

Hospitals – Bring Home the Harvest for British Food Fortnight!



Autumn is a time when we traditionally celebrate the Harvest and the wealth of delicious foods that are produced locally and in the UK as a whole. British Food Fortnight occurs at this time (20th September – 5th October 2014) and is the perfect excuse to get stuck in, discover new foods and recipes and bring your hospital community together. Why not take the opportunity to provide fresh, healthy food for your clients and to join in a big community celebration? You can even enter your celebration into our Bring Home the Harvest national competition – together with the Telegraph, we are looking for the best community harvest event and will crown the organisers our 2014 Harvest Heroes - see [here](#) for details. Let us know what you are doing and we will shout about your good work! Simply email info@lovebritishfood.co.uk

- Make the most of your menus by using a harvest theme.
- Bring together your hospital community with fun and active harvest activities.

Here are some ideas and tips to get you started.....

Sourcing Local

There is a wealth of advice on local procurement, including safety considerations and a buyer's guide, on the HCA website: www.hospitalcaterers.org/buyers-guide and www.hospitalcaterers.org/local-procurement

Ideas for involving new suppliers are:

- Send current and new suppliers a copy of the menu you would like them to supply British food for and invite them to come up with ideas to pitch for the business.
- Do not be put off by prices that initially may seem higher. Buying large volumes can make the whole process affordable or consider forming partnerships with other bodies to aggregate demand and make savings through bulk purchase.
- Larger suppliers can still provide local produce so be specific when talking to them about what you want and do not shy away from specifying local products as part of your requirements.
- Talk to your suppliers to overcome difficulties that may arise if you are a large caterer trying to work with small suppliers. For example, the Youth Hostel Association (YHA) has a purchasing model that enables six Peak District farms to supply meat to one butcher who in turn supplies seven youth hostels in the area.
- Make sure that the relevant internal structures are in place. Nottingham City Hospital started to source milk from a local dairy. The relationship with the dairy itself worked very well but ensuring that the milk was distributed to the different hospital sites required some internal adjustments. Some other excellent work has been done in this field by Derrick Stevens, Catering Services Manager, Dorset County Hospital NHS Foundation Trust; Stuart Wray, Head of Catering at Darlington Memorial Hospital and Howard Cartledge, Head of Catering at the Pennine Trust.

James Martin provides a useful blue-print for local sourcing, getting the best deals, managing hospital restaurants and lots more here:

www.bbc.co.uk/programmes/profiles/1BX7n1LgGS9tf1337/FxL1M5/hospital-blueprint

“In my experience many of the hospitals who already source local food have found it more economical to do so. It’s a little bit of work, but is well worth it”. James Martin



Suggested Menus & Recipes

Here are some example menus and recipes that use local and British Food, inspired by James Martin’s Operation Hospital Food Project:

Beef and Mushroom Pie

Preparation time: 30 minutes

Cooking time: 2hrs+

Serves: 4

Ingredients

- 500g/1lb 2oz beef stewing steak
- salt and pepper
- 2 tbsp vegetable oil
- 1 tbsp cornflour
- 1 onions, chopped
- 2 carrots, chopped
- 2 sprigs thyme, leaves picked
- 160g/5¾oz whole button mushrooms
- 1 beef stock cube, dissolved in 400ml/14fl oz water
- 1 free-range egg yolk, beaten
- 100g/3½oz puff pastry, rolled to 5mm thick



Preparation method

1. Season the beef with salt and black pepper.
2. Heat an ovenproof casserole until hot. Add the vegetable oil and beef in batches and fry until browned. Return all the beef to the pan.
3. Add the cornflour and stir to coat the beef, then add the onions, carrots, thyme and mushrooms. Gently fry for 2-3 minutes.
4. Add the stock and bring to a simmer. Cover with a lid and simmer for 2-3 hours, or until the beef is very tender.
5. Season, to taste, with salt and black pepper, remove from the heat and set aside to cool.
6. Preheat the oven to 180C/350F/Gas 4.
7. Spoon the cooled meat mixture into a large pie dish.
8. Brush the edge of the dish with the beaten egg and then lay the pastry over the top of the filling and dish.
9. Crimp the edge to seal, then brush the pastry with more beaten egg and cut two slits in the top of the pie to let the steam escape.
10. Place on a baking tray in the oven for 25-35 minutes, or until the filling is hot and the pastry crisp and golden-brown.

Baked Sticky Toffee Pudding with Toffee Sauce

Preparation time: less than 30 minutes

Cooking time: 30 mins – 1 hour

Serves: 6

Ingredients

- 50g/1¾oz butter, plus extra for greasing
- 150g/5½oz soft dark brown sugar
- 175g/6oz pitted dried dates
- 1 tbsp golden syrup
- 2 tbsp black treacle
- ½ tsp vanilla extract
- 2 free-range eggs
- 175g/6oz self-raising flour, plus extra for dusting
- 1 tbsp bicarbonate of soda



For the sauce

- 50g/1¾oz butter
- 50g/1¾oz soft dark brown sugar
- 25g/1oz black treacle
- 50g/1¾oz golden syrup
- 300ml/10fl oz double cream

Preparation method

1. Preheat the oven to 190C/375F/Gas 5.
2. Grease a 20cm/8in square cake tin with butter and dust with flour.
3. Blend the butter and sugar together in a freestanding mixer with a whisk attachment or using a hand-held whisk.
4. Place the dates and 300ml/10fl oz water in a saucepan and bring to the boil.
5. Gradually add the golden syrup, treacle, vanilla and eggs to the butter mixture and mix thoroughly. Turn the mixer down to a slow speed and add the flour. Once all the ingredients are combined, turn off the mixer.
6. Purée the water and date mixture and add the bicarbonate of soda. Quickly stir this into the batter while it is still hot.
7. Once the mixture is combined, pour it into the buttered and floured cake tin and bake for 40–45 minutes, or until the top is firm to the touch. Leave the pudding to cool in the tin.
8. Meanwhile, put all the sauce ingredients, except for the cream, into a saucepan. Heat gently until the sugar is dissolved. Add the cream and bring to the boil. Stir the boiling sauce continuously until it reaches the desired consistency.
9. To serve, cut the pudding into squares and serve with the toffee sauce.

For more menus and inspiration, visit:

www.bbc.co.uk/programmes/articles/3HNp903FF778nRW6HsV8xNt/recipes-to-make-at-home

Seasonal Ingredients

Why not celebrate items that are in season, by having a flexible menu that states, for example “seasonal vegetables” instead of being specific. Seasonal and local produce creates interest and can be more cost effective and very healthy.

Produce in season in September includes:

Vegetables	artichoke, aubergine, beetroot, broccoli, butternut squash, carrots, celeriac, celery, chillies, courgettes, cucumber, fennel, french beans, garlic, horseradish, kale, kohlrabi, leeks, lettuce & salad leaves, mangetout, marrow, onions, pak choi, peppers, potatoes (maincrop), pumpkin, radishes, rocket, runner beans, shallots, spring onions, sweetcorn, tomatoes, turnips, watercress, wild mushrooms
Fruits	apples, bilberries, blackberries, damsons, elderberries, figs, medlar, pears, plums, raspberries, redcurrants
Herbs & Nuts	chestnuts, chives, cob nuts, coriander, oregano, mint, parsley (curly), parsley (flat-leafed), rosemary, sage, sorrel, thyme
Meats	beef, duck, grouse, guinea fowl, hare, lamb, mallard, pheasant, rabbit, turkey, venison, wood pigeon
Fish & Seafood	clams, cod, coley, crab, dab, dover sole, grey mullet, haddock, halibut, hake, herring, lemon sole, mackerel, monkfish, mussels, oysters, pilchard, plaice, pollack, prawns, red mullet, sea bass (wild), sea bream, shrimp, squid, turbot, whelks, winkles

Info provided by www.eattheseasons.co.uk

Produce in season in October includes:

Vegetables	artichoke, beetroot, broccoli, butternut squash, celeriac, celery, chicory, chillies, fennel, garlic, horseradish, jerusalem artichoke, kale, kohlrabi, leeks, lettuce & salad leaves, marrow, parsnips, potatoes (maincrop), pumpkin, radishes, rocket, runner beans, salsify, shallots, swede, sweetcorn, turnips, watercress, wild mushrooms
Fruits	apples, bilberries, blackberries, elderberries, medlar, pears, quince
Herbs & Nuts	chestnuts, chives, cob nuts, parsley (curly), rosemary, sage, sorrel, thyme
Meats	beef, duck, goose, grouse, guinea fowl, hare, lamb, mallard, partridge, pheasant, rabbit, turkey, venison, wood pigeon
Fish & Seafood	clams, cod, coley, crab, dab, dover sole, grey mullet, gurnard, haddock, halibut, hake, herring, lemon sole, lobster, mackerel, monkfish, mussels, oysters, pilchard, plaice, pollack, prawns, red mullet, sea bass (wild), sea bream, skate, squid, turbot, winkles

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Harvest Food Promotions and Events

Themed promotions and events are a great way of increasing sales, and getting the whole hospital involved, to try new things, take part in new activities and foster a sense of community. Ideas include:

Themed menus:

- Run a British Food Fortnight menu with seasonal, harvest related recipes.

Decorations and competitions:

- Hold a children's competition for staff's families and patient children to create bunting or posters which you can then decorate the restaurant with.

Supplier days:

- Invite your suppliers to attend a special day where they can provide samples and talk to visitors in the restaurants about their products and where they are made.

Fundraising:

- Make your harvest celebration an opportunity to fundraise for the hospital or to collect donations for your local food bank.

Celebrations for all Faiths

As a focal point for religious life, Hospital Chapels and Faith Centres can play an important part in Harvest celebrations. Involve your Hospital Faith Leaders in your community event, by holding a Harvest Service or thanksgiving celebration. Involve people from across the Hospital in readings and in designing the Service. Ideas include:

- Sampling of harvest fayre after the Service – create a harvest reception that everyone can join.
- A vote on the public's favourite harvest hymn/song, which is then performed at the Service.
- Charity food collections can be made at the Service.
- Invite children to bring their harvest crafts (see below).



Children's Ward – Harvest Crafts and Activity Ideas

Children will love to be involved in new activities and many of these can be done on a small scale, in a hospital ward or bed.

Try to get children to try something new:

- Encourage children to taste recipes that include, for example, beetroot – try beetroot chocolate and beetroot cake.

Grow something small:

- Even small things like growing cress in an eggshell can have a big educational impact.

Making pictures with food:

- Use different coloured leaves of salad crops, lettuce, or dried pasta to make a picture.
- Draw a self-portrait and embellish it with different food to make the features stand out.
- Paint an egg.
- Make a sculpture using different vegetables cut up, secured with tooth picks.
- Carve potatoes and other garden vegetables to use as prints.

Make a corn dolly:

- A corn dolly is a traditional item made by plaiting corn stalks. For instructions on how to make a corn dolly, visit the Eden Project website:
www.edenproject.com/blog/index.php/2011/09/how-to-make-a-corn-dolly/

Make Harvest decorations:

- Make Harvest themed decorations that can be put up around the hospital e.g. bunting

Growing in a Hospital Garden

Setting up a hospital garden:

- If there is an area that can be developed as an allotment, then it is definitely worth giving this a go. With the help of volunteers and a little hard work, you could make a productive garden and you don't need much space!
- Space and resource saving initiatives include:
 - Grow upwards by using hanging baskets, troughs fixed to the wall and trellis' to grow tomatoes, runner beans, herbs and salad leaves.
 - Potatoes can be grown in old dustbins or water butts by making holes in the bottom for drainage and then in layers moving up the bin, cut out round circles all the way around. Place soil into the bin until it reaches the first set of holes and place in your potatoes on top of it. Add more compost and continue filling in layers with compost and potatoes, until your bin is full.
- Link with other organisations such as Grow Organic, The Wildlife Trust, Federation of City Farms & Community Gardens, etc.

To find out more, visit the website of the NHS Sustainability Day, and the 14:14 Project, which aims to encourage NHS Trusts across England to plant up to 14m² of land or equivalent in hessian bags/raised beds in 2014 in which fresh produce can be grown and developed. It is hoped that this produce will then be provided to patients, staff and visitors through the catering facilities within the Trusts. There are a multitude of tips on creating and maintaining your garden:

www.nhssustainabilityday.co.uk/1414-campaign

Get Online

If you have a hospital Twitter or Facebook account, why not join in with our #HarvestFever fun?



Even if you don't, why not ask your patients or customer to take part? We want to see you showing off your locally sourced, British menus and home-grown produce during British Food Fortnight, with your funkiest "Harvest Fever" poses. Pose with your restaurant customers, pose in your workplace, upload to social media and use the hashtag #HarvestFever and tag @lovebritishfood

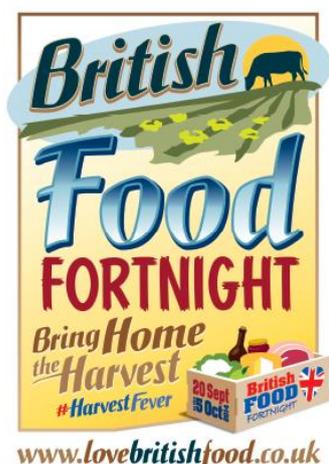


Resources Available.

There are a host of electronic resources that you can use to promote your event and decorate your activity areas with these can be downloaded here: www.lovebritishfood.co.uk/taking-part/promotional-material/2014-material

They include:

- Bunting
- Posters
- Posters with space to promote your event
- Shelf barkers



You are also welcome to use the Bring Home the Harvest 2014 logo on your menus and communications. Please email info@lovebritishfood.co.uk and we will be pleased to send you it!

Shout about your good work!

Don't forget to promote your activities and events within the hospital, including your special menu:

- Communicate menus and activities in advance, for example on employee intranets and specials boards.
- Run a competition or prize draw to highlight the menu. For example an 'Around Britain in a Fortnight' menu - give every customer who eat with you a gamecard featuring 'just for fun' questions about British food that could be entered into a prize draw.
- Display POS material using the Bring Home the Harvest logo in restaurants.
- Ensure the whole catering team knows about the new products and suppliers and encourage them to communicate this to customers while serving food.
- Ensure your menus and POS material clearly names suppliers and producers.
- Use a 'biography board' with a photo and information about all the local producers and their products.

Promote activities and events to those outside the hospital:

British Food Fortnight Bring Home the Harvest is a superb opportunity for securing media coverage for your establishment and to show the world what a great community place your hospital is. Here are some general tips on dealing with the media:

- Find your local press contacts – you will know your local papers and radio stations – simply search for them online, and remember to include your Parish magazine.
- Write a news release describing your promotion/activity and provide as much factual information as you can about what you are organising – think where, why and when and be concise. Give your release a short, snappy title that encapsulates the content of your release. Ideally your release should not be longer than one page, including contact details.
- Give full menu details including regional produce used and where it has come from.
- Send your news release to your chosen media. Allow enough time between when you distribute information to the media and when the activity is planned – a good measure is to aim for a couple of weeks beforehand (any earlier and the press may forget about it). Be aware that monthly publications have longer lead-times, sometimes up to three months.
- At the bottom of the release, give your contact details so that a journalist can ring you if more information is required.
- Follow up the information you have sent with a phone call to the editor. This not only reminds them that the activity is taking place, but it also gives you the opportunity to engage their interest over the phone.
- If you are organising an event, aim for post-publicity too. Invite a journalist/photographer along. Children always make a good photo (although you must gain permission from their parent/guardian). If a journalist cannot attend, you can email a selection of photos to the paper's picture desk with a note giving details of your event.

And last but not least, don't forget social media - use the hashtag #HarvestFever and tag @LoveBritishFood and let the world know what you are doing!