



**Monday 11<sup>th</sup> July 2016**

Dear Customer,

Hello ! I'm having a horrible morning and have had a horrible weekend staying glued to my facebook pages. I am running a Kickstarter campaign for Izzy Lane to do cruelty-free socks and knitting yarns. Somehow or other the online sheep farming community have got hold of it and I have had 3 days of really awful and personal abuse from them. Not to mention abuse from various vegans who say 'no wool' at any price, even though this is saving the sheep's lives. So I am taking it from all sides and trying to delete the abuse as quickly as it comes in. I bet the owners of abattoirs don't come under this sort of attack. Ok the language of my campaign might be colourful – 'death-free socks' – but I'm running a PR campaign and sheep farmers aren't my target audience.

It's Monday morning and I am on the countdown of my campaign which ends at some point on the 14<sup>th</sup> July. If you do happen to be interested in death-free socks, the coolest socks in the world, and haven't seen the campaign, if you go to [www.kickstarter.com](http://www.kickstarter.com) and put Izzy Lane into the search, there you will find them.

But anyway, let's move on to the big story of the week – bunched beetroot. It is a good source of folic acid and the antioxidants which reduce blood pressure. You could make a beetroot puree by cooking it and mixing with an equal amount of potato and whizzing it in the blender with a dollop of crème fraiche or non-dairy equivalent.

Delicious with a little chopped dill scattered on top. For a great salad, grate several small beetroot with two large carrots, aiming for equal quantities of each. Mix this with a vinaigrette of 2 tbsp olive oil, 1 tbsp sesame oil and 1 tbsp lemon juice plus a pinch of salt, then sprinkle generously with pumpkin and sesame seeds.

For beetroot hash browns, chop and cook an onion in a little oil until soft and golden then cut 350g each of cooked new potatoes and cooked beetroot cut into 1cm dice. Mix the onions with a dash of vegetarian Worcestershire sauce, salt and pepper. Add a beaten free-range egg and form the mixture into patties. Refrigerate for at least an hour. Dip in a saucerful of breadcrumbs and shallow fry.

**Beetroot Seed Cake**

*oil or butter for greasing*  
*½ tsp bicarbonate of soda*  
*½ tsp ground cinnamon*  
*225g muscovado sugar*  
*150g raw beetroot, peeled*  
*75g sultanas*

*225g self-raising flour*  
*1 level tsp baking powder*  
*180ml sunflower oil*  
*3 free-range eggs, separated*  
*juice of half a lemon*  
*75g mixed seeds ( eg sunflower, pumpkin, linseed)*

**Icing**

*8 tbsp icing sugar*  
*poppy seeds to garnish*

*a little lemon juice*

*Preheat the oven to 180C/ 350F/ Gas 4. Lightly grease a rectangular loaf tin (20cm x 7cm). Sift together the flour, bicarbonate of soda, baking powder and cinnamon. Beat the oil and sugar in a food mixer until well-combined then introduce the egg yolks one by one, mixing after you add each egg yolk. Grate the beetroot coarsely and fold it into the egg mixture then add the lemon juice, sultanas or raisins, and the assorted seeds. Pulse until combined. Fold the flour and raising agents into the egg mixture whilst the machine is on a slow setting. Beat the egg whites until light and almost stiff. Fold gently but thoroughly into the cake mixture, using a large metal spoon. Pour the mixture into a cake tin and bake for 50-55 minutes, covering the top with a piece of foil after 30 minutes. Test with a skewer for doneness. The cake should be moist inside but not sticky. Leave the cake to settle for a good 20 minutes before turning out of the tin onto a wire cooling rack. To make the icing, put the icing sugar in a bowl and stir in enough lemon juice to achieve a consistency where the icing will run over the top of the cake and drizzle slowly down the sides, stir well to remove lumps. Drizzle over the cake and scatter with poppy seeds. Leave to set before eating.*

**Beetroot Halva**

*2 large beetroot*  
*3 tbsp caster sugar*  
*3 tbsp raisins*  
*pinch ground cardamom*

*1 litre milk*  
*5 tbsp butter*  
*handful chopped cashew nuts*

*Coarsely grate the beetroot. Place in a large non-stick saucepan with the milk and cook, stirring occasionally, until the milk has dried off. It will take more than an hour. Add the caster sugar and 4 tbsp of butter and cook, stirring, for another 15-20 minutes to help the beetroot caramelise. It will turn a lovely deep red colour. Meanwhile gently heat the 1 tsp butter in a pan and fry the raisins with the cashews and a pinch of ground cardamom until the nuts are lightly golden. Stir into the halva. Taste, adjust the sugar and serve hot.*

Oh dear, I have to go back to facebook and see what delights have been posted while I've been writing this. I hope this finds you well,

Kind wishes,

Isobel

PS .....torrential rain here.