

Guidelines for Urban Food Fortnight

#UFF2019

www.urbanfoodfortnight.org



Each year during Urban Food Fortnight, London Food Link invites everyone in the capital to feast on the fabulous food and drink being grown, made, foraged, cooked and saved on our doorstep.

To get stuck into Urban Food Fortnight this year, read this short guide for ideas of the type of event you can run. Then [add the details of your event](#) to the [map](#) so we can make some noise about it.

Any questions? Contact [Sarah Davenport](#) or [Tilly Jarvis](#) on 0203 5596 777.

Who is Urban Food Fortnight for?

Urban Food Fortnight (UFF) is run by London Food Link, part of food and farming charity Sustain. Anyone who runs a *good* food or drink enterprise, organisation or initiative is welcome to organise an UFF event or activity.

Since its launch in 2012, it has included people behind restaurants, cafés, pubs, street food stalls, markets, cookery schools, bars, urban farms, small-batch producers, apiaries, shops, microbreweries, community food gardens, food surplus savers, delis, and more.

Why get involved?

This intensive burst of activity throws the spotlight on the best of London's local larder. It highlights the importance of local food systems and demonstrates how short, transparent supply chains benefit people and planet.

You can also benefit from the attention of local media, social media swarms and – most importantly – likeminded customers and supporters.

UFF is designed so you can forge new *good* food relationships and build on existing ones; the origin was to help Capital Growth's community food gardens to find buyers for their autumnal bounty. Joining the dots is still at the heart of UFF - the wider and more wonderful the webs woven between growers, makers, gatherers, cooks, sellers and savers, the better. So, partner up and party on!

How to get involved?

Flagship Events: This year we have curated a number of flagship events across the fortnight with our partners, to show case the range of events that UFF covers.

Fringe Events: In addition we are still welcoming our networks to hold a 'fringe event' as a great way to promote your organisation and create new collaborations. For example you could:

- Host a hyper-local feast with a talk from a local producer
- Create an UFF special ultra-local menu, dish or cocktail
- Throw a seasonal supperclub or other pop-up event
- Orchestrate a Disco Soup, cooking up a saved surplus storm
- Organise an Urban Harvest in your community garden
- Shake up a herb garden cocktail night
- Lead a foraging walk or run a baking or cookery class

Twitter: @jelliedeelmag @londonfoodlink
Instagram: #UFF2019 @jelliedeelmag

All events will need to register on our online map. To do this, create an account, or log into your London Food Link dashboard and add your events. Visit <https://www.sustainweb.org/londonfoodlink/login/>

Thinking about your audience

It is really useful to think ahead about your audience – who are you appealing to – families, beer lovers, fine diners, local foodivores? This will help you reach people and us to promote your event.

Food & Drink

The focus of an UFF menu, event or activity should be local, *good* food, by which we mean one or more of the following grown, produced, gathered or saved in the capital:

- London-grown fruit, vegetables, salads and herbs, from a community garden or urban farm
- London-grown and produced cheese or charcuterie crafted by a small batch producer
- Honey from London hives
- Sustainably farmed/caught local meat, poultry, fish or crustaceans (...well, crayfish, really)
- Microbrewery/distillery beer, spirits and soft drinks made in London
- Responsibly foraged leaves, seeds, nuts, berries, mushrooms – anything edible
- Real Bread (made in London)
- Surplus food that would otherwise have gone to waste

We just ask that you do it like you mean it: A sprig of mint in a cocktail of multinational brand spirits does not really capture the spirit of UFF. When it comes to walks and workshops, they should share skills and knowledge of:

- Locally-seasonal, genuinely healthy, community focussed or sustainable cookery skills
- Legal and responsible foraging
- Pickling and preserving, saved surplus or autumnal gluts
- Real Bread baking (UFF falls in #SourdoughSeptember)

We reserve the right to decline any application for inclusion in our listings.

Producers

London Food Link curates a list of urban growers and small-batch producers in our capital-wide Good Food Map. Check out producers or add yourselves to the map. If you would like to see a PDF of our list, or be added to the list, contact Tilly.

Ticketing

You will need to organise this and we suggest using an online platform. A link can be included when you add the details of your event to our map.

Waste not

Plan ahead and make sure no good food from your event goes to waste. When registering an event where people will enjoy great food, please also register with a surplus redistribution charity such as Plan Zheroes or Too Good to Go, to help you donate any surplus you create to charity.