

Organised by the SOAS Food Studies Centre
and the Real Bread Campaign



12 September 2015
SOAS, University of London

Real Bread: The Uprising Programme

The event invites domestic, community, therapeutic and professional bakers and all non-baking dough nuts to hear from leading Real Bread bakers; meet and chat with fellow breadheads; and share ideas, information and lunch.

Themes include:

- Therapeutic and social baking •
- The business of baking •
 - Sourdough •
- Seed to sandwich •

OVERVIEW

The SOAS Food Studies Centre and the Real Bread Campaign are delighted to welcome so many domestic, community, therapeutic and professional bakers and all non-baking dough nuts to the event.

During the day you will have a chance to hear from leading Real Bread bakers; meet and chat with fellow breadheads; and share ideas and information, mainly around the following themes:

Therapeutic and Social Baking

Bread making and mental health, baking social enterprise, community and companionship, parallels with other therapeutic manual crafts.

The Business of Baking

Starting, running and scaling up a microbakery, Community Supported Bakery or other small, local Real Bread enterprise.

Sourdough

What is it, how do I start baking it, how do I improve?

Seed to Sandwich

Ancient and heritage grains, traditional milling, homebaking, Real Bread's place in different cultures from around the world.

NAME BADGES

Please wear them at all times so that staff know you are part of this event and everyone else can see your name.

FLOOR PLAN

Brunei Gallery



1 st Floor	Rooms: B104 B111	Toilets are available on all floors
Ground	Brunei Gallery Suite (Registration and Refreshments) Precinct (outside and in front of the Brunei Gallery)	Toilets are available on all floors
Lower Ground	Brunei Gallery Lecture Theatre Brunei Gallery Lecture Theatre Foyer	Toilets are available on all floors

21-22 Russell Square

1 st Floor	T102	Toilets are available on all floors
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PROGRAMME

Time	Activity	Location
10:00 – 10:30	Registration and sign up for expert-led conversations	Brunei Gallery Suite
10:30 – 11:00	Welcome keynote speech, asking: What is the future of Real Bread?	Brunei Gallery Lecture Theatre
11:00 – 11:50	<u>Conversation Session 1:</u> 1.1 Bread in mind 1.2 Sourdough 101 1.3 Marketing your microbakery	B104 B111 Brunei Gallery Lecture Theatre
11:50 – 12:10	Tea break	Brunei Gallery Suite
12:10 – 13:00	<u>Conversation Session 2:</u> 2.1 Sourdough pro 2.2 Community Supported Bakery 2.3 Serious business 2.4 Jail bake*	B104 B111 Brunei Gallery Lecture Theatre T102*
13:00 – 14:00	Lunch	Brunei Gallery Suite & Precinct
14:00 – 14:50	<u>Conversation Session 3:</u> 3.1 Therapeutic and mindful baking 3.2 Scaling up your microbakery 3.3 Baking social enterprise 3.4 Ancient and heritage grains*	B104 B111 Brunei Gallery Lecture Theatre T102*
14:50 – 15:40	Panel Q&A: Real Bread baking and bakeries	Brunei Gallery Lecture Theatre
15:40 – 16:00	Tea break	Brunei Gallery Suite
16:00 – 16:45	Panel discussion: What is the future for Real Bread and how can we all help shape it?	Brunei Gallery Lecture Theatre
16:45 – 17:00	Closing notes	Brunei Gallery Lecture Theatre

* Please meet SOAS staff and volunteer in the Brunei Gallery foyer 5-minutes before the conversation is scheduled to start to be escorted to room T102.

LUNCH

To keep ticket prices down (and because we know bakers always love to share their Real Bread anyway) lunch is not provided. Guests have the option of bringing in their own food or purchasing from the food stall in the precinct or from the SOAS outlets in the main building.

Tea and coffee at the morning and afternoon breaks is included in the ticket.

SOCIAL MEDIA

Today is all about face-to-face conversations.

Though @realbread has an active following on Twitter, you might be relieved, annoyed or indifferent to learn that this event doesn't have a hashtag.

If you do feel the urge to share with the world what goes on during the day, however, you might like to use #realbread

KEYNOTE SPEAKER

The keynote speaker is **Andrew Whitley**, who campaigns with thoughtfulness and commitment for better quality in our daily bread, an end to the adulteration of the staff of life, and bringing Real Bread back to the hearts of our local communities.

In 1976, Andrew created the wood-fired Village Bakery Melmerby, one of the UK's first organic Real Bread bakeries. A visit to Russia in the early 1990s led to him becoming a leading advocate of genuine sourdough, baking loaves that met a growing demand from people who reported that they found industrial loaves hard to stomach. Andrew moved on in 2002 to found Bread Matters, publishing the Andre Simon Award-winning book of the same name in 2006. In 2008 he joined forces with the charity Sustain to launch the Real Bread Campaign and more recently published the book *Do: Sourdough*.

The panel sessions will be chaired by **Kath Dalmeny**, whose many (often self-knitted) hats include coordinating the food and farming charity Sustain and being a long-time judge on the BBC Food & Farming Awards.

THE CONVERSATIONS

During each of the three sessions, there will be several conversations running at once, so you will be able to attend three during the day. Everyone is encouraged to chip in – these are chats, not lectures!

Conversation Session 1:

Bread in mind

Led by: Emma Borbely, Mark Kinally and Michael Quille

Running a Real Bread enterprise with and for the benefit of people living with mental health issues, who have learning disabilities, autism spectrum disorders. What parallels are there between these? How can people benefit beyond training for employment? Are there more benefits, such as for wellbeing, self-esteem, social interaction with co-workers and beyond the bakery doors?

Sourdough 101

Led by: Hilary Cacchio, Vanessa Kimbell and Andrew Whitley

What is sourdough? Why it's nothing to be scared of. How do I start baking it? What to do when things don't go as I planned?

Marketing your microbakery

Led by: Fergus Jackson, Jane Mason and Yvonne O'Donovan

What are the key elements of the marketing mix? With time and limited budget, what should you focus on to get your bakery known and bring people in? How important are names and visual identity? What cheap or free promotional tools and opportunities are available to you?

Conversation Session 2:

Sourdough pro

Led by: Aidan Chapman and Fergus Jackson

Things to be prepared for when making the jumping from baking a few loaves to many. How to get consistency of production. Controlling temperature and acidity.

Community Supported Bakery

Led by: Tom Baker, Jessica Doyle, Carole Roberts and Zig

What is CSB? What different forms can it take? How do you start – group meetings or lone soldier setting it up and drawing people in later? Whose support should you think about calling upon locally? What types of return on financial investment can and should you be trying to offer? Beyond giving you dough, in what other ways (eg time, skills) can people invest in the enterprise? How can an individual or group of people go about setting one up? How do you get to a position of it being a financially viable business, so that it offers volunteering opportunities because it can, not because it has to rely on them?

Serious business

Led by: Gerry Danby, Jane Mason and Yvonne O'Donovan

How do you go from passionate home baker to microbakery entrepreneur? In the passion of running a baker, and pressure of running a small business, what are the essentials that can get – but must not be – forgotten? Registering with a local authority. Health and safety, public liability insurance, Bread & Flour Regulations.

Jail bake

Led by: Francesca Barker, Matt Fountain and Max Tobias

Running a baking social enterprise for ex-offenders and others who've had, or at risk of, brushes with the law. What are the particular challenges? What successes have you had? What interaction have you had with the probation service, local authorities, other charities/social enterprises. Referrals?

Conversation Session 3:

Therapeutic and mindful baking

Led by: Julia Ponsonby, Catherine West and Mark Brown

What are the therapeutic benefits of making Real Bread by hand? What parallels are there with the therapeutic benefits of other manual crafts?

Scaling up your bakery

Led by Tom Baker, Fergus Jackson and Ben Mackinnon

What differences between baking once a week and every day might you have not thought about? What should you consider before quitting your day job? Where can you turn to for advice and training?

Baking social enterprise

Led by: Jane Mason, Emma Borbely and Tabitha Wells

In what ways can a bakery add a social 'bottom line' alongside financial profit? How can a charity or new social enterprise harness the training and employment opportunities and income potential towards its social (and otherwise charitable) aims? How do you balance the social purpose of your enterprise with the need for it to be financially viable?

Ancient and heritage grains

Led by: Andrew Forbes and Andrew Whitley

What's the difference between ancient and heritage grains? What's so good/special about them and if they're so great why did they fall out of favour? Why are they coming back? Why and how should we support an increase in their growth and use? What are the legal issues of growing and marketing them?

NB: Sign up for the conversations will be on a first-come, first-served basis during registration on the day. Space is limited and so we're sorry if you can't get a spot in a particular conversation.

OPEN SPACE

Brunei Gallery Lecture Theatre Foyer

If you can't (or don't want to) join a particular scheduled conversation, please feel free to start your own in the Brunei Gallery Lecture Theatre Foyer. Whoever shows up are the right people, whatever happens is the only thing that could have, whenever it starts is the right time, when it's over, it's over.

CONVERSATION LEADERS

Tom Baker: Loaf, loafonline.co.uk | **Francesca Barker:** The Barker Baker, thebarkerbaker.com | **Emma Borbely:** The Lantern Bakery, lanterncommunity.org.uk | **Hilary Cacchio:** Divertimenti / Leiths, hilarycacchio.com | **Aidan Chapman:** Bread Ahead / River Cottage, twitter.com/doughanarchist | **Gerry Danby:** Artisan Food Law, artisanfoodlaw.co.uk | **Jessica Doyle:** Homebaked Anfield, homebaked.org.uk | **Andrew Forbes:** The Brockwell Bake Association, brockwell-bake.org.uk | **Fergus Jackson:** Brick House, brickhousebread.com | **Vanessa Kimbell:** The Sourdough School, sourdough.co.uk | **Mark Kinally:** Better Health Bakery, betterhealthbakery.org.uk | **Ben Mackinnon:** E5 Bakehouse, e5bakehouse.com | **Jane Mason:** Virtuous Bread / Bread Angels, virtuousbread.com | **Yvonne O'Donovan:** School of Artisan Food, schoolofartisanfood.org | **Julia Ponsonby:** Schumacher College, schumachercollege.org.uk | **Zig:** Leeds Bread Coop, leedsbread.coop | **Michael Quille:** Ruskin Mill Trust / Freeman College, rmt.org/freeman | **Carole Roberts:** Love Bread CIC, lovebread.org.uk | **Max Tobias:** The Dusty Knuckle, thedustyknuckle.com | **Tabitha Wells:** Better Health Bakery, betterhealthbakery.org.uk | **Catherine West:** Significant Seams, significantseams.org.uk

Please note that speakers are all attending voluntarily and the list is subject to change without notice.

SOAS Food Studies Centre

The SOAS Food Studies Centre is dedicated to the study of the political, economic, and cultural dimensions of food, historically and in the contemporary moment, from production, to exchange, to preparation, to consumption. The Centre's primary purposes are to promote research and teaching in the field of food studies and to facilitate links between SOAS and other individuals and institutions with an academic interest in food studies.

While the centre draws upon the regional expertise of its many members in Africa, Asia, and the Middle East, it also engages in its teaching and research activities with other regions, as well as with issues of global dimension. The Centre is chaired by Professor Harry G. West, Professor of Anthropology. The Deputy Chair is Dr. Jakob Klein, Lecturer in Social Anthropology.

For more information about the SOAS Food Studies Centre, visit www.soas.ac.uk/foodstudies



Real Bread Campaign

The Real Bread Campaign is part of the food and farming charity Sustain: the alliance for better food and farming. Starting from a universally accessible definition of Real Bread as: made without any artificial additives, its mission is to find and share ways to make bread better for us, better for our communities and better for the planet.

For more information about the Real Bread Campaign, visit www.realbreadcampaign.org



This is a non-profit event.

PROGRAMME DISCLAIMER: The speakers, topics and times are correct at the time of publishing. However, in the event of unforeseen circumstances, the organisers reserve the right to alter or delete items from the conference programme.