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What's new

This month we will preview some new products and services that we have started for 2010.

We had a very busy Autumn, so apologies for the delay in issuing the latest newsletter. A big welcome to all our new subscribers.

In this issue we will explain some of the new 'sustainable services' available, and the new

box combinations we have dreamed up. We also have all the usual features such as seasonal recipes, seasonal spotlight on winter vegetables, and we'll continue the vegetable storing guide.

We listen to every customer suggestion carefully, and we are developing the business according to the suggestions and demand from our

customers. So many thanks to the people that have taken the time to make suggestions. As a result we have introduced a new 'plus' size box, which is double the quantity of each box type. We have also started to sell fruit only boxes and roast dinner boxes.

I do hope you like the new additions.

Thanks Ben

[contact me](#)

Charity collections

Give something back

We are always thinking about how we can utilize the home deliveries for more than just food delivery. We have decided to expand the customer collections to include plastic bottle tops, old printer cartridges and old reading glasses. Together with 'sunbeams', we have identified charities that accept these items and are able to trade them to receive income.

- **Plastic bottle caps to Ligue Braille/Centre pour chiens-guides**

The [Belgian center for guide dogs](#) helps to provide support to the 14,000 blind and partially sighted people of Belgium.

- **Reading glasses to Lunettes sans frontiere**

The glasses are donated to developing countries around the World, with an emphasis on Africa. Hospitals distribute to glasses to the poor partially-sighted of the country.

- **Used printer cartridges to Natuurpunt**

The printer cartridges are recycled by Tomson recycling, who then donate 1 Euro for each recycled cartridge sold to Natuurpunt. Natuurpunt are an organisation promoting biodiversity in Belgium.

- **Corks to Le petit liege**

This non-profit organisation manufactures insulation material from the used corks.

Organic roast dinner boxes



All you need for a roast dinner



We are now selling roast dinner boxes. These are available as an add-on to your regular box, or as your only organic box. There is no additional charge for delivery.

The boxes consist of a joint of meat that is prepared by Jack O'Shea's butchers and all the vegetables needed to complement the meat. We also include herbs such as rosemary and thyme.

Naturally, all the vegetables are organic. The meat is either organic or free-range depending on the meat.

There are 2 sizes of box, and are designed to cater for 3-5 people or 5-7 people. The quantity of the meat and vegetable are listed on the website if you want to know exactly how much produce is included in each box.

If you would like to order a

roast box, it should be ordered before the Sunday (12pm) of the week of your delivery.

All of the produce will stay fresh for around a week as long as it is properly stored. The meat may need freezing depending on when you intend to cook it. This information will be indicated with the package



'Plus' your box to get double the quantity

All you need for a roast dinner



In response to customer feedback, we are now offering all our boxes with double quantity.

So you now can choose a combination of variety and

quantity that best suits your needs.

The prices of the 'plus' boxes are simply double that of the regular sized boxes.

If you would like to change your box to the plus size, you can do so via the manage subscription link on the website.

Fruit only boxes

New fruit only boxes



We have introduced some fruit only boxes. These are based on our office fruit boxes, and are now available for anybody to order. These are available as an add-on to your regular box, or to have as your only organic

box. There are 3 sizes of boxes and are priced as follows: €24.99, €65.99 and €99.99

We try to make sure to keep the box contents as local as possible. Due to the limited

variety available in Belgium during the winter, we tend to include more fruit from abroad to ensure a good variety.

To order a box, just go to the manage subscription link on the website.

UN billion tree campaign



Offset the CO2 of your delivery



We have been donating to an offsetting scheme for a year (PURE). Now we have decided to change how we manage our offsetting donations.

From January we now donate to 'tree nation' which is an

organisation that plants trees for the UN billion tree campaign.

Customers can donate €0.06 for every delivery. This contributes towards the payment of one tree. After 58

donations, one tree will be bought on the customers behalf with reason2.be donating 50% of the value. A certificate of the tree planting with the customers name will be sent at that time.

Sustainable club

Formerly called the recycle and exchange the 'sustainable club' is a scheme where €1.00 is added to the regular subscription. Customers can then use any of the sustainable services that we offer with any delivery.

Alternatively, the services can be used on an a la carte basis with prices set at €0.50 for each service (dry cleaning costs €1.00).

Subscribers can use any of the services with their regular delivery. If a member of the

sustainable club, then any of the services can be used with any delivery.

We have added some new services from January which are all in line with the sustainable philosophy.



1. Eco dry-cleaning *New*

Now available is the dry-cleaning service. We collect any clothing items and drop them at Green and Clean to be dry-cleaned. We then deliver them back to the customers house at the time of the next delivery.

The prices of the dry-cleaning are shown on the website (see

the sustainable services link on the homepage)

We charge €1.00 for this service, or get it for free if you join the sustainable club.

Customers should leave the clothes in a suitable bag for us to collect. The dry-cleaning is

done by Green and Clean ecological pressing, and as such any complaints with damage etc will be between the customer and Green and Clean. We are not affiliated with Green and Clean and we simply act as delivery service for customers.

Green & clean



2. Letter pick-up & post *New*

If you don't have time to go to the post office, then we'll do it for you.

Just leave the letters to be posted in your returned box, and we'll take care of the

postage. We'll even buy the stamps for you if necessary. The amount will be deducted from your subscription account.

If you would like to use this

service, please let us know in advance.

The cost of this service is free for members of the sustainable club or €0.50 for non-members.

Reason2.be postal service



3. Glass recycling

We are continuing our glass recycling service for all our subscribers. To have glass

collected and recycled, customers can either join the sustainable club (€1.00), or pay

€0.50 just for the glass recycling service. Go to the sustainable services link.

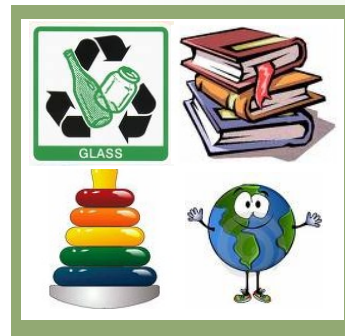
4. Book & toy rental

We have been running a book and toy service for over a year now. We were operating the service as an exchange system,

where customers needed to exchange an item on receipt of the chosen item. From January, it is now possible just to rent

the item for a month with no exchange necessary. We now have over 500 English books in the library.

Other services



5. Energy monitor rental

The energy monitor helps customers to check the power consumption of electrical

appliances in the home. This is intended to help with lowering your energy usage. The

monitor also displays in Euro's, so it is possible to see how much is being spent.



Reason2.be seasonal: Winter discovery

Fennel



- **Fennel** (*fenouil* in French and *venkel* in Flemish)

Fennel is a plant species that is native to the Mediterranean region. It is highly aromatic and flavourful herb with many culinary and medicinal uses.

Black radish



Why?

The anethole in fennel has repeatedly been shown to reduce inflammation and to help prevent the occurrence of cancer

Make:

The three different parts of fennel—the base, stalks and leaves—can all be used in cooking.

The best way to slice it is to do so vertically through the bulb. It is best to first remove the harder core that resides in the center before dicing.

Clementines



- **Aubergine** (*Aubergine* in French and *aubergine* in Flemish)

Aubergines, known also as eggplant, belong to the nightshade family of vegetables. They grow like tomatoes, hanging from vines. They have a pleasantly bitter taste and spongy texture.

Why?

In addition to containing many vitamins and minerals, aubergine also contains important phytonutrients, many which have antioxidant activity.

Make:

To tenderize the flesh's texture and reduce some of its naturally occurring bitter taste, you can sweat the eggplant by salting it.

Green beans



- **Green beans** (*haricot vert* in French and *prinsessenboon* in Flemish)

Also known as French beans or runner beans. French beans are a longer, thinner type of bean than the typical green bean. The beans are native to South America and were introduced to Europe in the 16th century

Why?

Green beans are a very good source of vitamin A, notably through their concentration of beta-carotene, and an excellent source of vitamin C. These two nutrients are important antioxidants that work to reduce the amounts of free radicals in the body

Make:

Remove both ends of the beans and boil or saute.

Celery



- **Clementines** (*Clementines* in French and *Clementines* in Flemish)

Clementine is a variety of the mandarin orange. They are sometimes known as seedless tangerines. They are available in different sizes, and is very similar to the Satsuma.

Why?

Nutritionally packed, a medium size clementine is approximately 50 calories. It's a great nutritional source of Vitamin C, fiber, folate, and potassium.

Make:

Clementines can be used in cakes and desserts, but are also good as a sauce with pork or duck. They can be mixed with banana and mango for a delicious smoothie.

- **Celery** (*celery* in French and *bleekselderij* in Flemish)

Celery has a long history of use, as food and medicine. The ancient Greeks even used the leaves as laurels to decorate athletes.

Why?

Celery is valuable in weight-loss diets, where it provides low-calorie dietary fibre. It also has shown to reduce high blood pressure due to active compounds called phthalides.

Make:

To clean celery, cut off the base and leaves, then wash the leaves and stalks under running water. Cut the stalks into pieces of desired length. Be sure to use the leaves—they contain the most vitamin C, calcium and potassium—but use them within a day or two.

4 quick seasonal recipes

Black radish, carrot and fennel salad

Ingredients:

3 large paper-thin slices black radish
6 thin diagonal slices carrot (about 2 inches long), blanched
6 thin slices fennel
6 to 8 long thin curls Parmesan
1 small handful arugula

Citrus vinaigrette:

1 1/4 cups mild olive oil
6 to 8 tablespoons fresh lemon juice
1 tablespoon grated lemon zest
Salt and freshly ground pepper to taste

Directions:

Toss the arugula with enough of the vinaigrette to coat and place on a salad plate. Arrange the radish slices on top, then the carrot and fennel.

Drizzle with the remaining vinaigrette and top with the curls of cheese

Black radish salad



Tomato aubergines

Ingredients:

2 medium to large aubergines
1 tbsp (15 ml) sea salt
4 tbsp (60 ml) olive oil
3 tbsp (60 ml) tomato puree (paste)
2.5 ml (1/2 tsp) ground cinnamon
1 clove garlic, crushed with a

pinch of sea salt
freshly ground black pepper

Directions (serves 4):

1. Cut the aubergines into 1 cm slices.
2. Put them into a colander and sprinkle them with the salt and leave to drain for 30 minutes.
3. Beat the remaining
4. Beat the remaining

ingredients together.

5. Rinse the aubergine slices under cold water and pat them dry with absorbent paper.
6. Brush one side of the slices with half the tomato mixture.
7. Preheat the grill to high.
8. Lay the slices under the grill tomato side up, and grill for 2 minutes on both sides.

Tomato aubergines



Celery soup recipe

Ingredients:

700 g celery
1 onion
900 ml water or white vegetable stock
Salt and pepper
30 g butter
30 g flour
1/2 pint (300 ml) milk

Cut celery into 7.5 cm lengths.

Peel and slice the onion.

Put the vegetables into a pan with the stock or water and seasoning.

Bring to the boil and then reduce to a simmer with the pan covered until the vegetables are tender.

Blend to make a smooth

puree.

Melt the butter in a pan and add the flour. Blend it well and cook for a couple of minutes.

Gradually pour in the milk, stirring all the time. Simmer for a few minutes to cook.

Pour in the celery puree, stir well and re-heat, without boiling again.

Celery soup



Plum jam

Ingredients:

450g French green beans
3 tbsp olive oil
2 cloves garlic, sliced thinly
100g slivered or whole almonds

2 tbsp tamari soy sauce

Directions:

Drop the beans into boiling water and boil for 10 minutes. Drain and pile into a warm serving dish.

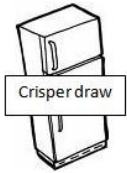
Gently heat the oil with the garlic until it is just turning golden, quickly toss in the almonds and the tamari, stir and brown a few minutes longer. Tip over the green beans. Serve immediately.

Green beans with garlic & almonds



Storing guide: Winter vegetables

Aubergine



5 days

Tip: Don't cut before storing

Black radish



2 months

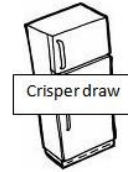
Clementines



2 weeks

Tip: Keep the bag sealed

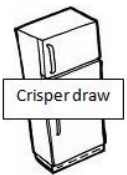
Fennel



4 days

Tip: Fresh fennel can be frozen

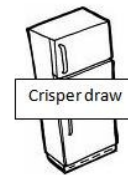
Green beans



7 days

Tip: Ripen hard plums by keeping at room

Celery



4 – 5 days

Tip: Sprinkle with water to revive

Key

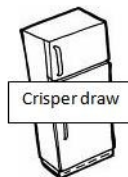
Keep in fridge



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