

The **Sunday Taste & Talk** tables are temporarily on hold whilst I find a new location, and possibly a new day; Saturday. However, we now officially offer home delivery six days a week (weekday evenings and Saturday Mornings).

Despite best efforts we've been unable to secure the lease of the Gioconda pizzeria on Wincott Parade, so the search continues for somewhere to establish a permanent presence for the bakery.

Meantime, I really enjoyed the **Kennington Park Olive Festival**. The weather was a little damp and gusty but everyone's mood was buoyed by an impressive stream of cheerful visitors. And I got to wear a hat.

In last month's newsletter I said I'd write about heritage wheat. I will in due course, but, whilst food waste is a hot topic I'll share some of my thoughts and hopes.

That everything seems to be available most all of the time has devalued food in many ways. Supermarkets in particular seem to have spent the last thirty years bringing us an ever broader range of "perfect" goods. And we're not happy if it has sold out.

Acknowledging the challenges of logistics and production, I struggle to accept the every day waste our supermarket culture (and marketing departments) has created. We follow "use by" labelling religiously, but don't care about the "ingredients" that determine that date. We don't like yellow twisted carrots, and demand "perfect" looking produce that we chop up or smother in sauce. Taste? Texture? Natural? Healthy? Digestible? No. Quality and perfection is paramount in appearance only. According to the Supermarkets. And according to some farming organisations and agrochemical/biotechnology corporations. Whose other measure of quality is yield.

Our food, be it bread, milk, carrots or a banana is only valued by price (not true cost) and availability. Food competes with every other commodity in our shopping basket and in our lifestyle both for money and time.

I believe we all owe the planet and ourselves a favour: Sustainable farming producing quality produce for a market that values quality. Every day.

For my part, I want to offer bread when and where it is needed but work with everyone through orders, deliveries and opening hours to minimise waste and maximise natural goodness and the simple but genuine pleasure of eating well.

I am loathe to mention it before December, but, for next month's festivities I'll be offering two specials from November 27th: Traditional Panettone and Eccles Cakes.

Now available: "Aboukir" – Fig & Walnut Loaf (Friday Special)

Coming soon: Something with Hazelnuts, Eccles Cakes & Traditional Panettone

New Collection Point: The **Ragged Canteen** at Beaconsfield, SE11