

The
JELLIED EEL

✱ LONDON'S LEADING MAGAZINE FOR ETHICAL EATING ✱



**Feast your eyes on
Fairtrade Fortnight**

Taste of the Thames

We catch up with London fisherman Martin Yorwarth

WALTHAM FOREST BANS JUNK FOOD OUTLETS * CAPITAL GROWS ITS OWN

CHOCOLATE
that makes
EVERYONE
Feel
GOOD



DIVINE CHOCOLATE IS MADE WITH THE FINEST COCOA FROM FARMERS WHO CO-OWN THE COMPANY, AND BECAUSE THE COCOA IS FAIRTRADE, THEY GET A GUARANTEED INCOME WHILE YOU GET GUARANTEED PLEASURE.

**PRISCILLA AGYEMENG, GHANA.
 KUAPA KOKOO COOPERATIVE, CO-OWNERS OF DIVINE.**



SAY HELLO TO THE JELLIED EEL...

What is it about cauliflowers? They seem to be cropping up everywhere at the moment. New Covent Garden has made them the focus of a new drive in the market to bring a different seasonal British product to their traders' attention every month. The Real Food Festival has also been running a campaign to save the British cauliflower, as it would appear we're not buying much of it anymore (or at least not the home-grown variety).

I'm getting quite excited about this year's Real Food Festival. Last year it knocked the socks off any of the previous attempts to bring together small and sustainable producers in London – certainly in terms of scale – and it promises to do the same again this time. What's more, this year we're helping to organise the debates, giving us and attendees the chance to get their teeth into some meaty issues (if you'll pardon the pun – see p4 for more info). In fact we'll be launching the next issue at the festival, so if you're not subscribing you'll know where to get your copy.

Starting on p8, we take a look at some of the activities taking place across the capital to mark this year's Fairtrade Fortnight (23rd February – 8th March). Check www.fairtrade.org.uk for the latest news on what's going on in your local area. In 'On The Menu' this issue, we take a look at what some of London's eateries are doing for Fairtrade Fortnight.

While I'm on the subject of catering – I'd like to congratulate Vacherin on winning the inaugural food category of the City of London's annual Sustainable City Awards (www.cityoflondon.gov.uk/sca).

The category, which has been created by Sustain: the alliance for better food and farming, recognises the caterer who can demonstrate that they're not only serving up sustainable food in London, but also linking this to a whole range of sustainability issues.

And so, what's in store next issue? We're planning on taking a look at food access: that is, why some people in London are unable to get healthy, affordable and sustainable food close to where they live. At the start of the decade one study reported that 13 wards in east London were 'food deserts', where residents couldn't obtain healthy, affordable food. We will be asking what has been done since then to address this issue, and whether the situation has changed as a result of the economic downturn. Plus we'll be bringing you all the latest on the ethical edibles available around the capital at the end of Spring. Until then I'll get back to reading Brecht's play about the Cauliflower Trust, 'The Resistable Rise of Arturo Ui'. As one character says, "Cauliflower. That's as good as meat and bread. Man doesn't live by bread and meat alone, he needs his green goods." Couldn't agree more.



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Disclaimer: Inclusion of information in The Jellied Eel does not imply that the product of service is endorsed by London Food Link or Sustain.
Cover image: Aguadas coffee farmer picking beans in the Andes Mountains, Colombia see page 8. **Credit:** Brad Hill of The Co-operative Food.

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Thanks to the Team

Content: London Food Link
Editor: Ben Reynolds
Contributors: Ellie Garwood, Tom Moggach, Michael Wale, Michael Dees
Produced and Published: Hand Up Media
Directors: Tania Pramschufer and Katie Williamson
Design: Martin Seagar
Advertising: Kash Bhattacharya
Advertising Design: Patricia Henningsson

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Advertising & Sponsorship
tania@handupmedia.co.uk 05600 755 015
katie@handupmedia.co.uk 05600 755 014
www.handupmedia.co.uk

Editorial Enquiries
ben@sustainweb.org 020 7837 1228
www.londonfoodlink.org

Distribution Enquiries to stock the Jellied Eel
polly@sustainweb.org 020 7837 1228



BULLETIN

BEST NEW BUSINESS

The Olive Grows
Commercial kitchen hire
www.theolivegrows.co.uk

Winner of best new business 2008
Awarded by Park Royal Partnership

Highly commended new business/start up
Awarded by Archant London



THE BRAMLEY APPLE CELEBRATES ITS 200TH BIRTHDAY

Named after Matthew Bramley, owner of the original tree, the Bramley apple has come on in leaps and bounds since 1809; 200 years after it was first planted!

Real Food Festival

Following a massively successful debut in 2008 the Real Food Festival is back, promoting high-quality, healthy and delicious food, produced in a sustainable manner. Taking place from 8th to 10th May at London's Earls Court, the Real Food Festival 2009, the biggest event of its kind, features over 500 small producers that have been hand-picked by the Real Food selection committee. Visitors can see, taste and buy fabulous artisanal produce, watch chef demonstrations, discover the origins of the food on sale, participate in cookery workshops, see real livestock and talk to the producers themselves.

Alongside workshops and demonstrations, visitors also can look forward to debates on the hottest issues currently gripping the food world; topics include the future of food, feeding people in public institutions, animal welfare in food production and putting ethics to the test in the economic downturn. The Real Food Debates are jointly organised by Sustain, and are set to include a host of top-drawer speakers, including Soil Association Director Patrick Holden and Ecologist editor Zac Goldsmith. Goldsmith, an avid supporter of the festival, said: "The Real Food Festival not only offers an extraordinary variety of delicious food and drink, it champions traditional farming methods, bio-diversity and a return to the human scale. At a time of volatile oil prices and rising food security concerns, it makes sense on every level to reduce the distance between producer and consumer."

www.realfoodfestival.co.uk

Capital Growth

You may recall news of our exciting campaign, launched on November 4th 2008, to turn 2,012 plots of land into thriving green spaces producing an array of delicious fruit and vegetables by 2012. With so many people getting involved throughout London, we thought we'd document how the very first Capital Growth site is getting on.

The Blenheim Gardens initiative in Brixton is starting to take shape. "I have been greatly inspired by how much encouragement I have received from residents, the estate office and the council," says organiser Bonnie Hewson, "as well as the other friends and growers who have lent their support and advice so far."

Blenheim Gardens comprises 440 mixed tenure properties on a residential estate, with lots of potential for food growing in gardens and balconies, up walls and on communal land. Bonnie links experienced gardeners with beginners, keen growers with unused gardens and has turned several neglected beds and borders into food growing spaces for people without gardens. Recent developments include the incorporation of a children's garden, plans to grow vines (in partnership with the Urban Wine Company) and the introduction of a Food Growing Club. If you know of a space in London that could be used to grow food, or want to be part of a community food growing project, please get in touch.

Seb Mayfield (seb@sustainweb.org)

www.capitalgrowth.org

School Food on a Roll

The transformation of school food culture is gathering pace in London, with 53 schools enrolling in the Food for Life Partnership by Christmas 2008, committing to making a difference in their schools and communities. There are now over 500 schools enrolled in the Partnership across England, which helps schools to take a whole school approach to their food – including school meals, food growing and food education. In December the London Region hosted the first annual Food for Life Partnership awards ceremony, chaired by Sheila Dillon of Radio 4's Food Programme. Six schools from across England, including St John the Baptist Primary School from Hackney, were presented with their silver awards by HRH the Prince of Wales. Each school featured in a short film showing off the terrific work they have done on their way to achieving the Silver Food for Life Partnership Mark. To have a look at some of the inspirational films log on to: www.foodforlife.org.uk/foodtube or contact Fiona White (fwhite@soilassociation.org) for more information.

Organic growing charity Garden Organic, which works on the growing element of the Food for Life Partnership, has further praise for the capital's children after London-based Debden Park High School became the 5000th school to join their GO Schools Project. Colette Bond, Head of Education at Garden Organic said, "Reaching 5000 schools with the Garden Organic for Schools programme is not only a huge achievement but also greatly significant, as it directly reflects how attitudes to growing have started to change. Increasingly schools, and the wider public, are recognising that the skills needed to grow our own food are well worth acquiring, and our schools programme has helped more children go out into the world with those skills intact." www.gardenorganic.org.uk

A Sustainable Shrove Tuesday

Who doesn't love Pancake Day? The celebration of a traditional recipe made with frugal ingredients. This year we have even more reason to be excited with the introduction of a seasonable, sustainable Shrove Tuesday courtesy of London Farmer's Markets.

The 'Pancakeolympics' will span four days, with two competitions set to take place on the morning of Sunday 22nd February – one in North London (Islington) and the other in South London (Blackheath) – and the final showdown at midday on Shrove Tuesday 24th February in Islington. Racers will be charged 50p, with all proceeds going to charity; prizes include healthy local food hampers and first prize is a family ticket to a top London sporting event. www.lfm.org.uk

CARE ABOUT LONDON'S GREENBELT?

Want to see more food being grown there? From this March, London Food Link and CPRE are getting Londoners' views on this bit of land that protects us from the countryfolk (or should that be the other way around?!) To give us your views contact Suzanne@sustainweb.org

£36.89

Average amount saved per year by growing your own

(taken from a survey with garden organic members growing on an average of 38m²)

LONDON SUSTAINABLE DEVELOPMENT COMMISSION APPOINTS LONDON LEADERS 2009

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BEN TODD, ARCOLA THEATRE (STOCKIST OF THE JELLIED EEL)

VISIT: WWW.LONDONSDC.ORG/LONDONLEADERS

Calendars provided by Tom Moggach

WHAT'S IN SEASON?

MARCH

WILD GARLIC

These long, dark green leaves carry a more subtle flavour than bulb garlic. Forage for your own, searching in damp patches of woodland, or buy from posh greengrocers. Try stirring wild garlic into pasta or scrambled egg.

Also in season: forced rhubarb, herrings, sprats, radishes, mint, sorrel, purple sprouting broccoli, kohlrabi.

APRIL

ASPARAGUS

To check for quality, flex your asparagus spears – they should feel firm, not bendy. The cut ends should be freshly cut. Try flash frying in a wok until crispy and caramelised. Asparagus comes into season on St George's Day, 23rd April.

JERSEY ROYAL NEW POTATOES

Less is more with Jersey Royals. These creamy spuds don't need peeling. Just rub the potatoes under the tap to remove their papery skin. Boil and serve with butter.

Also in season: watercress, outdoor rhubarb, spinach, morel mushrooms.

GROWING CALENDAR!

MARCH

If you have a garden, start sowing squash seed indoors. Choose a warm spot, and experiment with kudu, a variety popular with Bangladeshi growers.

Plant out shallots, either in rows or in pots. Don't bother with onions – they require lots of space but cost pennies at the shops.

Start off tomatoes, sowing seed indoors towards the end of the month. Tomatoes crave warmth, at least 18°C or so. Choose a mix of varieties and colours – the 'Tumbler' is ideal for hanging baskets.

Other tasks include planting out early potatoes and strawberry runners, and sowing herbs such as coriander, chives, dill and fennel.

APRIL

Sow crops outdoors such as spinach, radish, lettuce and peas. Rainbow chard is a good bet for its striking colours. Use windowboxes, a balcony or a roof if you have no garden.

Thin out seedling planted last month, so that they have space and nutrients for healthy growth.

Hunt weeds and slugs. As the days warm up, so do your enemies. Effort invested this month will save time later in the season.

Watch out for surprise frosts. Protect tender plants with fleece or move pots and containers indoors.



1ST PLACE
The Times Square Meal

BEST HEALTHY EATING SPOT FOR 2009

SAF RESTAURANT
WWW.SAFRESTAURANT.CO.UK



AROUND TOWN



PURCHASING POWER - CAMDEN STUDENTS TAKE CONTROL OF THEIR EATING ESSENTIALS

A group of enthusiastic students from the School of Oriental and African Studies (SOAS) have set-up the first ever university food co-op in London, selling organic dry goods to fellow students, staff, employees and visitors. The co-op, open one day a week, is run as a non-profit, voluntary organisation aiming to empower people to be more directly involved with the food they buy.

What's more, in the next year, the co-op will be selling the fresh produce grown in a nearby food growing space. The site was secured earlier in the year by SOAS students keen to get digging. It is one of the first spaces supported by Sustain's Capital Growth Campaign which aims to set up 2,012 new food growing spaces in London by 2012 (p4).

The students are also planning to reach out to the neighbouring Somers Town Community Centre to share good practice and help to increase the amount of healthy food available in one of Camden's most deprived wards.

The food co-op is one of several community projects supported by the local NHS to promote good food in the borough as part of Good Food for Camden: the healthy and sustainable food programme, a strategy to improve the quality of the borough's food, which Sustain is helping to write.

Good Food for Camden: the healthy and sustainable food strategy is currently in its consultation phase. To register your views and help shape the strategy go to www.camden.gov.uk/consults and you might win a free delicious, locally sourced meal for two at Konstam: www.konstam.co.uk.

For more information please call Anna or Rosie on 0207 837 1228 or email anna@sustainweb.org or rosie@sustainweb.org

HEALTHIER OPTIONS IN NEWHAM

Demand for healthier options is growing in East London's catering outlets, following the piloting of the Healthier Options Food Award by Newham Food Access Partnership (NFAP).

The project saw over 10 businesses getting involved, with the support of HealthWorks in London. Each of the businesses were offered an assessment from a nutritionist or chef trainer, who suggested improvements to their menus, recipes, and cooking methods to increase the number of healthier choices on offer. Each business also received promotional materials, advertising (including coverage on BBC News Online), and subsidised training. Five of the businesses have received the award to date, presented by a local councillor at highly publicised launch events.

The first phase of the project is currently being evaluated. A further six businesses are engaged in phase two, as part of the Well London Programme, with HealthWorks in London helping to run the project. NFAP is also hoping to adapt the scheme for lunch clubs and find ways to work with retailers on the Olympic Construction Site. They have shared their materials and assessment tools with other boroughs as part of Sustain's Well London project, in the hope that this scheme can benefit other places. "We just want to see healthier options on menus across London, and hope that the hard work that went into the pilot phase can be used to benefit the health of all Londoners," explained Sarah Williams, manager of NFAP.

Find out more, email: sarah.williams@east-potential.org.uk

GROWING GREENWICH

For over five years the Greenwich Co-operative Development Agency (GCDA) has been involved in setting up and supporting food-growing projects throughout Greenwich. Excitingly, the ever expanding project has witnessed great support over the past years and now has over 20 growing spaces.

In the last year GCDA has been working on a strategy, including forming broad partnerships, to expand the food growing projects for community benefit. The initiative, entitled Growing Greenwich, aims to create a borough-wide model of good practice for local food growing and distribution. GCDA is also keen to create access to food growing projects for every Greenwich resident and to ensure that projects are established with sustainability principles.

Growing Greenwich will unite existing food growing projects established by Greenwich Community Food Initiative (GCFI), which includes schools, allotments and community gardens. It will utilise unused growing space, such as woodlands, farms, parks, neglected or underused allotments and council estates, to grow food organically in partnership with local volunteers, community members, trainees and specific community groups, the local authority and the Primary Care Trust.

Contact Claire Pritchard or Davey Haydock - Wilson
Greenwich Cooperative Development Agency
www.greenwich-cda.org.uk/project_gg.htm



341 Shooters Hill Road
©Simon Beesley

SHOPPING WITHOUT MONEY

Where can you go to get great food without needing to take your purse with you? A Food Swap, that's where. Organic Lea has taken an idea first developed by Growing Communities and used its network to organise an event where local people can swap food locally grown, made, picked or found. The event last autumn attracted over 30 people, and quite complex bartering networks were formed as people found ways to get the produce they had their eye on. No one seemed to leave empty handed!

Organic Lea ran a number of workshops ahead of the event to hone people's skills in pickling, home brewing and baking and unsurprisingly, a lot of these new found skills were in evidence at the Food Swap. There was a fine selection of jams and pickles, bread and cakes, wines, plants and local honey. No one is sure how the worm juice managed to 'worm' its way in but let's hope whoever took it home didn't decide to drink it! For more information, visit: www.OrganicLea.org.uk

LOCAL, LOW CARBON FRUIT IN WALTHAM FOREST

Ever walked along the street and wondered what happens to all those apples and pears in people's gardens and on fruit trees along the streets? Well, a lot of them probably just drop and rot. But thanks to Organic Lea, in Waltham Forest some of this wonderful fruit is being collected and distributed locally through a community market stall. Last autumn around twenty varieties of apples and pears were collected and 1,000 litres of juice produced. The pressing makes a great street corner activity to interest people, and the waste from the pressings was put back as compost onto Organic Lea's allotments.

Green Lane Primary School in Kingston

Many of the gardens that were visited have now been taking part in the project for a couple of years, and some of the owners are now asking to borrow Organic Lea's fruit press to make their own juice. Organic Lea is also helping the gardeners learn more about their trees and teaching them how to prune them to get an even better harvest.

ORGANICLEA are part of the Making Local Food Work programme coordinated by the Plunkett Foundation.

A RECIPE FOR A SCRUMPING PROJECT

WHAT YOU NEED: A committed individual or group of people who are prepared to do the collecting and processing // Some basic fruit picking equipment – basket pickers are probably a better option than ladders! // A market for your produce – don't take on more fruit than you can handle. // If you have big volumes of fruit, think about finding access to a juicing press, but remember, you will need to also pasteurise the juice if you want to store it.

IMPORTANT NOTE: Storing fruit is not easy. Apples store much better than pears, but there are big differences between varieties, so having a quick turnover is key to making the project a success.

SCHOOL FOOD MATTERS COMPETITION

In the spirit of its goal to promote food education, School Food Matters (SFM) has teamed up with the Richmond Environment Network and Rushall Organic Farm to run a competition to encourage pupils to think about food production and sustainability. Nineteen schools from the Richmond and Kingston areas have registered to undertake a serious of workshops and projects, including producing a short film on the life of a food staple – the journey from farm gate to school plate. The winning entries will each receive an allotment space built within school grounds, compliments of sponsors, social housing company Mears. Runners-up prizes include a Waitrose funded trip to Rushall Organic Farm and a school visit from the Nice-Green Van, a converted ice-cream van selling organic ice cream and various other snacks made from all-natural ingredients.

WINNERS will be announced on 1st April and the allotment prize awarded on 1st May by Blue Peter gardener, Chris Collins. All winning films will be available to view after April 1st at: www.schoolfoodmatters.com



FAIR LONDON TOWN

WHETHER YOU'VE GOT A PENCHANT FOR CHOCOLATE, BANANAS OR BRAZIL NUTS, FAIRTRADE FORTNIGHT OFFERS SOMETHING TO TICKLE EVERY TASTE-BUD. WITH LONDON RECENTLY CROWNED THE WORLD'S LARGEST FAIRTRADE CITY, ELLIE GARWOOD SETS OUT THE VAST PLATTER OF DELECTABLE ACTIVITIES ON OFFER.

The Fairtrade phenomenon has been labelled one of the biggest social change success stories of recent times. UK sales have grown more than tenfold since 2001, reaching nearly £500 million in 2007; the FAIRTRADE Mark is now recognised by 70% of people in the UK, and is found on more than 4,500 food, drink and clothing items as well as a range of other goods. Exploding numbers of ethical shoppers have made a difference to the lives of millions of producers and workers who depend upon the market access obtained through Fairtrade, as well as the fair prices and premiums it guarantees. The sale of Fairtrade certified produce has resulted in 7.5 million people (farmers, workers and their families) leading more secure, stable and prosperous lives.

The mass appeal of Fairtrade has brought about radical changes in a relatively short amount of time - Fairtrade in its present form was only launched in 1994. Here in the UK, the Fairtrade Foundation was established in 1992, with the first products to carry the FAIRTRADE Mark launched in 1994. Nonetheless there are still two billion people, a third of humanity, struggling to support themselves, surviving on \$2 per day or less. As well as promoting and celebrating Fairtrade produce, Fairtrade Fortnight aims to highlight these massive global inequalities. In 2008 the campaign reached over 14 million people, and 12,000 events took place, everything ranging from Fair Trade parades, concerts and debates to coffee mornings, fashion shows and family days. Organisers are hoping to smash that target this year, and a host of London boroughs look to be paving the way....

Fairtrade Fortnight Official Launch SOUTHBANK

Fairtrade Fortnight kicks off with an action-packed Olympic themed event on Sunday 22nd February 2008 (11am-4pm). As well as launching the fortnight, the event also aims to draw attention to its 2012 Olympic campaign asking organisers of the 2012 Olympics to sell as many Fairtrade certified products as possible. Launch day activities include the unfair games, featuring rowing machines, space hopper races and bike simulators, as well as hurdling and weight lifting competitions (with Fairtrade chocolate medals presented to the winners); visitors will even be able to make Fairtrade smoothies with their own pedal power. Organisers hope the day will give visitors the opportunity to sample and buy a range of Fairtrade items and find out about trade justice campaigns. A series of talks by Fairtrade producers from countries around the world will give those interested a chance to meet the farmers and workers behind the products and learn first-hand the difference Fairtrade is making.

Fairtrade Foundation Executive Director Harriet Lamb emphasises the importance of the launch.

"We hope that Londoners will join in the Olympic fun, and learn about the serious message behind Fairtrade. We've set ourselves an Olympic challenge: by 2012 we want to double the number of people in developing countries benefiting from Fairtrade. We're calling on everyone to join Team Fairtrade to make it happen."

Fairtrade Wine And Cheese Tasting WESTMINSTER

In a bid to help register Westminster as a Fairtrade borough, the Peace and Justice Commission are holding a Fairtrade wine and cheese night to celebrate Fairtrade Fortnight and promote Fairtrade produce. The event takes place on Saturday 28th February (7pm) at the Holy Apostles Church in Pimlico, and will also feature films and music.



24 Hours For 24 Events VARIOUS VENUES

Volunteers with the London Fairtrade Campaign Group are planning a Fairtrade banana marathon 24-hour event, spanning numerous boroughs. From noon on Friday 6th March, they will be travelling around the city visiting various Go Bananas for Fairtrade events across the boroughs - culminating in a flash mob on Trafalgar Square just before noon on Saturday 7th March. This is part of a national Fairtrade banana-eating world record attempt. If you fancy getting involved contact: volunteer.london@fairtrade.org.uk and check www.fairtrade.org.uk/gobananas for more information on the world record.

Youth And Faith-Based Workshops SOUTHWARK

A range of activities are set to take place at London's City Hall on Thursday 5th March. Daytime activities, including workshops and speeches, will be held for a range of primary school children from a selection of London boroughs. Organisers are hoping to educate the children on the importance of Fairtrade and encourage participants to promote Fairtrade certified products within their schools and at home.

Early evening activities for faith groups are set to follow; including a Fairtrade reception, lectures, speeches and faith-based Fairtrade food workshops.

Fairtrade Fortnight runs from **February 23rd '09** until **March 8th '09**

- and with something for everyone there's no reason not to go bananas... or nuts... or even completely cocoa.

If these events whet your appetite, more details of further activity can be found at:

www.fairtrade.org.uk or www.fairtradelondon.org.uk



Look for this Mark on products www.fairtrade.org.uk

FREE

LONDON FAIRTRADE GUIDE 2009

THE ULTIMATE GUIDE TO FAIRTRADE IN LONDON

LONDON FAIRTRADE CAPITAL
THE WORLD'S LARGEST FAIRTRADE CITY

Sponsored by The co-operative good with food

READ ALL ABOUT IT!

THE LONDON FAIRTRADE GUIDE IS FREE TO PICK UP AT OUTLETS ACROSS LONDON.

Packed full of Fairtrade news, products, producer stories, competitions, recipes and places to buy your Fairtrade.

IF YOU WANT TO FIND OUT MORE ABOUT THE LONDON FAIRTRADE CAMPAIGN VISIT WWW.FAIRTRADELONDON.ORG.UK



©Simon Beesley

FEAST YOUR EYES ON FAIRTRADE FORTNIGHT

With Fairtrade Fortnight fast approaching, many restaurants, cafés and eateries are tweaking their menus to add Fairtrade produce where they can. For South London based cooperative Feast Your Eyes, Fairtrade is standard menu fodder, but this hasn't stopped owner Dawn Safari organising a range of novel promotions, offers and recipes in celebration. Ellie Garwood explains.

Ethical catering cooperative Feast Your Eyes Limited started out with duo Dawn Safari and partner Walter Lav attending festivals across the country selling pan-Asian, vegan cuisine using predominantly local produce. "I'm fascinated by vegan food", says Safari, "it cuts all the divides; you can feed coeliacs, vegetarians, and obviously vegans. It incorporates health issues, cultural issues and religious issues; with vegan food you have all angles covered. It also ensures you stay inventive with recipes".

Three years later, in 2006, Feast Your Eyes the contract caterers branched out, opening the Feast Your Eyes café at Laban, the famous Deptford-based dance school; and more recently the Deptford Deli, which opened its doors to the public in December 2008. Although the pan-Asian, vegan theme is reserved solely for contract catering gigs, Safari has stuck to her original principles of stocking as much Fairtrade and local produce as possible in her eateries.

"Fairtrade to me is more than a logo", explains Dawn, "Fairtrade means dealing fairly in everything you do. It means being fair to producers, as well as fair to your staff, your local environment and customers". Undeniably, buying and eating locally

produced food is paramount for a sustainable future, but it's likely that imported products such as tea, coffee and chocolate will always be an inherent part of British culture. Safari understands this need for a careful balance and believes in using her purchasing power to buy her imported food fairly. Feast Your Eyes uses Fairtrade certified sugar, chocolate, tea, rice, cocoa, coffee (of which they stock five different types of bean), exotic fruit such as pineapples, and bananas (although due to supply chains being geared almost exclusively towards supermarkets, Fairtrade bananas can be difficult to purchase wholesale).

In celebration of Fairtrade Fortnight, Feast Your Eyes at Laban and the Deptford Deli are promoting Fairtrade produce by drawing attention to their use on the eateries' menus and ingredient lists. Customers will also be offered a 10% discount on all dry Fairtrade goods (including chocolate and coffee), and the outlets will be preparing and selling a host of Fairtrade cakes.

Dawn aims to continue her pledge to support Fairtrade long after Fairtrade Fortnight has finished. Plans already in the pipe-line include stocking Fairtrade and organic wine and swapping biodegradable

plastic bags for Fairtrade cloth replacements. With such a strong company ethos, Feast Your Eyes will certainly be flying the flag for Fairtrade Fortnight this year. In the words of the woman herself, "Fairtrade goods aren't that much more expensive than other goods. It's a matter of pence between the amount you pay for a normal cup of coffee and the price you pay for a Fairtrade cup; for a such a small amount I don't see why everyone isn't doing it." Perhaps with a few more Fairtrade Fortnights, and a few more eateries in the league of Feast Your Eyes, some day they will.

FEAST YOUR EYES AT LABAN
Creekside, Deptford, London SE8 3DZ
T: 0871 971 6256
Mon-Fri: 08:30 – 18:30
Sat: 08:30 – 15:00

FEAST YOUR EYES PRESENTS DEPTFORD DELI
Tanners Hill, Deptford, London SE8 4PJ
T: 0208 692 7399
Mon-Fri: 09:00 – 17:30
Sat: 10:00 – 17:30
Sun: 12:00 – 16:00



OTHER EATERIES TO GET YOUR TEETH INTO OVER FAIRTRADE FORTNIGHT

THE CAVENDISH HOTEL, 81 JERMYN ST
Plans to adapt its menu for the fortnight adding a host of Fairtrade ingredients.

THE METHODIST INTERNATIONAL CENTRE, 81-103 EUSTON ST
Will be serving up Fairtrade produce with breakfasts, lunches and dinners, and are even stocking vending machines with Fairtrade snacks.

THE CONNAUGHT HOTEL, CARLOS PLACE
Will serve up a Fairtrade high tea throughout the fortnight, offering an array of Fairtrade tea, coffee and cakes.

Fairtrade Choc And Banana Bread

Makes 1 large round 10in/25cm cake

110g butter,
140g Fairtrade golden granulated sugar
2 free range eggs, 1 tsp vanilla extract
240g mashed ripe Fairtrade bananas,
plus banana for decorating
175g self raising flour
35g Fairtrade cocoa powder
50g grated Fairtrade chocolate
or chocolate chips
Pinch salt, 50g sour cream
1/2 tsp cinnamon, 1 tsp bicarbonate soda

Cream butter and sugar together until fluffy and gradually add the eggs and vanilla. Sieve flour with cocoa, soda, cinnamon and salt. Fold in the flour mix and sour cream, alternating each one. Fold in the mashed bananas and chocolate. Pour into lined round 10in/25cm cake tin, top with sliced bananas and bake at 160C for 45 minutes. Leave to cool in tin before turning out on to a wire rack.

Top with melted chocolate and/or fill with Fairtrade chocolate and hazelnut spread for a richer taste.

Introducing the new range from **Fruit Passion** - the UK's original Fairtrade juice...

As well as our classic Orange juice, we now have Orange, Pineapple & Passion fruit for a truly tropical twist.

Our ethics remain the same - we pay growers a fair price for their crops, which means they can plan for the future more easily, and build stable and sustainable businesses.

You can enjoy our juice safe in the knowledge it is benefiting more than just your taste buds!

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SCHOOL FOOD TAKES ON THE TAKEAWAYS

The London Borough of Waltham Forest is aiming to prevent fast food outlets from opening within 400 metres of schools and parks with new planning guidelines currently being approved. Michael Dees finds out why.

The proposals, which also aim to limit the number of fast food outlets, including fried chicken restaurants, burger bars and kebab shops, that can be opened in town centres and shopping parades and restrict their opening hours, are being introduced after a council consultation found many people disliked the noise, litter and anti-social behaviour associated with the outlets.

Council Leader Cllr Clyde Loakes said: "We have too many fast food outlets in this borough and we've had enough. We don't want to tell people how to live their lives – but at the moment residents simply don't have enough choice because of the amount of fast food takeaways."

A recent consultation found 90% in favour of the plans which are expected to be approved by the council's cabinet in March. A spokesperson for the council said that the measure is a first step to controlling fast food outlets as part of a whole council approach, which may include asking outlets to brand packaging to monitor litter and advising outlets on healthy options.

Healthier Communities

The plans are a step in the right direction according to Tay Potier, London Policy Officer of the Chartered Institute of Environmental Health. Potier claims that healthy school meals alone will not stop the rising tide of obesity: "Local authorities should use all powers at their disposal to protect the health of the communities they serve - even if this means restricting access so that fast food outlets cannot be opened next to schools."

A recent study in nearby Tower Hamlets found that 97% of households lie within a ten-minute walk from a convenience food seller and that in some areas there are more fast food outlets than shops.

The study, conducted by City University London's Centre for Food Policy, found high levels of after-school activity in fast food outlets with some students reporting skipping lunch and waiting for the end of the school day to eat there.

"We were shocked by the lengths students will go to to avoid healthy food in schools and by the extent to which they are surrounded by a culture of fast food outside the gates," says the report's author Dr Martin Caraher. "What message are young people getting when there are more fast food outlets in their area than shops?"

"To change this fast food culture we need to change both attitudes and the physical environment – the government needs to introduce planning guidance for the location of fast food outlets and we must ensure that parents and children know the impact that eating from takeaways can have on their health."



"Three meals eaten from fast food outlets each week can account for up to 25 PER CENT of your estimated average requirement for energy for the whole week!"

New Legislation

Dr Caraher fears that unclear planning regulations may have a negative knock on effect. He warns that small to medium enterprises (SMEs) with no resources for appeal may not stand up to a legal challenge, while multinational chains, who have the resources to sit it out, will come in and fill the gap: "Rather than having SMEs supporting the local economy, it might have a negative effect."

He suggests legislation is required giving all local authorities the same powers to act on this issue, either through the London Local Authorities Bill or by using national regulation such as Planning Policy Statement 6 (PPS6) which sets out the Government's policy on planning for the future of town centres.

Dr Caraher points to other local authorities, such as Westminster which uses a joint planning/licensing approach to address the issue. In Tower Hamlets environmental health officers spend more time with businesses and can refer them for advice on nutrition, and the local PCT plans to support local food outlets to provide healthier options through an award scheme and business advice.

"Three meals eaten from fast food outlets each week can account for up to 25 per cent of your estimated average requirement for energy for the whole week," warns Dr Caraher, "as well as being high in saturated fat and salt. The public health legislation should be leading on these issues."

It is clear that the battle for healthy food has moved beyond the school gates and onto the high streets of Waltham Forest.

How long before the rest of London follows suit?



Looking to pick up an Eel? You can find it at the following venues:

Acorn House
www.acornhouserestaurant.com

Arcola Theatre
www.arcolatheatre.com

Artisan and Vine
www.artisanandvine.com

Pavilion Café
www.the-pavilion-cafe.com

Borough Market (Various Stalls)
www.boroughmarket.org.uk

Beatroot

Broca Café and Grocery

Buchanan Organic Deli

B Green

Budgens
www.budgens.co.uk

Camden Council Sustainability Team
www.camden.gov.uk/

Cargo
www.cargo-london.com/

Clerkenwell Kitchen
www.theclerkenwellkitchen.co.uk

Duke of Cambridge
www.dukeorganic.co.uk

Deptford Deli

Flaneur
www.flaneur.com

Feast Your Eyes - The Café
www.laban.org/images/487.pdf?id=1191501369

Earth
www.earthnaturalfoods.co.uk

Friends Organic
www.friendsorganic.co.uk

Growing Communities

Gusto and Relish
www.gustoandrelish.co.uk

The Greenwich Pantry

Haelan Centre
www.haelan.co.uk

Hand Made Foods
www.handmadefood.com/

Health Food Centre

Hornbeam (Organiclea)
www.hornbeam.org.uk

Jill Bartlett, Care of: The Greater London Authority

Just Natural

La Fromagerie
www.lafromagerie.co.uk

Leon
www.leonrestaurants.co.uk/

Konstam
www.konstam.co.uk

Kennards Good Foods
www.kennardsgoodfoods.com/home.html

Moshi Moshi offices
www.moshimoshi.co.uk/

Mother Earth (All Stores)
www.motherearth-health.com/me_findus_isl.php

Mucho Mas
www.mucho-mas.co.uk

New Covent Garden Market
www.newcoventgardenmarket.com/

Mr Christians's
www.mrchristians.co.uk/catering.php

Oliver's Wholefood Store
www.oliverswholefoods.co.uk

Planet Organic
www.planetorganic.com/

Peppercorn's Natural & Organic Food

Revital Health Shop

Saf
www.safrestaurant.co.uk/

S&M
www.sandmcafe.co.uk

Unpackaged

The Mary Ward Centre Organic Café
www.marywardcentre.ac.uk

Vanilla

Western International Market
www.westerninternational.co.uk

Water House
www.waterhouserestaurant.co.uk/

London Farmers Markets: Blackheath
www.lfm.org.uk

Marylebone, Islington, Parliament Hill and Walthamstow Markets



DOES COD EXIST?



Forget traffic jams, train delays or faulty Oyster cards: when Martin Yorwarth visited London, he simply chugged thirty miles up the river Thames, to join a floating demonstration outside Parliament. Tom Moggach explains why.

Yorwarth, 36, prefers not to dwell on that journey, a protest against fishing quotas. "It's a sore point," he warns. He loved the freedom of fishing, but politics and regulation have turned his once simple livelihood into a "minefield". These days, he quietly works a stretch of the Thames estuary around Canvey Island in Essex, selling a chunk of his catch at weekend farmers' markets in the capital. It's a solitary life, piloting his boat Jessie Alice through a flat, brooding landscape dotted with oil refineries and industrial sprawl. But the wild fish he brings to market have a far wider significance than just their taste.

For a start, it's the quality. With fish, their time out of water is all important. "Some can be just hours old," Yorwarth says. Inshore fishing with a day boat is on a quite different scale to the gigantic trawlers, which spend weeks out at sea. Moreover, his fish are low on food miles – as the crow flies, his hunting ground is just a dozen or so miles beyond the M25. In terms of price, Yorwarth can charge up to £20 per kilo for prime fish such as Dover sole, rays, brill, grey mullet or sea bass. But it's the cheaper stuff that's extraordinary: gurnards, flounders, dabs, pouting, smelts – all end up on Yorwarth's slab, at prices as low as £2 per kilo. "Where else can you get that in London?" he asks.

By selling directly to the public, Yorwarth is proving that you can turn a profit on lesser-known, more sustainable species. Typically, many of these fish are regarded as unprofitable by-catch in the fishing industry, and are thrown

back, dead, into the sea. Yorwarth, however, sells almost everything he catches. Bulk hauls of prime fish go to the wholesale market in Ostend, Belgium. But Londoners want the fish that would otherwise go to waste. Sprats and herrings, for example, are abundant at this time of year. "Certain fish come into the estuary at different times – it's the natural order of things," he explains.

Cheaper Species

Delicious and cheap, these oily fish were once a staple food in London. But their decline in popularity is linked to the rise of the supermarkets, which control nearly 90% of seafood sales in the UK. The high oil content of herrings means they spoil more quickly than species such as cod, which reduces shelf life. Their low price also reduces profit margins. It's only in the last few years that the major supermarkets have significantly improved their buying policy.

So in the midst of a financial squeeze, and with certain fish stocks in steep decline worldwide, it's the cheaper species that make sense. On his stall, Yorwarth's herring cost around £4 per kilo, sprats around £2 – around a tenth the price of the premium fish. At his market stall, he's noticed a shift in shopping habits. "People have started asking for stuff like flounders," Yorwarth says. Instead of a whole, pricey sea bass, regulars are buying half or looking for a cheaper alternative.

The River Thames

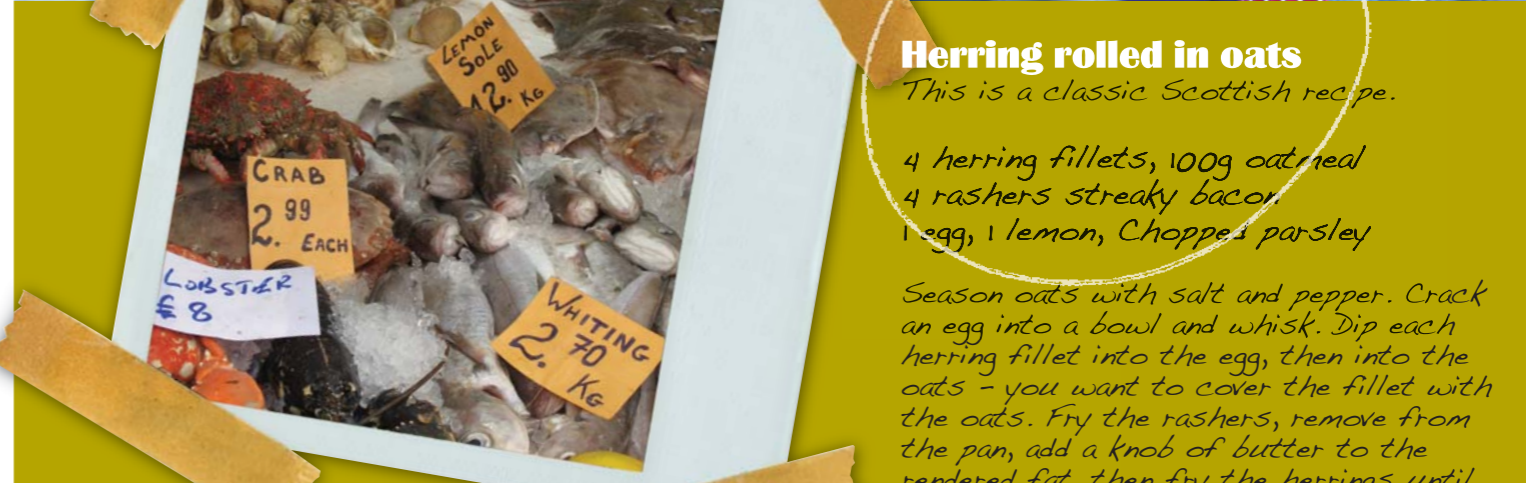
Another profound shift has been in water of the River Thames itself. A fisherman since the age of 16, Yorwarth has watched the quality improve. Much is now category A and B, the top categories. The Thames Estuary Partnership has recorded 121 different species of fish living in the river. "It was basically an open sewer a few hundred years ago," he says.

"There's plenty of life in the river," Yorwarth continues. He's noticed an increase in the number of shellfish living on sea walls. Certain species such as cod, he says, are now more abundant. In recent years, Yorwarth has hauled in two tonnes of sprats in five minutes. "When I get a good catch, I still get an adrenaline rush," he says.

Back home in his kitchen, he's a firm believer in the virtues of simple cooking. "I might grill, pan fry, add a bit of butter, some salt and pepper. I've tried some of those fancy recipes – the ingredients just spoil the flavour of good quality fish."

For information on seafood sustainability, see www.fishonline.org or www.msc.org

©Kim McGowan



Herring rolled in oats

This is a classic Scottish recipe.

*4 herring fillets, 100g oatmeal
4 rashers streaky bacon,
1 egg, 1 lemon, Chopped parsley*

Season oats with salt and pepper. Crack an egg into a bowl and whisk. Dip each herring fillet into the egg, then into the oats – you want to cover the fillet with the oats. Fry the rashers, remove from the pan, add a knob of butter to the rendered fat, then fry the herrings until brown and crispy on both sides. Serve with the rashers, lemon wedges, parsley and perhaps a touch of mustard.

Look out for Marine Stewardship Council certified herrings from the Thames Estuary, Hastings or Scotland

SERVES 2

“There’s plenty of life in the river”



MARTIN YORWARTH trades at Acton (Saturday) and Blackheath (Sunday) farmers' markets. London Farmers' Markets also has other fishermen who sell direct to the public. For more details: 020 7833 0338 www.lfm.org.uk

The screenshot shows the ethical.tv website with a navigation bar (Home, About, Contact, Help) and a 'sponsored by The co-operative' logo. The main content area includes a 'Video of the Day' featuring two children, a 'New videos' section with titles like 'Sir Steve Redgrave - Cotton in Mali', 'George Alagiah in Nicaragua', 'The Well', and 'Co-operation & Democracy'. There are also sections for 'Celebrating Five Years of Fairtrade Chocolate', 'Welcome to ethical.tv', and 'This week' with a 'Go Bananas for Fairtrade' promotion. A search bar and a 'Fair Trade' menu are also visible.

ethical.tv is a global TV website which features positive films, stories, news and views about ethical lifestyle issues that affect people across the world. visit: www.ethical.tv

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Great improvements can be seen when a suitable diet and a nutrition programme is worked out. Many Hyperactive/ADHD children are sensitive to fresh foods and chemicals

and this needs attention as well. The Hyperactive Children's Support Group has a range of books and a free information pack to offer: Our NEW Book, The Proof of the Pudding, by Sally Bunday MBE, will be available in 2009. See www.hacsg.org.uk or call 01243 539966



making local food work: communities taking control

Monday 30th March, Aston University Business Centre, Birmingham. 10am - 4pm

The essential event for practitioners and policy makers from the Social Enterprise and Local Food Sectors. Can we rise to the challenges and seize the opportunities presented by the current economic climate, to help British communities meet their own food needs?

Discussion topics include:

- Can food systems be changed from the bottom up?
- The Recession: opportunity or threat for local food?
- Is Social Enterprise the key?
- How to make local food work.

Speakers include:

Patrick Holden, Soil Association; Rob Hopkins, Transition Towns; Professor Elizabeth Dowler, Warwick University and Peter Cleasby, Policy Adviser to Government.

Tickets £35. To book a place, please download a form from: www.makinglocalfoodwork.co.uk/conference or telephone: 01993 814 385



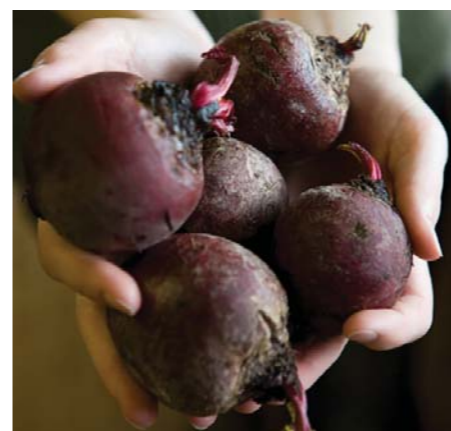
For more information about Making Local Food Work www.makinglocalfoodwork.co.uk



ALLOTMENT SLOT

GROWING GUINNESS

Normally I loathe meetings, preferring planting to talk, but this one was different - filled with local enthusiasts with the common cause of planting locally and enjoying the results.



©Katey Stanton kateyjillann@hotmail.com



View from a Shed, Four seasons as an urban farmer by Michael Wale. Published by Allison & Busby in 2006 £9.99

In the middle of the Guinness Estate in Brixton is an abandoned area that was obviously at one time a vegetable growing area. Now, more than a quarter of this space has been brought back into cultivation, with the Transition Town group enthusing people on the estate to carry on the work and realise how tasty the fruits of their labours will be. Attendees could see that there was already rocket growing, together with cabbages and spinach; raised beds were already being created; and there are ambitious plans to teach people how they can grow good food on their balconies. There might, in future, even be a greenhouse or two up on the roof tops.

We then inspected a waste area at the back of the flats, which Duncan Law of Transition Town Brixton explained could be turned into a composting area in the long term. It will take a lot of effort, but if the will is there, then it will happen, solving two problems at once - getting rid of uncooked kitchen waste and providing free compost.

Law told me: "People are getting together to create a vision, research and plan, and ultimately achieve, re-thinking the way we do everything. Fundamentally we're thinking about how our community can respond to the challenges and opportunities of peak oil and climate change".

Like the rest of the nation, at the moment, I am not too keen on politicians, but there are exceptions. Rachel Heywood, local Labour Councillor for Lambeth, was at the meeting in a supportive role, and revealed to me later that she was a keen veg grower.

She was all for starting growing projects on the nearby Loughborough estate, and said, "We'd like to invest £2,000 to £3,000 to set things up. I'm particularly keen on health and well being, particularly mental health, and gardening has a therapeutic effect on mental health. The Sustainable Communities Act has just been passed, and we want to support local food production."

Duncan Law is an enthusiast and if anyone gets the Brixton estates growing food he will. And in Rachel Heywood they have got a supporter at the top table. "I've only got a small urban garden", she admitted: 'but last season I grew plenty of tomatoes, courgettes, lots of salad stuff, loads of herbs and runner and broad beans".

My contribution to the meeting was that we always hear enthusiastically from growing projects in the East End and now Brixton, but nothing from West London. Time for Hammersmith and Fulham in particular to wake up! Kensington and Chelsea, who sold off their allotments, should start to restore some growing land - starting in Holland Park. Then there is Westminster, who could demand the House of Commons find room to grow their own.

By Michael Wale





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✦ B-P-P

Brígida del Socorro Peralta Peralta, Coffee Grower, PRODECOOP, Nicaragua.



THE TRACING PAPER

MEMBER FEATURE



Polly Higginson caught up with Nick Saltmarsh, London Food Link member and the man behind food blog, www.tracingpaper.org.uk

> What are the aims of the Tracing Paper?

The Tracing Paper describes itself as “a piecemeal investigation into the origins of our food”. It combines a blog about the where, why and how of food with a set of online materials intended to bring a little more transparency to the food system.

The aim is essentially to examine aspects of the food system and, I hope, to contribute a little to our understanding of the food we eat, where it comes from and how it's produced. The food system is so complex and multi-faceted that I can only ever hope to do this in a piecemeal way, steadily chipping away at the details.

> Who set it up and when?

I launched The Tracing Paper in March 2007 to reflect my interest in the origins of the food we eat, from ocean, field and hedgerow; through factory, packing house and abattoir; to supermarket, shop and kitchen. I'd had the opportunity to write about some of the food issues that interest me in local newspapers and magazines but longed for greater freedom. Writing, editing and publishing a website has proved to be both challenging and enormously rewarding.

> Tell us about some of your recent developments.

A continuing development is to improve the listing and search facility for European health marks, the oval codes printed on the packaging of all meat and dairy products. These codes play a key role in the traceability of these higher risk foods but are almost completely obscure to most consumers. While the information is publicly available, it can be incredibly difficult to track down. I believe that we have a right to know where our food is from and have tried to find ways to make this information more accessible. The Tracing Paper's Food Tracer pages provide online search tools to help match codes from across Europe with producers.

> What have been your biggest achievements and biggest disappointments?

The Tracing Paper's main achievement has been to attract growing numbers of visitors to the website, with weekly visitors in the thousands and growing. It's rewarding to see from the website statistics how visitors have used the site, from the hundreds who sought more information about the origins of pork products during the Irish dioxin contamination alert in December, to the visitor who typed “What's growing in all the yellow fields” into Google and found the answer! (Ed. Rapeseed, if you're wondering!)

A continual disappointment is simply not having as much time to put into The Tracing Paper as I'd like. It has to come after my day job (working mostly on food projects for East Anglia Food Link) and family.

> What feedback have you had about your work?

The great thing about a blog is that readers can comment on every article, allowing immediate feedback and the development of interesting discussions. An unexpected upside of some recent server problems was the number of supportive emails I received from regular users of The Tracing Paper.

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

I wouldn't claim to have inspired anyone, but there are many excellent food bloggers out there. Many of them, naturally, write mainly about cooking and eating out. Just a few of those whose interest in food ranges more widely are Mostly Eating (www.mostlyeating.com), Very Good Taste (www.verygoodtaste.co.uk) and Baking for Britain (www.bakingforbritain.blogspot.com)

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

To keep chipping away! I'd also like to open The Tracing Paper up to guest or other regular contributors for some varied perspectives on the food system.



©Nick Saltmarsh

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



- * Free copy of The Jellied Eel every quarter.
- * One day's free advice on using sustainable food/suppliers, and a discounted rate thereafter if more advice is needed.
- * New contacts with and support from other members, with a wide range of expertise, through our twice yearly network meetings.
- * Influence on London's policy making processes, through London Food Link's extensive contacts and policy development expertise.
- * Access to e-forum with information on news, funding, jobs, events and more on London's sustainable food scene.
- * Access to the members' area: members directory, funding info and back issues of The Jellied Eel.
- * 50% off hard copies of London Food Link publications, and a free copy of the Bread Street report (normally £10).
- * Discounted rates on London Food Link events.

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

Both London Food Link and its members work towards:

Increasing the availability of sustainable food in London

Tackling the barriers preventing access to healthy and sustainable food for all Londoners

Protecting and celebrating London's diverse food culture

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

London Food Link members include:

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

JOIN LONDON FOOD LINK NOW

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

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

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



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Name of Organisation (if applicable) _____

Address _____

Postcode _____

Borough _____

Tel _____

Email _____

Website (if applicable) _____

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

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

- Community projects, farmers and growers, and individuals **£20**
- Voluntary organizations, social enterprises and commercial bodies with a turnover of under £100,000 per year. **£40**
- Commercial bodies with a turnover of between £100,000 - £1,000,000 per year, or statutory organisations (health authorities/councils/educational institutions) **£75**
- Commercial bodies with a turnover of over £1,000,000 per year **£100**

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

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

Polly Higginson
London Food Link
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DIARY

February 2009

February-March, urban food growing training, Tower Hamlets
A four-week gardening training programme for women run by the Women's Environment Network in Tower Hamlets. Contact Christine Haigh on 020 7481 9004 or food@wen.org.uk

22nd February, Seed Swap Sunday, 2 pm- 4 pm
Free event held at Bruce Castle, Lordship Lane, N17 Haringey
www.london21.org/page/36/show/2039

22nd February, Ready set, GO FAIRTRADE! Fairtrade Fortnight begins 11 am-4 pm
Be on the South Bank to enjoy games and activities, stalls and samples to kick off the start of Fairtrade fortnight. See p8 or www.fairtrade.org.uk

24th February, Pancake Day
London Farmers Market races - Islington Green.
Also this day there is a pancake race taking place at Cathedral Square on the Southbank starting at 12 pm. See p4 or www.lfsm.org.uk

28th February, Designing the Garden for Vegetables
A one day event held in Walthamstow. Contact Ru Litherland 07947 983347

March 2009

1st March, Green Sundays at Arcola Theatre, 7pm to 8pm
The launch of a monthly event exploring environmental themes through film, music, spoken word, games and discussions. This first event will focus on sustainable food. See www.arcolaenergy.com

7th March, International Women's Day at Spitalfields City Farm, 10am to 3pm
Women's Environment Network will be celebrating this day by bringing together female urban food growers to share ideas and skills and enjoy a meal together. Free, with a suggested lunch donation of £3.
Contact mhairi@spitalfieldscityfarm.org

7th March, Cookery Classes at the Greenwich Pantry
Cookery classes aimed at families to learn how to prepare and cook healthy food held at the Greenwich pantry, 93 Trafalgar Road,
Contact Lara Omoleja on 0208 293 9977 or info@greenwichpantry.com

27-28th March, Good Food Festival
The 2009 Good Food Festival series celebrating artisan, sustainable and delicious food kicks off with an African-Caribbean and Latino theme at Church Street Market in Westminster. Other events in April and May.
www.goodfoodfestival.org

28th March, Tottenham Food Cooperative Market day
Come shopping for organic veg, fruit and groceries at the Broadwater Farm Community Centre Tottenham. <http://sustainable-haringey-food-group.wikispaces.com/Tottenham+Food+Coop>

April 2009

18th April, Viva!'s Incredible Veggie Show 2009
The biggest vegan and vegetarian celebratory festival in Europe featuring ethical food stalls, cookery demos, food tasting and a vegan cafe, at the Royal Horticultural Halls in central London. www.viva.org.uk

29th April, London Food Link Spring Network Do
Come along for an evening hearing from and meeting some of London's most inspiring food initiatives. For more information contact polly@sustainweb.org

May 2009

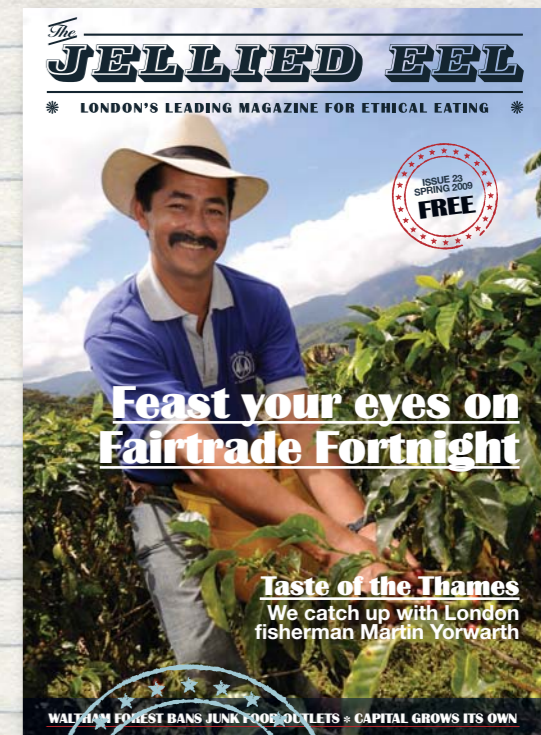
8-10th May, The Real Food Festival
Three day festival showcasing producers from the UK and abroad, at Earls Court Exhibition Centre. See p4 or www.realfoodfestival.co.uk

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NEXT ISSUE
MAY 2009



Good Food Festival

A celebration of natural
delicious food and drink from
around the world

March 27-28th
AFRICAN-CARIBBEAN AND LATINO
April 10-11th
ARABIC AND NORTH AFRICAN
April 24-25th
ASIAN
May 8-9th
EUROPEAN

Following last year's successful inaugural Good Food Festival this year's series will take place from the end of March to mid-May and comprise of four two-day festivals with different cultural themes.

This will be a celebration of authentic natural food and also the rich mix of cultures all across London. Participants last year included some of the finest artisan producers in the capital, and it was a real treat for the taste-buds.

The events will support the regeneration of Church Street Market, Westminster's largest street market, and a hub of activity for the local community. The street benefits from a great location, and iconic attractions such as Alfie's, London's largest indoor antiques bazaar.

Exhibiting Opportunities

If you are a producer with a natural and delicious product and would like to sell your goods please get in touch.

Each event will take place over a Friday and Saturday, thus traders will benefit from lunchtime trade from local businesses as well as the market's busiest day. Exhibitors will have a 3x3m space as well as inclusion on the Good Food Festival website.

Prices per Festival

3M X 3M PITCH - ALL PRICES INCLUDE VAT

Large producer / retailer	£250
Independent producer	£100
Electricity supply	£30

Last year's Good Food Festival received positive press coverage in both the foodie and mainstream press, and was visited by 3,500 people over the two-days. Photos from last year's event as well as details of the 2009 series can be found at www.goodfoodfestival.org

If you would like to reserve a pitch or participate as a sponsor please contact:

Jeremy Wickremer

T: 0208 144 8287

E: jeremy@goodfoodfestival.org



Church Street Market

www.churchstreetmarket.org

Good Food Festival

www.goodfoodfestival.org