



Photo: Redcurrants in our new garden in Sterrebeek

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Closed loop packaging program from the farm to the customer by reason2.be



What's new

This month we have made a longer than usual newsletter due to having none in July.

We will preview all our new products and services that are starting in September as well as all the usual features such as seasonal recipes, seasonal spotlight on Autumn vegetables, and we'll continue the vegetable storing guide.

The summer was a particularly

hectic time for us as we moved house to Sterrebeek from Kontich. We now have a garden full of fruit trees and berries, and we made use of the plentiful redcurrants over the summer.

This month we would also like to introduce our new full-time employee, Fabien. Some of you may know him already because he has been helping us for a

while now.

Not only have we been developing new products and services for all our subscribers, but we've also introduced a new reusing policy for our packaging.

We hope you will like the improvements and of course please let us know if you have any comments

Thanks Ben

Keep in the loop



We are constantly thinking about how we can make our service more ecological, and we try to reduce, reuse, recycle in that order. It is generally believed now that reusing material is better than recycling, due to the energy used when recycling.

So we are reducing our packaging and replacing the paper bag packaging with plastic boxes, with the intention that they should be returned by customers after each delivery for use again.

Why reusing beats recycling:

- Reuse keeps goods and materials out of the waste stream
- Reuse advances source reduction
- Reuse preserves the 'embodied energy' that was originally used to manufacture an item
- Reuse reduces the strain on valuable resources, such as fuel, forests and water supplies, and helps safeguard wildlife habitats
- Reuse creates less air and water pollution than making a new item or recycling
- Reuse saves money in purchases and disposal costs
- Reuse generates new business and employment opportunities for both small entrepreneurs and large enterprises

Reason2.be closed loop packaging reuse program

We follow a model of a closed loop reuse. This model is normally used by food retail companies that reuse plastic crates between shops, warehouses and manufacturing plants. For example; Tesco in UK have established a series of nine recycling service units which wash returnable plastic trays; it is estimated that this operation saves around 50,000 tonnes of packaging per annum.

We want to take the idea a step further and include customers in the loop.



Free-range angus beef



Organic pork from the Ardennes



Organic lamb from Ireland



Organic chicken from France



Organic meat boxes by Jack O'Shea

Jack O'Sheas butchers is a Brussels institution based in Schuman and has been in business since 1998.

Recognised by many in Brussels as selling the best quality meat around, they also have shops in Knightsbridge and in Selfridges in London.

We are pleased to offer meat delivered the same day directly from the shop to your house/office.

All the meat is certified organic except for the beef, which is free-range and free of hormones and artificial additives. The Pork comes from the Belgian Ardennes, the chicken from just over the border in France, and the beef f& lamb rom South West Ireland.

At reason2.be we sell

exclusively certified organic produce, and try to use only local producers. However, we have decided to make an exception for the beef because it is grass-fed, strictly free-range and free of hormones and artificial additives - you will taste the difference ! If you would prefer to not receive the beef, just let us know and we will substitute it with other certified organic meat.

The meat boxes are available to add to your fruit & veg box. You can choose to have a box every week, 2 weeks or just a one-off. They are available for one-off deliveries and for regular subscribers.

The meat is vacuum packed daily in the shop. This ensures that the packaging is airtight so that it will last longer and make

it easy to freeze. We

transport the meat in cool boxes. If you are not at home when we deliver, we can leave the cool box in a safe place. We will collect the cool box and ice blocks the following delivery or at a pre-arranged time.



The meat box cooler



Organic essentials packs

We are introducing specially designed packs that contain all the fresh organic produce you need for a week. This includes fruit, vegetables, meat, milk and eggs. The advantage of choosing the packs is that you save 10% on the price of the separate items.

We have introduced 3 sizes of boxes. As a guide the sizes are suitable consumption for the following (per week):

Large: 2 adults and 2 to 3 children

Medium: 2 adults and 1 child

Small: 2 adults

The organic essentials packs are available weekly, fortnightly or a one-off delivery. If you would like to know more, visit the 'manage subscription' link on the website



Baby bio box

If you have a new baby, then you may interested in this new optional extra to your regular organic box. It is a selection of fruit/vegetables designed to be perfect for baby food. The price is €3.99, and includes small portions of 3 to 4

different types of fruit & veg. Some of the produce we intend to include this Autumn is as follows:
Bananas
Apples, pears and other soft fruit

Carrots
Broccoli
Courgettes
Avocados
Potatoes
Butternut squash
The quantities will be around 300 to 400 g of each item..



Track your delivery and ETA

You can now track your delivery in real time. We have utilized a new google application called 'google latitude' that allows you to see online a map and satellite view of where our delivery vehicles are at any time throughout the day. It is accurate to around 500 metres. You will be notified of your delivery driver each week, so you can determine which van to track via our website.

We understand that on it's own this feature will not enable you to know when your box will be

delivered, which is why we have also introduced an 'estimated time of arrival' (ETA) request system. If you go to the 'tracking' link on 'manage your subscription', you can request the ETA (only on the actual day of delivery). This will be sent directly to the driver, who will then reply by SMS or email with the ETA via his blackberry.

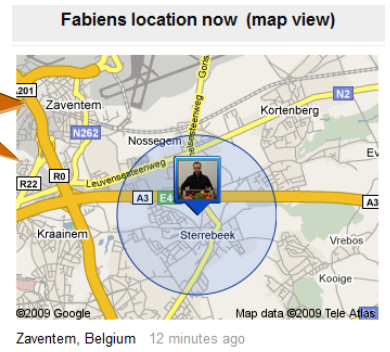
We try to keep the delivery route similar each week, so over time you will find that the time of delivery should become more reliable. However we



offer this ETA option in case you need to go out during the day.

The deliveries are done between 10.00 and 17.30 and the route is only finalized on the day of actual delivery. If you would like an ETA please make the request only on the day of delivery. Depending on the volume of requests, this rule may change in the future.

The ETA request is only available for subscribers and not for one-off orders.



Introducing Fabien



Fabien is the new full-time driver for reason2.be. He's been helping us for some time now, and has got to know the business very well. He is French and speaks both French and English. Don't hesitate to ask him any questions about our services when you meet him on his delivery route.



Quite often, the vegetables are very easy to prepare, but finding how to cook them can be time consuming. If you request cooking advice, we will send you a concise SMS or email of simple instructions within the day. Go to the 'recycle and exchange club' link on the website to find out more.

Cooking advice by SMS ? ? ?

Exclusively for members of the recycle and exchange club, we now offer a way to get concise, quick advice about how to cook any vegetable you receive in your organic box.

We know that sometimes the vegetables are not the most common that you would find in supermarkets, which is why we are offering this quick and easy solution to our members.

How to request cooking advice

Form with fields: Vegetable, SMS/Email checkboxes, Your name, Email address, and a Submit button.



organic box delivered at the same time if desired.

If you are interested in this service, just go to the office fruit link on the website, or send us an email.

Free delivery to your desk



Fruit for the office

Due to popular demand we have launched a 'fruit for the office' box for companies in and around Brussels.

The concept is very simple, it is a regular delivery of organic fruit provided to offices.

We are starting by having 3 size options that are suitable for 10, 30 or 50 people to have around 3 to 4 pieces of fruit.

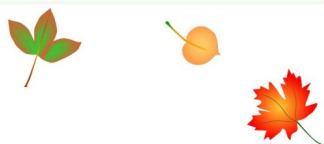
We will be having a variety of 5

or 6 types of fruit with each delivery with local produce selected whenever possible.

The prices are €24.99, €65.99 and €99.99 respectively. So this works out at around €2 per person with free delivery to the desk.

The office fruit is available weekly, fortnightly or a one-off delivery.

People can also have a normal



Reason2.be seasonal: Autumnal gems



Pumpkin



- **Pumpkin** (*Potiron in French and Pompoen in Flemish*)

Pumpkins are similar to squash but have a larger stem and are squarer in shape. They are very versatile and can be stored all through winter. (see page 6)

Carrots



Why? low in Saturated Fat, and very low in Cholesterol and Sodium. It is also a good source of Thiamin, Niacin, Vitamin B6, Folate, Pantothenic Acid, Iron, Magnesium and Phosphorus, and a very good source of Vitamin A, Vitamin C, Vitamin E Riboflavin, Potassium, Copper and Manganese.

Make: Pumpkins that are still small may be eaten in the same way as squash or zucchini. Pumpkins can also be mashed like potatoes.

Chard



Why? No other vegetable or fruit contains as much carotene as carrots, which the body converts to vitamin A. An excellent source of vitamins B and C as well as calcium pectate, an extraordinary pectin fibre that has been found to have cholesterol-lowering properties.

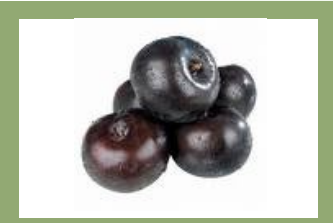
- **Pears** (*Poires in French and peer in Flemish*)

Pears



Pears are harvested in summer before they are fully ripe, while they are still green. If they are left to ripen on the tree the sugars will turn to starch crystals and the pear will have a gritty texture.

Plums



Why? Pears are a good source of fibre, vitamin C (11% of daily value) and copper. They also contain vitamin K which helps with preventing hardening of the arteries.

Make:

The easiest way to cook pears is to poach with sugar. They are used in cakes or tarts or as compliments to savory dishes, especially pork.

Courgettes



Make:

If the plums have been in the refrigerator, allow them to approach room temperature before eating them as this will help them attain the maximum juiciness and sweetness.

- **Carrots** (*Carottes in French and Wortelen in Flemish*)

The modern carrot emerged in the Netherlands in the 17th century and are not exclusively orange. Purple carrots are grown in Belgium and have been in our boxes this year.

Why? No other vegetable or fruit contains as much carotene as carrots, which the body converts to vitamin A. An excellent source of vitamins B and C as well as calcium pectate, an extraordinary pectin fibre that has been found to have cholesterol-lowering properties.

Make:

The simplest way is raw. Alternatively they can be chopped and boiled, fried or steamed, and cooked in soups

- **Swiss Chard** (*Bette in French and Zwitsers snijbiet in Flemish*)

Similar to spinach and beets with a flavour that is bitter, pungent and slightly salty. Although not native to Switzerland, the Swiss botanist Koch determined the scientific name.

Why?

Swiss chard is an excellent source of vitamin K, vitamin A, vitamin C, magnesium, manganese, potassium, iron, vitamin E and dietary fiber. It is a very good source of copper, calcium, vitamin B2, vitamin B6 and protein.

Make: Chard is best cooked by quick boiling since this helps to free the oxalic acids it contains, and makes the chard less bitter and more sweet.

- **Courgettes** (*Courgette in French and Courgette in Flemish*)

Known as zucchini in USA and Australia, the courgettes is a small squash. It is in fact a fruit, being the swollen ovary of the zucchini flower.

Why?

The courgette is low in calories (approximately 15 food calories per 100 g fresh courgette) and contains useful amounts of folate, potassium and vitamin A. 1/2 cup of zucchini also contains 19% of the recommended amount of manganese..

Make:

can be prepared using a variety of cooking techniques, including steamed, boiled, grilled, stuffed and baked, barbecued or fried.

4 quick seasonal recipes

Pumpkin wedges on the barbeque

Ingredients:

1 small pumpkin, cut into wedges and seeds removed
100ml honey
2 tbsp sunflower oil
Ground salt and pepper
2 tbsp sesame seeds

Directions (serves 4):

1. Place the pumpkin wedges on a double layer of foil, drizzle on the honey and the oil, season well and sprinkle on the sesame seeds. Bring the edges of the foil together and scrunch up a bit, like making a Cornish pasty.

2. Place on the edge of the barbecue and cook for 20-30 minutes.
3. Open the foil parcel and serve straight from the barbecue..

Pumpkin wedges



Sautéed chard with garlic

Ingredients:

0.5kg chard
1 clove garlic, peeled and crushed
1 red onion, peeled and finely chopped
juice and zest 1/2 orange
1 tbsp sunflower oil
salt and pepper

Directions (serves 4):

1. Take the chard leaves off the stalks and shred the leaves and stalks finely. Keep them separate.
2. Heat the oil in a large frying pan or wok. Add the onions and the chard stalks and stir-fry

for 3-4 minutes until starting to soften. Add the garlic, chard leaves and orange zest and mix together. Season well and stir-fry for another 2-3 minutes until the leaves have wilted.

3. Stir in the orange juice and serve at once.

Sautéed chard with garlic



Courgettes and walnuts

Ingredients:

3 tablespoons of butter.
½ cup of walnuts, coarsely chopped.
0.7 kg of courgette.
½ teaspoon of salt.
Freshly ground black pepper, to taste

Directions:

1. In a large pan, heat 1 tablespoon of the butter.
2. Stir and toss walnuts until lightly browned (about 8 minutes), then remove from the pan.

3. Wash and trim ends from courgette, then slice half-inch thick.

4. Heat the remaining 2 tablespoons of butter in the skillet and sauté courgette slices until they start to soften.

Courgettes and walnuts



Plum jam

Ingredients:

1kg firm-ripe red, black, or fresh plums, halved and pitted
1/2 cup sugar
1/2 cup water
1 cinnamon stick

Directions:

1. Coarsely chop plums and stir together with sugar, water, and cinnamon stick in a heavy saucepan.
2. Simmer, uncovered, stirring occasionally (more often

toward end of cooking to prevent sticking), until thickened and reduced to about 2 1/2 cups, 45 minutes to 1 hour.

3. Discard cinnamon stick and cool. Transfer to an airtight container and chill.

Plum jam



Storing guide: Autumn vegetables

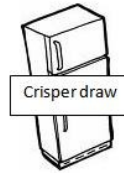
Pumpkin



2 - 6 months

Tip: keep warm and dry

Carrots



2 weeks

Tip: Keep in a sealed container with water

Swiss chard



3-5 days

Tip: Only wash before cooking

Pears



5 days

Tip: To ripen, put in plastic bag with a ripe apple

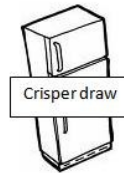
Plums



3 days

Tip: Ripen hard plums by keeping at room temp

Courgettes



4 - 5 days

Tip: Only wash before cooking

Key

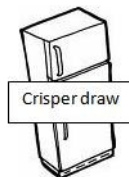
Keep in fridge



Keep out of fridge



Keep in crisper draw



Keep in plastic



Keep in paper bag



How to freeze vegetables

1. Wash the vegetables thoroughly in cool water and boil a pan of water - add a large pinch of salt to the water.
2. Trim, peel and cut into small portions if necessary.
3. When water is at a rolling boil, fill the strainer with veggies and plunge them into boiling water. Wait about 30 seconds, then dump them in the ice bath for 30 seconds to stop them cooking. This is called blanching and it is necessary to destroy certain bacteria while helping to preserve the colour, texture, flavor and nutrients.
4. Drain the veggies and put them into freezer bags. Store in the freezer for up to 6 months.

Note: Some vegetables are not suitable for freezing such as; Endives, cucumber, lettuce, radish. Root vegetables are better stored without freezing