

The
JELLIED EEL

London's magazine for ethical eating



**Please
Sir**

...we
want
better

AUTUMN 2012
FREE
magazine
ISSUE 31



The pick of Portobello * Chicken renaissance * Loveliest loaf in London
Metropolitan milk * Choice chutneys * Top boroughs for food

YOUR

DAILY

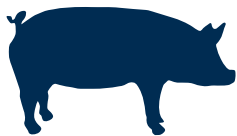


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KIDS MEAL COMPETITION

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As we see out the end of this momentous year for London, I want to raise a glass to the 10 year anniversary of our parent organisation – London Food Link. Although the celebrations weren't quite on the scale Londoners have got used to in the recent months, London Food Link's September event at Rich Mix saw the launch of their latest report – Good Food for London. This is the second annual health check on boroughs' support for a range of ethical food initiatives (see p4). One of the main indicators examined in the report is public sector food, predominantly school food. With a(nother!) government review underway into the state of school meals, we look at how London's kids are eating, both in school and outside (p12).

Whilst the Olympics were taking centre stage we thought; what better to go with these circuses than some bread, and we can now announce the winners of the Londoners Loaf competition, run jointly with the Real Bread campaign (p14). Staying on the theme of food essentials we also challenge Londoners to think about where they are buying their milk from, so that struggling smaller dairies get more custom (p15). Before you wipe away your milk moustaches, we're asking you to nominate your favourite kids' meals in London (p7). Though you may need to get your kids to help there...

Ben
Editor



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A year of bees in the city

Steve Benbow started his first beehive ten years ago. As he had no garden Steve set it up on the roof of his ex-council tower block in Bermondsey – he now runs 30 sites across the city. His new book, 'The Urban Beekeeper', is both a diary of a year in the life of an urban beekeeper and a practical guide to keeping bees in London – with some great recipes thrown in. It is published by Square Peg/Random House at £16. Follow Steve's adventures @londonhoneyman and find the London Honey Company at Pimlico and Blackheath Farmers' Markets and on Maltby Street, or at www.thelondonhoneycompany.co.uk.



Make the future bright for fish

The new FREE Sustainable Fish City iPhone app includes advice from Hugh Fearnley-Whittingstall's Fish Fight; the top ten swaps for fish species most under pressure, and great recipes from chefs Raymond Blanc, Angela Hartnett and Geetie Singh. Available at the App Store.



Islington...

topped best food borough second year running in London Food Link's Good Food for London report. Merton Council won the prize for most improved borough with commitments to supporting community food growing and using sustainable fish. To download the full report and see how your borough fared, go to www.londonfoodlink.org

Looking for soul food

Recent research by The Camden Society shows that many Londoners would be happy to switch their lunch-time spending to local catering social enterprises. The Society currently runs six catering outlets in London through its Unity Kitchen chain. Feeding this untapped lunch market would mean hundreds of new community cafes, creating thousands of jobs. One opportunity, thanks to the new Public Services Act, is that the wider public sector needs to consider the social value of all its catering suppliers. So The Camden Society, www.thecamdensociety.co.uk, is urging London authorities, schools and hospitals to support the creation of up to 800 new social enterprises. Meanwhile the Ethical Eats network, wants to hear from London's community cafes about their successes, the challenges they face and what support would help them flourish, email nadia@sustainweb.org.



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Bulletin

£100,000

A spread

Invested in Fairtrade community development projects, as a result of the premium (profits) from sales of Fairtrade tea, sugar and bananas alone during the Olympics, which committed to the standard for these and other products across all venues.

Cooking up your own People's Supermarket

Budding retail entrepreneurs inspired by The People's Supermarket (TPS) on Lamb's Conduit Street can now find out how this unconventional grocer did it. The publication 'Secret Sauce', offers advice to those tired of conventional grocery shopping or who want to grow a community organisation around a retail outlet. From a start-up supported by a committed band of volunteers two years ago, this cooperatively-run store now serves around 6,000 customers a week, has created jobs and trained the previously unemployed, and serves over 700 take-away meals a week too. The report is downloadable free from www.nesta.org.uk/secret_sauce or you can buy a print version for £6.50 on Amazon. www.thepeoplesupermarket.org



THE LONDONERS' LOAF

And the winner of the Londoner's Loaf competition is ...
Brick House bakery in Peckham (see p14 for details).

Make a Best Before date

'Best Before', a 30-minute independent film, follows green Londoners as they develop a food system that embraces local markets and urban gardens, independent from supermarket chains. It features a cast of inspirational characters working to make healthy, local and sustainably produced food accessible to everyone. If you would like to host a screening with the Director Ben Mann contact BestBeforedoc@gmail.com. The next big screening of the documentary will be 30 October at the Lexi Cinema in Kensal Rise. www.bestbeforedocumentary.com



Sustainable street food stall **Street Kitchen**, won 'Best Burger' for its chicken slider on brioche at the 2012 British Street Food Awards in September. www.britishstreetfood.co.uk



The best at wasting less

Think your favourite restaurant or caterer is the greenest when it comes to food waste? Get them to enter the 2012/2013 Sustainable City Awards food category before the end of the year. cityoflondon.gov.uk/sca

of the latest ethical food news

Wild in Stokey

Urban Foraging in a Day is an introduction to the edible treats growing on our doorstep in the capital. Run by Food Safari, the course includes a roam around the wilds of Stoke Newington, and a session cooking and preserving the morning's finds with 'culinary anthropologist' Anna Colquhoun. Read our article about the delights of taking a wild food foray, including some of the do's and don'ts of urban foraging, on the Eel website. And if you fancy trying one yourself, there are more courses planned for next year. www.foodsafari.co.uk

Fighting edible evils

Hackney based organisation 'Growing Communities' has found a new way of depicting the effort of that goes into organic farming. 'Super Stock Bros' a short eight-page comic designed by Michael Georgiou, follows the lives of Chris and Jain Learmonth of Stocks Farm, Essex. With unseasonable weather and a push down on supermarket prices, farming has been coming under attack from all angles recently – the mag shows the ways sustainable superheroes fight back in the fields. www.growingcommunities.org



Shopping basket

New Christmas classics

Divine's Fairtrade chocolate treats for this Christmas have taken inspiration from an old family classic. How will you eat your ginger or mint Dark Chocolate After Dinner Thins - nibble the corners off first...? Available from Waitrose, Oxfam and Divine's online shop at www.divinechocolate.com/shop. And its new dark chocolate coins are sure to be discovered alongside their milk chocolate siblings in many stockings on Christmas morning.



Espresso Mushroom Company

These grow-your-own mushroom kits might just be the perfect present for budding food growers. Sprouting from used coffee grounds, the kit is available online and from a handful of independent shops in London. www.espressomushroom.co.uk



Winterdale Cheese

A classic cheese with a new carbon angle! Winterdale Cheese is aiming to be the first low carbon cheese. The Brett family of farmers from Wrotham, Kent, claim the secret to their low carbon cheese is to use milk fresh from the milking process. By using the milk straight out of the udder, Winterdale avoid any excess heating, and therefore only expend energy during the scalding process. Once moulded and wrapped in muslin, the cheese is moved down to a naturally cool chalk cave, and is left there to mature for 10 months. Current retailers include the food hall of John Lewis (Oxford Street), and Fortnum & Mason. Otherwise the cheese can be ordered directly from the dairy. www.winterdale.co.uk

MICRO BREWERY, BIG IDEA

N1

Beavertown is one of London's newest small breweries and can now be found residing at the Duke's Brew & Que restaurant. With 12 pumps and taps of beer and cider at the bar, there's plenty of choice, including Beavertown Brewery's own 'flagship' and experimental brews, of which there are currently two or three a week. The brewing of Beavertown's craft beer starts on site, next to the rather compact, rather warm kitchen, which produces an 'American-inspired comfort food' menu. Look out for Beavertown micro brewery when you're on the move too, as they also supply beer to some London pubs and markets.

www.beavertownbrewery.com

GET YOUR HANDS DIRTY

SW6

Based in Wallington, South London, Sutton Community Farm is one of London's only large-scale organic growing sites, with 7.5 acres overlooking the city. The farm is currently expanding a scheme for its growing and veg bag idea and is looking for volunteers. Great for the CV and volunteers get free veg too. Get in touch with Ruth or Sarah at volunteer@suttoncommunityfarm.org.uk or call 020 8404 7085.

www.suttoncommunityfarm.org.uk

HEARD ABOUT THE NEW PECKHAM BUTCHER?

SE15

Late September saw the opening of a new butchery in Peckham called the 'Flock & Herd'. Having run the Ginger Pig in Borough Market for four years, Charlie Shaw says he wants his new venture to mark a return to the old cuts of good quality produce at a good price with a personal service. He will be providing a variety of meats from farms around the country that he says share his passion for high quality meat and a high animal welfare standard. Look out for his home-made chicken kievs.

www.flockandherd.com

AROUND TOWN

Get into what's happening in your area



SUPER SEASONAL SOUP STALL

EC1

New street-food stall 'Soppka' makes healthy, traditional soups but with an exciting nordic twist. Beetroot, apple and dill, garnished with crumbled goat cheese? Or maybe pea and mint (with optional bacon shavings)? Using fresh local and seasonal ingredients, and made each day from scratch, Soppka's range spans vegan, vegetarian and meat options (with the occasional dash of brandy to warm the cockles of your heart!), served with complimentary toppings in compostable packaging. You can find Soppka at Whitecross Street Market from 15 October.



www.facebook.com/Soppka?filter=2



MORE KITCHENS GET 'PEOPLED'

N4

The People's Kitchen project, founded in Dalston by chef Steve Wilson in October 2010, is two years old! And that's not all it has to celebrate. There are now three People's Kitchens in London – following the opening of a Finsbury Park branch in September. A Brixton branch was set up in December 2011, and runs one Sunday a month at Myatts Field Park, with plans to run it every week. And the original Dalston branch runs each and every Sunday at Passing Clouds Art Collective, from 2pm when volunteers (that's you!) arrive, with dinner served around 6.30pm. If you want advice on setting up your own People's Kitchen, to prevent food waste and build a community, get in touch with dan_of_key@yahoo.co.uk or text 07853 239281.

Illustration: Sara Geilgren



www.thepeopleskitchen.org

UNPACKING IN HACKNEY

E8

After a fantastic five years in Islington, Unpackaged is packing up, returning to its roots in Hackney, and moving to a larger venue. The new space will now house the shop - with a wider range of refills - plus a café/bar, both run on zero-waste principles. All dishes, prepared by London chef and urban food grower Kate de Syllas, will be made using the freshest ingredients from the shop and from other local producers.

www.beunpackaged.com

THERE'S A BUZZ IN THE EAST

E8

The Royal Geographical Society's 'Discover Britain' campaign has created a new walk around the Hackney area. The walk, entitled 'Bees, Berries and Beans', aims to reveal how communities in the local area have started a food revolution. It explores urban food production sites and is suitable for all ages. Walking tours are self-led and the route and walking guide can be downloaded free at the website below.

www.discoveringbritain.org

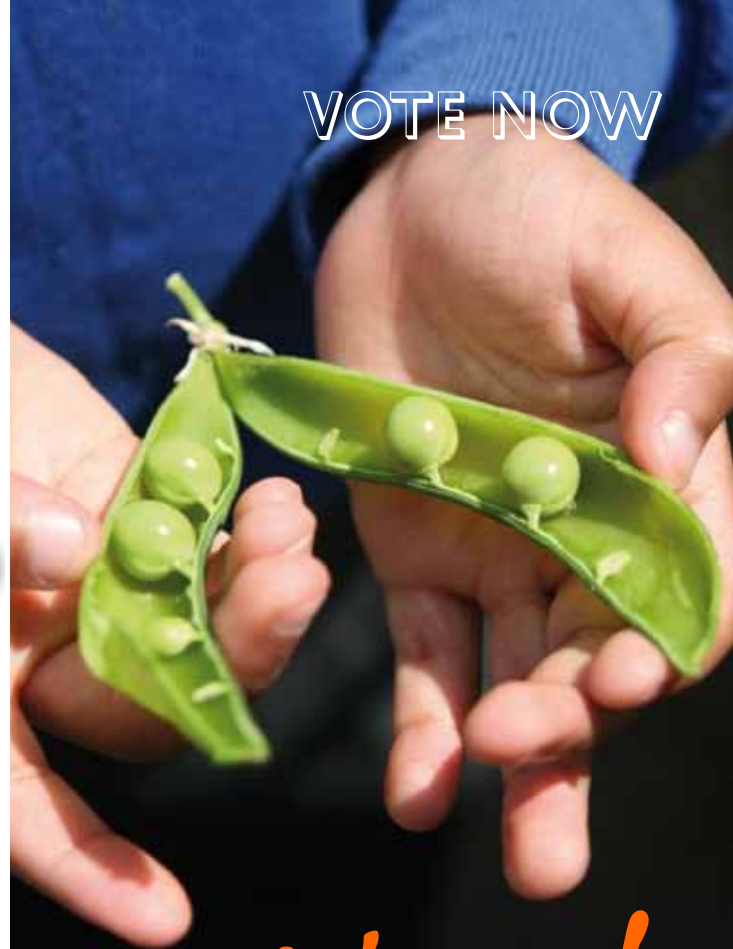
BRIGHT AND EARLY

E2

Newly-opened East London eatery, This Bright Field, is (almost) up with the lark. An all-day kitchen, café and bar, it specialises in using local, seasonal, British produce, locally-brewed beers and natural wines. The ever-changing menu includes Somerset goats' cheese, and neck fillet and tongue of Herdwick lamb. There is also a daily 'working lunch' offering a special of the day and a glass of wine or beer for £10. This Bright Field is situated a stone's throw from Broadway Market on Cambridge Heath Road, and is open from 7am during the week (with breakfast served from 8.30am).

www.thisbrightfield.com

VOTE NOW



Kids' meal competition

The Jellied Eel is trying to find the best kids' meals in London's restaurants. We want you to tell us which you think is the best, by which we mean the tastiest, healthiest and most ethical in the capital. While the restaurant with the winning kid's meal will get the glory, every diner that votes will be entered into a draw to win a family meal at the winning restaurant, with runners up prizes of the kids book 'Mission:Explore Food'.

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



TO MARKET

Food markets around London

West Hampstead farmers' market



It's been months in the making, but the hunt for a home for London Farmers' Markets' latest market has paid off and, on Saturday 22 September, the West Hampstead branch opened for business.

Lucky locals can now look forward to happy times on Saturday mornings spent shopping and meeting traders at the 20 stalls that will fill the new forecourt of the Thameslink station. As with all LFM markets, all produce on sale must have been raised, grown or made by the producers, who come from within a 100-mile radius of the M25.

Among the treats on offer are pedigree Longhorn beef and prize-winning Jacob lamb from Tori and Ben's farm on the Leicestershire/Derbyshire border. Tori and Ben are both passionate about their livestock and proud to sell the best quality produce. Fish lovers can find seasonal catches from Gary Haggis, who fishes from a small day boat off the coast of Walton in Essex – look out for Gary's Fresh Fish. Fosse Meadows Farm in Leicestershire sell free-range Cotswold White chickens (described as 'succulent with great depth of flavour and long aftertaste' by the Independent's food writer Christopher Hurst).

A fine selection of bread made with rare and heritage type grains comes from The Artisan Bakery, plus other baked specialities from Polish baker Tomasz. And if you want to get your hands on some top quality seasonal vegetables from Manor Farm in East Anglia or gorgeous organic veg from Eden Farms in Lincolnshire, you might well have to join a queue or two, but it will be well worth the wait. You can always grab a hot drink from Brinkworth Dairy while admiring all that seasonal produce – think apples, sweetcorn, plums and cobnuts. Not forgetting game, of course!

West Hampstead Thameslink
Station Forecourt,
NW6 1PF
Every Saturday 10am - 2pm
www.lfm.org.uk/markets/westhampstead/

* Featured stallholder Ellie's Dairy

Debbie Vernon has always loved goats, and in 2004 decided to give goat farming a go with her husband David. They started on a small scale with just three goats, and since then their pedigree herd has increased every year, as has the popularity of their cheese. They now have 300 goats and know them all by name and character. The goats are free to graze outdoors and enjoy nibbling away on hedgerows and trees, and when they prefer to be indoors they eat hay from the farm's ancient meadows in a large, airy barn. Needless to say, they are thoroughly spoiled by their owners. Debbie sells their delicious goats' cheese, milk and meat at farmers' markets across London and in Kent, where Ellie's Dairy is based. Their stall is at West Hampstead market once a month – check the LFM website for details. To read more about the goats, see elliesdairy.blogspot.co.uk.

By Rachael Doeg



WHAT'S IN season

OCTOBER

Apples & Pears

It's been a dismal year for apples and pears – a warm early spring meant that trees flowered early, but heavy rains severely affected insect pollination. Apple Day, towards the end of the month, is a fine chance to sample some of the more rare varieties – keep your eyes peeled for local events.



Chillies In recent years, large numbers of British growers have begun to grow chillies in polytunnels. This month will see the last of the harvest – try freezing any surplus. A quick trick is to finely chop them into small portions and then freeze in an ice cube tray.

Also in season: *beetroot, chestnuts, chillies, cobnuts, figs, kale, spinach, watercress, wild mushrooms, winter squash.*

NOVEMBER

Winter Squash

These store for months, so if you come across a wide selection take the opportunity to snap up a few – supplies are scarce this year. It's been the wettest summer for a hundred years.

Quince A magnificent fruit, yet hard to find. Try baking with brown sugar and spices, poach in sweet wine or use in jellies and chutneys.

Also in season: *apples, beetroot, celeriac, chestnuts, cranberries, Jerusalem artichoke, kale, leeks, pears, wild mushrooms.*

DECEMBER

Citrus This is peak season for citrus fruit from the southern hemisphere, so bring some colour into your darker months. Know the difference between clementines and satsumas? Clementines are more sweet and sharp, with a tighter skin than satsumas.

Also in season: *apples, Brussels sprouts, cabbage, chestnuts, celeriac, clementines, cranberries, Jerusalem artichokes, leeks, kale, pears, pomegranates, swede, watercress.*

Tom Moggach is author of 'The Urban Kitchen Gardener: Growing and Cooking in the City', published by Kyle Books.

Chirpy chirpy not cheap

For years, London's ethically-minded diners have had to chicken out of choosing chicken, for fear of being served a factory-farmed bird. But the latest gourmet fast-food trend to hit the capital is for free-range finger lickin'. **By Kelly Parsons.**

There's a new brood of chefs in town, and they're challenging chicken's status as a cheap, second-class, commodity meat. The renaissance is making a small but significant dent in a reputation built on years of supermarket bargain birds, a proliferation of chicken shops with their meal deals of only a couple of pounds, and an influx of imported intensively-reared 'broilers' (hens grown for meat).

"Sadly, I think the bulk of high street offerings and lower-end independents are still overly reliant on lower grade, poorly-reared birds," says Justin Unsworth, of street-food chicken specialists Spit & Roast. "Generally the quality has been poor because chicken has been perceived as a cheap meat, one of the staples a chef has to have on the menu because of its broad appeal," agrees London restaurateur and founder of Canteen, Cass Titcombe. "Until recently there was very little choice out there, apart from the likes of KFC and Nando's, which, while it might be 'fresh' chicken, isn't what I would call a quality bird. But that's changing."

He's referring to the spate of new openings this year: Mark Hix's Tramshed, Chicken Shop in Kentish Town, street-food van Spit & Roast, new Dalston darling Rita's Bar & Dining, and Wishbone - due to open in Brixton in September. One of the most anticipated has been Titcombe's own venture, Roost, which focuses on British free-range chicken, trialled with a street-food van, which has been popping up

at various markets and events over the summer, complete with biodegradable packaging, and buns from London baker (and Londoners' Loaf finalist) Flour Station.

High-end restaurateur Mark Hix, who opened Old Street's Tramshed - selling only chicken and beef and complete with Damien Hirst cow-and-chicken centrepiece - ruffled his fellow chefs' feathers earlier this year with his comment that 90 per cent of them don't know which breed of chicken they have on the menu, or the provenance of the meat. He also highlights the trend towards a deeper flavour. "A good quality chicken can taste more like a guinea fowl," he says. "It's more gamey, whereas people have got used to chicken as having almost a 'neutral' flavour."

This taste for a tastier specimen can only be good news for UK chickens, 80 to 90 percent of which (depending on whose figures you take) are intensively-reared, in barren, crowded sheds with no outdoor access.

Most of Tramshed's chickens come from Hix's long-time supplier Woolley Park Farm in Wiltshire, while the supplier of choice for Roost, Chicken Shop, and Spit & Roast is Banham's in Norfolk. While they still live in barns, and are some way from the small rural farm stereotype - Banham's for instance has a 100 million turnover and sells around 650,000 chickens a week - the birds have far better conditions than the average.

If this recent fast-food trend becomes a permanent fixture, London may go some way to kicking its cheap chicken habit. "At the markets and events we have been trading at the bulk of the customers seem well-informed and concerned about the provenance of the meat, so good sourcing is essential to our business, and I can't imagine a business starting out now that didn't take this approach," says Justin from Spit & Roast. "While our prices may be considerably higher than the high street competition, the majority of diners are certainly happy to pay that little bit more for a greatly improved product."

"It won't be long before restaurants are naming the breed of chicken," echoes Hix. "There are so many fantastic breeds that have practically disappeared, it's really important to promote them, and really great for our chicken farmers too."



The Spit & Roast team

Now we are ten

The golden London honey flowing during September's first Urban Food Week would have had Winnie the Pooh leaping about like Tigger. The emergence of urban beekeepers supplying honey to Londoners is just one sign that the London Food Link (LFL) network, its campaigns and its members, have found fertile ground to inspire change in London's food culture and landscape. And LFL's magazine, *The Jellied Eel*, has witnessed this continuing food revolution, told its stories and spoken to its inspirational pioneers.

Launch of London Food Link (and its magazine the *Jellied Eel*) – a decade old, still going strong, and like a fine wine – natural and organic of course – improving with age!

Summer 2002, *Jellied Eel* (JE) issue 1 starts with the words, 'Over 10 per cent of Greater London's area is farmland', but what about in the city itself? Urban growers have since found many innovative ways to make productive use of London spaces:

- Autumn 2009 (JE25) Forty Hall farm, Enfield, sets up London's first community vineyard. The first vintage is promised, in small quantities, in 2013.
- A supermarket that grows and harvests its own salads, that's 'Food from the Sky', an organic garden on the roof of Budgens in Crouch End N8 (JE28).
- And Capital Growth, launched by LFL in November 2008 (JE22), was created to transform the city with 2012 new food growing spaces. By mid 2012 1,800 new community food growing spaces are signed up and the project is on course to reach its target.

The Royal Brompton Hospital goes organic in spring. Mike Duckett, then Catering Manager said "We want to provide the best fresh foods that we can for patients – as they get the best in medicine, so too should they get the best in food. We want to show that hospital food can be good." (JE12). That autumn the hospital received a visit by the Prince of Wales. By 2010 £6 million of public food is coming from sustainable sources, through the LFL project. By 2012 Sustain is running the national Better Hospital Food campaign.

London Food, a pioneering urban food board in the UK is launched by London's then Mayor, Ken Livingstone, following two years of campaigning by LFL to prioritise food policy.

Oliver Rowe's pioneering restaurant Konstam in Kings Cross is launched, as seen on TV in BBC2's 'The Urban Chef', buying 90 per cent of his ingredients from within the tube network. LFL created the Ethical Eats project in 2007, to help other capital caterers interested in sustainability, and later worked with the Sustainable Restaurant Association (set up in 2010).

2002

2004

2006

Londoners throw away twice their body weight in food waste each year, announces Fareshare.

Kensington and Chelsea is the first London borough to go fully organic on fruit, veg and dairy for school catering.



New Mayor of London, Boris Johnson, maintains the London Food Board and appoints Rosie Boycott as his new food adviser.

On 23 October London becomes Fairtrade capital of the world - five years of work are rewarded when we become the largest city so far to be awarded Fairtrade status.

A revamped *Jellied Eel* magazine is relaunched as the first free food magazine for Londoners with a 20,000 circulation, and distributed through over 50 stockists.

Can London become the first city in the world that buys, sells and eats only sustainable fish? (JE30) Launched in January 2011, by 2012, caterers that serve over 100 million meals a year have already signed up to the Sustainable Fish City principles!

Sustainable food is recognised in The London Plan (the city's strategic planning framework up to 2031), with encouragement for local planners to support local markets, diverse and smaller retail outlets, thriving high streets, and making explicit reference to encouraging more farming and community food as Capital Growth'.

Waltham Forest bans new junk food outlets opening near schools using planning powers - the first London Council to try this.

Campaigner Tristram Stuart cooks up a storm with ingredients diverted from food waste to feed 5000 people in Trafalgar Square on 16 December that year - plates were licked clean!

The People's Supermarket, 72-78 Lamb's Conduit Street WC1N, is launched in June as a locally-focused, co-operatively run, independent community-focused store, offering good prices and buying from local suppliers. www.peoplessupermarket.org

Know your honey bees from your bumble bees? Honey bees make a comeback as the Capital Bee project helps set up over 51 community apiaries and trains beekeepers (JE29). To support these communities it is now campaigning for a pesticide-free, forage-rich London. The first London Honey festival was held at the Southbank centre in Summer 2011.

The summer sees the most sustainable food at an Olympics yet, with all fish served from sustainable sources and all tea, coffee, sugar, bananas, oranges and white and rose wines from Fairtrade sources.

The September launch of the second annual Good Food for London report (JE34) shows London's boroughs' progress on signing up to key sustainable food initiatives. Islington comes top for the second year running with Merton Council making the most improvement.

Londoners can now find the Eel in over 150 stockists, and the magazine is a finalist in the Guild of Food Writers awards inaugural magazine category.



Going for seconds

The chips are down in more ways than one. Many schools ditched fried treats and embraced healthy standards in the face of campaigning by the likes of Jamie Oliver seven years ago. Against the backdrop of another school food review, cuts, deregulation and families struggling with budgets, the state of children's food is at stake once again. **Clare Hill** reports.

You could argue that it is one of the most successful attempts to improve public health ever launched," says Henry Dimbleby of the great push to improve children's food that came to a head in 2005. Out of it came £240m from the government for healthier ingredients, a dedicated body, the School Food Trust (now the Children's Food Trust), and a set of legal nutrition standards for all schools.

So why, two months ago, were Dimbleby and John Vincent, owners of restaurant chain Leon, commissioned by education secretary Michael Gove to review school food?

In some ways there's never been a greater need to keep an eye on the stove, as it were. With standards in place, happily there has been a steady increase in the number of children eating school-supplied meals. This year in England take-up increased by 2.2 per cent on last year. But this risks being eroded by the rapid proliferation of schools that are not subject to the standards.

"We are receiving worrying reports that junk food is creeping back onto the menus in academies and free schools," says Stephanie Wood, head of the organisation School Food Matters. "It took an awful lot of campaigning and parent power to get us here and we need to go in again at a national level – guns blazing to ensure school food standards don't disappear altogether."

Other pressures include the halt on government funds to extend provision of free school meals, the universal credit scheme to replace many benefits being introduced next October, which will affect eligibility for free school meals, and to top it off, a curriculum review. This threatens finally to scuttle compulsory cooking lessons in secondary school – originally pledged in 2008 and still delayed as of last year.

For now, Henry Dimbleby is being, in his own words "gloriously non-committal" with his views on key issues such as what should be enforced and what should be voluntary when it comes to improving school food. He says he wants to implement some recommendations before the review is completed, but he asserts that it's early days.

Looking at the two approaches, if somewhat asymmetrically, he explains: "The Gove school of thinking is that we haven't let schools run themselves, we've been interfering with them too much... put in more accountability and people who are accountable will do amazing things. The more that you tell them to tick boxes, the less they'll give a good education. The flipside is, there are some things, when they're really busy, you actually need them to tick boxes on."

Dimbleby's stance on free school meals is more committal: "Both John and I think that it is part of what a school does, to feed its children.

And it is clearly the case that there are children who are hungry at school, and in some cases it hits their concentration," he says, "So if you could pay for universal free school meals, it would definitely have a massive benefit, but it's expensive, so that's one of the things that we're looking at, in terms of the economics."

School-provided meals, whether paid for or free, are critical in the capital, particularly in inner London, where take-up is 69 per cent in primary, the highest in England, according to Children's Food Trust survey responses. London is also home to some of the nation's most deprived wards. And charities working in child welfare, and nutrition, such as the Children's Food Campaign, believe that school meals should be free to all, regardless of poverty or wealth. They cite research showing it is a great leveller for health and attainment among students, and argue that it does away with stigma and the disincentive for parents to work – currently, one parent employed even on minimum wage ends eligibility.

It might be "expensive" for a local authority to feed their primary pupils, but three English authorities are doing just that, and they're all in London. Islington was the first to provide free meals to all in nursery and primary in 2010, and Newham, which took part in a centrally-funded trial from 2009-11, saw the benefits and is now continuing free school meals under its own steam.



Tell the government you want sustainable fish served in all schools (it's only mandatory for food served to prisoners, soldiers and MPs currently).
www.sustainablefishcity.net

The start of this school year sees Southwark providing free cooked meals to all its 4 to 9-year-olds.

But there's more to improving children's eating than free meals. The Food for Life Partnership has for many years worked with schools to embed food culture through activities such as food growing, farm visits and cooking clubs. In London, it will begin working with the new health and wellbeing boards, rather than schools, next year. "I think the timing's actually really good, says Claire Everett, the scheme's London commissioning manager. "I know people have their doubts about the NHS reforms, but from this particular point of view, we can work at a more strategic of level, with a number of schools, and have a bigger impact."

Other charities are increasingly filling the breach as demand grows and

government help shrinks. For ten years, Magic Breakfast has been providing free nutritious breakfasts at primary schools with more than 50% free school meals. Its founder, Carmel McConnell, says the number of hungry children is increasing: "Between 2009 and 2011 we increased from 49 to 200 schools. We've now got 129 primary schools on our waiting list." The scheme relies on help from corporates and the general public. "If we can get donations of £3.50 a month or £42 a year, we can feed a child breakfast – giving them porridge, cereal, bagels and fresh orange juice every morning for a year," she says.

Kids Company, the charity working with disadvantaged children in inner London, is also putting out an appeal – the Plate Pledge – for more funds due to increased demand for its meal services.

Dinner has the biggest attendance, and the children that show up after school come not only for the food. "They come from houses where they don't even have chairs, or tables to sit at," says Laurence Guinness, the charity's head of campaigns and research, who explains that many of children haven't experienced sitting down to a meal with their family. "Dinner" may consist of a parent giving a child a pound to go out and buy themselves a kid's portion of chicken and chips, which they eat on the street. At Kids Company the children sit down to balanced meals in a family-style environment.

Guinness is currently trying to raise nearly £600,000 to cover next year: "It costs us over half a million pounds a year to feed 2,000 children each week, and the cost of food isn't going down, and we're getting more and more children coming to us."

Both Guinness and McConnell express their suspended disbelief at having to provide food aid to kids in 21st century Britain. But it is a pressing reality, and although their charities also do work around educating the children and their communities about nutrition, the logistics of feeding dozens of children every day is the immediate concern.

It begs the question: what are the respective roles of families, the state and charities in feeding children? Whatever your stance, an increasing number will need to be fed for the foreseeable future. The costs of the potential alternative – a generation of children that are both malnourished and obese – may be too much to bear.

You can take action to help Save Our School Food Standards, by asking your local MP to support the campaign now. www.sosfood.org.uk

The Londoners' Loaf

The results are in and, having chewed over the ten finalists chosen by *Jellied Eel* readers, our expert judges crowned Brick House Bread's Peckham Rye as The Londoners' Loaf. Real Bread Campaign coordinator **Chris Young** meets its baker.

I've chosen the right day to visit Fergus and Sharmin Jackson, the husband and wife team behind Brick House bakery, at their stand in the weekly City and Country Farmers' Market outside Herne Hill station. The sun is shining and, invigorated by their summer break, half of South London seems to be out on the street demanding loaves from the trio of Real Bread bakery stalls there. "The market's only been going a couple of months, but already people are asking for our breads by name," Fergus tells me. "They're gutted if we've sold out of their favourite by the time they get here." Well, there'll be some gutted Peckham Rye fans today, as in just two hours since the market opened at ten o'clock shoppers have snapped up all sixty loaves the Jacksons brought along.

This is hardly surprising. "Pretty much perfect bread in all sorts of ways," is how *The Sunday Times Style* magazine's Lucas Hollweg described the sourdough light rye loaf at the competition's blind tasting final judging session at Borough Market. "It ticks all the boxes," agreed fellow judge Diana Henry of *The Daily Telegraph*. "It looks so beautiful that you just have to break it open." Importantly, "it delivers on everything its looks promise," added *The London Evening Standard's* food editor Victoria Stewart. "A lovely complexity of flavours."

In common with many of the new wave of Real Bread bakeries in the Campaign's network, the Brick House was born of disillusion and passion. "I used to work in advertising," says Fergus. "The pay was good but I didn't enjoy the job, so I decided to put the money I'd made to good use and turn my love for baking into my day job. Bread is something people actually need." His investment was a "pretty intense" course at the world-renowned

San Francisco Baking Institute, where he lived and breathed dough and pastry five days a week for five months.

Back in London, Fergus did a stint at Primrose Hill's Melrose and Morgan in the run up to Christmas 2011 as "a human mince pie machine", and spent six months working for Ben Mackinnon at E5 Bakehouse in London Fields. Of the latter he says "Having studied how to bake and set up a bakery in college for so long, it was really inspiring to meet someone who'd really just got in there and done it." This helped give Fergus the impetus he needed and in April this year, the Jacksons got the keys to a former garage on a local industrial estate. By the early summer, they'd kitted this out as a bakery, with Fergus baking six days a week and Sharmin fitting the role of market trader and bakery assistant around her full-time job. They now provide around 400 loaves of their sourdough Real Breads a week to shops, cafés and markets in the area.

Looking forward, Fergus and Sharmin want to open a bakery café in the legitimate sense of the term, with what the baking customers see behind the counter and espresso machine being more than mere theatre. "We want to be even more connected with people in our local community than seeing them once a week at a market; being able to invite them back to our bakery will be the next step towards that."

Well, it's quarter past twelve and now all Brick House loaves have gone: better get up earlier next week, South London.

.....
brickhousebread.com
@brickhousebread

A longer version of this article appears in the current issue of True Loaf, the Real Bread Campaign members' magazine.
www.realbreadcampaign.org



The runners up

The Spence Bakery - White loaf

What the baker said: "Made with a slow overnight proof and then shaped by hand, this is our most popular loaf."

What the judges said: "Creamy and buttery. You could eat this without anything at all on it." "Great flavour. An ideal, versatile white loaf."

.....

E5 Bakehouse - Hackney Wild

What the baker said: "A firm favourite with the bakery's regulars, a versatile bread with a great shelf life."

What the judges said: "A classic *pain de campagne* style bread." "Nice chewy texture."

Another bread winner

We've drawn the name of one lucky person who voted for Peckham Rye from the flour jar to win a full day Real Bread baking class worth £100 thanks to The Cookery School on Little Portland Street.
www.cookeryschool.co.uk



FEATURE

With the plight of dairy farmers making headlines again, **Jenny Linford** looks at what Londoners can do to make sure the pintas they buy aren't making anyone cry.

Milk of kindness

Milk is a drink which we take all too much for granted. The plight of our dairy farmers was brought home this summer with British dairy farmers protesting against declining payments from processors and supermarkets, highlighting the sad fact that many dairy farmers simply can't afford to carry on.

"For a long time the milk price has been desperate," says dairy farmer Tim Jones of Lincolnshire Poacher. "We were being paid about 25p a litre in 1992, and that's what we'd be paid now if we were selling to the bulk milk market and not direct to customers. It's the result of strong buyers and weak sellers, and a great shame, because what we're talking about here is pennies. Pennies for a bottle of milk is the difference between dairy farmers staying in business or going out of business," says Tim. "The consequence is that dairy sizes are going to go up and up and it will become increasingly industrialised; those super-dairies will come. We don't think customers would mind paying a bit more for milk if it kept dairy farmers in business," he adds.

Buying milk from farmers' markets rather than from supermarkets is a simple and effective way to support beleaguered dairy farmers. "If you come and buy direct from the producer, then the profit goes straight back into the farm not into the hands of the supermarket, or the wholesaler. There are no middlemen involved," explains Cheryl Cohen of London Farmers' Markets. "Especially with the price of milk at the moment, it is more important than ever to buy direct."

A number of dairy farmers now sell their milk at markets in London, among them Hurdlebrook, who moved to selling raw (unpasteurised) milk at farmers' markets 14 years ago when the economics of doing the rural milk round became unsustainable. Now Hurdlebrook has a loyal following in London for rich, yellow raw milk from its Guernsey cows. "People who start buying our milk don't normally go back to their previous milk," says Hurdlebrook's Rosie Sage, who is proud of the farm's milk and emphatic on the healthy nature of their raw milk. "Mother Nature's

not producing anything harmful in her milk, we're milking healthy animals and we've stopped anything harmful getting into it," she declares emphatically.

Lincolnshire Poacher, best-known for their eponymous, flavourful cheese, started selling milk from their black-and-white cows at farmers' markets three years ago. "We had this lovely stuff that we drink - and had drunk since we were children and feed to our own children - and we suddenly realised we had something special and wanted to share it with our customers," explains Tim. "Our milk is unpasteurised, unhomogenised and very fresh. We'll milk the cows on a Friday afternoon and go to market on a Saturday, and within 24 hours that milk is with a consumer. This means that the lactose hasn't started to break down, and, particularly at this time of year when the cows are outside eating grass, our milk tastes quite sweet with a very silky-smooth texture.

We describe it 'almost as liquid ice cream' it obviously hasn't got sugar in it but it does have that quality to it - the smoothness and sweetness. People who buy raw milk are really passionate about it."

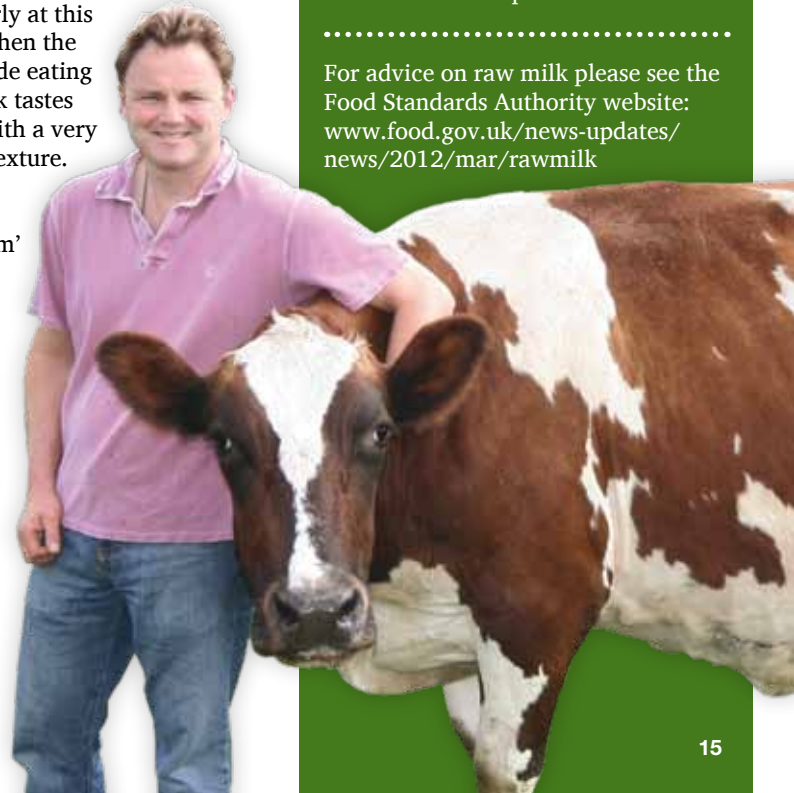


Photo: Lincolnshire Poacher

Where to buy a better bottle of the white stuff

Ahimsa - selling slaughter-free milk from its website.
www.ahimsamilk.org

Alham Wood Dairy - selling buffalo milk and cow milk at numerous London Farmers' Markets and other markets across London.
www.buffalo-organics.co.uk

Brinkworth Dairy - selling at London Farmers' Markets at Queen's Park (weekly), St John's Wood (2nd Sat) and Marylebone (2nd Sun).

Douglas Partners - selling at London Farmers' Markets at Blackheath (weekly).

Ellie's Dairy - selling goat's milk at London Farmers' Markets at Balham, Parson's Green and Wimbledon.
www.elliesdairy.blogspot.co.uk

Hook & Son - selling at various London markets, including Borough Market, Maltby Street, Stoke Newington and Alexander Palace.
www.hookandson.co.uk

Hurdlebrook - selling at London Farmers' Markets at Notting Hill (weekly), Islington (1st and 3rd Sat), Marylebone (1st and 3rd Sun).

Ivy House Farm milk - sold by Neal's Yard Dairy at their shops in Covent Garden (17 Short Gardens, WC2) and Borough (6 Park Street, SE1).

Lincolnshire Poacher - selling monthly at London Farmers' Markets at Ealing, Notting Hill, Pimlico, Islington, Marylebone, Queens Park.
www.lincolnshirepoachercheese.com

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For advice on raw milk please see the Food Standards Authority website:
www.food.gov.uk/news-updates/news/2012/mar/rawmilk

TOASTING LONDON WITH...

Camilla Batmanghelidjh

Described as 'Britain's most colourful charity leader', Camilla Batmanghelidjh is founder and director of Kids Company, which cares for 17,000 vulnerable children and young people in London. She lives in West Hampstead.

Your favourite place to eat in London?

I love Momo, for their tasty food and beautiful Moroccan décor, but mostly because they have been supporting Kids Company's food programme by adding £1 to customers' bills. Other restaurants taking part in the scheme include The Wolseley and Sketch.

Your earliest/oldest London food memory?

When I first came to England aged 12, I hadn't eaten English food. In Iran, our tables were ornate, decorated with a variety of foods that you could pick on. Everything was colourful, aromatic and exotic. Multi-coloured plates of fruits, nuts in dishes, saffron-tinted rice and the smell of roses. When I got to London, I was horrified when someone offered me a pork pie. I thought, "what's this ugly-looking pastry stuffed with chopped up pig's bottom?" Needless to say, I never ate it! My dislike of pastry remains and I'm still baffled by how people eat pasties. I think they're a form of food suicide!

The best meal you've eaten in the capital?

The most important thing about a meal is not just the food; the people you eat with and the environment in which the food is consumed is just as significant. For me, the best meals have been in the Kids Company dining area, where we feed hundreds of children at a sitting. For many of the children, no-one has even taught them to hold a knife and



fork, and some don't recognise food groups. They've never had fish, a whole range of vegetables or fruits. So the best meal is when I get a chance to sit with them, engaged in excited chatter, as I watch our staff help individual children negotiate the food on their plates.

Your favourite food stall?

I think Borough Market is divine and I particularly like the Roast stall.

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

There is a little restaurant called Poem at the junction of Abbey Road and Boundary Road, North London. Their food is great - particularly the chicken - and their prices are priceless!

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

Children's food. I think London is missing a really funky restaurant for children and parents. Somewhere where the tables are fishtanks, the chairs are

made of Lego, there are slides, tubes, assault courses, art materials, puppets and jewellery making, so that parents can eat and chat whilst kids can play. I remember, as a child, feeling so bored when people kept eating at a dining table, thinking "get me outta here!". If there was a restaurant that combined fun with good food, I believe it would be totally packed. And on a more serious note, the saddest thing to see is kids reliant on cheap chicken and chips shops, where the chicken is dehydrated and covered by preservative, marinated in rotting bread-crumbs. Sadly, for many children in poor neighbourhoods, this - and the burger that looks like the sole of someone's shoe - is a source of nourishment.

By Kelly Parsons

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The Kids Company Plate Pledge fundraises for proper meals for kids who suffer food insecurity. For more details go to www.kidscoplatepledge.org

The Haberdashery



Just under three years ago, Massimo Bergamin convinced his close friend Greg to go into business with him and open a coffee shop in Crouch End, calling it the Haberdashery. After dreaming of running a café for years and being disappointed by many of London's offerings, the aim was to provide quality, wholesome food, while making sure it wasn't too pretentious, and offered something a little different. That led to the idea of successful monthly supper clubs offering foods from different origins and ethnicities, and as a result, the food on offer at the café is constantly evolving. A recent Scandinavian supper

club meant 'biff a la llinstrom' (burger containing beetroot) was added to the everyday menu after receiving rave reviews. It also runs a 'Barboot' every first Friday of the month, providing an assortment of vintage clothing and jewellery as well as records, arts and crafts and antiques. Future plans include cinema nights and a series of discussion nights as part of their latest idea 'crouch and talk'. Along with the food and drink it serves, it is activities like these that led to the café receiving its second shortlist nomination for the London Lifestyle Award's 'Best Coffee Shop' category.

www.the-haberdashery.com

By Will Hunter

The Jellied Eel would like to thank The Haberdashery 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*.



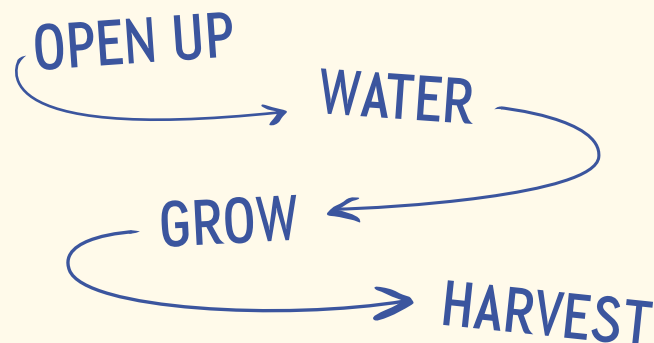
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GROW YOUR OWN OYSTER MUSHROOMS

IN 4 SIMPLE STEPS



Bouquets of Oyster mushrooms are waiting to burst out of this box: grown on the coffee from one hundred espressos!

We're a group of coffee-drinking food lovers bringing you the ultimate in fresh, home-grown and sustainable produce.

It's not just cooking and eating the mushrooms that's amazing - **we love watching them grow** - this Kitchen Garden allows you see their progress every day from your own home!

The kits are a great treat for you and your kids, and perfect gift for green-fingered foodies and garden deprived city dwellers alike. They are simple to use, reliable, and contain everything you need. Just find a light airy spot, follow the instructions and harvest your home-grown Pearl Oyster mushrooms about two weeks later.

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Gaby De Sena finds out about the phenomena of 'pop-up pickling' and goes nuts for London chutneys.

Never a dill



moment

Preserving is the latest activity to get the 'pop-up' treatment. On 10 September, Capital Growth hosted its latest 'pop-up pickle' event for London's urban growers, and a similar event occurred a few weeks later at the Calthorpe Project growing space, with a focus on jams.

At the Capital Growth 'pickle-up', members of the network of gardens from across the city gathered at The Table Café for a preserving masterclass. Growers came with arms full of produce, and after the abundance of apples, courgettes, onions, herbs and more were weighed and prepared, it was time to get pickling.

The restaurant's founder Shaun Alpine-Crabtree gave a masterclass on chutney and pesto, explaining different methods of making them, suggesting recipes and giving hands-on step-by-step demonstrations. The event encouraged growers to turn their surplus produce into products, to sell and raise funds for their growing spaces. Attendees also

learnt about everything from sterilising jars to pricing, and produced a 'Late Summer Chutney', pesto and even a delicious salsa verde.

Relish London's picklers

It's easy to get in a jam in London, especially with such fantastic chutneys, pickles and preserves on offer. Here's our pick(le) of the best!

St. Mary's Secret Garden

St. Mary's community garden in Hackney hosts an array of horticultural courses, therapeutic sessions and events, as well as being an oasis in an otherwise hectic part of the city. Volunteers, local residents and group members, grow and harvest fruit and vegetables from the abundant garden and produce award-winning jams and chutneys. Flavours include racy runner bean chutney, marvellous marrow chutney, and rhubarb and ginger jam. All are sold at the garden for the bargain price of between £2 and £4. stmaryssecretgarden.org.uk

Mr Todiwala's

Cyrus Todiwala is a busy man. He's the proprietor of the Café Spice Namaste Restaurant Group, a celebrity chef, a committed fundraiser and he even cooked for the Queen and Duke of Edinburgh as part of the Diamond Jubilee! His range of hand-made pickles and chutneys use British ingredients and 'wonky' fruit and vegetables to reduce waste. If you're looking for something a bit different, try the wild boar vindaloo, venison or hot prawn pickles or date or a tamarind chutney. mrtodiwala.com

Rubies in the Rubble

As recent winners of Ben & Jerry's 'Join our Core' competition for sustainable social enterprise, Rubies in the Rubble is going from strength to strength. It is committed to tackling food waste and only uses surplus fruit and vegetables from markets to make a range of seasonal chutneys and jams. It also provides jobs for people who are struggling to get back into work, helping them to build confidence and skills. Find Rubies at Borough Market and online - try the pear and walnut chutney, it's dee-lish! rubiesintherubble.com



Growing calendar

OCTOBER

Saving seed from plants? Make sure it's completely dry before storing. Hang plants up indoors for a week or two, or spread extracted seed on a sheet of paper, turning regularly. Then store your seed in a sealed container, ideally in the fridge or freezer.

NOVEMBER

A good month to plant garlic, as a blast of wintry weather and low temperatures helps the cloves split and multiply.

Provide birds with food and water. If temperatures are freezing, place a night light under a bowl of water, balanced on bricks, to provide a much-needed water source.

DECEMBER

Protect vulnerable plants from extremes of cold weather. Horticultural fleece is invaluable, acting as a duvet for plants. Cardboard and newspaper also do the trick.

By Tom Moggach from City Leaf. His 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. Call 020 7485 3958 or email info@cityleaf.co.uk. www.cityleaf.co.uk

Pick of the other pickles

Paura's Pantry chutney, North London
pauraspantry.com

Rocky Park chutney, Bethnal Green
Available from Farm Shop, Dalston Junction.

St Mary's Secret Garden plum chutney, E2
stmaryssecretgarden.org.uk

Woodlands Farm chutney, Welling
thewoodlandsfarmtrust.org

Surrey Docks Farm chutney
surreydocksfarm.org.uk

Stepney City Farm spiced runner bean pickle, stepneycityfarm.org



Portobello



Photo: Gunwoo Kim



Wander down Portobello Road on a Saturday afternoon and take in one of the most vibrant markets in London, set against the backdrop of iconic pastel-coloured terraced houses, independent cafés and restaurants spilling onto tiny pavements, and even a pop-up cinema under the Westway. **Anna Sbuttoni** rediscovers the area's food sights.

Stall: Mothershuckers

The Muse, 269 Portobello Road, W11 1LR
Every Saturday from October, from midday until they sell out.

Want to treat yourself? Stop by at pop-up oyster bar Mothershuckers, which will be back at art gallery The Muse from October. This sustainable seafood, from Wright Brothers and always with a choice of three types, costs just £1 a pop. "We want to bring oysters back to their glory days," says co-founder and part-time Sustain staffer Melissa Hayles. "More than that, we want to make oysters fun, a world away from stuffy fine dining. We mix and match our flavours, including a wicked pepper sauce for the local Caribbean community." Wherever possible, they try to use British and sustainable

products, and the oysters come to their door direct from source on the day. Says Melissa, "People are amazed at the difference location, sea temperature, and other environmental factors make to the taste of the oysters." Wash them down with a Porter Stout from London brewer Meantime or a habanero chilli-infused vodka shooter.

www.mothershuckers.co.uk

Market: Acklam Village

4 - 8 Acklam Road, W10 5TY London
Every Saturday and Sunday
B-Tempted, Naples Pizza, Cartwright Brothers and Nino's Paella are just some of the 20 stalls you can find in this re-imagining of a fine-food market, complete with live music and a Fuller's bar. The market, which launched this summer, says it features only food that is organic or sustainable, from stalls that are hand-picked by managing director Derry Cadogan.

www.acklamvillagemarket.com

Retailer: Chegworth Farm Shop

221 Kensington Church Street, W8 7LX
Notting Hill has its own farm shop in the shape of Chegworth, just off the main road. The produce sold here comes directly from Chegworth Valley in Kent, just 40 miles away, as well as from other

farmers that sell their produce at Notting Hill farmers' market. The organic farm grows apples and pears that make 17 different types of apple juice, as well as strawberries and raspberries, and all kinds of vegetables are delivered to the shop daily too.

www.chegworth.com

Market: Golborne Road

Golborne Road, North Kensington
London, W10
Fridays and Saturdays 8am-7pm;
Mondays, Tuesdays and Wednesdays
8am-7pm; Thursday 8am-1pm. A little sister to the famous Portobello Market, Golborne Road has street food like Moroccan-style fish, kebabs, vegetarian falafel and fresh produce stalls on one side of the street, with antique furniture, retro art and all kinds of bric-a-brac lining the other.

Market: Portobello

Fridays and Saturdays 8am-7pm;
Mondays, Tuesdays and Wednesdays
8am-7pm; Thursday 8am-1pm.
Portobello Market is part of the fabric of the community, and an iconic attraction in itself. Sample hot food from all over the world or bring your own canvas bag and fill up on fresh produce from one of the 12 fruit and veg stalls, or the butcher



Photo: Gunwoo Kim

or fishmonger, many of which are long-standing family businesses. Make a point of visiting for the English Apple Festival, which starts Friday 19 October and runs over the weekend, for sample tastings, recipes and the Women's Institute fundraising with apple cake and tea.

Growing Space: Bee Interested

Ladbroke Grove, W10 5SR

Get your hands dirty with a gardening session open to all, at the Bee Interested project, which aims to unite the community by growing and cooking food together. The social enterprise - and Capital Growth space - was set up last year and offers workshops on cooking, gardening and using herbs for health, as well as being a therapeutic space to encourage people to take care of their mental and physical health. The scheme supplies produce to the nearby Portobello Hotel, and together they took part in Urban Food Week in September.

www.facebook.com/Beeinterestedinportobelloroad

Retailer: Gail's Bakery

138 Portobello Road W11 2DZ

Start the day in style with a breakfast to remember, like roasted field mushrooms, baby spinach, melted taleggio and a fried free-range egg on sourdough bread. Or buttermilk hotcakes, maple-roasted seasonal pears and toasted pecans with organic Greek yoghurt. Or just about anything on the breakfast menu. It is all homemade and free from preservatives, artificial colours and flavours. Sit outside if you want to keep half an eye on the characters at the independent antique market opposite.

www.gailsbread.co.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

Greenwich pop up café

October, Greenwich DLR, SE10

Catch it while it lasts - a new pop-up café and performance space, The Movement Café, is now open in Waller Way, by Greenwich DLR. Open daily from 7am to 7pm, as well as using local, fair trade and organic suppliers it hosts regular evenings of stories and poems (Wednesdays), and acoustic sessions (Thursdays). @MVMNTCafe
www.facebook.com/MVMNTcafe

London Honey Show 2012

8 October Lancaster London, W2

Open to all, this event includes an awards ceremony, with the announcement of the London Beekeeper of the Year, plus categories such as 'Best Roof Top Honey' and 'South versus North of the Thames'. Let's see if honey can settle the age old debate.

www.londonbees.com/london-honey-show

Harvest Sale at Borough Market

11 October Borough Market, SE1

Local schools from the area have spent the past few months growing fruit and veg to sell at Borough Market, just in time for harvest. All proceeds will go to the food charity Fareshare which works to relieve UK communities from food poverty and tackles food waste. The market will also be running a series of other harvest celebrations.

www.boroughmarket.org.uk

Apple Pressing and Cider Making at One Tree Hill Allotments

13 October Honor Oak Park, SE23

Come down and try your hand at making fresh pressed apple juice. The organisers advise you to wear old clothes and decent footwear as the event will be outside. All ages are welcome but children must be accompanied at all times.

www.othas.org.uk/opendays.html

National Baking Week

15 - 21 October Nationwide

If you're a keen baker this event will have been firmly in the calendar for years, but this year's National Baking Week isn't just about getting people baking. Organisers are encouraging people to share, be it recipes, ideas or even just baked goods. Get involved and continue to raise community spirit through your oven.

www.nationalbakingweek.co.uk

Twickenham Beer and Cider Festival

18 & 19 October York House, Twickenham, TW1

For those on the constant look out for craft beer and the tastiest cask ale, here's a chance to try a range of over seventy different types, alongside a series of twenty-five ciders and perries. All beer and cider is from micro breweries around the country. Admission £3 (non-members) £2 (members).

www.rhcamra.org.uk

Apple Day at Green Peppers Orchard

21 October 12pm-6pm Maiden Lane Estate, Camden, NW1

Having been established for twenty-two years now, Apple Day is the perfect opportunity to celebrate these crunchy, refreshing pieces of fruit. With its 40 apple trees, this inner city orchard makes the perfect intimate location to celebrate the occasion. All are welcome.

www.maidenlanece.org

Crunch time!

23 October 7pm, Lumen Café, Kings Cross, WC1H

Got a burning food issue to discuss. Join the new food discussion group Crunch! They are on a mission to explore questions about sustainable diets, over some fabulous finger-fare. Cost: Pay what you can (suggested donation £10). For enquiries and to book email racheldring@gmail.com, or call 07960 944 625.

Celebration of Sustainable Seafood

21 November, Billingsgate Seafood Training School, E14

Now in its fourth year, this event aims to publicise and celebrate great case studies of sustainable seafood.

www.seafoodtraining.org

Scandinavian Christmas Smorgasbord Class

9 November 10am-3pm The Cookery School, Little Portland Street, W1W

The Cookery School takes you through a masterclass of traditional festive cooking, straight from the heart of Scandinavia. On the menu are a selection of breads, seafood cookery and of course meatballs!

www.cookeryschool.co.uk

Open Day at the Organiclea's Hawkwood Nursery

25 November Chingford, Hawkwood Crescent, E4

Between the hours of 12 and 4 there will be group gardening activities and a series of drop-in learning sessions. A site tour will also be available on the day.

organiclea.org.uk/whats-on/open-days-at-hawkwood

Real Chocolate Festival

7-9 December Southbank Centre, SE1

Just in time for Christmas, this celebration of all things chocolate returns to the Southbank Centre for the ninth time. On offer are free chocolate-tasting tutorials, and opportunities to chat to some of Britain's most famous chocolate artisans and learn about raw chocolate's health benefits.

www.festivalchocolate.co.uk

Real Food Christmas Market

14-16 & 20-23 December Southbank Centre, SE1

Save yourself the stress of fighting over the last few sprouts at your supermarket. This market gives you the opportunity to stock your cupboards full of the tastiest Christmas treats. A real variety of choices will be on sale alongside live cooking demonstrations, plus mulled wine, mince pies and plenty of festive atmosphere to soak up.

www.realfoodfestival.co.uk

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