reason2.be

Delivering quality

A newsletter for reason2.be organic box subscribers

April 2009

Volume 6

Photo: Walloon Brabant

Inside this issue:

What's new 1

Know your onions 2

Pickling ideas 3

Branston pickle recipe 3

Fact about pickling 3

Sara Lee 4

Need a boost ? 4

The new energy meter

To join the 'recycle & exchange' club or to change your box type, go to 'manage your subscription' on the website

What's new

We have now reached our 6 month birthday, and we are very busy expanding the business and coming up with new ideas.

We are introducing 2 new box variants at the end of April which hopefully will offer more choice for all customers. In addition we will hopefully soon be able offer more fresh produce focusing on partnerships with local, independent suppliers.

This month we have introduced new advantages for the recycle and exchange club members. We are always thinking of services we can provide that utilizes our home delivery service. Our aim is to reduce, reuse and recycle everything—be it packaging, books, fuel miles, depot space and even time.

We are also expanding our centralized office deliveries by now offering special advantages to companies that fulfill our criteria. The latest are Sara Lee Belgium and the UK Embassy.

If you think your company would be interested to receive centralized deliveries, please let us know .

T*hanks, Ben*

A reason2 recycle and exchange

We have recently added some new services to the recycle and exchange club.

We now have a new device for free hire to measure the power consumption of any household appliance. We'll lend you the device for a week for you to measure any appliance you like. The measurement is displayed in kilowatts and Euro's, so you can see how much the appliances in your house are costing you to use.

The idea is to not only see how much money you are spending, but also to see how you could reduce your CO2 footprint by using more energy efficient appliances.

Other new services include free airport parking at our depot in order to use the space we don't normally use.

Our list of free services are:

> English book exchange

> Toy & game exchange

> Glass recycling service

> Energy meter hire

> Airport parking at our depot

To join the recycle and exchange club costs just €0.50 added to your subscription.

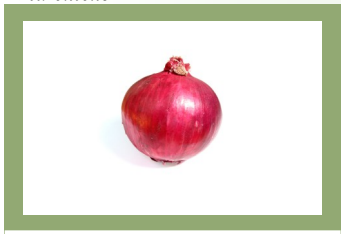
New box types from May

2 new box types will be launched from the beginning of May. These will be called the 'Benelux Box' and the 'Favourites Box'

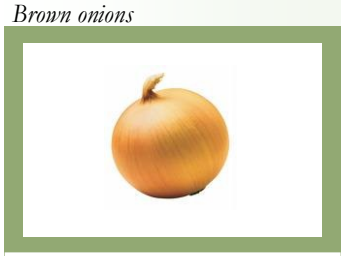
The Benelux Box will only contain produce from Belgium and Holland with NO exceptions. The favourites box will have a range of fruit & veg that sticks to familiar, hassle free vegetables with potatoes just once a month. It also includes more fruit than the standard size box.

Know your onions

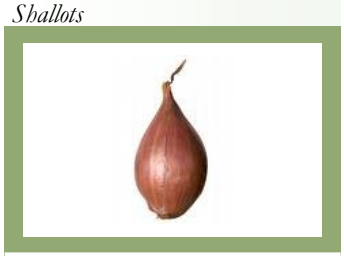
Red onions



Brown onions



Shallots



Garlic

Grelot onions

Spring onions

- **Red onions** *(oignon rouge in French and rode ui in Flemish)*

Also known as sweet Italian onion, Italian red onion, Creole onion and red torpedo onion. Their color varies from red to deep purple tones making them perfect for garnishes

Why? Onions are a good source of fiber, vitamin C and vitamin B6. Red onions are also a good source of quercetin.

Make: They are often consumed raw, added for color to salads, and grilled or lightly cooked with other foods. Their sweet mild flavor and their beautiful color makes red onions a great addition to spinach and other fresh vegetable salads.

- **Brown onions** *(Oignon in French and Ui in Flemish)*

These are the most common onions in Belgium, and are seen as the staple product of the onion world. Brown onions, in general, have quite a strong flavour but this can vary considerably depending on time of year and variety

Why? Onions are a good source of fiber, vitamin C and vitamin B6. Onions also contain organosulfur compounds, which help keep blood pressure normal.

Make:
Brown onions are extremely versatile and can be used in almost any savoury dish.

- **Shallots** *(Echalote in French and sjalot in Flemish)*

Like garlic, shallots are formed in clusters of offsets with a head composed of multiple cloves. Their skin color can vary from golden brown to gray to rose red, and their off-white flesh is usually tinged with green or magenta.

Why? Low in Saturated Fat, Cholesterol and Sodium
High in Vitamin A, Vitamin B6, Manganese, Vitamin C, Folate and Potassium.

Make: Shallots are much favored by chefs because of their firm texture and sweet, aromatic, yet pungent, flavor. Try deep frying or pickling.

- **Garlic** *(Ail in French and Knoflook in Flemish)*

Its close relatives include the onion, shallot, leek, and chive. Garlic has been used throughout recorded history for both culinary and medicinal purposes

Why? Medical studies have shown that garlic can lower cholesterol, prevent dangerous blood clots, reduce blood pressure, prevent cancer, and protect against bacterial and fungal infections.

Make:
Garlic is used as a fundamental component in many dishes of various regions. It is often paired with onion, tomato, or ginger.
Try mixing garlic with eggs and olive oil to make aioli.

- **Grelot onions** *(Oignon grelots in French and Grelot ui in Flemish)*

Grelot onions grow in bunches. Their bulbs are always small, round and white. In addition to the bulb being eaten, the stalk is also used as you would the stalks of chives or leeks.

Why? Grelot Onions are a great source of vitamin A. Grelot Onions are also a good source of vitamin C (providing 15 percent of the daily requirement); iron (10 percent), and calcium and fiber (six percent).

Make: They're usually eaten raw like spring or green onions, but you can also grill or sauté them. Both the bulb and the stalk can be eaten.

- **Spring onions** *(Ciboule French and Bosuitje in Flemish)*

Spring onions have been grown for over 2,000, and are ever present in Chinese and Japanese cooking. Spring onions are simply white onions that have been harvested at a young age. They are available throughout the year, but are at their most tender in the spring.

Why? Spring onions are a source of vitamins B and C. They also contain an antioxidant (flavanoids) that is thought to protect against cancer and heart disease.

Make: After washing and trimming off the green tops, the bulbs can be sliced and used in salads. The green tops can also be used by cutting into small strips. They have similar flavor to onions but milder.

Pickling your vegetables

A "pickle" used as a noun usually refers to a pickled cucumber. But any type of vegetable can be pickled.

Pickling is the preserving of food in an acid (usually vinegar), and it is this acid environment that prevents undesirable bacteria growth.

The history of pickling vegetables dates back to biblical times and pickles are mentioned twice in the Bible. They were known to the ancient Egyptians (Cleopatra attributed some of her beauty to pickles), and Aristotle praised the healing effects of pickled cucumbers.

The Romans imported all sorts of foods from the countries they conquered, pickling them for the journey in vinegar, oil, brine and sometimes honey.

All across the world at this moment in time people are savouring pickles of different kinds and produced with a selection of vegetables.

In modern times, pickles became popular in India and are nowadays consumed the world over. Most of the time consumed in small measures we use them to raise the flavours of the food or to help in the digesting of heavier or oily foods.

To learn how pickle your own vegetables, see below the recipes.

Pickled vegetables

Seasonal recipe - Branston Pickle

A sign of spring in England is the introduction of the 'ploughmans lunch' on the pub menu.

Traditionally this meal includes bread, cheese, raw onions and a flagon of beer. Nowadays, it has become a little more sophisticated, but still keeps to the basics of cheddar cheese, pickled onions or relish, bread and butter and salad.

To make use of the vegetables in your organic box, you can make your own pickle relish that is a great substitute to the standard Branston pickle used.

Ingredients:

1 medium carrot

1 cup swede

2 cloves garlic

3 cauliflower florets

1 medium brown onion

1 medium apple

0.3kg brown sugar

1 medium courgette

5 sweet gherkins

1 lemon juiced

1/2 cup apple cider vinegar

Directions:

Cut all vegetables into small chunks

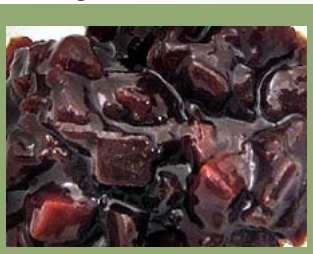
Combine all ingredients and heat to boiling

Reduce heat to a simmer and cook until the swede is cooked but still slightly crunchy.

Spoon into warm jars and seal

Leave for at least 3 weeks to let the flavours mature

Branston pickle



How to pickle vegetables

You can make your own pickled vegetables easily by boiling the vegetables in brine and vinegar in pickling jars. In 2 weeks they will be ready to eat.

Facts about Pickling

Today, a common figurative sense for the word pickle is "troublesome situation"—as in "you've gotten us into a pretty pickle." About four hundred years ago, modern English borrowed the word pickle, its literal meaning, and this figurative sense from the Dutch, who expressed a predicament with the phrase "in de pekel zitten"—literally, to sit in the salty solution used for preserving meats and vegetables

In former times picklers couldn't accurately measure the salt needed for making pickle brines, since the density of commercially bought salt varied from year to year. To get around this potential problem—too little or too much salt can cause pickles to spoil—many recipes recommended using "enough salt to float an egg" in the brine.

Reason2.be at Sara Lee

We recently attended an event at the Sara Lee Belgium office in Grimbergen. The event was to promote the new benefits for Sara Lee employees. We have started to deliver organic boxes to Sara Lee office as a centralized delivery point for their employees.

The new benefits system for Sara Lee is coordinated by Ekivita, a benefits company that supports many of the large multi-national businesses around Brussels. They use their buying power to negotiate discounts with participating suppliers on

Fabien (on the right ;) helps to set up the reason2.be table

Who are we

We are a husband and wife team hailing from Manchester and Le Mans respectively.

We have a passion for organic food, and have been running reason2.be since October 2008.

We welcome any feedback or comments you may have in improving our service.

Ben and Valerie are reason2.be

Correspondence to:
Vredesstraat 88F
Kontich 2550

e-mail: ben@reason2.be

Need a boost ?

15 minute seated massage at your house for €10

This is a special offer for reason2.be subscribers, and is provided by Sabrine Vandendriessche (an organic box subscriber), who is qualified in the massage technique, which is based on traditional Japanese acupressure massage.

This is a fully dressed massage of the back, neck, shoulders, hips, arms and head. The session takes about 15 minutes and is practiced seated on a special ergonomic chair which Sabrine brings to your house !

- "Real kick" for body and mind
- Relaxing and refreshing boost
- Stimulate blood circulation and lymph system
- Brings the body in balance
- Reduces the stress-feeling

Contact Sabrine at info@relax-stoelmassage.be or call 0478 928734

The special offer is valid for one massage per person and is for addresses in Tervuren and Overijse. For other addresses, there is a transport supplement of € 0.30/km. The regular price of the massage is €18.

Also available to offer as gift, or for corporate events. Check **www.relax-stoelmassage.be** for more info.