp them up on the bbq –

par boil first for thirty seconds or so, brush with oil, sprinkle with sea salt. Try wrapping each spear in a sliver of air-dried ham.

EARLY CARROTS

A crunchy treat, especially with home grown roots. Munch fresh. Or try cooking with the absorption method – cover with just enough water, a knob of butter, pinch of sugar, then let bubble over a low heat.

Also in season: asparagus, broad beans, courgettes, fennel, Jersey Royal new potatoes, peas, radishes, rhubarb, rocket, sorrel.

JUNE

CHERRIES

A tantalising, brief season. Although easing back into our affections, we have nevertheless lost around



80% of our cherry orchards in the last half century. Look out for traditional varieties such as the pink and cream Merton Glory.

PEAS

Graze on pea shoots, the young tendrils of a pea plant. They are easy to grow – just sow seed thickly into a deep seed or wooden tray, then cut and they will come again. The shoots add a fresh crunch to salads, and are stuffed with vitamin C.

Also in season: artichokes, aubergine, broad beans, carrots, courgettes, damsons, elderflower, strawberries, watercress.



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www.farm-direct.com



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SERVING UP SUSTAINABILITY

Any ethical foodie Londoner worth their salt knows the Duke of Cambridge: the certified organic gastropub that opened in Islington twelve years ago. What is not yet common knowledge is the fact that the Duke is one of the founder members of the Sustainable Restaurant Association, which launched in March 2010 and aims to transform eating out in the UK. Charlotte Jarman explains...

The Duke of Cambridge is the UK's first and only Soil Association-certified gastropub, and sets the bar high for sustainable restaurants. Owner Geetie Singh strives to ensure that the pub's impact on the environment and on the local community is as positive as possible. For example, 80% of the fresh produce used in the pub's kitchen comes from the Home Counties, and its menu changes daily – sometimes twice – to make the most of seasonal produce. Order a pint at the bar and the chances are it'll be not only certified organic, but also brewed in London. Soon after opening the pub Geetie worked together with the Marine Conservation Society to draw up a strict sustainable seafood policy – one of the first of its kind. And in Geetie's eyes, sustainability is about much more than where the food and drink comes from – all the pub's furniture is reused, for example, and any unavoidable waste produced by the bar and kitchen is recycled or composted.

The Sustainable Restaurant Association (SRA) is working hard to help restaurant businesses around the UK follow in the Duke's pioneering footsteps. The brainchild of Giles Gibbons of consultancy Good Business and Mark Sainsbury of Moro restaurant and The Zetter hotel, the SRA aims to guide restaurants through what can be a very complicated subject. SRA Managing Director

Simon Heppner says, "Everyone knows that sustainability is important, but often it can be overwhelming – people don't know where to start. What we're trying to do is break it down into manageable chunks that our members can tackle, and support them along the way. Businesses like the Duke of Cambridge prove that it can be done, and that a sustainable restaurant can be a successful and profitable one."

The association works closely alongside organisations with expertise in the different topic areas, including London Food Link's Ethical Eats project (funded by the Big Lottery's Local Food Fund). These organisations help to set the standards upon which the eateries are awarded different sustainability ratings (see box).

"We are very proud to be one of the first members of the SRA," says Geetie. "It's so encouraging that the restaurant industry is finally starting to get serious about sustainability. When we opened the Duke in 1998, we had to work all this stuff out for ourselves – it's great that restaurateurs and chefs that want information and guidance on these issues now have somewhere to turn."

The Duke Of Cambridge
30 St Peter's Street
London N1 8 JT
020 7359 3066
www.dukeorganic.co.uk

For more information on the SRA see: www.thesra.org

.....
Geetie's Cookbook - Recipes from the kitchen of the Duke of Cambridge Organic Pub is published by Grub Street at £18.99 hardback at the end of April

HOW DOES IT WORK?

Membership

To become a member of the Sustainable Restaurant Association, restaurants have to pledge to be more sustainable, commit to the SRA's values, and carry out at least three new sustainable activities from a 'Charter of Actions' (assessed on the basis of evidence). To retain their membership, restaurants must tick at least three more boxes on the Charter each year. Members get a Welcome Pack containing fact sheets on 14 topics; access to the members' area of the SRA website; discounts on goods, services, and entry to events; and a personal account manager to support them on their journey towards becoming a more sustainable business.



Accreditation

Restaurants that want to move up to the next level can undergo a full sustainability audit, and be rated Champion (gold), Merit (silver) or Commended (bronze), depending on how they score across each topic area and in total.

Savoury Cheesecake with Red Cabbage, Dried Cranberry and Watercress Salad

On a warm spring day, this feels like a summery salad dish when you really need it. Increase or decrease blue cheese and herbs to your taste.

Serves 4

BASE

30 g salted butter, plus a little extra for greasing
20 g sunflower seeds or pumpkin seeds
80 g digestive biscuits
60 g breadcrumbs
20 g grated Parmesan

SALAD

One small head of red cabbage (400 g)
2 tbsp olive oil
2 tbsp sherry vinegar
100 g dried cranberries
75–100 g watercress, washed and dried
Salt and pepper

FILLING

3 eggs
230 g cream cheese
110 g crème fraîche
50 ml double cream
60 g goats' cheese
60 g blue cheese
1/2 leek,
2 cloves garlic, finely chopped
1 tbsp chives, finely chopped
1 tbsp parsley, finely chopped
1 tbsp basil, finely chopped
Salt and pepper



Preheat oven to 180°C/350F/gas 4.

Melt the butter in a saucepan and put aside. Place the seeds, digestive biscuits and breadcrumbs in a food processor and combine. Slowly add the melted butter and continue mixing. Add the Parmesan. Grease a 20cm flan tin with a little butter. Push the bread crumb mix into the base of the tin, making sure it is completely covered and flat. Place in the oven for 10 minutes. Take out and allow to cool. Leave the oven on.

Make the filling by placing the eggs in a bowl, beat with a whisk, add cream cheese, crème fraîche and double cream. Whisk together. Crumble the goats' and blue cheese into the mix.

Clean the leek by cutting it in half lengthwise and washing it under cold water. Remove the outer layer and the very green end and root. Finely slice.

Add the leek, garlic and all the herbs to the egg cream mix. Season, remembering that blue cheese is quite salty.

Fold the mix together and spoon on top of the base. Bake in the oven for 30–40 minutes. Test the cheesecake by shaking it; it should not wobble or look runny in the middle.

Allow to cool and while the cheesecake is cooling, make the cabbage salad.

Finely shred the red cabbage (removing the stalk). This can be done by hand or with a mandolin; it needs to be very thin. Put in a bowl, add the olive oil and sherry vinegar, and put aside.

Soak the cranberries in hot water. After two minutes, drain and add to the red cabbage with the watercress. Season and combine.

THE REAL FOOD FESTIVAL

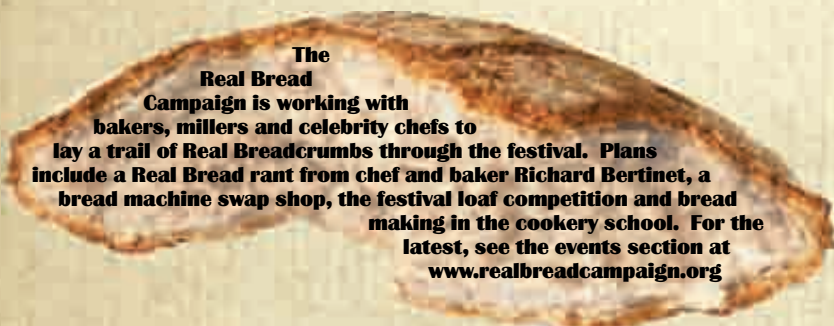
For me the Real Food Festival brings an annual breath of farming fresh air to the capital. What won me over immediately three years ago was the combination of spaciousness of the aisles and the decision to subsidise small producers, so they could afford to appear. Then there was the appearance of animals, who will again feature this year. There will be a reappearance of the sheep show, which I thoroughly recommend, where you can watch an expert shearer at work. Chickens, those popular inner city citizens, will be there, with advice on how you might keep them. And most of all, the Festival will offer a chance for young people to see cows milked and then be taught how to make butter.

Philip Lowery dreamed up the Festival after a visit to Turin's Salone del Gusto show, where he discovered Slow Food. The show had 1,000 exhibitors and 150,000 visitors. He recalls, "I mulled it over and came up with a different model. I wanted to subsidise small producers to come to the show. Eighty per cent of the food and drink in this country comes from four shops, the supermarkets. It makes life tough for the small producers, who produce amazing food and drink."

He admits it changed his own eating habits and cites the fact that he buys his meat and much else from the Batemans at Hazeldene organic farm on the outskirts of Chesham in Buckinghamshire. They will be at the Festival and, by a sheer coincidence, I bought my Christmas turkey, smoked gammon, chippolatas and vegetables from the same farm, struggling along snowy roads, past beautiful snow dusted trees to complete the mission.

The Batemans moved to their 50 acre farm four years ago, after Stephen Bateman, who has his own insurance brokers business, decided to pursue his interest in rare breeds. The farm still does not provide them with a full time living so Stephen has kept on his business, and Liz, his wife has become a full time farmer. She spelt out the difficulties at the start of her life change from doing secretarial work for her brother. "The main difficulty has been finding the right people to work for us. In four years we've had sixteen people. Around here people just don't want farm work." But now they are succeeding, and they employ a part-time butcher to make their famed sausages and prepare lamb and beef. They have 50 cattle, traditional Herefords, and 120 Oxford Down sheep. As you go up the last part of the road to their farm you see their 50 free range Marsh Daisy chickens in their customised homes raised above the ground.

This year London Farmers' Markets will have a section with 20 of their traders. Riverford Organics will be providing catering from a restaurant version of their famed Field Kitchen. And on the discussion panel Oxford's Real Farming Conference, led by author Colin Tudge and the Archers agricultural editor Graham Harvey, who staged this rival to the conventional Oxford Farming Conference, will be re-appearing to urge Festival visitors to back their small producer approach to British farming.



The Real Bread Campaign is working with bakers, millers and celebrity chefs to lay a trail of Real Bread crumbs through the festival. Plans include a Real Bread rant from chef and baker Richard Bertinet, a bread machine swap shop, the festival loaf competition and bread making in the cookery school. For the latest, see the events section at www.realbreadcampaign.org



The Real Sausage Challenge

School Food Matters and the School Farms Network have teamed up to bring school farms in England an exciting competition as part of the Real Food Festival. They will be asking school farms to produce a festival-worthy sausage which will catch the eye (and the taste buds) of an award winning celebrity chef.

Three short-listed schools will be invited to come along to the Real Food Festival and the winning schools (one primary, one secondary) will each receive a wonderful addition to their farms, compliments of the competition's sponsors Mears.

Go to the School Farms Competition page on the RFF website and you will find regular updates from competing schools.

www.realfoodfestival.co.uk



By Michael Wale

***View from a shed. Four seasons as an urban farmer* by Michael Wale. Published by Allison & Busby, out now. £9.99**

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LOCAL TO LONDON

TURNHAM GREEN

Natalie Bayliss left her job in the City in 2006 to retrain as a chef at the Leith's School of Food and Wine while also studying nutrition at The Institute of Optimum Nutrition. She realised there were no premium food gifts which were also ethical and so, as Michael Dees finds out, founded Turnham Green to supply ethical hampers.



"We made everything we could and sourced everything else as locally as possible," she says. "In our first year we were in the top ten hampers of the year. Then we got calls asking for extra ketchup and mustard and since then we've grown."

Buying locally can be less environmentally friendly if the energy to grow fruit in British greenhouses contributes more to their carbon footprint than the food miles to ship the fruit grown outdoors in a warmer country. So Natalie appreciates it's a careful balancing act that needs to be taken on a case by case basis.

"We spent a lot of time finding ethical suppliers," says Natalie. "All our products are glass so that no plastic residue leaches into the product. Our hampers come in jute bags – wicker baskets tend to get thrown in the loft and never used again. The bags have been really popular because people actually use them. Our packing is made out of corn starch so it's 100% biodegradable. And our labels are printed on either FSC or recycled paper at an energy efficient printer. This all costs more money but we think our clients recognise that we're trying to do our best."

Seasonal ingredients are used to avoid unnecessary food miles and old fashioned preservation methods are used to preserve ingredients naturally. Turnham Green strongly believes in organic farming, buying all their fresh ingredients from organic suppliers certified by the Soil Association. However, they have consciously chosen not to pursue organic certification themselves to have the freedom to make their own buying decisions.

Community is important and their 'Green Dad Campaign' invited children to draw a picture or write 100 words on their dads' healthy eating choices. Comedian Stephen Fry was very impressed: "Turnham Green might just do what their name suggests. If you can get a busy Daddy thinking about the way they're using and spending and burning then you really can change the world."

"Perfect solutions to the big issues of our time like climate change and extreme poverty are yet to be found," says Natalie. "But we can all adopt a constructive role, no matter how small, to make a positive difference."



www.turnham-green.co.uk

OLYMPIC FOOD

With fewer than 1,000 days to go until the start of the London 2012 Olympic and Paralympic Games, the subject of how the spectators, athletes and international visitors will be fed has already become a hot topic. By 2012, 1.3 million meals will have been served to construction workers, with a further 13 million meals expected to be consumed by Olympic visitors. Kath Dalmeny finds out where all this food is going to come from....

The Games organisers (LOCOG) made a commitment in their Olympic bid to serving sustainable food. In December 2009, they published the London 2012 Food Vision, setting out how they intend to turn this ambition into reality. Throughout 2010, "invitations to negotiate" are being issued by LOCOG for the major catering contracts to serve food to athletes, dignitaries, spectators and Games staff.

Sustain and London Food Link were involved with LOCOG's discussions about sustainable food throughout 2009, sitting on the London 2012 Food Advisory Group, along with the Mayor's Food Advisor Rosie Boycott and government and industry representatives. The group was convened to advise on how to put food at the heart of the sustainability approach adopted by London 2012. As David Stubbs, head of sustainability for London 2012 explains, "Everyone can relate to food, so it is the perfect means to demonstrate sustainability at the heart of one of the most important aspects of the Games experience."

Going for gold

Some of the commitments in the resulting Food Vision are welcome improvements to previous sustainability standards for event catering. The Olympic organisers have gone for gold in some areas – promising to serve only sustainable fish, fairly traded food and drinks, and encouraging caterers to use local and seasonal food. They have also promised to require that catering staff are trained to meet the standards, and created some opportunities for smaller food businesses to take part. But so far, animal welfare and environmental standards are expressed as 'aspirational', and it has been largely left to the large-scale caterers (not so far famed for their sustainability credentials or connections with small-scale suppliers!) to come up with solutions. With immense pressures on Olympic budgets not to over-run, we remain concerned that these animal welfare and environmental standards may not be pursued with the vigour they deserve to make this – as was heralded at the bid stage – "the greenest Games yet".

The use of large-scale caterers should not, in theory, preclude opportunities for smaller and sustainable caterers to contribute and promote a healthy and sustainable approach to event catering, making best use of the rich diversity of London's food culture. Hopefully there will be opportunities and events for

smaller and diverse food providers over the coming months, to ensure that their voices are heard. At the moment, the advice for smaller suppliers wishing to participate is to sign up to the CompeteFor.com website.

However, concerns are also being raised about commercial sponsorship of the Games by fast food, sugary snack and soft drinks manufacturers. As Jenny Jones, former Chair of the London Food Board and now London Assembly member has said, "There is an appalling mismatch between the top 2012 sponsors McDonald's and Coca-Cola and other fast food and drink companies who have successfully secured exclusive marketing rights with the Games and at other major sporting events, or secured sponsorship deals with top athletes, which then continues to perpetuate the perverse link between fast food and drink and sporting achievement."

We will continue to report on Olympic food opportunities over the coming two years, as the countdown continues to the London 2012 Games.

See Sustain's Olympic Food pages for more information:
www.sustainweb.org/olympicfood



fairtrade products © Sue Atkinson

NEWS: Sustain is supporting a commitment to a sustainable food strategy in the sustainability policy for England's World Cup 2018 bid. Next stop, Wembley!



CHELSEA BUNS

In 1792, Mrs Hand wrote that her famous bakery, The Old Chelsea Bun House on Pimlico Road, was mobbed by a “tumultuous assembly” of people trying to get bags full of her buns! These delicious eighteenth-century treats are still being enjoyed today, but we’re not sure the Hand Family would be quite as overjoyed about the dubious ingredients used to make the buns on a huge commercial scale.



Forget the soulless “bakery” chain stores on your high street! Why not pick up some genuinely home-baked goods in one of London’s many independent bakeries or at your local farmers’ market? Or better still, make it yourself. Gaby De Sena tells us how...

INGREDIENTS

570g sifted, warm flour
140g butter
140g caster sugar
30g yeast creamed with 1 tsp of sugar
4 eggs
½ cup tepid milk
1 tsp mixed spice
1 cup currants
Pinch of salt
Syrup for glazing: ¼ cup of sugar
boiled with 2 Tbsp water

RECIPE (makes about 12 buns)

Mix together the flour, salt and half the sugar. Rub half the butter into the mixture. Cream the yeast with the teaspoon of sugar, then add the tepid milk and the beaten eggs. Mix well and pour into a well in the centre of the flour. Mix and knead until smooth. Cover and put to rise in a warm place for about 1½-2 hours, until it has doubled in size.

Soften remaining butter by creaming, turn out the dough onto a floured surface and knead lightly, then roll out to a square about half an inch thick. Spread the creamed butter and half the remaining sugar over, and fold and roll out again. Sprinkle the rest of the sugar, currants and spice and roll up like a Swiss roll.

Cut into slices about 1½ inches thick and lay close together on a warm, greased tin – prove for 20 minutes. The buns should then be touching each other. Bake in a hot oven (about 200°C) for about 30 minutes. Brush over with glazing syrup, put back to dry and leave to cool before separating.

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

WHERE TO SHOP

Here are some suggestions of where to buy your ingredients for some truly sustainable buns!

Dough ingredients – Unpackaged

Winners of the People’s Choice Award in the 2009 Islington Giant Green Awards, Unpackaged comes highly recommended. Bring your own containers for a discount and help yourself to the flour, caster sugar and currants needed for your buns. www.beunpackaged.com

Mixed spice – Crazy Jack Organic Mixed Spice

Crazy Jack Organic sells a huge variety of herbs and spices, as well as baking ingredients. Their products are widely available at Planet Organic outlets around London and most health food shops such as Alara on Marchmont Street. www.planetorganic.co.uk and www.crazyjack.co.uk

Yeast – Doves Farm

If you can’t make it to Unpackaged, Doves Farm supplies a wide range of independent shops with organic flours. You can pick up your yeast from them too! www.dovesfarm.co.uk

Eggs, butter and milk – London Farmers’ Market or organic box deliveries

Visit your local farmers’ market to pick up some local free range and organic dairy products. Or sign up to an organic box delivery scheme such as Just Organic (for North and East London) or Abel and Cole. www.lfm.org.uk, www.ableandcole.co.uk, www.justorganic.org.uk

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Get a taste of the Real Food Festival at Borough Market, FREE every Thursday!

Every Thursday, 14 Real Food Festival producers will come to London giving you the opportunity to sample and buy great quality, fresh produce and ingredients at affordable prices, direct from the producer.

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On April 1, **Real Food Festival** and 'Chocolate Unwrapped' will bring the finest artisan chocolatiers for a special Easter market, including demos from Paul A Young and William Curley plus a few guest lambs will be hoping around from the Real Food Festival sheep show.

So come and find out what the **Real Food Festival**, on the 7-10 May, is really about!



For more information visit www.realfoodfestival.co.uk

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As Capital Growth approaches the new growing season, and with two small grants rounds and the launch of a schools competition already under its belt, the project looks set to reach 400 spaces by the time this goes to press. This means it is well on the way towards the target of 2012 new food growing spaces supported by the end of 2012. Ten of these spaces have recently won a tool kit worth £500 following a photo competition sponsored by Fiskars. Competitions and discounts are one of many ways that the Capital Growth team are finding to support the growing number of spaces who sign up to the campaign. Here is a spotlight on a couple of the recent lucky winners.

DREAMS OF EDEN, Newham

Dreams of Eden are a group of residents in Forest Gate, East London, who signed up to Capital Growth at the start of the year and have transformed an overgrown neighbours' garden into a community food growing haven. Six months after the idea was born the group have managed to clear the wilderness and are the lucky winners of a tool kit. "Our dream for the space is to create our own little bit of Eden in Forest Gate. We want to grow fruit and veg which we can cook and eat together," explains Alicia Francis from the group.

The community dimension is crucial to the group and the young people will play an active part - they are already planning for a summer fête in June. They are also planning to create a hub of an urban heritage orchard, working with other residents in the area to encourage them to plant heritage fruit trees. Watch Dreams of Eden's progress on their blog:

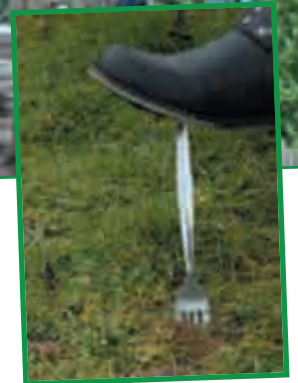
<http://sobriety.sister.wordpress.com/2009/11/>



KEMNAL TECHNOLOGY COLLEGE, Bromley

This brand new growing project is set in a school ground in Sidcup and will be initially run with 200 year 7 students who will work alongside members of the local community to grow a range of crops.

"After a fantastic launch event on 3rd March, students are now working hard to prepare their plots ready to grow their vegetables for their 'Grow a Dish' competition. The race is on!" explained Juliet Morris, Deputy Head at the College. Community members will be asked to lend their expertise and time to help these budding young gardeners in their first growing venture.



Anyone interested in registering a new food growing space to receive in-kind support from the team, including advice, information, training, events as well as access to discounts and competitions should visit www.capital-growth.org/apply and complete the short on-line application.

GROWING CALENDAR

by Tom Moggach

APRIL

- Be ruthless when thinning your seedlings, and don't skip the stage of hardening off plants before planting them out.
- Keep an eye on early potatoes, earthing up as they grow. In containers and grow bags, take care that the compost is always moist, but never wet.
- Get in the habit of tackling weeds and slugs, which are also revving up after our harsh winter.
- Beware of late frosts. If one is forecast, protect tender plants with horticultural fleece. If feasible, move or cover exposed pots and containers.

MAY

- Keep sowing salad leaves and grow a separate stash of peas solely for their tasty shoots - sow thickly into a deep

- seed tray, then snip off the tendrils into your salad bowl.
- Push straw under strawberries. This helps to protect the fruit from soil splash and insect damage, keeping it clean and disease free. It also reflects the sunlight to encourage ripening.

JUNE

- Nip out the side shoots of 'cordon' tomatoes - the varieties that grow upright, rather than with a bushy habit. This makes the plant concentrate its energy into the fruit.
- On blazing hot days, keep an eye on your leafy salad crops. Protect lettuces if possible, and move containers into semi-shade.

For free monthly growing tips, sign up for the City Leaf newsletter: www.cityleaf.co.uk
Tom Moggach and Chris Heath from City Leaf are teachers who offer food growing training. info@cityleaf.co.uk

READER'S KITCHEN



Peter Carpenter lives with his wife Stephanie cooking up meals in their small but immaculate purple kitchen, with a clear view of Canary Wharf and the city from the window. Polly Higginson went to see how they manage to be green in their kitchen in such an urban environment.

Peter and Stephanie met at Horticultural college in the 1950s on a course on organics. They have run a small holding and have been "islanders" in East London for the past five years. In Peter's own words they believe in simple, good honest food and their lifestyle has always revolved around this. Peter has a private allotment at Mudchute City Farm and also regularly volunteers at the kitchen. He has used his building skills and has made a clay wood oven and smoke house for the farm's kitchen.

Peter and Stephanie enjoy a colourful diet from their own produce. They show me bags of potatoes and onions that are stored in a cupboard outside their front door. Peter gave

me a list of over 35 assorted vegetables, fruit and salad that came off his small allotment patch last year, with highlights including a prolific supply of runner beans, sweetcorn, peppers, plums, green gages and tomatoes.

Stephanie cooks and makes everything from scratch. She bakes bread daily and does a lot of traditional home baking and lots of soups and stews. She tells me that she has always made the time to do this but sympathises that this is not something for everybody unless they take the time to plan their meals.

Nothing in Peter and Stephanie's kitchen is ever thrown out. They both grew up with rationing and that is ingrained in how they look at food. Meat bones are used to make stock and Stephanie tells me that she even has neighbours dropping off carcasses to go into her pot. They visit their local butchers to get cheap cuts of bacon or other types of meat such as heart. On the counter sits the slow-cooker which they use regularly as it is energy efficient and produces a tasty meal.

Both Peter and Stephanie tell me that they are both sceptical of buying organic products as they think it's expensive and question the certification process. They prefer to have direct power over the food they are eating and cooking by producing as much of it themselves, meaning that they actually buy very little bar dried goods which they buy from the supermarket for price and convenience.

STEPHANIE'S IRISH SODA BREAD

Originally from Ireland Stephanie still bakes Irish soda bread each day. It is an excellent way to make fresh bread quickly and finds a use for milk that has soured.

Makes 2 loaves

2 mugs white self-raising flour
2 mugs of wholemeal flour
1 tsp bicarb soda
1 tsp baking powder
1 pint of sour milk/ yoghurt
Pinch of salt and black pepper

Pre-heat the oven to 200C and grease two small loaf tins.

Mix all the dry ingredients together and then add the milk/ yoghurt.

Mix to form a sticky dough and then split between the two tins.

Bake for half an hour until the top is golden brown.

HIGH SCORES FOR...

Year round supply of home grown fruit and veg, real home baked bread and minimal food waste and overly packaged goods..

DEDUCTIONS...

High (daily) consumption of meat.

THING I COULDN'T LIVE WITHOUT ...

Butter and cream.

GRADE: B+

Peter gets a free goody bag from the splendid ladies at Happy Kitchen as a thank you for letting us through his door. If you would like us to consider your kitchen for our microscope, and win some edible goodies, **please contact 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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visit us online at: www.londonfoodlink.org



Our Member Feature - Jessica Lee from the Youth Food Movement



Jessica lives in North London and helps coordinate the Youth Food Movement (YFM) UK which is a network of young people, students, cooks, artisans and activists that are working to change the future of food and farming. YFM builds on the work of Slow Food and emphasises that food should be "good, clean and fair". It is a movement that Jessica describes as a "state of mind" and is about sharing knowledge, offering support and nurturing leadership skills.

The YFM movement organises SkillShare events to encourage people to share knowledge such as how to bake bread and churn butter. They also organise Eat-In

events (they held one in Hyde Park last summer) where people gather together in a public space around specific food issues and share home cooked food.

Jessica is currently working with YFM to establish a working group in London to start activities here. If you would like to be involved with this then get in touch with eatin@youthfoodmovement.org.uk.

Outside of her work with Youth Food Jessica is an avid baker and home chef and also writes her own food blog.

www.youthfoodmovement.org.uk

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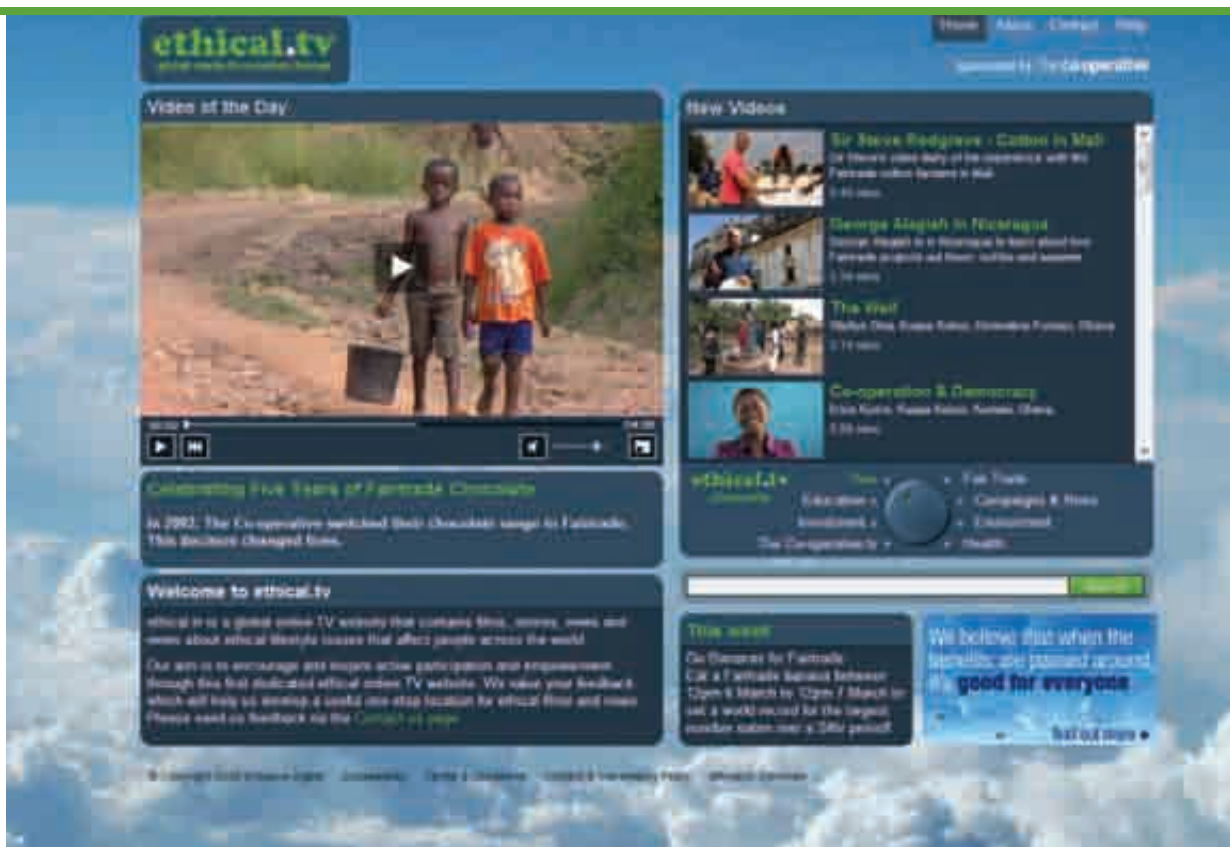
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DIARY

APRIL 2010

6th Opening of the Lumen Cafe, 88 Tavistock Place, Kings Cross
Look forward to a daily changing local and seasonal menu in this superb and unusual venue. Open Mon-Fri for breakfast and lunch. www.lumenurc.org.uk.

14th Down to Earth, Arcola Theatre, Hackney

The 'This is Rubbish' campaign is teaming up with Pangolin's Ark to hold a day on food sustainability. There will be workshops, interactive art and shared dining. www.arcolaenergy.com

14th Natural and Organic Products Europe, Olympia

A trade exhibition for anyone involved in the business of selling natural, sustainable, organic, and healthy lifestyle products. www.naturalproducts.co.uk

17th An Introduction to Bee Keeping, Clapham

This course has a focus on keeping bees in an urban environment. It is designed to equip students with the basic skills and knowledge that they will need to keep their own bees safely and productively. www.lbka.org.uk

18th April, Growing Sub-Tropical vegetables, Walthamstow

Share your experience or interest in growing vegetables such as Teendra from Kashmir, Kudu gourds from Bangladesh or Calaloo from Jamaica. Contact info@organciclea.org.uk to register.

MAY 2010

1st - 9th National Real Bread Maker week

The Real Bread Campaign and The Real Food Festival are calling on everyone with an unloved bread maker to get baking Real Bread with local ingredients or pass it on to someone who will. www.realbreadcampaign.org

7th - 10th Real Food Festival 2010, Earls Court Exhibition Centre

The Real Food Festival is a fantastic celebration of the wonderful variety of food that British producers have to offer. Come and say hello to The Jellied Eel team. www.realfoodfestival.co.uk

8th Food Smoking Course, Hackney City Farm

This one day course aims to give a short introduction to food smoking. Visit www.lowimpact.org to book a place.

8th World Fair Trade day. Event at Potters Fields.

www.fairtrade.org.uk

19th London Food Link Spring Network Do

An inspiring evening to celebrate sustainable food work going on in London by London Food Link and its members. Contact georgie@sustainweb.org for more information.

24th - 30th National Vegetarian Week 2010

National Vegetarian Week gives everyone the opportunity to increase fruit and veg consumption, revamp their veggie options, launch new menus, look at the issues around food or simply try something different. www.nationalvegetarianweek.org

JUNE 2010

5th Cultivating Edible Mushrooms, Hackney City Farm

Get taken through the steps of learning how to cultivate your own mushrooms at home. Book a place at www.lowimpact.org.

15th An Evening with Slow Food London, Gastronomica

Enjoy regional cheeses, cured meats and wine with other local people that are interested in Slow Food. www.slowfoodlondon.com

23rd Taste of Beekeeping, Roots & Shoots, Lambeth

The 'Taste of Beekeeping' is a short introduction to the principles of beekeeping in an urban environment. www.lbka.org.uk

TBC - Urban Agriculture conference, London

Contact polly@sustainweb.org for more information.



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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

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Overlooking the canal near Camden Market, InSpiral Lounge is a unique café, restaurant, bar and music venue with a strong nutritional and environmental philosophy. The café/restaurant serves delicious food which is entirely vegetarian (predominantly vegan) and comprises as much seasonal and organic produce as possible. The bar offers an array of local and organic beers, wines and cocktails. Inspirale is also leading the way environmentally: 100% of their electricity comes from renewable sources; everything that can be recycled is recycled; the entire packaging range is biodegradable or made from recycled materials; and Ecover cleaning products are used throughout the venue. On top of this, events are held nearly every night of the week, from world music and high energy dance nights to talks on health and nutrition. We are proud to have Inspirale Lounge as a stockist of the Jellied Eel and wish them all the best for the future!



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Borough Market
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See our website
for full details

Chris



**realfood
festival**

7-10 May 2010
Earls Court 1, London

Official charity partner:



Find out how Chris got into a pickle



St John and Dolly Smith are Chris's parents whose photos appear on the label of his handmade Brinjal (aubergine) pickle. Using a family recipe from Bangalore, South India where they lived, Chris now makes pickles, sauces and chutney's in Ealing, London in small batches.



Come and ask him how a conversation in Southall about appam chatties changed his life (and career).



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