



Local Produce Market for Bradford

Welcome to B-FIT's Autumn newsletter. There's lots to report about farmers markets, food in schools and new B-FIT publicity for local food.

Bradford Local Produce Market

B-FIT is working closely with Bradford Council Markets Service on the development and support of farmers markets. There will be a market in central Bradford in October, November and December which it is hoped will then become a regular fixture.

Bradford Local Produce Market has been awarded FARMA (National Farm Retail and Markets Association) certification. Carolyn Lowing, This assures customers that we have a well run market with fresh, wholesome food direct from the producer. Chair of B-FIT is a member of the FARMA certification committee.

Bingley Local Produce Market

Unfortunately, Bingley Local Produce



This collage, by students at Braithwaite School, is on display at Keighley Local Produce Shop

Market has been suspended for an indefinite period. This is due to falling customer numbers, which made it difficult to sustain the number of stallholders. The market ran for over five years, almost entirely on voluntary effort. B-FIT apologises for any inconvenience caused, and would like to thank former customers and stallholders for their support.

Local Produce Shop grants

Keighley Local Produce Shop has been awarded two 'Learning Grants' from WYSE Link (West Yorkshire Social Enterprise Link). These grants will enable Ernest Thomas, shop manager, to develop a business plan and marketing strategy to build on the shop's success.

Read all about it

There are some good books exploring our food systems, and the sustainable alternatives, including 'Not on the Label—What really goes into the food on your plate' by Felicity Lawrence and 'Shopped - the Shocking Power of British Supermarkets' by Joanna Blythman.



Yorkshire Strawberry Growers is just one of the local produce outlets in B-FIT's new brochure

Bradford Local Produce Market

4th Saturday each month from 9am to 3pm at Kirkgate (Darley Street end) in Bradford City Centre.

2004 dates

Sat 23rd Oct

Sat 27th Nov

Sat 18th Dec

Local Produce Shop

43 – 49 Lawkholme Lane, Keighley

Opening hours:

Fri and Sat 9.30am–1.30pm

tel: 01535 677177

e: khln@actionforhealth.org.uk

- Delicious local food, crafts
- Cooking demonstrations and tastings

B-FIT promotion and membership

B-FIT has completed our Rural Business Networks supported project to help promote our work and develop our membership scheme. Our recipe book highlights local, seasonal fruit and vegetables and includes information about the producers. The recipes are all healthy and easy to cook.



New brochure shows where to buy local

A new B-FIT promotional brochure includes updated listings of where to buy local produce in and around the Bradford District. There are lots of new entries.

B-FIT has a new membership form and database. Everyone interested in local, healthy food is welcome to join B-FIT. For copies of the recipe book and promotion brochure contact B-FIT, or drop in at Keighley Local Produce Shop or Bradford Local Produce Market.

News in brief

www.bradfordfoodnetwork.org

Bradford and Airedale District Food Network has launched its website. There is already a wealth of information about the network and its member organisations. Food related community groups and projects without a website can promote their work on the site.

Bradford has regained its title as '**Curry Capital**', with Aagrah, Kiplings, Aakash and Nawaab restaurants beating off competition from the best restaurants in London, Glasgow and Birmingham.

Cleckheaton Farmers Market is held on the 1st Saturday each month from 9am—1pm in St. John's car park, Bradford Road in Cleckheaton Town Centre.

Castle Howard, the stately home north east of York, will open a Farm Shop in November. Produce from the region will be showcased to the local community and the castle's 200,000 visitors per year.

Good Shopping Guide -Your guide to shopping with a clear conscience

Book review by Marion Pencavel

As you are reading this newsletter the chances are you already think about what you buy and make specific choices and reject certain items. You might be aware of food miles, or buy organic or Fair Trade products wherever possible. Quite a lot of people don't buy products made by certain companies for ethical or political reasons.

Vegetarians and vegans need to know which goods contain animal products and many avoid food containing GM material.

Which brands are best?

But do you know which consumer brands are best for the planet, for animals and for people all around the world? Do you know which of the smaller companies are owned by the larger multi-nationals you may be trying to avoid? I was shocked at some of the connections this book uncovered – Quaker Oats to PepsiCo for example. Their credibility regarding environmental issues, animal and worker's rights and marketing policies are poor. Even my pets have had some preferred foods withdrawn! Whiskas belongs to Mars Inc and Friskies to Nestles, which have a very poor rating across the board.

Food and more

It is not just food which you have to think about when out shopping. Many common cleaning products and detergents have a poor rating, particularly in regard to potentially toxic ingredients and animal rights. A lot of big toy manufacturers do not have a good record regarding workers' rights and environmental issues. Non-organic cotton production causes all sorts of environmental and human problems. Our clothes, cosmetics, drinks, electrical

goods even our insurance and banks – all of these are made/run by companies who have a range of policies – some of which we will agree with and others not. I could go on and on!

What you can do

So how can we find out about these things? The above information came from a highly informative book produced by people who care about how things are made or grown and about the effect on the people who produce them, their effect on the environment and the people who buy the products – us. Many people say, 'There's nothing we can do about it and I don't have time to check out all these issues so I'll just continue to buy what I want at the cheapest price I can.' Of course it is difficult for those who are poor in terms of money or time. But for those of us who can afford either the time or the money to check out these things it is worth doing.

Find out more

Many of us are already doing what we can without perhaps realising it. We buy local produce at the Local Produce Market or Shop. We choose organic food if it is available. We tell the council that we don't want more supermarkets in our area – we prefer smaller shops or shops like the Coop who already have an ethical dimension to their buying/selling policy. However, if you want have more knowledge about what you buy, this book, published by Ethical Marketing Group in 2003 £12.00, will help you out more. You can also check their website at

www.ethicalconsumer.org

Yorkshire Rhubarb goes for EU Recognition

Oldroyds of Wakefield have joined forces with twelve other rhubarb growers in the famous 'Yorkshire Rhubarb Triangle' to work for Product of Designated Origin status from the EU for 'Yorkshire Rhubarb'. The process will take about a year and offers recognition for unique regional foods, protecting them from inferior competition.

Research is discovering interesting nutrient benefits from eating rhubarb. It has enormously high amounts of calcium and potassium and acts to lower cholesterol levels. It is recommended for helping with weight loss, as it stimulates the metabolic rate.

Oldroyds will be featured in Yorkshire TV's Flying Cook series on 12th October. Their rhubarb is also recommended by Yorkshire chef James Martin who has regular shows on the BBC Food Channel.

Wakefield Rhubarb Festival in late January to early February has gourmet food, wine and beer incorporating rhubarb as a key ingredient, floral demonstrations and a special rhubarb farmers market.

The highlight is the tours of Oldroyd's rhubarb forcing sheds. The rhubarb is kept warm and moist in sheds to produce salmon pink stems in January. Book now as places are limited and were booked up well in advance of this year's festival. Contact Wakefield Tourism tel: 01924 305000



Oldroyds grow vegetables and rhubarb in the Wakefield area

All Saints School goes for Local

All Saints Primary School in Ilkley has decided to produce its meals independently, and to use as much local produce as possible. The school ended their contract with a council caterer which provided frozen and pre-prepared meals reheated for the pupils in a 'regen' oven.

Headteacher Peter Marsh said ' Our school meals have improved beyond recognition and the number of pupils having school dinners has almost tripled. We want to support local producers and ideally we'd like all our produce to come from within a 12 mile radius.'

Teachers like the meals as well and are joining the pupils in the dining hall. A more traditional dining environment has been created, with tablecloths and plates and bowls replacing plastic meal trays. The school meal price has risen, mainly due to investment in kitchen equipment to prepare meals from fresh ingredients, like a gas oven and mixers, but every effort is being made to keep meal costs down.

Parents are extremely supportive, and some give their time to help out in the dining room. Most produce, including meat and vegetables, has been successfully sourced locally, but there are still opportunities for local producers. Contact Peter Marsh tel: 01943 607852

Little Yorkshire Cheese Company

There are many dairy farms in West Yorkshire, but locally made cheese is hard to find. There is however the Little Yorkshire Cheese Company, which is based in Sowerby Bridge. The cheeses are hand-made using many of their own recipes, and farmhouse butter is produced as well.

Alongside traditional style cheeses like Wensleydale there are some distinctive varieties. There is Cheddar with Ale and Mustard, Cheddar with Tomato and Basil (which is popular with children as it tastes a like pizza), Cheddar with caramelised onions and Garlic and Mushroom Cheese.

All the milk used for the cheese making is from Yorkshire. The cheese-making started about seven years ago, and began selling produce on a regular basis at Skipton Market. The company has been looking for additional markets and now sells its produce at farmers' markets including Leeds, Holmfirth and Cleckheaton and will be one of the stallholders at the new Bradford Local Produce Market on Saturday 23rd October.

Melanie Jepson, Little Yorkshire Cheese Company
tel: 01422 316079 email: jeppi@tiscali.co.uk

Healthy recipe - Gingered Squash Soup

A warming recipe with fresh ginger.
Serves 4

Ingredients

2 tablespoons olive or vegetable oil
1kg (2lb) any kind of squash or pumpkin
1 medium potato (peeled and cut into chunks)
1 medium leek (coarsely chopped)
2 teaspoons fresh ginger (peeled and grated)

1.5 litre (2.5 pints) vegetable stock or water)

Lemon or lime juice to taste

A little salt and pepper

Method

Heat oil in large saucepan. Add leek and cook for 5 mins

Add other vegetables and cook for a further 10 mins until soft

Add vegetable stock or water.
Simmer gently with lid on pan for

about 30 mins or until all vegetables are cooked.

Season with salt and pepper, add lemon or lime juice to taste.



What's in season?

Sweetcorn is available from late summer. Remove the leaves and cook in boiling water for about 10 minutes, until the kernels are soft and can be pulled away from the stem easily. Serve with a little butter or olive oil. Fresh sweetcorn can be added to stews and soups. Remove the leaves, and using a large, sharp knife carefully cut the corn into chunks about 2–3 cm (1 inch) thick, add to the soup/stew and cook for about 10 mins before serving. Sweetcorn is high in beta-carotene and contains B vitamins and plenty of fibre.



Look out for this logo!

Bradford Local Produce Market has been awarded FARMA (National Farm Retail and Markets Association) certification. This ensures low food miles and a fair price for the producer.



B-FIT (Bradford and District Food Information Trust) is a registered charity promoting local, healthy food. We believe that locally produced fresh food can provide a better diet than food which is transported long distances, and helps the local economy by providing local growers, farmers and producers with an outlet for their produce.

We organise the Local Produce Shop in Keighley, and are developing additional outlets in the Bradford district. You can help by becoming a member of B-FIT, or perhaps by becoming a volunteer. Do get in touch with us if you may be able to help with membership administration, fund-raising, supporting the Local Produce Market and Shop or helping with publicity.

B-FIT thanks the following for their financial support:

West Yorkshire
Social Enterprise Link



B-FIT

BRADFORD AND DISTRICT
FOOD INFORMATION TRUST

Carolyn Lowing (Chair)
Healthy Living Centre
43-49 Lawkholme Lane
Keighley
BD21 3EA
tel: 01535 670950
e: carolynl@blueyonder.co.uk



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