



**WELCOME TO YOUR
NEWSLETTER JUNE 2009
EDITION**



WELCOME

Dear all,

Welcome to the June edition of our newsletter. With the ever growing health food industry and emphasis on healthy eating, this months issue has been devoted to the importance of nutrition in your business.

We would like to thank Tony Bishop-Weston of Foods for Life Nutrition and Celestine Agbo of Pepperton's for their contribution and expert advice.

We look forward to receiving your feedback and recommendations for future topics of interest.

Enjoy!

Croydon Food Group

The Croydon Food group hosted a very successful event on 'Marketing your product' on 18 June 2009. At this event marketing techniques, procedures and regulations regarding the upcoming festivals were discussed.

We are pleased to have received so much interest from our members regarding participation and organisation of the Summer Festival and Croydon Food Festival 2009.

All suggestions by members are welcome and can be sent to info@croydonfoodgroup.com or 020 7624 0533.

Members News

Grant Francis of The Glamorgan Gastro Pub is hosting a South African Brai event on 19 July 2009. There will be a live band and authentic barbeque in his spacious garden. Due to popular demand this event has already sold out, with 200 guests attending. This unique event brings an international flavour to Croydon and we look forward to more!

Good luck Grant, we wish you a successful and memorable event!

What is new in Croydon

The Big Lunch

On 19 July 2009 The Big Lunch will be taking place across the UK. This event has been set up by the Eden Project but will be executed by Local Councils and the community.

The aim of this festivity is for neighbours and communities to gather and get to know one another over lunch and entertainment. This has been described as 'Your Party' and it is up individuals to decide how to celebrate the day.

In order to support this event, Croydon Council will be streamlining usual traffic management orders and will help local residents to host The Big Lunch by funding the applications received.

Please note more information is available on the following websites;

www.thebiglunch.com/ and

www.croydon.gov.uk/democracy/councilnews/preparinglunch

Q&A BOARD

Celebration of Croydon Black History Month 2009

Feedback from Croydon Meeting to plan for Celebration of Black History Month 2009

Participants: All Stakeholders

A very productive meeting was held at Braithwaite Hall on Monday 15 June 2009. The meeting commenced at 5:30pm and closed at 7:00pm promptly. The Croydon food group was ably represented by member Stephen Ramos of Rameses Drinks Company.

The main issues discussed were;

- Budget
- Themes
- Participants
- Type of celebrations
- Need for planning
- Creating an archive/resource
- Celebration to be educational

Budget

There is a considerably larger budget for this year's celebration than ever before. The budget amount was not disclosed.

Working themes were suggested for the celebrations

1. Out of many we are one
2. Together we aspire, together we achieve

Participants

It was decided that although the contributions of Asian and other (Non-White) groups is not to be overlooked, it was decided the celebrations would focus on Africans and Afro-Caribbean's over the last 200 years and specifically those succeeding today and others descended from historically important black leaders.

Type of Celebrations

It was decided that there would be many community-based activities to encourage the greatest participation possible. There would also be the usual street festivals focusing on Croydon Town Centre pedestrian walk and Whitgift Centre. Celebrations will culminate in a massive concert featuring credible performances at Fairfield Halls.

Planning

Planning from even this stage is an improvement on previous start dates but is still being considered inadequate. However, the participation from this many stakeholders should ensure a successful celebration.

Education

It was decided that celebrations should not be just song and dance but should engage in education and focus on attitude and behaviour growth in individuals and community. If possible, efforts should be made to create an archive of what we have found and what we have done in order to build effectively for the future.

EVENTS FOR YOUR DIARY

Croydon Summer Festival 2009



Event: Croydon Summer Festival 2009

Venue: Lloyd Park, Coombe Road, Croydon CR0 5RD

Date: Saturday 1st and Sunday 2nd August 2009

A large proportion of Croydon food businesses will be participating in this event. Saturday will be themed as a World Party with performances and sounds from around the world and on Sunday the Croydon Mela will take place. Unfortunately the Croydon Food Group will not have a marquee as envisaged but this will still be a great opportunity to recruit new members.

Upcoming Events

Date	Event	Venue
19 July	The Big Lunch	Various locations in Croydon
19 July	South African Brai	The Glamorgan Gastro Pub
1 & 2 August	Croydon Summer Festival	Lloyd Park
19 September – 4 October	Croydon Food Festival	Various Locations in Croydon
October	Black History Month	Various Locations in Croydon

ENHANCED NUTRITION FOR THE HEALTH OF YOUR CUSTOMERS AND YOUR BUSINESS

Nutrition Special by Tony Bishop-Weston of Foods for Life Nutrition & Health Services

Leading UK nutrition and health consultant Yvonne Bishop-Weston is the principal Nutritionist for Foods for Life and recommends nutritionally enhanced value added choices:

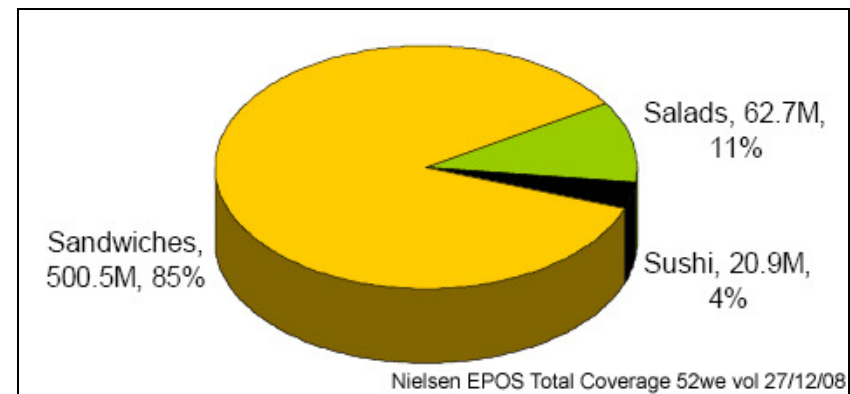
“Mood balancing and energy sustaining higher protein, higher fibre, essential fat rich, nutrient dense rather than calorie dense snack options are still in short supply on our high streets. Truly wholemeal options are still rare because of a short shelf life but those in-house bakers who bake fresh daily or businesses that make fresh every day are uniquely positioned to capitalise on increased demand.” **The Baker Magazine - Re: Convenience Retailing Show 2009 NEC**

There is no doubt that health is becoming increasingly important to consumers and is affecting their preferences when they shop for food. However, what else can we expect? Everyday new research blasts us with headlines of some new health risk that we hadn't yet considered, or some new statistic about how many more of us are succumbing to fast food preventable diseases such as heart disease, stroke, high blood pressure, diabetes, osteoporosis, Alzheimer's and even cancer. Recently we were warned that even the water that we drink is often contaminated by xeno-estrogens in the plastic bottles it is packaged in.

NHS Change for Life, 5 a Day and World Health Organisation campaigns encourage us to change our lifestyle and diet whilst

Food Standard agency posters warn us of the perils of salt, saturated fat and one day soon (we hope), sugar.

Of course your customers may still “make do with” the inoffensive old faithful egg mayo sandwich in white bread but to ensure customer loyalty and beat your high street chain competitors why not provide what your customers want rather than what you've got – why not ask them for a wish list? So many businesses miss vital opportunities for free market research amongst their customers and thus miss out on increased profit and sales potential.



Number of Salad v Sandwiches sold

Most customers are, research shows, creatures of habit and will have ‘the usual’ unwilling to risk their money or convenience on something new. These are probably the same people who will infuriatingly complain of boredom and being

offered the 'same old same old'. Nearly as many choose from your 'menu' and maybe enticed with something special and a little different.

Exploit your unique advantages as a small independent business, it is much easier for you to quickly react and exploit market trends, such as when the recent film 'end of the line' encouraged people to stop buying tuna or when a celebrity chef announces a flavour of the month and it becomes the new gastronomic 'must have'.

An easy solution is to introduce a seasonal special and focus on National Awareness Weeks such as; Allergy Week (wheat and dairy free), National Heart Month (low salt, high fibre, essential fat rich), National Vegetarian Week (meat and fish free), Organic Fortnight, World Vegan Day (no animal products) and cash in on the marketing budgets of the charities that promote them and the national PR they create.

Yvonne Bishop-Weston says "There are many nutrients that the average persons lacks and deprives them of optimal health. One of the most common is Iron deficiency anaemia, probably the most common nutritional deficiency in the world - it is estimated that at least 500 million people are affected. Even in London where food is abundant I see many meat eating women who have too low levels of iron. It's estimated that around 8% of women in the UK are clinically anaemic. Part of the reason for this is the prevalence of processed foods in our diet."

For example vital amounts of 15 nutrients are lost when flour is refined to make white pasta and white bread. "This includes 76% of iron" warns Yvonne.

Minerals and Vitamins lost when flour is refined into white flour

Minerals		Vitamins	
Calcium	60%	B1	80%
Chromium	98%	B2	60%
Iron	76%	B3	75%
Magnesium	85%	B5	50%
Manganese	86%	B6	50%
Zinc	78%		

Other nutrients that Yvonne claims she regularly finds patients in her Croydon and Harley Street clinics are deficient in include essential fats such as omega 3, magnesium, calcium, vitamin B12, zinc, key amino acids and iodine as well as sufficient amounts of antioxidants. The good news is that sometimes all it takes is a bit of fresh parsley or some watercress added to a salad and a few protein rich seeds or beans to balance a meal and turn it from a good to an excellent meal.

"It makes total sense to have one or two very healthy (but delicious and good value for money) options that tap into health problems that your customers are seeking solutions for. Energy boosting, detox and weight balancing options are all popular choices but you now have to be careful how you label

choices as trade description law is getting much stricter. Use high profile campaigns such as Paul McCartney's 'Meat Free Mondays' to market test a vegetarian choice until you find your customers favourites. Try a pre-packed fresh salad with innovative flavour combinations and good use of colour to create a 'Total 5 a Day Salad Plate' with a full day's quota of five portions of vegetables" suggests Yvonne.

Max Jenvey of Oxygen Marketing Partnership (a strategic management consultancy that focuses on business and brand development within the foodservice, bakery and convenience food sectors) says "With the healthy eating trend growing ever stronger, customers are looking out for low carb options with high nutritional value so it makes sense to help customers increase their chances of hitting their 5 a day and increase your chances of more profits!"

The Traffic Lights - A good first step in making your offer healthier

The Food Standards Agency's Traffic Light labelling scheme is an easy tool to help the public easily and quickly see at a glance how healthy a food is. It gives a Red (avoid where possible), Amber or Green rating for fat, sugar and salt in foods.

Yvonne the Nutritionist says "The feedback from caterers who have used the scheme has been interesting. As they begin to understand the nutrients in food a little better they realise for instance that cheese can be as full of saturated fat and sodium as meat. Proprietors then begin to leave out unnecessary ingredients or make them optional. In this way caterers can easily move a dish from a red 'avoid' category to an amber or

even green category and increase the percentage of dishes that they have classed as 'healthy' on their menu.

When Fresh Italy looked closer at their offer they found many of their customers were asking for dishes without cheese anyway so when they made the cheese an optional (and chargeable) extra it was actually easier from an operational point of view."

Here's how it works:

Food (per 100g whether or not sold by volume)

Nutrient	Green (Low)	Amber (Medium)	Red (High)	
Fat	< 3.0 g/100g	> 3.0 to ≤ 20.0 g/100g	> 20.0 g/100g	> 21.0g / portion
Saturates	< 1.5 g/100g	> 1.5 to ≤ 5.0 g/100g	> 5.0 g/100g	> 6.0g / portion
Sugars	< 5.0 g/100g	> 5.0 to ≤ 12.5g/100g	> 12.5g/100g	> 15.0g / portion
Salt	< 0.30 g/100g	> 0.30 to ≤ 1.50g/100g	> 1.50 g/100g	> 2.40g / portion

The colour code for sugars is determined in terms of both the total and added sugar components as follows;

- **Green** if **total sugars** are less than or equal to **5g/100g**.
- **Amber** if **total sugars** exceed **5g/100g** and **added sugars** are less than **12.5g/100g**.
- **Red** if **added sugars** are more than **12.5g/100g**.

In addition to the per 100g criteria, there are 'per portion' criteria for food. The per portion criteria ensures that any food which contributes to more than 30% (40% for salt) of an adult's recommended daily maximum intake for a particular nutrient is labelled red (high).

The green/amber (low/medium) boundaries are determined by the European Regulation (EC) No 1924/2006 on Nutrition and Health Claims, which came into effect on 1 July 2007. The amber/red (medium/high) boundaries are based on existing advice from COMA and SACN for fat, saturated fat, sugars and salt using 25% of recommended intake levels per 100g and 30% (40% for salt) per portion.

For more on Traffic Light Labelling go to www.eatwell.gov.uk/foodlabels/trafficlights/ or consult Yvonne Bishop-Weston at www.optimumnutritionists.com



On a final note.....

Yvonne reflects “Most of the causes of our nation’s nose dive into ill health are self inflicted, down to lack of thought and can be easily rectified. Research estimates that the average person leaves the house without breakfast roughly 3 times a week. With breakfast as the most important meal of the day that presents a huge responsibility on caterers to fill that gap and protect their customer’s health”.

NUTRITION SPECIAL BY CELESTINE AGBO OF PEPPERON'S RESTAURANT

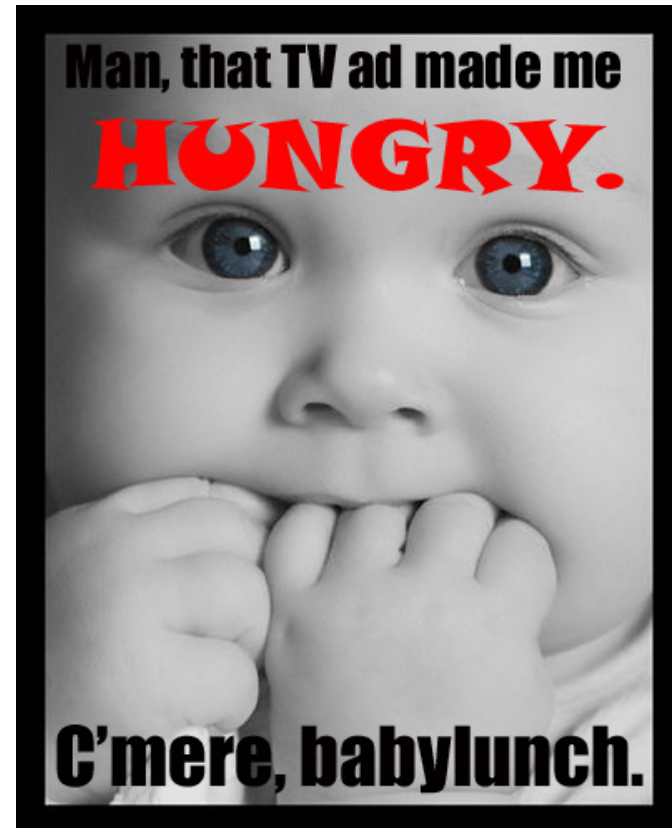
Are we being led into Hell in a slow hand kart, whilst embracing the changes in today's eating patterns?

"Top ur self up 4 jst £1.99" was an advertisement for KFC's campaign sited along most busy high streets in Croydon during Spring 2009. The Croydon Advertiser on 19 October 2007 warned "Junk food logos on playgrounds would send out wrong message". No wonder Croydon continues to be seen as the blight on the landscape of modern England.

Promotional campaigns insult our intelligence by spoon feeding toxic information to go with the toxic junk that hypnotises our babies' taste buds and make them ill for life. Even the obese food corporations are reaping the wealth of non violent food, in their approach to be seen supporting a healthier eating programme over the counter with bleached long life lettuce in a bun.

We have heard government predictions that obesity problems will soon surpass smoking in the UK as a cause of premature deaths. In the West, obesity levels amongst children and adults alike have doubled in the last 25 years and continue to rise. This alarming prediction suggests that the "natural order" of children outliving their parents will be reversed, and parents will begin to witness their children dying before them. Is this prospect not more than an adequate health warning for us all? Does this nightmarish future not make us want to tackle the escalating epidemic individually and collectively as a moral obligation to our children and grandchildren? If we do not make every endeavour to tackle this fast increasing epidemic

collectively as a moral obligation, then will we not have to account to our children and grandchildren for our indolence?



Have you ever wondered why society is becoming so violent? Have you ever considered that the food we eat might be the heart of the problem? 'You are what you eat'- the more aggressive and violent the food we consume the more

aggressive, intolerant and violent we become. Even the kitchens of our celebrity chefs are not aggression free spaces. All that negative energy and verbal diarrhoea that contaminates the food and cooking area cannot be conducive to good healthy eating habits. Then there are the cheap toxic meats that damage our well being and the environment in which food is grown and prepared. When you think of health and hygiene issues, remember that cleanliness is deeper than just the surface. No matter how clean the surfaces seem, we ought to reduce the heat by cutting the meat.



Boxing athletes, other gladiators of the night, fuel their systems with aggressive foods that enhance their aggression. So we should not be surprised – when we adopt their diets - that society nowadays is so aggressive and violent?

A free-from-meat diet is by far the best way forward. The truth is that the only eating habit that truly supports a balanced more environmental, nutritional, spiritual, social and economical way of life continues to be that of the ‘free from’ food range - no matter how difficult that is to swallow. Yet I continue to be amazed by parents who tell me “my Johnny won’t touch vegetables”. They don’t even try to stretch their creativity to support little Johnny’s education to offer him a better and healthier future.

Once a month the steering group of the Croydon Food Group (CFG) meets to explore and address the eclectic food outlets of Croydon. It is a passionate and committed group of food experts from their own specialist areas. There was more discussion at last month’s CFG meeting, regarding membership of the food group and the suggestion that it should be exclusively for those trading in a healthy approach to better eating habits.

I was particularly encouraged by the position of the Raft consultancy in facilitating a non judgmental food group, that all should be free to join, irrespective of individual perceptions and commitments to healthy eating patterns. Everyone, including the vegetarians agreed to this inclusive view of membership.

I continue to be impressed by the calibre and supportive nature of the Croydon Food Group, and would encourage new members to get on board, irrespective of their chosen cuisine.

MEMBER PROFILE OF THE MONTH



Deborah Carr of Nourish Kefir has been a long standing member of the Croydon Food Group.

Deborah manufactures Kefir, a traditional Russian fermented milk drink known for its health benefits. Kefir is naturally probiotic and rich in antioxidants, antibodies, mineral and vitamins. This drink is produced in a London dairy, using fresh British milk and is fermented by using fresh kefir grains.

Deborah was introduced to kefir through a friend in Eastern Europe but soon discovered that it was not available in the UK. Deborah's belief in this product was so strong that she left her career as a Public Relations Consultant in the British Security Industry and dedicated her time to produce this 'miracle' milk.

Deborah is currently in the process of expanding her business with the help and guidance of the Croydon Food Group. Nourish Kefir drinks are now available in many flavours, but Deborah hopes to create a new product range including a variety of cheeses and butter. In order to do this, Deborah hopes to move to a larger farm premises which will enable her to further develop her existing food range.

"Being a small business, I feel very lucky to have support from the Croydon Food group which I believe is a great asset." Deborah has not only benefited from the expert advice available from the Croydon Food Group but has found it provides an excellent opportunity to network with other local businesses.

We wish Deborah the best of luck and look forward to her innovative product range.

CROYDON FOOD GROUP MEMBERS LIST

COMPANY NAME	
1	Albert's Table
2	Armadillo Training
3	Ash Bala
4	Atlantico Ltd
5	Bake me a cake
6	Blue Jay Café
7	Boomfield
8	Buffalo Catering
9	Carr Foods Ltd
10	Casablanca Café
11	Check Point
12	CoCo Mama Food Supplies Ltd
13	Community Music Skills
14	Crown Bakery
15	Dos Santos Foods Ltd
16	Europa Fried Chicken
17	Express Pizza
18	FB Bakery
19	Flavaz First
20	Flavours of Norbury
21	Food 4 Chefs
22	Foods For Life Nutrition
23	Freelance Journalist
24	Good Food Matters
25	Halal School Foods
26	Health is your wealth
27	Inspired Creations
28	Kato Enterprises Ltd
29	La Baguette
30	La Fille Bantu
31	Mary Jane's Popcorn
32	My Little Wrapper London
33	New Wok's Cooking
34	Norma's Cakes
35	Paul Wayne Gregory Ltd
36	Peppertons
37	Perry's Bakery
38	Rameses
39	Roti Masters
40	Santok Maa's Bhel Phoori House
41	Sucre Sale
42	Tarts and Tease
43	The Glamorgan Gastro Pub
44	The Orchard Pub
45	Unc Snacks

* Members contact details available on request

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