Drinks Brochure

Company:
Movements, Deals and Drinks

Going Picking

Most east Londoners born before the 1950's know about 'going picking' and associate it with 'going down to Kent' to pick berries, apples and most famously hops. Myvillages came across this important collective history early in 2014 and started to imagine ways to restore this extraordinary urban-rural relationship through a new communal picking endeavor.

This time the plan was not only to pick, but to keep the crop, make drinks and trade them directly, with the profits feeding into a community owned enterprise. The new company would be grounded in the history of 'going picking' but extend the collective labour process further, to complete a whole cycle of production, trade and reinvestment.

Company: Movements, Deals and Drinks was set up as an arts project in May 2014 and throughout the summer of 2014 we ran a wide programme of activities across the London Borough of Barking and Dagenham. Hop-picking memories were shared during monthly Hopping Afternoons at Valence House, cola concentrate was mixed at Dagenham Library and the Millennium Centre, elderflowers were infused during Eastbrookend Country Fair, strawberries were plugged at the Barking and Dagenham College training kitchens, labels were drawn-up at Studio 3 Arts. We foraged, gleaned and harvested; infused, fermented and bottled; named, labeled and stored.

The full range of our 2014 drinks is now ready and will be sold across public events and organisations in Barking and Dagenham and a number of art events in Central London. Our drinks range is not fixed and new recipes, processes and drinks cultures will enter the company as it grows.

From November 2014 onwards the project is going to have a permanent base at the Parks Centre in Dagenham from where we will run and coordinate regular social events, drinks-making workshops and picking trips. During the winter we'll also be planting a fruit orchard at Eastbury Manor House, a raspberry garden at Studio 3 Arts and a fruit allotment at Eastbrook Comprehensive School.

The long-term ambition is to establish a new communal and productive space in Barking and Dagenham, where history meets today, everyday culture meets art, and economics meets the social.

Or as one woman put it during the hop-picking reminiscence sessions: "Going picking wasn't just about the money, it was about being in good company."

Enjoy your drink!
Kathrin Böhm / Myvillages

Previous page clockwise from top left: Monk family hopping at Paddock Farm, courtesy of Dennis Monk (a); Family photo, courtesy of Angela Lambert (b); Strawberry hulling, training kitchen, Barking and Dagenham College (c); Blackcurrant gleaning, Feering Bury Farm (d)

This page clockwise from top left: Kernel Brewery, Bermondsey (e); Kate Rich, cola carbonation, Millennium Centre (f); Bottles at Square Root, Hackney (g)

DRI-NKS

ELDERFLOWER LEMONADE

PICKED ALL OVER THE BOROUGH

Picked by:	Park users and students from Eastbrook Comprehensive School.
Picked where:	Goresbrook Park, Valence House Gardens, Eastbrookend Country Park, Starter Farm, Central Park.
When:	Late May and early June 2014.
Processed where:	Square Root, Hackney.
Transport:	By foot.
Deal:	The park rangers and gardeners gave their ok for us to pick small amounts of elderflower during public workshops and picking sessions. This year there would have been enough elderflower in the borough to make cordial for the whole of London. The picking was on an unpaid voluntary basis. Square Root were paid for their labour and processing costs.
Ingredients:	Carbonated Water, Elderflower, English Beet Sugar, Lemon.
RRP per 275ml bottle:	£1.20 – £2.80

IT GROWS EVERYWHERE

THAT'S MORE LIKE IT

NOT QUITE EVERYWHERE...

STRAWBERRYADE

Picked by: BTEC Hospitality students and staff from Barking and Dagenham College.

Picked where: Growing Communities Starter Farm, Central Park Nurseries, Dagenham.

When: 18 and 25 June 2014.

Processed where: Square Root, Hackney.

Transport: By foot and college mini-bus.

Deal: Picking took place during college hours and the minibus was free. The strawberries were purchased at wholesale market price from farmer Alice Holden and Square Root were paid for the labour and processing costs.

Ingredients: Carbonated Water, Organic Strawberry, English Beet Sugar, Lemon.

RRP per 275ml bottle: £1.20 – £2.80

BLACKCURRANT SODA

GLEANED* FROM THE FIELD TO YOUR BOTTLE

Picked by:	47 residents (mainly families) from Barking and Dagenham who signed up for a gleaning trip.
Picked where:	Feering Bury Farm, Colchester, Essex.
When:	24 July 2014
Processed where:	Square Root, Hackney.
Transport:	Coach.
Deal:	The coach for the day was paid for from the project budget. Picking was on a volunteer basis, the blackcurrants were gleaned and so they were free. Everyone brought their own lunch and the farmer Ben Coode-Adams gave a free tour of the gardens and house. Square Root were paid for their labour and processing costs.
Ingredients:	Carbonated Water, Blackcurrant, English Beet Sugar, Lemon.
RRP per 275ml bottle:	£1.20 – £2.80

Leaving Dagenham

Yogurt pots, tupperware, carrier bags, use what you've got

***Gleaning: Collecting leftover crops for free from farmers' fields after they have been commercially harvested. When there are 80 acres, that means a lot of leftovers.**

Gathering what this missed

Lunch break

INTRODUCING:

B.A.D COLA*

THE ONLY COLA MADE WITH A POWER DRILL!

SHUT UP!?

Q: WHAT COLA INGREDIENT IS GETTING MASHED IN THAT BOWL?

A: CORIANDER

SHUT UP!!

*made in Barking And Dagenham

Made by: Three groups of young people during drop-in cola concentrate production workshops run by Kate Rich from Cube-Cola.
Where: Dagenham Library and Millennium Centre.
When: 6, 8, 9 August 2014
Processed where: Square Root, Hackney.
Transport: Public transport.
Deal: Artists Kate Rich and Kayle Brandon have developed Cube-Cola concentrate as an open source recipe for others to make their own cola. Kate was paid a workshop fee to explain and demonstrate the concentrate making. Square Root were paid for the labour to mix and bottle the cola syrup.
Ingredients: Carbonated Water, Sugar, Caramel Colour E150d, Citric Acid, Gum Arabic, Caffeine, Essential Oils: Orange, Lime, Lemon, Nutmeg, Cassia, Coriander, Lavender.
RRP per 275ml bottle: £1.00 – £ 2.50

~~BD COLA~~
~~YAM COLA~~
~~HELLA BAD~~
~~YODO COLA~~
~~KIN COLA~~
B.A.D. COLA ✓
~~COLA TING~~
~~COLA EXPRESS~~

RIGOROUSLY TASTE TESTED BY EXPERTS IN THE FIELD

Clockwise from top left: Blackcurrant Dracula (a); Hop cutters, courtesy of John Smith (b); Hoppers, courtesy of John Smith (c)

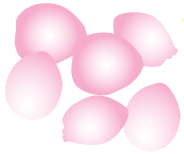
Facing page, clockwise from top left: Hop-pickers, Little Scotney Farm (a); Hop-pickers for the day (b); Rose Wright, courtesy of Rose Wright (c); Going gleaning (d); Little Hoppers Hospital, courtesy of Violet Charlton (e); Hop-picking day-trip at Little Scotney Farm, September 2014 (f)

Concentrates

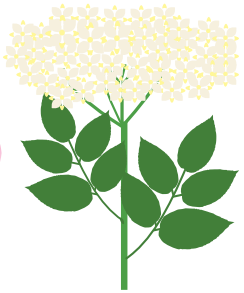
aka Cordial, Syrups and Infusions

TEN NEW FLAVOURS

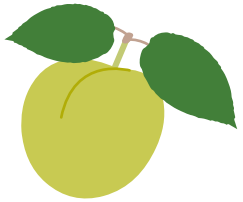
May — June — July — August — September — October



Rose Petal

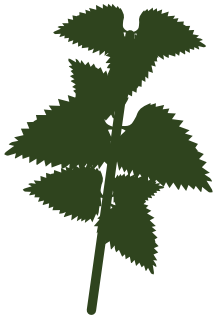


Elderflower



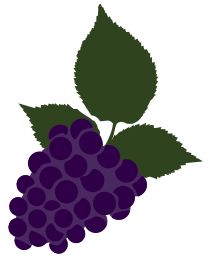
Wild Plum

Blackcurrant

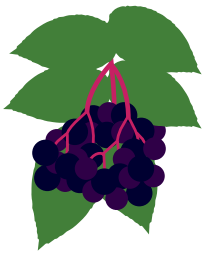


Nettle

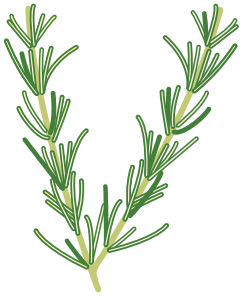
Limeflower



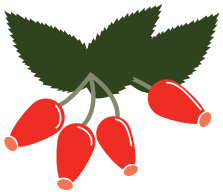
Blackberry



Elderberry



Rosemary



Rosehip

VALENCE HOUSE GARDEN

PARSLOES PARK

MAYESBROOK PARK

VALENCE PARK

GORESBROOK PARK

CENTRAL PARK

ALL FORAGED LOCALLY

Picked by:	Foraged in local parks with the generous support and help of Lorna Orr (Valence House Garden Volunteer Group).
Picked where:	Mayesbrook Park, Valence House Garden, Valence Park, Parsloes Park, Central Park, Goresbrook Park, Eastbury Manor House.
When:	May – October 2014.
Processed where:	Local kitchens.
Transport:	By foot and local transport.
Deal:	Lorna offered to share her knowledge of plants and places for wild growing fruit and herbs. The park rangers okayed the picking for the purposes of the project and we made sure we left enough fruit for the birds. Lorna gave her time for free and in return a donation was made to her favorite animal welfare charity.
Ingredients:	Water, Sugar, Petals, Leaves, Flowers, Berries.
RRP:	£ 0.50 - £6.50 per 50ml portion inc. sparkling water or sparkling wine top-up.

Barking &
Dagenham

HOP

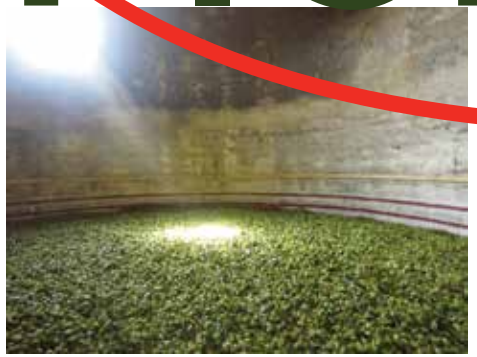
2 Coaches

100 Sandwiches

70 East Londoners

PICK-

Kent



1 Kent Farm

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Clockwise from top left: Hop-picking trip, 12 September 2014 (a); Hop-picking 1950, courtesy of George Westbrook (b); Hop-garden at Little Scotney Farm (c)

Facing page, clockwise from top left: At the hop-bin (a); Maureen and mother Ellen Reid in hop field, courtesy of Maureen Hostler (b); After a day picking (c); Tanks at Kernel Brewery (d)

Hop Saison

Picked by:	Seventy local residents who signed up for a free hop-picking trip to Kent, many of them have memories of going hop-picking as children.
Picked where:	Little Scotney Farm Cottage, Lamberhurst, Kent.
When:	12 September 2014.
Processed where:	Kernel Brewery, Bermondsey, London.
Transport:	Two coaches.
Deal:	Create Director Hadrian Garrard's sister's mother-in-law Gill Harper put us in contact with John Smith who works for the Kent based multinational hop merchant Lupofresh. John then kindly introduced us to the hop farmer Ian Strang who allowed a large group to do hop-picking on his farm during hop harvest. John asked us for two tickets for the Frieze Art Fair opening for his daughter who studies art and Ian didn't charge us for the hops because he values the increased attention for hop-growing. We paid Kernel for the additional ingredients and labour costs.
Ingredients:	Water, Barley, Whitbread Golding Variety.
RRP per 330ml bottle:	£ 2.50 - £ 5.00

Company: Movements, Deals and Drinks is a project by Myvillages. The project has been commissioned by Create and supported by the Bank of America Merrill Lynch and the London Borough of Barking and Dagenham.

Myvillages is an international artist group founded in 2003 by Kathrin Böhm (UK), Wapke Feenstra (NL) and Antje Schiffers (D).

Myvillages would like to thank the following people and organisations for making this project possible:

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CREATE

Myvillages

Bank of America Merrill Lynch

London Borough of Barking & Dagenham

Photo Credits
All images by Kathrin Böhm, except photos donated during hop-picking reminiscence sessions and:

Jennifer Balcombe – cover, p.4, p.7, p. 9
Shahane Begum – p.11 bottom right
Emil Charlaff – p.2 (f), p.10
Elena Heatherwick – p.13 (a, b), p.16, p.17 top, p.18 (a, c), above
Laura Vila Lafuente – p.6 top left

A pdf of this brochure is available to download as well as comprehensive documentation of the project and its events from: www.c-o-m-p-a-n-y.info

www.c-o-m-p-a-n-y.info