

The **JELLIED EEL**

London's magazine for ethical eating



Wake Up!

...to a better
breakfast

SUMMER 2012
FREE
magazine
ISSUE 36



Olympic food do's and don'ts * Barking Spa * Readers' favourite veggie restaurant
Greenwich eating guide * London's top ten secret foods

ELLIOT'S

CAFE

**12 Stoney St
Borough Market, SE1 9AD**

Elliot's is located in London's Borough Market and is open for breakfast, lunch and dinner Monday to Saturday. The Market has been a part of London's food culture since the 13th century and has existed at its current location since 1755. We aim to build on these traditions by working closely with the market traders and offering a menu which directly reflects the range of produce you will find available on any particular day. Whilst the kitchen has to close between services our doors are open for a drink and we offer a limited menu of cold plates, cheese, cured meats during these times. Our burger is now available all day too.

Elliot's is the second venture from Brett Redman and Rob Green who also run the Pavilion Café in Victoria Park.

Monday - Wednesday

Lunch 12 - 3, Dinner 6 - 10

Thursday - Saturday

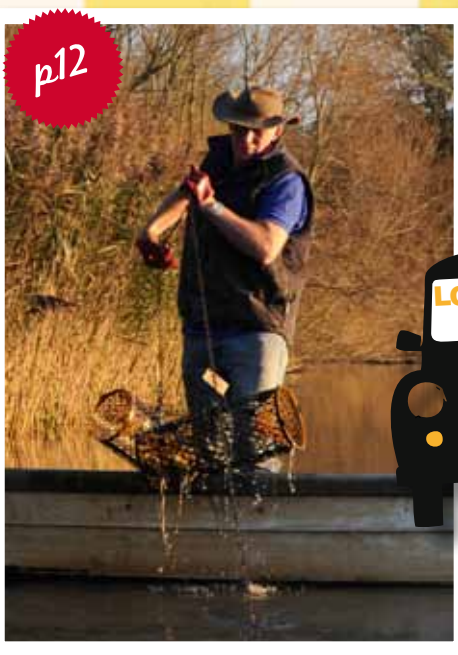
Breakfast 7.30 - 12, Lunch 1 - 3, Dinner 6 - 10

Sunday (from February onwards)

Brunch 10 - 3, Dinner 6 - 10

Contact

info@elliotscafe.com



- 4 Bulletin
- 6 Around Town
- 7 Competition The Londoner's Loaf
- 8 To Market Parsons Green Farmers' Market
- 8 What's in season
- 10 Feature Breakfasts
- 11 Star Stockist Frizzante Café
- 12 Feature Top ten secret foods
- 14 Feature Olympic food do's and don'ts
- 16 The Eel Loves... Greenwich
- 18 On the Menu Veggie restaurant competition
- 19 Capital Growth
- 19 Growing Calendar
- 20 Toasting London with... Mark Hunter
- 21 London Food Link Rosendale Allotments
- 22 What's on

So the Olympics is upon us. Years of waiting and wondering what it's going to mean for our fair city is at an end. So for those of you tucking into the capital's cuisine, we have some tips about what you might want to avoid and what to head for during the Games (see p6 & p10), and what's on the menu for Londoner and Team GB Olympic rower Mark Hunter when it comes to food (p20).

With one eye to the many folks visiting London for the first time, we wondered what they would see of London's great food scene, and whether it would confirm or confound the stale view of tasteless British stodge. Well, where better to start than breakfast. We've looked at the efforts being made to improve London's hotel breakfasts, and how ethical the city's breakfasts are in general (see p14). And for those of you new to London, or not so new, we pick out 10 of London's best kept secret products (see p12).

A big thanks to all of you who voted for your favourite veggie restaurants. We not only take a closer look at the winners (p18) but also launch our new competition with the Real Bread Campaign to find the best loaf in London (p7). If you're quick in picking this issue up, then join us on Friday 13 July as we'll be heading down to Camden Town Brewery to launch this issue and have a drink to celebrate 10 years of the Jellied Eel (and being a finalist in the Guild of Food Writers best food magazine category). If you're lucky (even though it's Friday 13th!) you might even get one of our goodie bags! See you there...



Ben
Editor

Photo credits: middle - butterflygoldphotography, bottom - Intersport Images/GB Rowing Team



The *Jellied Eel* is a quarterly magazine published by London Food Link and BIG Media. It has a circulation of 20,000 and is distributed to all London Food Link members, as well as food retailers, restaurants and entertainment venues. **Disclaimer:** inclusion of information in the *Jellied Eel* does not imply the product or service is endorsed by London Food Link or Sustain. We do not condone the consumption of jellied eels, as many eel stocks are currently very low.

Editor Ben Reynolds; Deputy Editor Kelly Parsons; Writer Nadia Mackenzie; BIG Media Director Jamie Ford; Art direction and design Becky Joynt; Contributors Linda Cooke, Ross Compton, Gaby De Sena, Rachel Doeg, Clare Hill, Tom Moggach.

Cover The Lido Café's Daniel Edwards by James O'Jenkins www.jamesojenkins.com.
 Editorial enquiries: ben@sustainweb.org or 020 7837 1228 www.londonfoodlink.org
 Distribution enquiries/to stock the *Jellied Eel*: thejelliedeel@sustainweb.org or 020 7837 1228
 Advertising and sponsorship enquiries: jamie@thejelliedeel.org or 07900 496 979



Open all hours

Both Borough Market and the Real Food Market at the Southbank Centre are celebrating the Olympic Games by opening seven days a week. For details see www.boroughmarket.org.uk and www.realfoodfestival.co.uk



The results of our latest competition are in!
For more details see article on p18.

Spa pops up in Barking

This summer the people behind Dalston's FARM:shop have been commissioned by arts agency CREATE to design a spa/bar/social space in Barking town centre. Opening on 20 July, visitors to The Barking Bathhouse will sip healthy cocktails under a canopy of growing cucumbers and sunbathe in seaside-inspired pebble bays. The project designers are working with local allotment gardeners, whose fresh produce will be used in both the spa treatments and the smoothies and cocktails in the bar.
www.createlondon.org



Bulletin

Greenwich top of the university tree

Greenwich University has come top of People & Planet's Green League. Last year, the university sold honey from its own beehives. At its Avery Hill site there are now raised beds for veg on an old sports field, and a new orchard. And it brought its caterers together with Sustain to create sustainable menus, allowing them to buy free-range eggs and organic milk economically. Takings have since gone up by 16.8%. Greenwich achieved the highest ever score – 55 out of a possible 70 points – and moved up from fifth place last year.
<http://peopleandplanet.org/greenleague>

Green travel guide

Out now as an iPhone app is the Good and Green Guide to London at www.goodandgreenguides.com, where you can buy the published guide book too. The guide aims to 'show inhabitants and tourists how to enjoy a city while taking care of people and the environment'.



A spread

David vs Goliaths

The *Jellied Eel* was excited to be one of three finalists for the very first Guild of Food Writers 'Food Magazine' award, beating lots of major glossies. The jury said 'this quirky little magazine is an extremely good read ... refreshingly different, informative and unbelievably, it's free. ... a move away from some of the more aspirational 'lifestyle' magazines'. They summed up: 'A fascinating publication full of interesting snippets and a welcome change from more formulaic offerings'. Not bad eh?



Global Growers in the Garden Classroom

Global Growers, at King Henry's Walk Garden, is recruiting for eight new Islington primary schools to join the project in the autumn. The project shows teachers, school staff and volunteers how to use school growing spaces to embed food growing in the curriculum and teach sustainable food issues. Each school receives teaching materials, training, workshops and hosts a community celebration event at the end of the year. Interested schools should email Rohan Knox at rohan@thegardenclassroom.org.uk. www.thegardenclassroom.org.uk, @globalgrowersuk



Shopping basket

Biodiversi-tea

Pukka, makers of organic, sustainably-produced teas and herb-based products, is celebrating its 10th anniversary by teaming up with WWF UK to create a new tea – a Peppermint & Fairwild Licorice blend. FairWild (www.fairwild.org) certifies and promotes the sustainable use of wild-collected ingredients, with a fair deal for all those involved throughout the supply chain - think Fairtrade with an emphasis on protecting habitats and species. Londoners can find this and other Pukka teas at Sainsbury's, Wholefoods, Revital, As Nature Intended, Nutricentre, and Planet Organic. www.pukkaherbs.com



Lavender brew

London brewers Sambrook's are brewing up a special summer beer for Nicholson's pubs. Lavender Hill is a pale honey infused ale, or 'braggot'. Not only have the brewers played around with honey, but they got hold of a fantastic new hop variety from the Alsace, so new that it has no name. The beer was brewed in May and launched in June. Read the story and find which locals are serving up Lavender Hill at www.sambrooksbrewery.co.uk/blog/our-new-lavender-hill-pale-ale/

Fruit and veg with added crunch

If you like your snacks crispy, but want to avoid anything salty or fried you can try these crunchy fruit and vegetable snacks. Crispy Apple, Beetroot, Carrot, and Tomato snacks are available from www.crispysnacks.co.uk

The Big Dig goes national

With its new funding from the government's Social Action Fund, the Big Dig will get people growing food together in six cities across England. Run by Sustain and several partner organisations, the project provides advice and training to volunteers, helping them to create vibrant community food gardens. It builds on Capital Growth's success helping over 60,000 people in London to get involved in community food growing. It will work with established community growing spaces and develop new sites, and aims to attract volunteers from communities who traditionally do not volunteer. There will be open days and events to encourage people to get down to their local growing site. www.bigdig.org.uk, @thebigdiguk



Follow us on Twitter
twitter.com/thejelliedeel

of the latest ethical food news

Local to Leytonstone

Organiclea has teamed up with Transition Leytonstone to sell ultra-local sustainably-grown fruit and vegetables, and UK-grown certified organic produce, on a community market stall in Leytonstone on Saturdays from 11am-3pm. Follow the seasons by what's appearing on the stall every Saturday at St John's Church, Church Lane (between the church and Matalan, just off the High Road). www.organiclea.org.uk

Farmers' market at The Railway

After a trial during Streatham Food Festival, The Railway in Streatham is now hosting a monthly farmers' market. There's lots of organic meat and veg from the Gill Wing Farm in East Sussex, as well as freshly baked bread, pastries and sausage rolls, handmade British cheeses and biscuits, muffins and scones. The Wren Cakes stall made its first appearance in June, as did Fish Tale, offering fish, olives and tapenades. 10am to 4pm on the second Saturday of every month. www.therailwaysw16.co.uk



image: Organiclea

AROUND TOWN

**Get into what's happening
in your area**

Whether it is 'best of British', 'eat the world', great street food or mouth-watering menus in cafés, restaurants, pubs, and delis, there are ethical eating – and drinking – options to suit every taste during the Olympics and Paralympics this summer. Here's just a few of the tempting foodie events happening.



VICTORIA PARK POP-UP

E9

Well-known to locals, serving the best local and organic produce, The Pavilion Café in Victoria Park is doing a pop-up beer garden with London brewery Meantime during the Olympics - and launching its new bakery. Tuck into burgers from its sister restaurant Elliot's, local oysters, organic salads and natural wines. "It will be the best food at the Olympics - all local and from small producers," promises owner Rob Green.

www.the-pavilion-cafe.com

EAT ON A NEW ST.

SW7

Aficionados of eat.st's street food purveyors in King's Cross will be happy to hear that 20 of the finest members and friends, in vehicles, trikes, bikes and stalls, are celebrating the shared space of Kensington & Chelsea/Westminster along Exhibition Road for the nine-day Road Festival, from 28 July to 5 August. All day on the weekends, and evenings on the weekdays, with music and dance too.



www.exhibitionroadshow.co.uk

BRITISH BY THE BRIDGE

SE1

Watch the Olympics on a big screen, against the beautiful backdrop of Tower Bridge. Food served up at the Potters Fields Park will represent the 'best of British', with a hog roast, cream teas, hand-made pork pies and scotch eggs, and a bar serving London's finest beers.

[See our Olympic food article on p14](#)

HIT THE COUNTER

E3

Independent café and restaurant The Counter is located just 100 metres from the Olympic stadium in an enviable spot on the River Lea. During the Games, customers can pre-book their meals at this popular eatery, with prices starting from £50 including drinks. Soak up the atmosphere and enjoy a breakfast, lunch or dinner using seasonal and local ingredients.



www.thecountercafe.co.uk

URBAN FEASTS

E16

Brought to you by the folks behind Whitecross Market, the Urban Feasts street-food pop-up market features dishes from around the world. Eat at the dining area in Docklands or take away and enjoy at home. Located directly opposite Canning Town station, close to the Excel centre and Emirates Airline (cable car). Urban Feasts is collaborating with Industri[us], a green social enterprise, to offer an 'upcycling' market (bringing past-it stuff back into use), entertainment and workshops. Seven days a week 12-9pm from 27 July, then until 30 September, from Wed-Fri 4.30-10pm and Sat-Sun 12noon-9pm.

www.urbanfeasts.co.uk

GREENWICH MEAL TIME

SE10

A forty-day festival spectacular will be transforming the lawns of the Old Royal Naval College from 4 July to 12 August. To feed you up while you watch the big screen, or for a pit-stop for lucky Olympic ticket-holders, there'll be music, bars, cafés and street food stalls. Beers from Greenwich's very own Meantime Brewery, and street-food provided by the likes of the Egg Boss, The Red Herring Smokehouse, British Bratwurst, and Spit & Roast, The Honest Carrot, Icecream Union and more. (see our guide to Greenwich on p16).



image: © Toby Allen Photography

www.greenwichsummerfestival.co.uk

GOING GREEN ON BLACKHEATH

SE3

Enjoy all the Olympic action for free on a big screen and a packed line-up of entertainment, sporting activities for all ages, tea dances, cinema, storytelling and live music. But first drop in to the Hand Made Food pop-up café in the Spiegel Tent or try something tasty at their outside food stall. Much of their seasonal, free-range or organic produce comes from Blackheath Farmers' Market - and they've signed up to Sustainable Fish City. Tuck in to Beatbush Farm beef braised in apple and bourbon, or home-made cakes.

www.lewisham.gov.uk/inmyarea/events/whats-on/Pages/The-Lewisham-Big-Screen

VOTE NOW



The Londoners' Loaf

Following the success of our 'Love your Local Sausage' and 'Best Veggie Restaurant' competitions, we're joining forces with our great friends at the Real Bread Campaign to find London's favourite loaf of Real Bread.

In June, an open invitation was extended for London bakeries to nominate the finest of their Real Breads. From 9 July to 13 August people have the opportunity to taste nominated loaves at bakeries, farmers' markets and independent shops (and even at restaurants or cafes that make their own Real Bread) to vote for their favourite. The loaves with the most votes will go to a panel of experts, with the capital's champion crust being announced at the Real Bread Festival on London's South Bank between 5 and 7 October, and in the October issue of the Eel.

While the winning bakery gets the glory of being named the home of The Londoners' Loaf, everyone who voted for it will be entered into a draw to win a bread-making class at the Cookery School at Little Portland Street.

To vote go to www.thejelliedeel.org for a list of participating bakeries, plus full details of the competition and the prize draw.



Second Helpings - If you are interested in Real Bread, go to www.realbreadcampaign.org, for lots of articles on the subject. You might also like to read our article about London's local flour mill, on p13.

TO MARKET

Food markets around London

Parsons Green Farmers' Market



New King's Primary School
New King's Road
SW6 4LY
Every Sunday 10am – 2pm
www.lfm.org.uk/markets/parsons-green

Sweet, deep red strawberries, piles of taut asparagus and fat bundles of broad beans are among the seasonal sights greeting visitors [Ed - In June] to Parsons Green farmers' market on Sundays.

Located in the walled playground of New King's primary school – look out for the large Victorian school building on New King's Road and the cow – the market celebrates its first anniversary in September.

Some customers say the market has revolutionised the way they shop for food, with many no longer using the supermarkets for their fresh produce. They enjoy supporting farmers and producers directly, having the opportunity to ask questions about provenance, seasonality and animal welfare and feeling more closely linked to the food they buy. As well as trying lots of delicious samples!

Between 20 and 25 traders attend each week, so every Sunday, come rain, shine or snow, you'll find a plentiful supply of both conventionally grown and organic fruit and vegetables, wonderful-tasting buffalo-, goat-, sheep- and cow-cheeses, quality meats, home-made chutneys, jams and (on the first Sunday of every month) luscious lemon curd, artisan breads, pasta, pesto, some very popular pies and Isle of Wight tomatoes whose flavour is so good even Italians rave about them.

All traders come from within a 100-mile radius of the M25, so the food is local to London. Stalls selling pies and cakes buy many of their ingredients

from the market, too. So, if you want to put a smile on your face, colour in your cheeks and a spring in your step, get shopping! You'll be spoilt for choice.

* Featured stallholder Pastures Farm Poultry

At Pastures Farm, on the Northamptonshire/Buckinghamshire border, James and Sarah Evans rear their free-range birds, including chickens, guinea fowl, geese and turkey, all year-round in a natural, outdoor environment. All the processing and butchery is carried out at the farm's own processing plant so the birds walk from the field to the plant and there is no flapping or distress caused by transportation, and of course no food miles. They also bring carcasses to sell for stock so nothing is wasted, and at 50p, those don't hang around for long.

By Rachael Doeg

For regular updates of the market, see www.atoastofood.blogspot.com

WHAT'S IN season

JULY

Currants and gooseberries

Sparkling with colour, these sweet fruits are irresistible. For a simple sauce, toss a handful of either soft fruit into a small saucepan with a knob of butter, brown sugar and your favourite spices. A touch of water will prevent sticking. When soft, sieve or mash with a fork. Redcurrants pair with game; gooseberries with oily fish.

Broad Beans For a simple snack or starter, serve the beans lightly mashed on sourdough toast. Pound some mint or dill with salt and olive oil, then add peeled broad beans and mash lightly. Season to taste, and add a few drops of lemon juice. Serve on crunchy toast, rubbed first with raw garlic and drizzled with olive oil.

Also in season *beetroot, blackberries, blueberries, carrots, courgettes, cucumber, fennel, garlic, kohlrabi, raspberries, strawberries, tomatoes.*

AUGUST

Courgettes and summer squashes

When young and fresh, these are incredible raw. Shave into slivers and serve carpaccio-style, with a simple lemon dressing, chopped mild red chilli and a hard salty cheese such as pecorino.

Fennel This refreshing vegetable is at its best on a hot summer's day, bringing fine crunch with a distinctive hint of aniseed. Slice thinly for salads, mixing with a squeeze of lime, crumbled feta and toasted pumpkin seeds.

Also in season *artichokes, broccoli, French beans, peas, radishes, raspberries, sorrel, sweetcorn, watercress.*

SEPTEMBER

Plums

For a gorgeous pud, melt a knob of butter in a roasting tray and stir in brown sugar, chopped stem ginger and a touch of cinnamon. Chop the fruit in half, remove the stone, then toss with the mix. Cook until soft, perhaps serving with vanilla ice cream.

Also in season *apples, cobnuts, squash, chillies, cobnuts, courgettes, figs, grapes, leeks, parsnips, pears, spinach, wild mushrooms.*

Tom Moggach

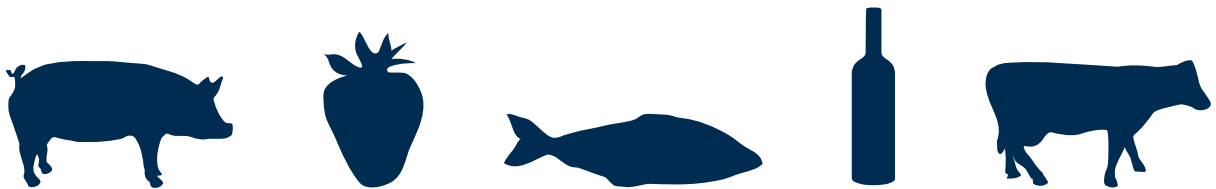


YOUR DAILY PRODUCE MARKET



THE BEST LOCAL, SEASONAL AND
SUSTAINABLY PRODUCED FOOD

Sourced Market brings the best from local and artisan producers to the heart of St Pancras International. Open seven days a week, bursting at the seams with a fantastic range of carefully sourced produce.



WWW.SOURCEDMARKET.COM



Eating at the Olympics: *Lon-dos and Lon-don'ts*

London's successful bid to host the 2012 Olympics brought many promises about sustainable, British food and, following the release of the Food Vision document in 2009, organisers committed to 'delivering a tastier, healthier, greener Games'. Now the Games are upon us, which of these promises have been kept and which have remained aspirations? **Gaby De Sena** provides some do's and don'ts for visitors and spectators.



DO

Keep calm and have a nice cup of tea

All coffee and tea served at Olympic venues will be Fairtrade, along with the bananas, sugar, oranges, white wine and some of the chocolate.

Get battered

100% of wild-caught fish at the Games will be sustainable, according to Marine Conservation Society and Marine Stewardship Council standards. This even includes the Filet-o-Fish served at McDonald's Olympic sites!

Visit Potters Fields Park

The Potters Fields Olympic Live Site will run from 28 July to 12 August, with big screens to watch the Games on, an iconic view of Tower Bridge and lots of

outdoor entertainment for all the family. Out of the five Olympic Live Sites in London, Potters Field will exclusively offer sustainable food using the best of British produce, as well as beers from London's micro-breweries and spirits and soft drinks from independent producers.

Get egg-cited

Free-range eggs will be served to everyone from janitors to javelin throwers within the Olympic Village, as well as in all Olympic venues.

Read the Eel

On your way to the Olympic Stadium, stop off at one of our nearby stockists, such as The Pavilion Café (see p6), and pick up your free copy of *The Jellied Eel*.

Research your restaurants

Visit sustainweb.org/foodlegacy to find out which caterers and restaurants have publicly committed to the London 2012 Food Vision.

Count your McCalories

With McDonald's as the official sponsor

for retail food services, fast food will be readily available at the Games. But be warned, a McDonald's Chicken Legend with medium fries and a milkshake provides a man with more than half his recommended daily calories and nearly two thirds of the daily calories for women. This isn't great, but at least the calories are displayed on the in-store board so you can see for yourself.

Save your pennies

According to a BBC report, food and drink at the Games will carry premium prices, so you will need to bring plenty of cash with you.

.....➔
Second Helpings – If you liked this you might want to check out our 'Eel on... Fizzy Drinks' in-depth product focus, on the *Jellied Eel* website. And keep your eye on www.childrensfood.org.uk for more activity around the Olympic food sponsors over the summer.

DON'T...

Be a litter-bug

Organisers have committed to divert all waste from landfill, aiming to hold the first ever zero waste Games. Help them achieve this admirable aim by separating your waste and using on-site recycling centres.

Lose your bottle

Be sure to bring an empty bottle with you and fill up for free at one of the drinking water facilities. Don't bring your own bottled water – it's banned from all Olympic venues.

Feed the 5,000

As a safety issue, the security guards will have to confiscate any 'excessive' food brought on-site, so don't turn up with picnic baskets or cool boxes full of food for you and your family. You can bring your own food but rules are strict: it must be in a soft-sided bag with a 25 litre capacity (or less), and you must be able to fit your bag under your seat.

Expect a Cola-boration of brands

Coca-Cola has rights to provide all soft drinks and juices sold at the Games, so you won't be able to buy drinks which don't carry its brand.

Forget that some drinks are all sweetness and (not) light Coca-Cola's sports drinks like Powerade and other 'juice drinks' may seem healthier than fizzy soft drinks but they still have a high sugar content. And many contain very little fruit, for example, Oasis only contains 5% fruit juice.

Be fooled by paltry poultry

Only the athletes, media and dignitaries will be served higher-welfare chicken at the Games, so don't forget your VIP pass if you have one! The public will be served British chicken raised to minimum Red Tractor standards, but this can still be intensively farmed.

Go digging for organic produce

Whilst the milk in your tea or coffee is likely to be organic, organisers insist that serving organic food at the Games was only 'aspirational'.

Get ad-dicted

With Cadbury, McDonald's and Coca-Cola as main sponsors, the Games will be dominated by advertising for foods with high sugar and fat content. Expert evidence continues to show what parents already know: that junk food advertising encourages children to eat too much junk food.

The London 2012 Organising Committee (LOCOG) has suggested that more than 14 million meals will be served across 40 locations during the Games, with 150 different types of dish showcasing the diversity and quality of British food. Whether you're taking part, spectating, or just soaking up the atmosphere at the Games, we want to know what you're eating. Tweet us @jelliedeelmag and let us know what you think of the food on offer.



JELLIED EEL *star* STOCKIST

Frizzante Café



image: © Frizzante Café

Eddy Ambrosi and his team at the Frizzante Café @ Hackney City Farm are riding the crest of East London's food revolution. And garnering awards and praise from the food press. A story that began with a catering start-up's search for premises is now the pioneer of three local cafés, all on city farms, offering good, rustic food with an Italian twist – made from scratch using quality, local and seasonal ingredients. Eddy and his partners took on what was then a small 'caff', ten years ago. They slowly extended the menus, using fresh veg and salads from the farm garden when available, began working with local, organic, fruit and veg suppliers like Growing Communities, ordering fresh meat from the farm manager Chris Pounds' Kent farm, greening the business, and planting a herb garden on a plot in the farm.

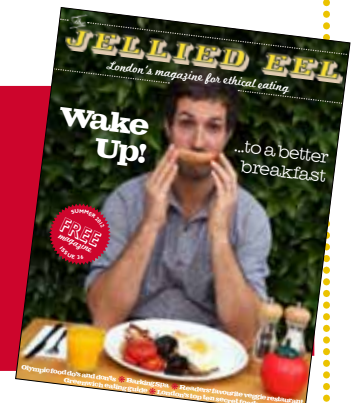
During the day families visiting the farm, and locals, tuck into all-day breakfasts, a blackboard menu that changes fortnightly to keep things fresh and seasonal, and home-made cakes. In the evenings the place transforms into a restaurant inspired by the Italian agriturismo model – where diners are invited in for home-cooking using ingredients grown and raised on the farm. If you'd like to cook like them, try the recipes on the website. Bookings for the original Thursday supper nights were so popular the café is now open Wednesday – Friday nights, offering special events like Slow Food-inspired taster menus and selected natural wines and a Q&A with a sommelier and the chefs. And 'attenzione', because Eddy's planning a big party to celebrate their tenth anniversary too.

www.frizzanteltd.co.uk

By Nadia Mackenzie

The *Jellied Eel* would like to thank Frizzante Café and its staff for their continued support.

Are you a shop, restaurant, café, trader or community centre with sustainable food at its heart that wants to help us in spreading the word around London? Then get in touch with thejelliedeel@sustainweb.org about stocking the *Jellied Eel*.



Tales of the unexpected



London's ability to put on a good spread is going to be one of the main ways our hosting skills will be judged this summer. But some of the capital's quirkiest food stories are in danger of passing the majority of visitors by. So here's the Jellied Eel's top ten unusual foods from the capital. By Kelly Parsons.

1. Thames Crayfish

One of the London food scene's most interesting characters, Bob Ring, aka 'Crayfish Bob', is a one man shellfish whirlwind, dedicated to ridding the Thames of invasive American Signal crayfish. His aim is to undo the environmental mess made by a decision in the 1970s to introduce American Signal crayfish to the UK, to be farmed (primarily for export to Scandinavia). The bottom fell out of the market, Bob explains, the stocks were abandoned and crayfish escaped into waterways, and all but wiped out our native species, damaging other aquatic life in the process. Bob sells young crayfish 'smalls' before they can wreak too much havoc

He made it onto the foodie radar last year with a pop-up café at the Two Degrees festival, run with food designers Blanch & Shock, which he followed by taking his shack to Glastonbury and the Thames Festival. Bob regularly supplies the London restaurants of chef Mark Hix, and is currently working with Beas of Bloomsbury, on a Louisiana-style Crawfish Boil down at Maltby Street, which runs throughout the summer. He's also in talks with retailers, and some well-known sandwich shops, as part of his quest to persuade them to ditch their reliance on Chinese imports.

www.crayaway.com

www.beasofbloomsbury.com/crawfish_boil

2. Lea Valley Mooli

This year, Organiclea, a workers' cooperative growing food in the Lea Valley, has been exploring cultivating some rather unusual sub-tropical fruits and vegetables in the UK. Its April 'I Never Knew You Could Grow That

Here!' workshop, at the cooperative's Hawkwood nursery, featured produce such as Tindora, Kadu, Amaranath, Dudhi, Tomatillo and Mooli, and they are trialling growing Kadu and Lablab in their glasshouse. Check out their market stalls for the results.

www.organiclea.org.uk/2010/04/growing-unusual-and-subtropical-fruit-and-vegetables

3. Chateau Tooting

Grapes in your garden? The Urban Wine Company acts as a collective for local growers all over London and the South East. Anyone growing grapes, in the garden, roof terrace or allotment, can enlist their help to produce vineyard quality wine from the crop. Founder Richard Sharp noticed grapes growing in the garden were going to waste and – having seen how French villagers work together to bring in the grape harvest and the camaraderie it generates – rounded up a group of friends in Tooting, South London who pooled their grape crop and pressed the first 20 bottles of 'Chateau Tooting - Furzedown Blush' in 2007. Now tonnes of grapes are collected each year, resulting in hundreds of bottles of London vino.

www.urbanwineco.com



4. Rooftop salad

How many supermarkets in London can boast salad grown eight metres away? That's what the lucky shoppers of Crouch End are putting in their baskets, thanks to 'Food From The Sky', a collaboration between Thornton's Budgens supermarket in North London and a community garden on the store's roof. The group sells its vegetables, fruits, mushrooms and herbs - grown to organic standard - in the supermarket below and in the Belsize Park branch of Budgens, while providing an educational space for the community.
<http://foodfromthesky.org.uk>



5. Enfield Flour

With its 17th century mill flanked by a Georgian mill house and offices, Ponders End Mills is one of the most complete groupings of historical industrial buildings still being worked in Greater London. However, appearances can be deceptive - behind the historic facade is a large, modern food-factory. "Wright's believe in bread baked locally, from flour milled locally, from wheat grown locally, by local people and most of all, for local people," says Managing Director and fifth generation Wright, David. "The farming family of E & K Benton's Ltd have been growing wheat in Essex since 1926 on an area of low rainfall on fertile, 'moisture trapping' London Clay - ideal for the cultivation of Britain's best quality bread wheat variety. The wheat is transported less than eight miles to our mill, with local bakeries, hotels and restaurants boasting that flour used in their establishment was not only grown but milled locally too. Chances are that if you are picking up a slice of pizza at the Olympics this year, it was probably made with Bravo, Wright's pizza flour," says David.
www.wrightsfLOUR.co.uk

6. High spirits

There are three genuine distilleries in the capital today. You probably know about London Beefeater. The second, Sipsmith, came to notice when it won a 2010 Observer Food Monthly Award. Flying a little more under the radar, Sacred Gin and Vodka are distilled by hand only 100 yards from the summit of Highgate Hill. Described as 'operating out of the back room of a suburban house, with its vacuum plant in a wendy-house in the garden', by former city headhunter Ian Hart. He began experimenting with distillation and came up with an award-winning gin. The company has a keen focus on independent stockists, says Ian, so you won't find any of its 1,000 bottles a month sold in supermarkets, but instead in 50 bars and retailers across the capital. It uses English wheat spirit, distilled in Manchester, and recently introduced the first ever UK Vermouth, made with Three Choirs Vineyard, in Gloucestershire
www.sacredspiritscompany.com

7. Tonnes of Tomatoes

In 2010, Dig This nursery, in Welling, London Borough of Bexley, started to grow a special collection of tomato seeds from all over the World, from Spain to Austria, Hungary to America. The idea for 'Tomato World' came from Hungarian horticulturist and forester Mihaly Herczeg, who arrived in London eight years ago. He now runs a four acre Soil Association-certified nursery growing 52 varieties of tomato and eventually intends to supply each of the 192 known varieties. "Most shops and street markets focus on the top three tomatoes - cherry, beefsteak Italian and moneymakers," explains manager Claire Doherty. "We have all different types, different shapes, colours, flavours - mild and strong - and quite a few heritage varieties which have much more interesting flavours. We've currently got an English heritage tomato shaped like a pear which is really unusual." They sell at several markets in and around London and in the nursery's newly-opened shop in New Cross, South-East London, which also features an exhibition space for artists to show their work.
www.digthisnursery.co.uk/tomato_word.html



8. Muesli HQ

Established in 1975 by Alex Smith, Alara are true muesli experts. The company makes over 250 types of mueslis, manufactures almost 50 per cent of all the organic muesli produced in the UK, and is the only Fair Trade muesli manufacturer in the world. All in King's Cross. Alara only buys English organic oats, and guarantees farmers a fair price for their crop.
www.alara.co.uk

9. Amazing Maize

Mwanaka Fresh Farm Foods is the brainchild of Zimbabwean writer and journalist David Mwanaka. Having grown up eating the South African staple white maize, when he came to Britain in the early 1990s David was surprised it was not grown or even known about, and started carrying out growing trials for white maize and sweetcorn. Though growing these tropical products "remains a challenge", given the time they take to grow and requirements for plenty of sunshine, today, as well as white maize and sweetcorn, he sells pumpkins and green vegetables from the farm's shop in Enfield. And continuing the focus on South African specialities, he's also about to launch a range of South African 'Boerewors' sausages made with 100 per cent British beef.
www.mwanakafreshfarmfoods.com



10. Foraging Free

Based in North London, Urban Harvest describe themselves as a 'non-organisation': they run an event once a month and have a mailing list, but everything they do is free. Their web pages tell you how to find out more about foraging, how to dry fruit, how to 'tap sap' and how to make tea with foraged ingredients. Gemma Harris says there is a lot of food out there in the city that is surprisingly good. She's been experimenting with acorn crispbreads, and also recently cured a couple of kilos of olives she spotted on a tree in someone's Muswell Hill front garden.
www.urbanharvest.org.uk



Green eggs and ham

They say you never get a second chance to make a first impression, and during the Olympics, nearly a million hotel guests will be waking up to what London has to offer for breakfast. **Clare Hill** investigates whether they will be dished up food the capital can be proud of.

Pontificating about porridge, musing over muesli, and most of all, fussing over a full English – no meal is such a minefield of unwritten conventions and finicky preferences as the first one of the day. While the games are on, Britain will be under the spotlight through its food as much as anything else. But do the words ‘hotel breakfast’ conjure up visions of a delicious expression of this country’s great breakfasting heritage, or something quite unspeakable? Powdered scrambled eggs? There, it had to be said.

Hattie Ellis, a food writer, describes hotel breakfasts as “the ultimate in catering.” She says, “people just don’t care,” and describes the way the meal is doled out as units of foodstuffs – “a beige carpet of processed wheat and sugar”, plonked down by hapless, inexperienced staff, and which could be rolled out anywhere.

Her recently published book, *What to Eat?*, devotes a chapter to breakfast conundrums. As part of her research, Hattie naturally breakfasted with ‘Malcolm Eggs’, editor of the *London Review of Breakfasts*, a cult blog. She found he was inspired to blog about breakfasts after one day ordering an £8.50 ‘full’ English, that arrived with underdone eggs and no bacon (!) – and decided that breakfasts are under-reviewed and, in this case at least, ripe for complacency by chefs.

“We also know that breakfasts can be a bit of an ethical minefield,” says Duncan O’Brien of the Ethical Eats project, which provides support and advice to London eateries that care about sustainability. “Bacon and sausages are

two of the hotspots we have identified – don’t be surprised if what you find in your full English is actually half Danish, and produced to pretty low welfare standards.”

Combine indifference from chefs, a tendency to scrimp on the quality of ingredients, and paying guests that might be too tired to go out and shop around, and you have a recipe for a unfulfilling breakfast indeed. But there is a flipside, points out Miles Quest, of the British Hospitality Association. “I think breakfast is one of the greatest opportunities a hotel has to promote its food because of its captive audience. They don’t have to spend any money promoting what is a valuable sales opportunity.”

“There are relatively low-cost and simple changes that anyone serving breakfast can make,” agrees Duncan. “Going free-range on the eggs, and switching to Fairtrade tea and coffee are two examples.”

More than bacon and eggs

And there’s so much more to breakfast in this country than bacon and eggs. “The culture of breakfast is very strong in Britain. It’s marmalade, porridge, native honeys, smoked kippers...” says Hattie. And she’d like to see loose leaf tea, and real bread firmly back on the breakfast menu. Asked to think of a hotel that’s championing traditional and ethical produce and unsurprisingly she says: “St John Hotel is brilliant at Britishness.”

The new hotel, in Leicester Square, was always going to be about food of course, having been born of the Clerkenwell restaurant famous for its exquisite offal.

Although that only gets a small nod on the hotel's breakfast menu: blood sausage and beans. Anyhow the hotel has more of a reputation for its bacon sandwich, and the bacon is prepared in house, from rare breed pork – mostly Middle White and Gloucester Old Spot.

And there are others leading the charge in offering a good food breakfast and putting a lot of thought into the systems around it. The 400-room Lancaster, on Hyde Park, received the top gong at the Considerate Hoteliers Awards in June. Some of the initiatives that helped gain the accolade were the hotel's productive rooftop beehives, its work on food waste reduction and zero landfill status and measures to conserve water and energy.

Other efforts worth mentioning are Richmond hotel the Bingham's commitment to buying food from independent and organic producers. All its hot drinks are organic as well as Fairtrade. The Cavendish Hotel and the Bistrot Brunot Loubet restaurant at the Zetter hotel have also been commended by the likes of the Sustainable Restaurant Association (SRA) for their green approach to food.

John Firrell, of the Considerate Hoteliers Association, echoes calls to look beyond eggs and resurrect breakfast as something inspiring. "The full English has a part to play and many will claim it sets you up for the day," he says, "but let's hear it for the chef who sees breakfast as an opportunity to exhibit imagination, cooking prowess and excitement."

Willy Wonka's breakfast

Someone who seems to be answering that call is Anthony Ferguson, a San Franciscan chocolatier with a Willy-Wonkaesque chocolate lab based in a boutique hotel, Avo, in Dalston. What's this got to do with breakfast? Every Sunday Anthony serves pancake-centred brunches that dance between savoury and sweet in the way that Americans can do so well: pumpkin pancakes smothered with cinnamon butter and honey, crowned with halloumi, corn cakes with cocoa-laced black beans, sour cream and bacon.

To top it all, everything on the regular brunch menu is organic – the bacon, eggs and fresh produce come from the all-organic Stoke Newington farmers' market. The whole unusual setup is the result of some happy coincidences. "The hotel found me on Twitter, and they were originally looking for someone to make the in-room chocolates. I was making my chocolates at home, and making a real mess," recalls Anthony. He needed a kitchen and the hotel didn't have a chef or restaurant. He undertakes chocolate experiments for his brand, Niko B Chocolates, in the shop window: "We get a lot of curious looks. And it takes people by surprise to find a hotel here."

A chocolate breakfast is about as far from the ubiquitous hotel buffet as you can get, but buffets serve their purpose and there are always ways to improve them. Mark Linehan of the SRA points out: "They can result in a lot of food waste if not planned well. We recommend observing customers' eating

patterns, seeing if there's anything consistently left uneaten, and trying slightly smaller plates – people will sometimes pile food on a plate until it looks full, so smaller plates may help with waste."

Hotels seem split between those who can see the value of leaving a good impression by the last meal a guest will eat in a hotel before checkout, and those who see breakfast as a tedious thing that just has to be dealt with. Mark from the SRA says that the best way to encourage the latter group to lift their game is to "provide examples of hotels which are able to offer a cost-effective sustainable breakfast menu – to show others that it can be done."

It's time to roll out the red carpet, not the beige one.

Not just hotels to check out

Of course, it is not just hotels that are offering breakfasts, and there are plenty of cafés and restaurants in the capital thinking carefully about where they get the ingredients for their early morning offerings from, and putting greener eggs and ham on the menu. Daniel Edwards of The Lido Café, Brockwell says customers expect to be told if the ingredients have sustainable standards, otherwise they assume they're not. As well as listing ethical ingredients, the Lido Café offers a 'Free Range Full English'. "In the UK there's a move towards simple food where you let the ingredients speak for themselves," says Daniel, "no more so than with an English Breakfast where you can't hide behind bad quality ingredients."

See www.thejelliedeel.org for a full article on The Lido Café

.....
www.ethicaleats.org
www.consideratehoteliers.com
www.thesra.org



THE EEL LOVES... Greenwich

Bakery: *Paul Rhodes*

37 King William Walk, SE10 9HU
Grains for Brains is the slogan, and honest food is the order of the day. Passionate Michelin-starred chef Paul Rhodes opened his own bakery in 2003 and now has two shops including this one, selling artisanal sourdoughs, éclairs, tarts and Rhodes' famous brownies.
www.rhodesbakery.co.uk

This little enclave of South East London not only has a magnificent past but a pretty happening present. Site of the Royal Observatory, National Maritime Museum and recently restored clipper ship Cutty Sark, bubbling away alongside all this history is a foodie community of folks who know a thing or two about doing things properly, says **Linda Cooke**.

Photos: butterflygoldphotography



Butcher: *Drings*

22 Royal Hill, SE10 8RT
Royal Hill is the conscientious dinner party planner's dream. For meat, Drings is synonymous with seasonality, local provenance and quality, and this traditionally-minded business is a proud purveyor of Blythburgh free range pork. Butchery classes and sausage-making workshops are now on offer.
www.drings.co.uk

Retailer: *The Creaky Shed*

20 Royal Hill, SE10 8RT
Supplied mostly by farms in Kent and Sussex, the baskets and shelves are filled to bursting with organic, seasonal produce. You can order vegetable and fruit boxes which can be delivered to your home free of charge.
www.thecreakyshed.co.uk

Market Stall: *The Real Baking Company Ltd*

Greenwich Market, SE10
Using local and organic ingredients where possible, this is a sweet treats stall with a conscience. But taste isn't sacrificed, and the stall is laden with a bounty of cupcakes, tray bakes and brownies. Finger-lickingly yummy!

Deli: *L'Artisan*

93 Trafalgar Road, SE10 9TS
Run by Joris Barbaray, who was born and raised in the Bergerac region of France, this place is small, with seating for just four people, but if you are lucky enough to be

one of them you can expect a meal made with great quality simple ingredients.

Producer: *Heaps Sausages*

8 Nevada Street, SE10 9JL
Brainchild of master sausage-maker Martin Heap, who spent time travelling the world in search of the finest banger. All sausages - which include pork, prune and Cognac; Irish-style beef and Guinness; and North African lamb merguez - are made on site and can also be found at various delis and restaurants in Greenwich and further afield.
www.heapssausages.com

Café: *Royal Teas*

76 Royal Hill, SE10 8RT
Tasty vegetarian food including free range eggs, comforting homemade cakes like chocolate treacle cake, with bottomless cups of tea and coffee.
www.royalteascafe.co.uk

Retailer: *Greenwich Picnic Co*

Local ingredients, lovingly packed into posh, biodegradable picnic baskets. Even the plates are made from compostable palm leaves. Pick up from the Made in Greenwich gallery.
www.thegreenwichpicniccompany.co.uk

Producer and pub: *Meantime, The Old Brewery*

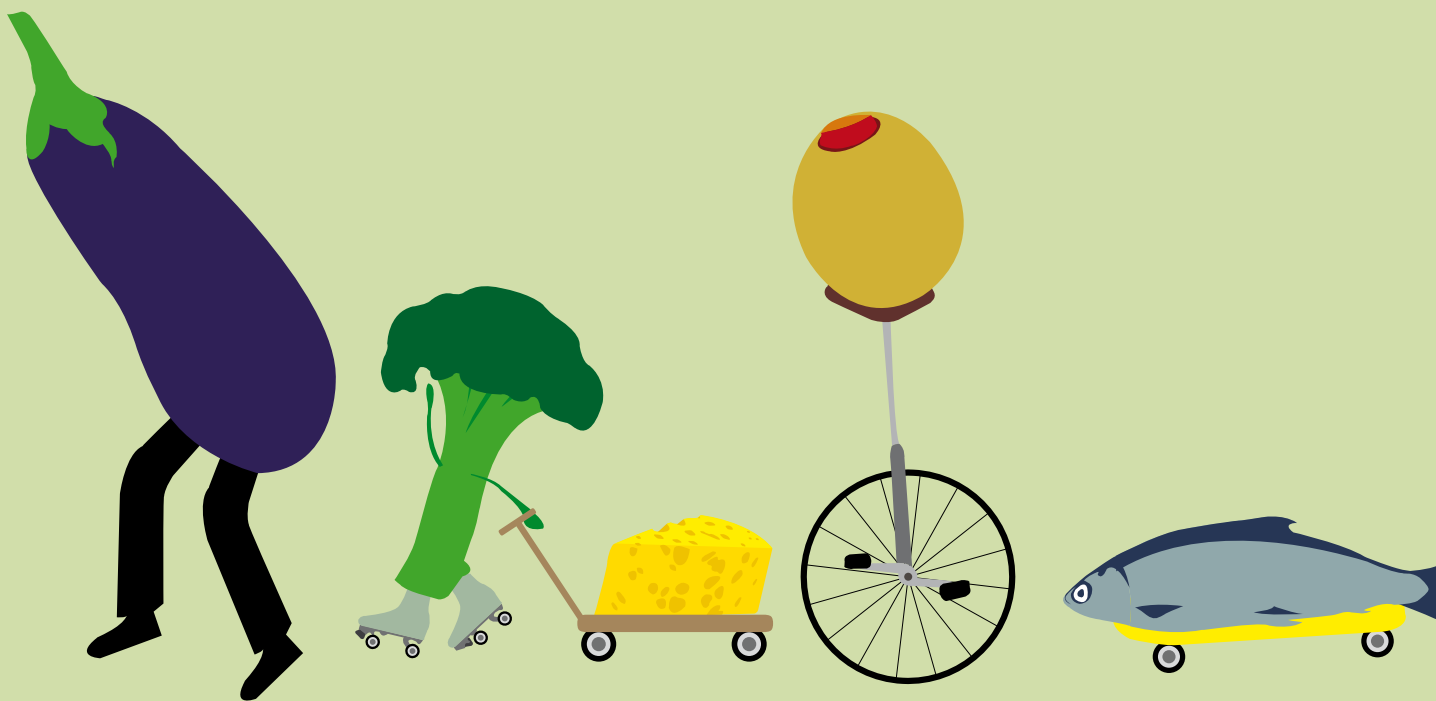
The Old Royal Naval College, SE10 9LW
A one-stop wonder: working microbrewery, restaurant and café. Outdoor seating in a walled garden, craft beers such as London Pale Ale brewed in London, good pub

food and a family-friendly café with an extraordinary installation of bottles hanging from the ceiling. Tours of the brewery are available. Their pub The Greenwich Union, on Royal Hill is also worth checking out.
www.oldbrewerygreenwich.com

Community Project: *Greenwich Cooperative Development Agency*

53 Norman Road, SE10 9QF
Since 1982, GCDA has been doing great things for good food in Greenwich, all with a firm focus on sustainability. It provides business support to local social enterprises and champions local shops. It organises talks and training on food-growing, cookery and nutrition, and runs a catering company called Greenwich Kitchen. Its Greenwich Community Food Co-op continues to expand and now has more than 30 fruit and vegetable stalls and delivery points across the borough.
www.greenwich-cda.org.uk

Restaurant: *16 Seconds West*
National Maritime Museum, SE10 9NF
With sustainable fish and English ingredients (including Chapel Down wines) on the menu, this brasserie's credentials make it worth looking out for, and worth looking out from, with great views across Greenwich Park.
www.16secondswest.co.uk



Wouldn't it be great if the best local shops delivered?

Well now they do. At www.hubbub.co.uk you can shop online at the finest independent shops at no extra cost and receive your order all in one delivery. Visit our website, use the postcode-checker to see if we deliver in your area yet, then start shopping.

Hubbub helps you get hold of, and cook with, the very best quality seasonal fruit and veg, meat, bread, fish, and more. Plus you'll save time, avoid over-enthusiastic traffic wardens and support independent shops without even leaving your home. You can't shop much more local than that.

We'll also give you **FREE DELIVERY** on your first order when you quote 'the Jellied Eel'. Order before midday and we can deliver to you the same day.

Who do we deliver from in your area?

La Fromagerie ★ Frank Godfrey Family Butcher
Earth Natural Foods ★ The Barnsbury Grocer
Saponara Italian Delicatessen ★ Fin & Flounder
Paul A Young Fine Chocolates ★ Ottolenghi

HUBBUB
www.hubbub.co.uk

The logo graphic for Hubbub, featuring a red balloon on a string, a brown cone, and a slice of pink meat.

Vegging out in London

As part of National Vegetarian Week back in May, The *Jellied Eel* and the Ethical Eats network launched a competition to find London's best vegetarian restaurant. **Gaby De Sena** reports on the final results!



Throughout April and May, veggies, vegans and carnivores alike voted for their favourite meat-free eatery out of a list of 32 finalists. Once all your votes were counted, the top ten restaurants were judged by an expert panel including celebrity chef and author of 'Eat Your Veg', Arthur Potts Dawson, Editor of The Vegetarian Magazine, Jane Hughes, George Clark of the Sustainable Restaurant Association, and our very own Editor, Ben Reynolds.

With a strong list of semi-finalists, judges based their final decision on the number of votes, the menu, and the restaurant's commitment to vegetarianism as well as sustainability, taking into account

issues such as the provenance of ingredients, engagement with the local community and the sustainability of water and waste practices.

And the winner is...

We're delighted to announce that, with an impressive list of ethical credentials as well as the most reader votes, the winner is The Riverside Vegetaria restaurant in Kingston-Upon-Thames.

The Riverside Vegetaria has been serving delicious vegetarian and vegan fare since 1989 and, as Managing Director Ritchie Sakhivel insists, the restaurant has always followed an "eat local, buy local and be local" policy. Wherever possible, food is organic and Fairtrade; they even buy some spices, fruit and vegetables from long-term customers with local farming plots. The judges were particularly impressed with the restaurant's commitment to its community. For example, it offers discounts for local hospital workers, it is sponsoring the building of a library, and staff even work with a local school. With its enviable position along the river and a varied menu offering dishes like masala dosai, Caribbean casserole, organic nut roast and organic baked figs with orange and brandy, it's no wonder The Riverside Vegetaria has emerged victorious. Congratulations to everyone at the restaurant!

Highly Commended - Mildreds

Popular with both veggies and meat-lovers, Mildreds' menu is inspired by international cuisine and surprisingly, for a central London restaurant, its elegant dishes remain affordable. Truffle and artichoke ravioli anyone? Judges noted its dedication to organic produce and recycling, as well as its use of local suppliers where possible.

One to Watch - Karma-Free Pizza

In an alternate universe, all stodgy pizza chains would be replaced by ethical pizza restaurants on the high street. Karma-Free Pizza uses high quality ingredients, with dough made daily onsite using organic flour, mozzarella made using milk from a slaughter-free farm, and vegan cheese offered at no extra cost.

Becoming vegetarian or even just eating less meat is a simple way to make your diet healthier, cheaper and more sustainable. It couldn't be easier in London, and we really are spoiled for choice with plenty of restaurants, cafes and street-food stalls serving delicious meat-free dishes. Join us on Twitter @jelliedeelmag and let us know your favourite. Huge thanks to everyone who voted.

.....
rsveg.plus.com
mildreds.co.uk
[Sites.google.com/site/karmafreepizza](https://sites.google.com/site/karmafreepizza)

For more information about vegetarianism, visit: vegsoc.org.

Another Gate opens

Fans of The Gate vegetarian restaurant in Hammersmith, who are based in the north, will be excited to know about the opening of a new branch near Angel tube station. Its à la carte menu, is joined by a new mezze bar menu, available daily from 12pm, as well as a new weekend brunch.
<http://thegaterestaurants.com/islington.php>



Growing confidence



The *Jellied Eel* finds that community food projects are helping Londoners to grow in more ways than one.

There are lots of well-documented benefits of urban food growing, from lower food miles to teaching children where their food comes from. One which gets less attention is adults developing new skills.

“We’ve found food growing can help so many people to develop and improve their self-esteem,” says the Capital Growth campaign’s Paola Guzman. “Anyone, from the person in a really challenging situation needing help to get back on their feet, to professionals wanting to engage more with their community.”

The ‘Roots to Work’ report, published earlier this year, which was researched and written by the City & Guilds Centre for Skills Development in partnership with Capital Growth, found that growing projects could significantly help those who face difficulties in finding and keeping work - people experiencing physical or mental disabilities, addiction issues, homelessness or language barriers.

But it is not all about training for adults in special circumstances, says Paola. As well as continuing to offer regular food-growing training, Capital Growth is launching new ‘grow to sell’ training for people interested in selling the surplus food they grow.

The campaign has also launched a popular ‘train the trainer’ initiative, which provides individuals with the skills and confidence to be able to run their own training on food growing. Mark Ridsdill Smith - the man behind social enterprise Vertical Veg - ran the first train the trainer workshop for Capital Growth. He says the response has been fantastic, with two attendees now running their own courses through their housing association in Hampstead Heath; and workshops done at the recent London Green Fair, and at Highgate community centre. “It’s great to help people take that step from thinking they would like to teach food-growing to actually feeling they can do it,” says Mark.

Similarly, the Tottenham-based Living Under One Sun project teaches community leaders about ‘blooming beds and bees’ so they can start their own food-growing projects. “We’re training community leaders not just in horticulture, but building up their confidence to take an active role in the neighbourhood,” says project manager Leyla Laksari. So far the project has trained over 40 individuals, including unemployed people, school governors, and church leaders. “It is about people finding something they didn’t think they could do, and realising they can,” she adds. “They start standing taller, opening their arms when they are speaking, and laughing more. That’s what I call confidence.”

For more information on the new training sessions being planned visit www.capitalgrowth.org/training

GROWING CALENDAR

JULY

- * It may sound bizarre, but plan now for plants to grow outdoors through winter. If you leave it too long, plants sown late won’t achieve a decent size before low temperatures and light levels slow growth right down. So get plotting and order any seed in good time.
- * At the end of the month, and on into August, sow crops such as winter purslane, chard, land cress, chicory, coriander, chervil, parsley, sorrel and spinach.

AUGUST

- * Regularly feed tomatoes and chillies as they start to bear fruit, especially if growing in containers. Choose an organic tomato feed or make your own comfrey juice feed. For ‘standard’ varieties of tomato, cut off the growing tip to channel energy into the fruit.
- * Keep picking crops such as courgettes, peas and beans – the plant will respond with new fruit.
- * Sow lettuces, mustards and other oriental greens for winter in the second half of this month.

SEPTEMBER

- * Save seed for next year. Don’t be over-ambitious – stick with the most straightforward plants such as peas, nasturtiums and tomatoes.
- * Once you have harvested and pulled up any plants, clear away any debris such as fallen leaves as they will attract slugs and snails.

By Tom Moggach from City Leaf. His first book, ‘The Urban Kitchen Gardener: Growing and Cooking in the City’ is published by Kyle Books. City Leaf provides expert food growing training to groups and schools. For more information, call 020 7485 9262 or email info@cityleaf.co.uk. www.cityleaf.co.uk

Second Helpings – Look out for Tom’s article on chef Raymond Blanc’s kitchen garden at his restaurant Le Manoir aux Quat’ Saisons on the Eel website soon.

TOASTING LONDON WITH...

Mark Hunter

In the latest in our regular series, the reigning Olympic Champion in the lightweight men's double scull, and qualified River Thames waterman, talks food, fitness and fine-dining with the *Jellied Eel*.

Forest Gate-born Mark may have moved to Henley to be close to his current rowing club, but his foodie heart remains firmly in the East End; from childhood memories of the pie and mash shops of Bethnal Green and the Brick Lane bagels that fuelled his apprenticeship as a Thames Waterman, to posh pizzas in Shoreditch and good food-on-the-go at Whitecross Street Market.

How does being a sportsman influence what you eat?

Food is a very important part of my life. I love chocolate and cheese, but coming up to race I have to cut those out, plus limit my red meat and liquid intake. Racing as a lightweight, a class I switched to ten years ago, means I have to be even more careful and refuel in the right way. Plenty of pasta, loads of spinach, making sure I eat at the right times, and monitoring my weight three or four times a day on the scales.

Will you be eating much food onsite in the Olympic site and what are your expectations?

At the Beijing Olympics the food offering for athletes was incredible, with every cuisine from around the world. I'll be eating onsite down at Dorney Lake in Windsor during the first week when we are racing. But in week two we will be finished and will move up to the Olympic Village to support the rest of Team GB. And I'll really be able to indulge as I'll have finished competing.

Your favourite place to eat in London?

I love a pizza, so I really like Pizza East in Shoreditch. There is a great atmosphere and food and I go there as often as I can. The pizzas are unique, not the normal toppings you find in most pizza places, and the ingredients are good quality.

Your earliest/oldest London food memory?

My dad used to take us to Rogg's Jewish Deli on Cannon Street Road (since closed). They always gave tasters of the pickled cucumbers and delicious smoked salmon. It was a real friendly family-orientated business. I used to stop in Kelly's on Roman Road in Bethnal Green on the way home from school in Bow, for pie and mash with loads of liquor (parsley sauce). And when I was doing my waterman apprenticeship on the Thames we would fill up on bagels from Brick Lane.



Photo: Intersport Images/ GB Rowing Team

The best meal you've eaten in the capital?

I was lucky enough to be offered a table at Cecconi's in Mayfair, following a talk I did for the owners Soho House Group. It was amazing. I've never experienced luxury dining like that. There was everything you could want on the menu, and you name it we ate it.

Your favourite food stall?

I love visiting the cheese stalls and shops at Borough Market, trying all the samples. Once I start eating cheese I can't stop. It is like anything you can't have when trying to lose weight - you crave it massively. And it tastes even better when you do eat it.

London's best food bargain? (shop, café or restaurant)

I think Whitecross Street Market is brilliant value. So many different choices, loads of good food options, and it is always hard to choose between them all. My other half works nearby so we often take a wander down there. It is one of the real hidden gems of London.

If there was one thing you could change about food or eating in London what would it be?

There are increasing numbers of chain restaurants, but I really feel we should be supporting the local independent businesses. The way you are treated can be much nicer - like my memories of Rogg's deli, which have stayed with me all my life - and I think it is crucial we preserve the variety of places there are to eat in London. Henley, where I live, isn't too bad for independent shops, but we've got a fair few big coffee chains now and I really think they can kill the food on offer in an area. Saying that, I'm really amazed by the way East London has become a food destination - when I was growing up it certainly wasn't an area people would go to seek out the food.

www.markhunter.gb.com

By Kelly Parsons

Featured member

Rosendale Allotments Association



LONDON FOOD LINK

Established in 1908, Rosendale Allotments is an 18-acre site on Knight's Hill, between Herne Hill and Tulse Hill, in South London. The site contains a massive 480 plots and the allotment community reflects the rich ethnic and cultural diversity of South London. Activities are overseen by the Rosendale Allotment Association, formed of allotment holders and constituted as an Industrial and Provident Society.

The association has funding from the Big Lottery's Local Food Fund, which is being used to create a community outreach and education programme. The money will also replace the existing dilapidated buildings on site with purpose-designed and sustainably-constructed buildings, which will serve as a store, allotment office and a centre for all their education and community activities.

The grant has allowed the association to take on three new staff to take forward the environment and education programme. They will work with volunteers to run food-growing workshops, expand the number of community plots available, help beginner plot-holders become successful, and run community activities and events. An outreach officer will work with local housing estates and community organisations to establish more spaces in the community for food growing and provide information and advice.

www.rosendale-allotments.org.uk

London Food Link

Join us!

Love the Jellied Eel?

Join London Food Link and have a copy delivered to your door every quarter. London Food Link is a network of organisations and individuals: farmers and food writers, caterers and community food projects, restaurants and reviewers. We work on increasing the availability of sustainable food in London through training, advice and campaigning. The *Jellied Eel* is a free magazine we publish to raise awareness of ethical food issues in London and London's growing local and sustainable food movement. We are a charity.

Member benefits

- * get our magazine the *Jellied Eel* with London news and articles delivered to your door
- * make useful London food contacts
- * find out what's going on around London with our regular email updates including local food news and funding info
- * invites and discounted entry to our regular London Food Link soirées and affiliated training/events – great for networking and accessing expertise

How to join

Online: Go to www.sustainweb.org/londonfoodlink/membership to sign up online. Post: Complete this form and send it with a cheque made payable to 'Sustain', to 94 White Lion Street, London N1 9PF.

To find out more go to www.sustainweb.org/londonfoodlink or email ross@sustainweb.org.

Membership form London Food Link

Name _____

Business/organisation _____

Address _____

Postcode _____

Tel _____

Email _____

Your website/Facebook/Twitter address _____

Please write a brief summary of who you are/your interest in local food

£25 – individuals, businesses and other organisations with an annual turnover below £75,000

£50 – businesses and other organisations with an annual turnover of £73,000 - £250,000

£75 – businesses and other organisations with an annual turnover of £250,000 - £1,000,000

£110 – businesses and other organisations with an annual turnover of more than £1,000,000

Rate If the fee is not, for whatever reason, a fair reflection of your ability to pay membership, then please get in touch. For an annual discount of 10% please choose to pay by online annual subscription.

WHAT'S ON

School Produce Sale 2012

12 July Sale starts at 11am

Forty schools will be selling produce grown at school in 20 branches of Waitrose across London. The sale will continue until all the lovely fruit and veg is sold out, so get there early!
www.schoolfoodmatters.com

Jellied Eel knees up

13 July Camden Town Brewery

To celebrate 10 years of the magazine we're having a piss up in a brewery. Camden Town Brewery to be precise. As with Club Tropicana, we hope there will be fun and sunshine, drinks alas won't be free. Hope you can join us.
www.camdentownbrewery.com

Local Loaves for Lamas

1 August

This is the fourth year in which the Real Bread Campaign has rallied bakers, traditional millers, bread making teachers and other local food lovers around this ancient harvest festival, to help more people discover or remember the joys of Real Bread.

www.sustainweb.org/realbread/local_loaves_lamas

Great British Beer Festival

7-11 August Olympia

Europe's largest real ale festival features hundreds and hundreds of British beers, ciders and perries.

www.gbbf.camra.org.uk

Growing Autumn and Winter Veg

15 August 5.30-8pm or 18 August 10.30am-1pm Regents Park Allotment Garden NW1

Workshop for gardeners and growers who want to extend their urban harvest beyond the spring and summer, email: training@capitalgrowth.org to reserve a place. £20/£10 Capital Growth members.

www.capitalgrowth.org/training

Carshalton Environmental Fair

27 August 10.30am-8pm Carshalton Park, Ruskin Road

Over 100 stalls, children's activities, a farmers' market, music and performing arts, tasty food, real ales, campaign groups, and local sustainability initiatives. Under 12s: free, adults: £4, concessions/under 16s: £2.

www.envfair.org.uk

Organic September

To inspire people to cook with seasonal, organic ingredients, the Soil Association has collected mouth-watering recipes from renowned chefs and food writers. Find them, and other fun, enjoyable ways to get involved at

www.soilassociation.org/organicseptember

The Urban Green Fair

2 September 11am - 6pm Brockwell Park, Lambeth

All the fun of the (green) fair – climate change, social justice, sustainable transport, building technology, solar cinema, and a Food and Garden Zone.

www.urbangreenfair.org

Three London Brewery Crawl

8 September starting at 11am at Sambrook's Brewery

Three London breweries, Sambrook's, Brew Wharf and Kernel, are opening their doors to auction bidders for the chance to look around the breweries, meet the brewers and sample their wares.

www.londoncityofbeer.org.uk

Urban Food Week

10-16 September London-wide

This week will see ultra local produce from within the M25 served up throughout participating eateries in London. From golden honey to green leaves, Capital Growth, Ethical Eats and Capital Bee will be making this a feast to remember.

www.capitalgrowth.org & www.ethicaleats.org

London Food Link 10 year anniversary event

11 September Venue, TBC

Linking in with urban food week, London Food Link and its numerous projects will be celebrating 10 years with talks, awards and some tasty food and drink.

www.londonfoodlink.org

British Street Food Awards

14-16 September

The British Street Food Awards are landing on London. Go and see the coolest exponents of the art battle it out for 'Best of the Best' as part of an amazing East End knees-up.
<http://britishstreetfood.co.uk>

The Big Dig Edible Gardens Day

15 September London-wide

Capital Growth is planning the third Edible Gardens Open Day across London. Find out which spaces are taking part at

www.capitalgrowth.org/events/opengardens

Fishy dish-up

17-30 September Billingsgate Market, E14

Always wanted to visit Billingsgate but never got out of bed early enough? In September you'll be able to have lunch or dinner in the heart of the market, at a temporary restaurant serving the best of sustainable fish.

@Buy_market_fish

City Harvest Festival

22 September Chapel Manor, Enfield

Run in conjunction with the Federation of City Farms and Community Gardens, this show brings together local community farms and gardens from across London.

The Cake & Bake Show

22-23 September Earls Court

The line up boasts Real Bread Campaign ambassadors and members including Paul Barker, Richard Bertinet, Aidan Chapman, Duncan Glendinning, the e5 bakehouse crew, Anthony Kindred, Tom Herbert, Patrick Moore and Patrick Ryan, with more guests to be announced. And you can say hello at the Real Bread Campaign stand.

www.thecakeandbakeshow.co.uk

we send you a box of baby plants **1**



you grow your own organic garden **2**



Grow your own this Autumn.

3 eat delicious home grown food

Creating your own edible paradise is now easily achievable in the city, too. A patio area, roof terrace or even just a window sill are all you need to grow some of your own delicious food.

It's not just a Spring thing, either. You can also keep growing through the Autumn and into Winter. Oriental salads, warming peppers and Winter greens are ideal in small spaces but really anything can be grown and it doesn't have to be difficult or time-consuming.

Rocket Gardens do the tricky bit of growing plants from seed and when the baby plants are at the ideal size for planting, they carefully package them up in a box, wrapped in golden straw, and deliver them direct to your door. Just unpack, then plant and voila you've got your own growing vegetable garden!

Their range of products can be grown by anyone, no matter what size of garden you have. They take out all the risk and hard work that comes with growing your own organic plants from seed. It saves you time and effort as well as eliminating the disappointment when seeds fail to germinate. Based in Cornwall, all their plants are grown naturally, without chemical pesticides, fertilizers or artificial heat.

There are 10 different gardens to choose from, including Salad, Container and Window Box Gardens, as well as the traditional Vegetable Gardens. There's even a River Cottage Veg' Patch Garden, designed especially by the gardening team at River Cottage.

"My passionate wish is that everyone should grow a little of their own food. Instant Gardens are the perfect way to get started on a veg patch if you're new to growing or if, like me, you've got a bit behind with the digging and missed the start of the season!"

Hugh Fearnley-Whittingstall

Even better, you can purchase a garden throughout the year with Rocket Gardens' unique voucher system. The vouchers also make the perfect gift, enabling anyone to get growing in an instant.

Window Box Garden

This garden is perfect for the city-dweller with limited space. You'll be amazed at how much food you can harvest from it!

For £24.99, including P&P*, you'll get:

Peppers x2
Winter purslane x10
Winter lettuce x10
Giant red mustard x5
Endive x10
Texel greens x5

Green frills mustard x10
Chinese leaf, Tatsoi x5
Red frills mustard x10
Spring onions x15
Land cress x10



Visit us online at www.rocketgardens.co.uk
or call 01326 222169 for more information.

CALLING THE EMPIRE



London Calling the empire at home and overseas. This is Camden Town and at long last we are free to say words of our own. Stop drinking rubbish and begin drinking quality craft beer from your own towns brewery, Camden Town Brewery. Keep up to date with what's going on at the brewery, and with our latest beer news on offer by signing up on the website or by getting in touch www.camdentownbrewery.com

Camden Town Brewery
55-59 Wilkin Street Mews
London
NW5 3NN

Telephone: 020 7485 1671

brewingbeer@camdentownbrewery.com