

The

JELLIED EEL

✱ LONDON'S LEADING MAGAZINE FOR ETHICAL EATING ✱



Get a taste
for London's
local Beers

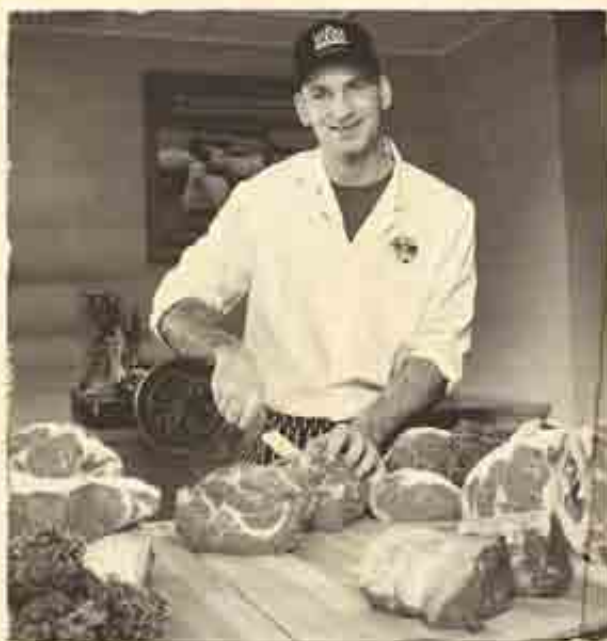
DISCOVER
our British Food
Fortnight **TOP 5**



**Organic food:
Rocked but
still on a roll**

SUSTAINABLE CHEWING GUM * CHEF SALLY CLARKE * PIE & MASH

Ask the Butcher



JOE BRENNAN, Senior Butcher
Whole Foods Market | Kensington

Our 5-Step Animal Welfare Rating Programme is an auditing system unique to Whole Foods Market. It enables customers to understand precisely how the meats they are buying have been raised and treated. Visit the butcher's counter for more details.



Whole Foods Market Kensington, with an authentic butcher's counter is the first new butcher to open on Kensington High Street in many years — and the only one currently in operation.

Our senior butcher Joe Brennan maintains butchery skills at the highest level. Ask our butchers — they'll be happy to cut your meats any way you like!

Whole Foods Market's team of trained butchers look after every step of the process — from field to meat counter to the shopping basket — they will be happy to provide recipes and favourite picks for the day.

SAY HELLO TO THE JELLIED EEL...

With harvest time approaching you probably won't have time to read this as you'll be too busy reaping the rewards of a bountiful crop (unless, like me, they've fallen victim to hoards of molluscs). When you're not getting your hands dirty, you'll be spoilt for choice for events — whether it's harvest festival, British Food Fortnight, Biodynamic Food Fortnight or Apple Day — there's lots coming up (see the diary on p23).

One of these events — the Organic Food Fortnight — will come under a lot more scrutiny this year. The organic sector has come under a lot of flack with dropping sales, and the recent research by the Food Standards Agency on the nutritional benefits of organics (see the letter of the issue on this topic). It would be easy to say to the naysayers — 'well, your loss!' After all, if you want to eat food that often doesn't taste as good (certainly when compared with intensively produced supermarket 'fuel') and is laden with god-knows-what cocktail of chemicals — then it's your choice. But for a movement steeped in campaigning, it is inconceivable that organic promoters will give up on trying to convince the unconverted. While many people aren't able to choose organic — whether through lack of cash or simply because it isn't available everywhere — many can make the choice, and still don't.

So now, more than ever, we need to promote the organic movement. This is why our colleagues at Sustain have brought together the leading organic businesses in the UK (including Alara, as featured in the previous Jellied Eel) to take this forward. The campaign needs your support in its quest to lever funding from the EU (something most other EU countries have been doing for years on this issue!). To encourage you we have some organic goodies up for grabs on p12. All you have to do is come up with a slogan for the campaign*...

Also in this issue, we're pleased to be adding lots of new features, including a reader's kitchen, and taste of London. The latter will, over future issues, look at different traditional London recipes, the stories behind them and how to create them using sustainable ingredients. If you've come across any traditional dishes from Chelsea buns to Lord Mayor's trifle, please send them in...

*Please note we are not obliged to use any of the entries as the slogan for this campaign, but all will be considered.



Ben-Editor

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

TUCK IN!

Bulletin	04
Around Town	06
Local to London: London's Beers	08
On The Menu: Sally Clarke	11
Organic Feature: Organic Fortnight	12
Chicza Organic Chewing Gum	15
A Taste of London: Pie and Mash	17
Shop Window: The Farm Collective	18
Reader's Kitchen	19
About London Food Link	21
Diary	23

Thanks to the Team

Content: London Food Link
Editor: Ben Reynolds
Contributors: Katherine Bryant, Gaby De Sena, Jamie Ford, Ellie Garwood, Jennifer Gaskin, Polly Higginson, Seb Mayfield, Tom Moggach, Hannah Williams
Produced and Published: Hand Up Media
Directors: Tania Pramschuer and Katie Williamson
Design: Martin Seagar
Advertising: Rosie Pramschuer, Wolff Pramschuer
Advertising design support: Patricia Henningson

The Jellied Eel is the free quarterly magazine for sustainable food in London, produced by London Food Link and Hand Up Media. The magazine has a 20,000 circulation, and is distributed to all London Food Link members, and via shops, cafes, restaurants, bars, and entertainment venues.

Advertising & Sponsorship Enquiries
tania@handupmedia.co.uk
katie@handupmedia.co.uk
Telephone: 0131 226 2674
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

handupmedia
ethical publishing & media

London Food Link



63–97 High Street Kensington, London, W8 5SE
(020)73684500

Monday – Saturday 8:00 a.m. to 10:00 p.m.

Sundays: Upstairs at the Market Restaurant open

10:00 a.m. to 5:45 p.m. Sunday trading 12:00 p.m. to 6:00 p.m.

WHOLEFOODSMARKET.COM

WHOLE
FOODS
MARKET

BULLETIN

Calendars provided by Tom Moggach

Something Fishy in London

London's shoppers are the least likely in the UK to buy sustainable fish, a major survey has revealed. A Yougov survey for Waitrose found that only 44 per cent said they were willing to pay more to help protect stocks, well below a UK average of 51 per cent. Worryingly, 72 per cent were not even aware that some species were endangered. However, following the launch of the documentary End of the Line, more of London's restaurants are moving to take endangered species off the list.

Here are some of those leading the way:

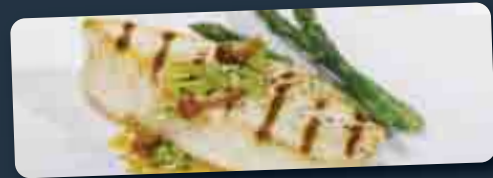
Paternoster Chop House, St Pauls
www.paternosterchophouse.co.uk
 Serving ultra-fresh, sustainable fish caught off the Cornish coast by experts Chris and Dylan Bean

Moshi Moshi, Liverpool Street and Canary Wharf, www.moshimoshi.co.uk
 Have removed blue-fin tuna from their menus and sell a great range of sustainable fish including many MSC certified varieties

Tom Aikens, Chelsea, www.tomaikens.co.uk
 At the forefront of the London Paper's 'Know the price of your fish campaign', Tom is not serving any species on the MCS 'fish to avoid list'

Feng Sushi, Kensington, Borough Market, Royal Festival Hall, Fulham, Notting Hill, Chalk Farm, www.fengsushi.co.uk
 Celebrating 10 years of sustainability in 2009 and so they should. Fantastic range of sustainable species on their menus

The Clerkenwell Kitchen, Clerkenwell, www.theclerkenwellkitchen.co.uk
 - Known for serving all things ethical, Emma and Laura serve wonderfully fresh and carefully selected species day in day out



Pamela Troni www.pamelaphotography.com

Letter of the Issue!

Dear Jellied Eel

The point the Food Standards Agency and others seem to miss in the recent coverage on nutrients in organic produce, is that anyone working in the food policy arena could have advised the FSA before they commissioned the report, that is there's a lack of evidence in this field. The FSA report doesn't say that one is better than the other, it just says there is a lack of compelling evidence. Why have they chosen to use headline grabbing statements, which do not really encapsulate the report's findings?

Why are they spending limited government resources to carry out an academic report, probably costing tens of thousands of pounds, to tell us what we already know: there is no compelling evidence in this field. If the FSA had spent the money doing nutritional analysis of various organic and so called conventional goods, then possibly there would now be some real evidence, rather than this inconclusive literature review.

At the same time, they could have considered the non-financial costs of each system, the perceived benefits or otherwise, real price comparisons, why supermarkets package organic produce, what are the nutritional ramifications of homogenising and pasteurising milk, I could go on....

Tom Beeston // Eat England // tom@eatengland.org

Tom Beeston receives this mouth-watering goodie bag of cereals kindly supplied by Rude Health. www.rudehealth.com



Our British Food Fortnight TOP 5!

Between 19th September and 4th October, a number of events are taking place around London, here's our TOP 5!

1 Paxton & Whitfield

of Jermyn Street will be running a special promotion of British cheeses during British Food Fortnight 2009.

www.paxtonandwhitfield.co.uk

2 The Royal Brompton Hospital in Sydney Street, who buy 25% of their produce locally, is celebrating British Food Fortnight 2009 by offering menus incorporating British ingredients for patients, staff and visitors.

3 John Lewis stores around London are running a competition for their chefs to design a menu to run throughout British Food Fortnight. Main course dishes will contain four British ingredients and pudding dishes must include Bramley apples (which celebrates its 200th birthday this year).

www.lovebritishfood.co.uk

GROWING CALENDAR!

SEPTEMBER

With garlic, choose unusual varieties such as Elephant or Purple Moldovan. Push individual cloves into soil or compost, about two inches deep. Or sow in large module trays and plant out in spring.

Sow winter lettuces, rocket, land cress, winter purslane and Oriental leaves such as mizuna and komatsuna.

Place nearly ripe tomatoes in a paper bag with a banana – the gases accelerate the ripening process.

OCTOBER

If you're a fan of broad beans, plant outside to get a head start on next year. You should have your first crop by May or June.

On allotments or gardens, sow hardy green manures on patches of bare soil. Field beans, crimson clover, rye and tares will all overwinter.

NOVEMBER

You can grow apples in small urban spaces. Investigate the 'ballerina' or 'minaret' varieties - compact trees that grow on one vertical stem.

To give clumps of chives a new lease of life, lift from the ground and divide. Pot on any surplus and give to friends.

WHAT'S IN SEASON?

SEPTEMBER

APPLES

The aromatic Discovery is the first variety on shop shelves, followed by Early Windsors, Worcester Pearmain, Katy and Suffolk Pinks.

COBNUTS

Mostly grown in Kent, this cultivated variety of hazelnut is a traditional treat. Crack from their shells and eat fresh. Roast until crunchy and sprinkle with sea salt. Use in pestos or stir into creamy rice puddings.

Also in season: sweetcorn, autumn lamb, pears, cucumbers, damsons, spinach, venison, artichokes, butternut squash, sorrel.

OCTOBER

OYSTERS

Oysters were once a food for the poor; now they're a luxury. To save cash, buy an oyster knife and shuck them at home. Store in the fridge, with the flat face of the shell facing upwards

SLOES

To make a batch of sloe gin, prick the fruit with a needle, then soak in gin and sugar for a month or two. Give it a shake every week.

Also in season: mussels, chestnuts, pears, quince, grouse, kale, elderberries, kohlrabi, pheasant, wild mushrooms, watercress, elderberries, squashes.

NOVEMBER

CHESTNUTS

Buy chestnuts that are hard and shiny. Try 'drunken' chestnuts: slit the skin, roast for fifteen minutes at 200°C, shaking half way through, then soak in red wine and eat warm.

CRANBERRIES

Simmer cranberries with sugar, grated ginger and a splash of water for a simple sauce for game.

Also in season: parsnips, leeks, quinces, goose, Jerusalem artichokes, wild mushrooms, walnuts, pheasant, leeks, rabbit.



LONDON'S FARMS

Almost a tenth of Greater London – equivalent to around 16,000 football pitches – is farmland.

But is the capital reaching its true agricultural potential?

This is the question posed by a new investigation by the London Assembly into commercial agriculture in London. For more information, or to contribute your views, please contact:

paul.watling@london.gov.uk

70 Young's pubs in London will be offering special British Food Fortnight menus.
www.youngs.co.uk

4 JOIN THE CLUB

The Farmers Club, in Whitehall, is inviting its farming members to provide produce for a special British Food Fortnight menu.

Contact: 020 7930 3751



AROUND TOWN

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

1 QUEENS MARKET SAVED...FOR NOW

E13

In May, Newham's historic Queens Market was saved from demolition thanks to local residents, Friends of Queens Market and London's mayor. Boris Johnson vetoed plans for the site to be replaced by a 31-storey tower block as part of a redevelopment by St Modwens.

www.friendsofqueensmarket.org.uk

2 BEST BITES

EC1M

London Food Link member, St John, Smithfield, tops the list of London restaurants, rated 14th best in the world in a survey by San Pellegrino on the World's Best restaurants. St John are renowned for whole carcass use, making their own bread and ethical sourcing.

www.stjohnrestaurant.co.uk

3 EDIBLE ISLINGTON

N1

Edible Islington is a two tiered grants programme launched by Islington Council to support new community food growing projects in the borough. The large grants scheme offers capital funding from £3,000-£15,000. Small grants from £250-£3,000 are also available and are being managed through Capital Growth. Funding is available from now until January 2010.

www.capitalgrowth.org/grow_food/edible_islington/

**EDIBLE
ISLINGTON**
SOW IT GROW IT EAT IT

for more information visit:
www.sustainweb.org



4 LONDON'S COMMUNITY VINEYARD

EN1

Over 100 volunteers have planted 1500 Bacchus vines to launch a groundbreaking new vineyard project in London. Forty Hall Vineyard is a new social enterprise supported by Capel Manor Horticultural College, which hopes to plant several acres of vines at Forty Hall Farm in Enfield. The vineyard is looking for sponsors and volunteers to help raise the funds to plant the remaining acres of land donated by the College.

www.fortyhallvineyard.org.uk



5 Hackney kitchens get happier

E8

Schools in East London will be hosting a series of educational classes about climate change, organic farming, seasonality and healthy, affordable eating from this September. The classes, starting at schools in London Fields, are run by caterer Happy Kitchen to tie in with Organic Fortnight. Happy Kitchen are also working with local charity Foodworks to divert food, before it goes to waste, into the kitchens of local community support groups, including the Hackney refugee centre.

to find out more visit:
www.happykitchen.org.uk

6 FRUIT & VEG MAKEOVER FOR LONDON'S CORNER SHOPS

E14

Tesa's Regional Store in Poplar, Tower Hamlets is the first of 15 stores across London chosen to participate in a scheme to introduce more fresh, affordable and sustainably produced fruit and vegetables into areas where access to healthy food is a problem. The scheme, which is part of the Buywell project, supports small independent retailers and larger Symbol Groups (Costcutter, Londis etc) to increase their stock range, ensuring high quality and enhancing their displays and marketing.

For more information contact: hannah@sustainweb.org



Clearspring
ORGANIC OILS
FIRST COLD PRESSING



www.clearspring.co.uk

LOCAL TO LONDON

London's LOCAL BEERS

London, unbeknown to most Londoners, is home to a host of breweries. We have big breweries, like Fuller's, putting London on the map, and smaller specialist breweries, like Sambrook's, promoting English producers and traditional methods. Ellie Garwood explores....

Indulging in a locally brewed tippie helps to reduce food (or drink) miles, promote skilled brewers, and support local breweries. But is being local enough to be sustainable?

Some believe being organic, carbon neutral or biodynamic are key factors in any sustainable produce, and companies such as Fuller's and Samuel Smith now offer organic options to cater for these customers, with smaller companies, such as Daas beer and Black Isle Brewery, solely producing organic beer. For biodynamic beers Vollmond is a common favourite, and even a carbon neutral beer, East Green, by Adnams, is now available.

Many, however, believe that being local is also integral to sustainability, and for these local beer enthusiasts London is a frothy-headed treasure trove.

Meantime Brewing Company // Greenwich

Meantime brew eleven different types of beer and its range is nothing if not diverse. Varieties include a Fairtrade coffee beer, raspberry beer and even chocolate beer.

Fuller's // Chiswick

Undoubtedly one of the most famous London breweries, Fuller's has been in business since 1845. London Pride, as many will know, is its flagship beverage, but there are over 12 beers in the core range, including organic options and seasonal beers.

Sambrook's Brewery // Battersea

Sambrook's, which celebrated its first birthday in August, aims to reignite the art of craft brewing. Its sole beer, Wandle Ale, is brewed using traditional methods and materials from local English producers; in addition, Sambrook's uses Maris Otter malt from Warminster Maltings, one of the few remaining floor maltings in the country.

Micro breweries // Various Venues

Micro breweries are, as the name suggests, breweries on a small scale and are on the site of the pub or restaurant that owns them. Venues in London that feature their own micro breweries include The Florence (Dulwich), Zero Degrees (Blackheath), The Horseshoe (Hampstead), and Bunker Bar (Covent Garden).

Whether being local entitles London beers to bona fide sustainable status is debatable, but the fact that you can drink a pint round the corner from the brewery it was produced in has got to account for at least some worthy eco-credentials. And if that's not enough to sway you, how about supporting local economies, local skilled brewers and an integral part of British heritage? Surely we can all drink to that. Eel readers keep your eye out for more on London's real ale pubs in the coming months.

To sample one of the locally brewed beers check out:

L'Oasis / Stepney Green
(Meantime)

Brew Wharf / Borough
(Meantime)

The White Horse
Parsons Green (Meantime)

Earl Ferrers / Streatham
(Sambrook's)

Avalon / Balham
(Sambrook's)

Coach and Horses
Brixton (Sambrook's)

Duke of Wellington
Hackney (Sambrook's)



Top to bottom: Sambrook's, Fullers and Fullers

For an extensive list of stockists visit:

www.sambrooksbrewery.co.uk

www.meantimebrewing.com

www.fullers.co.uk

London at the Heart of the Organic Spirits World

The only range of Organic and Fairtrade Rums in the world!

Finished and bottled in London. We are committed to achieving a low carbon footprint with organic farming, transport by water and the bottles are all 75% recycled glass. They taste good too! Available at all good bars in London.

A London Dry Gin that is actually Distilled AND Bottled in London!

Made from 100% organic grain and botanicals. Awarded 14 Medals in 9 years for taste! NEW - Juniper Green Organic Sloe Gin.



COME AND TRY

Our amazing new Juniper Green Organic Sloe Gin at The Organic Food Festival Bristol OR the only bar in London to have it at the moment is SAF Restaurant and Bar, 152 Curtain Road, www.safrestaurant.co.uk

Stockists of our products: Abel & Cole, Envis Foods, Gordon & MacPhail, Infinity Foods, Speciality Drinks, Suma Wholefoods, Vincermos Wines & Spirits Ltd, Vintage Roots Ltd & Waverley TBS or call 01483 894 650.

LOVERS OF REAL ALE OF ALL KINDS CAN, OF COURSE, GET EXTENSIVE INFORMATION FROM THE CAMPAIGN FOR REAL ALE, VISIT: WWW.CAMRA.ORG.UK TO FIND OUT MORE!

Happy Kitchen

ORGANIC, SEASONAL & LOCAL

A SOCIAL ENTERPRISE
- working to stop climate
change through food.

100% plant based (no animal products), pesticide & chemical free, sugar free, fairly traded, healthy & tasty foods... all wheat free & many gluten free too!

90% of ingredients used are English - Super environmentally friendly food - 100% biodegradable packaging

Lower your carbon footprint & EAT LOCAL plants!

Free cake when you bring this ad to one of our stalls!

For wholesale enquiries free one day promotional stand in your shop ran by one of the founders!

Sales raise money for projects with children around London & the mitigation of climate change locally & globally.

www.happykitchen.org.uk

Please contact us if you'd like to see our foods in your shop or cafe!

Whitecross Street Market - Thursdays/Fridays, EC1
Broadway Market - Saturdays, E8
Brick Lane Elys Yard Market - Sundays, E1

Also selling at a growing number of:
Healthfood stores - Groceries - Cafes -
Eco eateries across London

Seasonal Sally

ON THE MENU

A lot has changed since Sally Clarke first opened her innovative eatery, Clarke's on Kensington Church Street in 1984, Katherine Bryant finds out more...

Clarke's, a restaurant focused on seasonal food with a preference for local supplies, quickly expanded from a space with the capacity to serve around 20 to accommodate over 90 seats. By 1988, Clarke's included a now award-winning bakery and shop selling breads baked daily, local cheeses and hand-crafted truffles. Today, the shop sells over 600 rotating items, from jams and pickles to soups, salads and sauces - most of which are made in-house.

Clarke's delivers breads and breakfast goods to over 100 wholesale customers daily including Searcy's, Harrods, Fortnum and Mason, Galvin's, the House of Commons and Admirable Crichton. Despite these changes and the evolution of one woman's culinary vision, Clarke's maintains its sense of community with familiar faces and the regular customers - even in the heart of bustling Kensington! In fact, some of the original growers attracted to her kitchens still provide produce that appears on the day's menu.

After immersion in the food culture of Paris while studying at Cordon Bleu School, and a friendship and mentorship with Alice Waters of Chez Panisse in California, Sally Clarke returned to London with dreams for her own dining venture. Sally's hope was to serve a 4-course daily changing menu depending on the available fruits,

fish and vegetables - buying the highest quality ingredients served at their peak of freshness. "The constant changing of the ingredients available allows the menus to be constantly refreshed and as a consequence, the customers also."

Sally advocates supporting local farmers' markets, growing your own and incorporating a system of bartering with friends and neighbours. For example, one of her customers presses his own olives in Provence and produces olive oil used in the restaurant's kitchen in exchange for lunches and dinners. Food inspired by such transactions eases the challenges that come with creating a seasonal menu. Creating such a menu depends on "getting the balance right, the colours, textures and making sure that ingredients are not too readily repeated in a menu. Often menus are finalised five minutes before the customers arrive." After a successful 25-year run, the customers are the convincing testament to the fact that Clarke's continues to achieve the right balance in seasonal, fresh food creations.

Clarke's
122 & 124
Kensington Church St
London W8 4BH
www.sallyclarke.com



Sally Clarke's Book: Recipes from a Restaurant, Shop & Bakery is out now, published by Grub Street www.grubstreet.co.uk



Isabelle Plasschaert: www.magicmarbles.co.uk



RECIPE

Wild Mushrooms Baked in Cream with Gorgonzola Mascarpone
600g wild mushrooms, brushed and trimmed of discoloured parts
50g butter
2 cloves garlic, crushed to a cream with salt
Salt and pepper
2 tbsp chopped flat-leaf parsley, and 6 sprigs for garnish
2 tsp chopped fresh rosemary, and 6 sprigs for garnish
450ml double cream
60g Gorgonzola mascarpone

Preheat the oven to 180°C/350°F/gas mark 4.
Cut the mushrooms into large even-sized pieces.
Heat the butter in a heavy-based non-stick frying pan, add the garlic and when sizzling add the mushrooms. Toss over a high heat and cook until almost tender.
Season with salt, pepper, parsley and rosemary and remove with a slotted spoon to an ovenproof dish.
To the remaining juices in the pan add the cream and reduce by a third. Taste for seasoning and pour over the mushrooms.
Bake for 10 - 15 minutes or until the cream has bubbled and started to brown at the edges // Scoop Gorgonzola mascarpone into walnut-sized pieces, dot it over the mushrooms and allow it to melt as it is served // Garnish with sprigs of parsley and rosemary.

organic food fortnight

As the Soil Association prepares for Organic Fortnight, Gaby De Sena embarks on their challenge to host an organic dinner party on a budget and discovers that delicious organic food doesn't cost the earth.



Gaby De Sena

In recent years, buying organic has become a trendy way to assert your eco-conscious consumerism. The Soil Association works to make sure that it is not just a food fashion but rather a sustainable way of life. This year's Organic Fortnight will be held from 5th – 20th September, celebrating all things organic and focusing on value for money.

Organic food is produced without pesticides or fertilisers and ensures animal welfare, but at what cost to us? With the recession tugging on our purse strings, the Soil Association is showing that by going organic, you are actually getting a lot more for your money. Eager to test this claim, I got involved by holding an organic "credit crunch dinner". But as my fleeting bravery dissipated, I fell victim to the common reservations we have about organic food: Will it be any better? How much will it cost?

The Soil Association's website is a bible of inspiring money-saving tips like "write a shopping list" to avoid waste, or "sign up to a vegbox scheme". However, I was most attracted to "eat less meat". With livestock contributing 30% of greenhouse gas emissions globally, I went one step further and held a vegetarian dinner party. This would save both money and the planet, and would distract from the fact that, as a lapsed vegetarian, one of the only fleshy dishes I can master is the bacon sandwich.

In London, we needn't rush to supermarkets when there is a wealth of independent organic stockists. I scooped up my loose goods at Unpackaged and visited Planet Organic where I found everything I needed from Marigold's Organic Vegetable Stock to Crazy Jack's Organic Raisins. The assumption that organic food is undersized and misshapen is ludicrous; the shelves were heaving with bright and bulky produce and although I noticed prices were higher than non-organic food, I understood that the cost included not only quality, quantity and taste but also ethics, health and peace of mind.

For starters, I served stuffed red peppers followed by a summer vegetable risotto. For dessert, to completely undermine the preceding guiltless courses, I made rich chocolate pots with organic strawberries and mini meringues - an instant crowd pleaser. (Contact me through thejelliedeel@sustainweb.org if you ever want the recipes by the way)

After some mathematical mastery, I deduced that my three-course dinner party cost a mere £5.28 per head – cheaper than takeaway pizza and far tastier! The challenge was a success all around and whilst I do not expect everyone to convert to an organic lifestyle overnight, my senses have certainly been honed to this sustainable and satisfying alternative. Budget brands are all too tempting, especially when feeding families. But with support from organisations such as the Soil Association, we can all make small changes with a big impact on our health, conscience and environment.

YOUR CHANCE TO WIN!

We are offering a prize of one year's Soil Association membership as a reader prize for The Jellied Eel. As well as receiving the quarterly Living Earth magazine and discounts on a range of organic products, membership will also entitle you to up to 25% off Organic Farm School courses. The courses provide the opportunity to learn practical skills from organic farmers - in bee-keeping, chicken keeping, vegetable growing, willow weaving, hedge laying, dry stone walling, and many others.

To be in with a chance of winning this membership plus a bottle of Vintage Roots organic wine, please come up with a slogan for Sustain's new campaign to promote the Organic movement (See www.organicuk.org).

Please send your ideas to: thejelliedeel@sustainweb.org addressed 'organic competition'

*Please note we are not obliged to use any of the entries as the slogan for this campaign, but all will be considered.

For more information visit: www.soilassociation.org



Jean Bousquet Tupungato Malbec 2007, Winner Gold Medal International wine Challenge 2009



Come over to the **dark side**, the dark side is **good!**
Join the converts who know that **delicious, rich, sun-ripened apricots** are best eaten without sulphur*

Marvel at **the colour**
savour the **flavour**
enjoy the **sweetness**
revel in the **taste**

look out for these packs

*Crazy Jack Organic Apricots are free from sulphur dioxide. (Normally used to preserve colour but which affects the rich taste of a naturally dried, sun-ripened apricot.)

Visit our website for top tips and recipe ideas

Tell us what you think...
Jack's apricots are more than just a **SWEET TREAT!**

www.crazyjack.co.uk

The UK's leading organic wine specialist

VINTAGE ROOTS
The Organic Wine People

0800 980 4992
vintageroots.co.uk

PLANET ORGANIC

launch celebration!
great deals on delivery for a limited time
£4.95 for delivery within 2 days. FREE delivery over £30.

Planet Organic, London's leading organic retailer is now trading on-line.

Great selection of groceries from raw chocolate to brown sushi rice
Speciality diet search facility and dedicated gluten free home page
Extensive organic beers, wine and spirits offer
Luxurious natural skincare brands
Wide range of health supplements
Recipes, tips and blogs from our organic experts

SPECIAL OFFER FOR JELLIED EEL READERS
10% OFF YOUR FIRST ORDER
(Enter voucher code: Jellied)

www.planetorganic.com

Unpackaged

Your local, packaging free, organic grocery

Weekdays 10am – 7pm, Saturdays 9am – 6pm

Packaging free shopping, fresh goods, wholefoods, refillable environmentally friendly toiletries and cleaning products and much more.

Bring your own containers and save 50p each time you refill

FREE 500g refill!
of any wholefoods when you bring this ad and your own container

www.beunpackaged.com
42 Amwell Street, London, EC1R 1XT, Tel: 020 7713 8368

Sarah Moore Artisan Caterers
Tuition, Catering and Market Tours



*Cooking Classes • Exquisite Catering
 Guided Market Tours & Meet the Producer
 Tailor Made Cooking Lessons for small groups*

www.sarahmoore.co.uk

**OLIVER'S
FRESH ORGANIC
PRODUCE**

NO ARTIFICIAL COLOURING
 NO COSMETIC WAX COATING
 GROWN WITHOUT CHEMICAL PESTICIDES

NO TOXIC TREATMENT AFTER HARVEST
 GROWN WITHOUT ARTIFICIAL FERTILISERS



NO WONDER OLIVER'S ORGANICALLY GROWN FRUIT AND VEGETABLES ARE SO MUCH BETTER FOR YOU AND YOUR FAMILY

Oliver's fruit and vegetables are good enough to eat!
 We also stock organic meat, fish, wines, eggs, chocolate, and wide range of organic foods, raw foods as well as natural remedies and bodycare.

KEW VILLAGE
 5 STATION APPROACH
 KEW GARDENS
 RICHMOND, TW9 3QB
 0208 948 3990
oliverswholefoods.co.uk
 Next to Kew Gardens Tube Station

OLIVER'S
 WHOLEFOODS AND NATURAL REMEDIES
 NATURAL HEALTH CLINIC

**making local food work:
community enterprise
and the future of food**



Wednesday 30th September,
 Marriott City Centre Hotel, Bristol. 10am - 4pm.

The second Making Local Food Work conference will examine the key role that food-based community enterprises can play in shaping a sustainable, equitable food system for the future

Speakers include:
 Barney Haughton, Chef-Proprietor of Bordeaux Quay Restaurant; Professor Kevin Morgan, Professor of Governance and Development at Cardiff University; Dr Tom MacMillan, Director of the Food Ethics Council; Tim Crabtree, Director of Local Food Links

Tickets £40 + VAT. 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



Food Waste Collection Services

A social enterprise offering a food waste collection and composting service to restaurants, schools, hospitals and businesses across London



**Aardvark
RECYCLING**

For a free quote call
 0845 337 2939
www.aardvarkrecycling.org.uk

CHICZA!

A natural solution to a very sticky problem

SPECIAL FEATURE

Fulvia Eccardi



It takes 17 weeks for chewing gum to be removed from the entire length of Oxford Street, yet in just 10 days the sticky stuff is bothering the soles of all who dare to tread there once again. But now, a rainforest community could transform our pavements forever, with the invention of the world's first fully biodegradable chewing gum. Jennifer Gaskin explores...

While huge swathes of other rainforests have been devastated by some human activity, the Gran Petén in south-east Mexico has actually been safeguarded by the Mayan community, who have called it home for over a century. Traditionally, the men in this area of forest are chicleros (gum farmers) who make a living by scaling the 33-metre-tall chicozapote trees and extracting the sap.

For more than 100 years the chicleros have been selling the sap (chicle), to chewing gum manufacturers around the globe. However, when the major brands started to opt for non-biodegradable petrochemicals instead of chicle, the farmer's income began to wane. So, five years ago, they united to create a brand-new chewing gum that was 100% biodegradable and based on their own sustainable farming practices.

Around 2,000 chicleros organised themselves into 56 co-operatives called the Consorcio Chiclero and, together with their families, they manage the production, logistics and finance for the chewing gum, called Chicza. And, by transforming chicle into a finished product of its own, the farmers are earning six times more than they previously could.

Each co-operative manages its own section of the 1.3 million hectare area of forest used to produce Chicza. Once a chicozapote is tapped, the sap flows down the bark and is collected in a bag at the base. The tree is then allowed to rest for six to seven years before being harvested again. This careful process has been observed since the days of the Mayan Empire and is now certified by the Forest Stewardship Council. After collection, the sap is boiled and blended with organic sweeteners and natural forest flavours before being shaped into squares.

The finished gum, available from Mexican restaurant chain Wahaca and branches of Waitrose in mint, spearmint and lime, is 100% biodegradable and certified organic. Within six weeks of being disposed of, it either dissolves harmlessly into water or is absorbed into the soil.

Manuel Aldrete, Managing Director of Chicza says; "Our farmers believe that UK customers will understand and appreciate what they have created and will want to support this unique rainforest product, by buying it."



BEET IT organic beetroot juice

Beet It - a juice with stamina!

We're getting excited about recent medical and sports research findings on beetroot juice that have received extensive recent press coverage, including research by Professor Andy Jones of Exeter University showing benefits of drinking beetroot juice for improving stamina in cycling tests. The findings are remarkable and worth looking for on Google - we are not allowed to tell you ourselves due to new EEC regulations! And we supplied the beetroot juice!

What we can say is that Beet It is a great tasting juice pressed from organically grown beetroots (90%) with a little (10%) freshly pressed apple juice added. It also might just do more than it is allowed to say on the bottle!

Available in Sainsburys, Morrisons, Waitrose, Holland & Barrett and major health food shops. Alternatively, contact us on 01473 890202 for home delivery.

Warning: Drinking beetroot juice may turn your urine pink!

01473 890202
www.HeartBeat.info

JAMES WHITE



PIE & MASH

FOR THE FILLING

1kg finely diced beef chuck
2 large onions, finely diced
2 tbsp plain flour
1 tsp English mustard powder
4 flat mushrooms, finely chopped
1 bayleaf
2 sprigs of thyme
2 tsp Worcestershire sauce
300ml brown ale

FOR THE PARSLEY LIQUOR

25g butter
25g plain flour
300ml chicken stock
1 bunch of flat-leaf parsley,
finely chopped
1 tsp malt vinegar

WHERE TO SHOP

while you probably know where to get most of these ingredients we thought we'd give you a few ideas for some of them

Meat // Beatbush Organic Farm (www.beatbushorganicfarm.co.uk/)
sell at London Farmers Market, organic butchers such as Sheepdrove, Maida Vale (www.sheepdrove.com/)

Flour // Doves Organic(www.dovefarm.co.uk/), Shipton Mill Flour (www.shiptonmill.com/) Bachelldre Watermill (www.bacheldremill.co.uk/), or for London's local flour - G.R. Wrights (www.wrightsfLOUR.co.uk/) available through the better supermarkets or grocers.

Chicken stock // Kallo Organic or Marigold Organic stock available through the better supermarkets or grocers.

Brown Ale // St Peters organic ale or a bitter such as Surrey's Hogsback TEA (traditional English Ale). Also see p8 for ideas.

Potatoes // Arron Victory, Desiree, Kerrs Pink, King Edward, Lady & Maris Piper all good for mashing.

Find unusual potatoes at the Duke of York Square food market www.partridges.co.uk/foodmarket

Pastry // Either make from scratch or buy pastry ready made, particularly with the puff pastry! Dorset Organic Pastry - see www.dorsetpastry.com/ for a list of vendors.

Most of the meat, veg and dairy will be available at a local farmers' market (www.lfm.org.uk) or through a box scheme (www.sustainweb.org/londonfoodlink/box_schemes/).



Serve together with mashed potato and ENJOY!

Plasschaert: www.magicmarbles.co.uk

Pie & Mash has been enjoyed in London since the 18th century. The crowded and dingy slums of the Georgian East End, gave birth to this most epic of comfort foods as hungry Cockneys demanded something cheap and filling. Shops kept their prices low by using the cheapest, often dubious cuts of meat and offered the tasty fare at a price lower than the cost of cooking it at home. *By Gaby De Sena*

EAST END PIE AND MASH

Recipe from cooksforcooks.com

Traditionally served with liquor, a green parsley sauce made with the water left over from stewing eels, the dish is still popular today. But with our growing interest in real food, how ethical could today's Pie and Mash be? Try the recipe below to find out....

Method

Line the base of the pie tin/tins with shortcrust pastry and leave in the fridge to rest.

In a heavy based casserole dish, dust the chuck, the onions and add the beef in the flour and mustard powder and brown off in 1 tablespoon of vegetable oil.

Remove from the pan and place on absorbent paper while you cook the onions in the same pan. Add the meat back to the pan with the onions and the mushrooms, cook for a few minutes then add the brown ale to deglaze the pan. Add the bay leaf and thyme. Add the Worcestershire sauce and the tomato puree. Add a splash of stock, if needed, to loosen the mix.

After cooking on a low heat for up to 2 hours, let the filling cool (this step is not essential but really improves the flavour). Take the filling and fill your pastry case to the top. Cut out a square of puff pastry to make a lid for the pie. Using a little water ensure the edges are all stuck down and crimp the edges with a fork, brush with egg wash

and make a whole in the top to allow steam to escape. Bake in the oven at 170 degrees for 30-40 minutes until the pie is golden brown.

TO MAKE THE LIQUOR

Melt the butter in a pan and add the flour, stir for 1 minute and slowly add the chicken stock. Add more as the sauce starts to thicken - don't stop stirring or you'll end up with a lumpy mess. Add the parsley and the vinegar, season with salt and ground black pepper. Blitz in a liquidiser and pour into a gravy boat.

handupmedia

ethical publishing, event, marketing and design services.

Innovative, dynamic and ethical marketing to businesses and organisations across the UK.

Marketing and PR Services including:

Web Design // Brochure Design // Branding and Logos

Customised Publications and Magazines

From concept stage through to distribution
Event Management Services

for more information about
Hand Up Media and our work
visit: www.handupmedia.co.uk



Hand Up Media are proud to produce The Jellied Eel magazine in association with London Food Link.

SHOP WINDOW

The Farm Collective

Food straight from the farm, slap bang in the middle of the city



91 Cowcross Street, EC1M 6BH
www.farmcollective.com

Why is it so hard to find something decent to eat on your lunch break? That's what partners Craig Willis and Dominic Kamara asked themselves before setting up Farm Collective – a great little place serving fantastic, carefully sourced food to Farringdon and beyond. Jamie Ford found out more...

It's Friday lunchtime and Farm Collective, the small but perfectly formed eatery in EC1, is buzzing. There's a queue coming out the door and the guys and girls behind the tills are busy serving the punters with great looking salads, sandwiches, pies and fish cakes. In the middle of the action is Craig (one half of the partnership behind this new fast food concept), chatting to his customers about forthcoming menu items while restocking the shelves with fresh Dartmouth Smokehouse haddock and new potato salad. I manage to grab his attention for a minute. In response to my comment on how busy the place was he replies, 'I know! It's great, isn't it? It seems to get busier every week.' I believe him, and I'm pretty sure it will get busier still.

In Farm Collective, Craig and Dominic have succeeded in finding a way to bring great quality ingredients, bought from good suppliers to the capital and turn it into fantastic fast food for city workers badly in need of an alternative to the ubiquitous, pre-packaged and uninspiring sarnie. The pair insist on forging very close relationships with suppliers and aim to visit every farm they deal with. They keep the prices competitive by only using fresh produce that's in season; the menu is always changing depending on what the farmers have to offer.

TOP BUYS...

Seasonal Salad pots including beetroot, spring onion and balsamic glaze and classic waldorf with shavings of unpasteurised, mature cheddar

Brand new, freshly made juices using seasonal fruit and vegetables coming soon

Mr Stern's haddock and mustard pie

Seasonal tarts made fresh daily

READER'S KITCHEN

“How Green is Yours?”



The JELLIED EEL

★ LONDON'S LEADING MAGAZINE FOR ETHICAL EATING ★

Advertise in London's leading ethical food and drinks magazine!

Reach 80,000 readers
60 London stockists in and around London



For media pack email:
tania@handupmedia.co.uk

CARE ENOUGH TO FOSTER?

Can you offer the experience of a family to a vulnerable young person?

Interested?
Contact Victoria



01254 777 460 / 07501 724 356
email: fostering@keyschildcare.co.uk

In our new feature, **Jellied Eel** reader **Johanna Wallther**, a single young professional living in Haringey, North London, bravely put her kitchen forward for a grilling. **Polly Higginson**, went out to test how green her kitchen was....



Polly Higginson

Johanna is, in her own words, an ethical shopper who has tried to make shopping decisions that reflect this. On arriving in Johanna's kitchen I am struck by cupboards and a fridge full of food dominated by dry ingredients and fresh vegetables. Johanna tells me that she eats a largely vegetarian diet and, as a rule, cooks all food from scratch due to a love of cooking and also to save money. Leftovers from dinner always transfer to lunch the next day. She shows me large jars of nuts, lentils and pulses and a giant drum of organic olive oil all of which were bought from an organic wholesaler and split with friends to save on costs.

There are also recycled jam jars full of different loose herbs, spices and tea that she bought loose from the Haelan Centre in Crouch End to reduce packaging.

On the counter is Johanna's bread maker as she is a fan of real bread and has a whole shelf in her kitchen dedicated to various flours and baking ingredients, most of which are organic and, in the case of the sugar, is Fairtrade. Johanna tells me that she also has a loaf of sliced Hovis in the freezer for emergency mornings when she hasn't been organised enough to bake!

In the fridge are organic eggs, milk and cheese bought from the supermarket and a colourful selection of fruit and vegetables plus a bowl of green salad leaves that have been grown in Johanna's garden. (She later takes me outside and is proud to reveal French beans, beetroot, a courgette plant in flower and containers full of salad leaves, the rewards of the decision to make her overgrown garden in to a productive space).

HIGH SCORES FOR...

a meat-free kitchen, high levels of organic and fair trade products, home-grown vegetables, no bottled water or excess packaging, and kitchen waste is composted.

DEDUCTIONS...

Purchased fruit and veg could be more seasonal, and a bag of frozen fish in the freezer was from a non-sustainable source.

SUMMARY...

In summary, a green kitchen with lots of careful planning to save money and time and not compromise on ethics. Johanna, The Jellied Eel is inspired!

GRADE: A-

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





Savour the rich flavours of

AFRICAS KITCHEN!



Just Trading Scotland presents two stunning new ranges of fairly traded African foods:

Malawi Kitchen: Kilombero rice (ideal for Hotties and as an accompaniment to most dishes) and macadamia nuts.

Swazi Kitchen: 22 different mouthwatering preserves (jam, marmos, peach and ginger, marmalade), 4 marmalades (orange and cinnamon, kumquat), 11 sauces, chutneys and archers (lime pickles, mango chutney, kumquat archer...)

www.justtradingscotland.co.uk
Tel. 0141 887 1881
sales@justtradingscotland.co.uk



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 local food issues in London and to promote people and projects that are working to improve things. London Food Link is a charity that runs a membership network of those that share this vision.

MEMBER BENEFITS INCLUDE:

- > A free copy of the Jellied Eel delivered to your door every quarter.
- > Membership of the London Food Link e-forum which gives regular information on local food news, funding information, jobs, events and more.
- > An invitation to our twice yearly Network Do's to celebrate the work of London Food Link and its members.
- > A discounted rate and special offers on entrance to selected food events happening in London.

TO JOIN fill in the membership form and send it to London Food Link, c/o Sustain, 94 White Lion Street, London N1 9PF or call 0207 837 1228.

FILL IN OUR MEMBERSHIP FORM

Name _____
Address _____
Postcode _____ Borough _____
Tel _____
Email _____
Please write a brief summary of who you are/ your interest in local food _____

RATES

Jellied Eel individual membership £20 (tick box) ☐

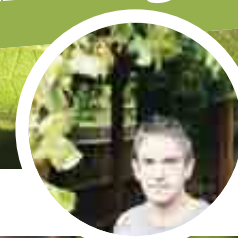
If the fee is not, for whatever reason, a fair reflection of your ability to pay membership then please get in touch. Please make cheques payable to Sustain: the alliance for better food and farming.

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

JOIN US!

visit us online at: www.londonfoodlink.org

Our Member Feature



A Closer Look at London Food Link Member The Urban Wine Company

The Urban Wine Company was born two years ago with the popping of the cork from the first bottle of "Chateau Tooting - Furzedown Blush" which was produced from grapes growing in founding member Richard Sharp's neighbours back garden. Since Richard and his team have been working at a whirlwind pace to share their passion for wine produced locally and also building a sense of community around its creation.

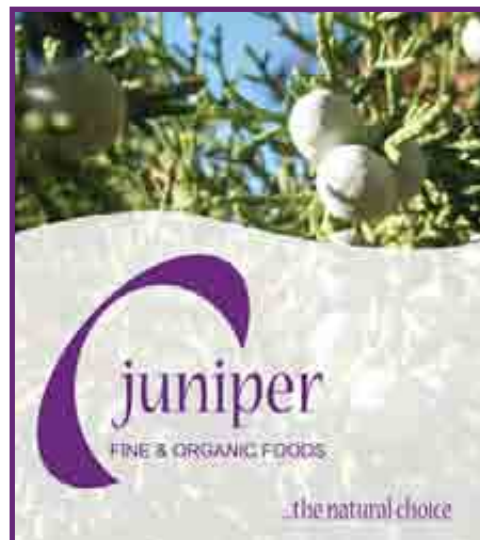
For the future the Urban Wine Company plans to expand and connect with more projects, gardens and neglected grapes across the city. London Food Link are working to help find more sites for the project and have helped them to successfully secure a larger site for a vineyard at Surrey Docks Farm.

If you would like to find out how you can be involved with the work of the Urban Wine company as a grower, grape donator or volunteer the please visit www.urbanwineco.com

WIN YOUR OWN VINE!!!

We have a free urban wine company vine to give-away to a lucky new member of London Food Link That signs up for membership this quarter.





AMBIENT PROMOTION

Contact our Customer Services Team for details of our **MONEY OFF** deal on all ambient products.

Telephone 0044 (0)1387 249333 or e-mail sales@juniperfinefoods.co.uk



• Organic commodities in sustainable, re-sealable packaging.

• Fresh organic sprouts in 13 varieties.



• Christmas Specials

to fill your shelves with festive fayre. From chocolate to cheese, cakes to smoked salmon and various in between. Christmas catalogue available on request.



Jolly Good Foods

About Us...

Juniper Fine Foods are a wholesale distributor of fine, organic and "free from" foods, all being GMO free; supplying independent retailers throughout the UK and Ireland. At our base we store the greatest choice of chilled and frozen products from across Europe. Our 4000 plus products also include ambient lines to compliment the choice of chilled and frozen, one stop shop to stock your shelves. Goods are delivered to retailers in our own specialist chilled/frozen vehicles from our Dumfries, London and Dublin depots.



Downsway Industrial Estate, Heathhall, Dumfries, DG1 3RS
Tel: 0044(0)1387 249333, Fax: 0044(0)1387 249900
E-mail: sales@juniperfinefoods.co.uk

DIARY

SEPTEMBER 2009

5th - 6th - Good Food Festival - Islington Green
www.goodfoodfestival.org

5th - 20th - Organic Fortnight
Host your own organic dinner party (See page 13) or get involved with local events. www.soilassociation.org

6th - Seven Kings and Goodmayes Allotment Festival, Ilford
A country style fair to promote the work of the allotments and their produce. www.skgas.org.uk/index.html

12th - Feast on the Bridge, Thames Festival - Southwark Bridge
Buy food there or bring your own food for a sit down lunch at a table covering half the bridge. Other activities include butter making, mayonnaise making from fresh local eggs and the most sustainable meatballs in London! Look out for the Capital Grub stall cooking up (and selling) produce from Capital Growth spaces. www.thamesfestival.org

19th - City Harvest Festival - Capel Manor, Enfield
Showcasing the work of community garden and city farm projects across London. This event is one for all the family with activities for children. www.farmgarden.org.uk

19th Sep - 4th Oct - British Food Fortnight
See p4 or visit www.lovebritishfood.co.uk for a list of events happening across London celebrating the best in British Food.

20th - The Urban Green Fair - Brockwell Park, Lambeth
An urban green fair which includes an area dedicated to local food and food growing. www.theurbangreenfair.org

26th - Belsize Green Fair - Haverstock Hill
Beginning with a foraging course on Hampstead Heath and other local food activities. www.transitionbelsize.org.uk

27th - Colne Valley Local Food Event
www.colnevalleypark.org.uk

OCTOBER 2009

8th - Organic Food Conference, Selling Organic: What's the Story?
- London South Bank University
www.organicconferences.co.uk

10th - Apple Day Celebrations - Vestry House, Walthamstow
www.elog.org.uk/apple.htm

10th - Launch of the Camden Food Strategy
Events across the borough include a family day at Kentish Town City Farm, and a Seed Swap at Somers town Community Cafe.
rosie@sustainweb.org

NOVEMBER 2009

10th - London Food Link Autumnal Network Do
An inspiring evening celebrating the work of London Food Link and its members (to find out more about London Food Link and the network then turn to page 21. Vanessa@sustainweb.org

7th - 8th - Introduction to Permaculture Course, Hornsey
www.naturewise.org.uk

12th Nov - 4th Dec Osokool Gallery, Handmade Foods, Blackheath
An exhibition of food drawings from world famous illustrator Axel Schleffer. www.handmadefood.com/gallery

TBC - Mudchute Kitchen Feast, Mudchute Farm, Isle of Dogs
An evening celebrating food reared, grown, foraged and prepared on Mudchute Farm. This evening will be held once a month. See the website for dates www.mudchutekitchen.org.



THE JELLIED EEL IS EXTREMELY GRATEFUL FOR THE SUPPORT OF THEIR **60 STOCKISTS** IN AND AROUND LONDON.

Our stockists are selected as they are working hard to improve the sustainability of the capital's food. To locate your nearest Jellied Eel stockist then visit: www.sustainweb.org/londonfoodlink/pick_up_the_jellied_eel
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

20,000 copies in circulation

CATERER

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

TIME OUT NOMINATED BEST TRAITEUR

HELEN@HANDMADEFOOD.COM TEL: 020 8297 9966

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 benefitting more than just your taste buds!

truly passionate about fairtrade

available from Sainsbury's • Waitrose • The co-operative • Traidcraft all good independent stores

For more info go to - www.fruit-passion.co.uk or email: FruitPassion@gerberjuice.com

STOCKIST FEATURE Mother Earth

5 Albion Parade, Albion Road, Stoke Newington, London N16 9LD
282-284 St Pauls Road, Islington, London N1 2LH
101 Newington Road, Islington, London N1 4QY

Mother Earth has been serving the local community of North London since 1990. Built from a love of healthy and above all, ethical and local foods, their three shops in Stoke Newington and Islington stock everything today's conscious consumer could desire from fresh organic produce, vegetarian foods, fair-trade items, bread and take-aways. Mother Earth also provide purified water on tap and is a pick up point for a local organic box scheme supplied by Growing Communities in Hackney. Mother Earth flies the flag for health foods and as one of our most dedicated stockists, we at The Jellied Eel wish them every success!



FREE
Delivery
orders over
£30

Launch celebration!
great deals on delivery for a limited time

£4.95 for deliveries within 3 days. **FREE** delivery over £30. [more](#)



groceries

health & wellbeing

mother & baby

natural beauty

beer & wine

living organic

Planet Organic, London's leading organic retailer is now trading on-line.

Great selection of groceries from raw chocolate to brown sushi rice

Speciality diet search facility and dedicated gluten free home page

Extensive organic beers, wine and spirits offer

Luxurious natural skincare brands

Wide range of health supplements

Recipes, tips and blogs from our organic experts

SPECIAL OFFER FOR JELLIED EEL READERS

**10% OFF YOUR
FIRST ORDER**

(Enter voucher code: Jellied)

www.planetorganic.com