

# THE FISH PEDDLAR

## December Newsletter

December is here! My alarm goes off at 3.30am and although being under the duvet is warm, the chill of December mornings really does sharpen your senses pretty quickly. December! Christmas, season of good will and all that. A vat cut. Gordon brown you really are spoiling us. NOT! **Fish News!**

November was possibly the most difficult month of the year so far. Despite the abundance of fresh fish that has been on the market. There has been a run of Wild Seabass through November with some really super fish being landed. Cod is in its element at this time of year. For those of you that may be entertaining at home in December and want to try a whole fish why not try Brill, a cheaper alternative to Turbot, but no less impressive. Whole Salmon are always good value at this time of year too.

It seems that our home made fish pies continue to impress you. Angela only makes about a dozen each weekend at the moment and we generally sell out of them. They are made from the best ingredients and are full of fish and sauce, unlike the ones you get in supermarkets. They are ideal for two people. Should you wish to have a larger one, bring your own dish in and it will be made for you. They really are good and no, Angela isn't twisting my arm around my back when I say that.

Some of you may not know but we have an extensive range of frozen goods available. Although not displayed in the shop we have cocktail prawns, raw tiger prawns (both whole and peeled), and cooked whole Mediterranean prawns (these always look impressive). A seafood mix consisting squid, mussels, prawns. We can also get a range of breaded and filo wrapped prawns. Very impressive and cook in about 5 minutes either fried or oven baked. All reasonably priced.



At Christmas Smoked Salmon is a must whether as a starter, in sandwiches or just on its own. This year as per usual we will have our pre packs of 110, 227 and 454 gram along side sliced and unsliced sides.



For those of you perhaps not feeling the financial pinch yet we can also place all types of caviar in a variety of sizes.

### **Other News!**

During quiet times it's easy to focus on some of the issues that you feel get under your skin. I am no different in that way. Visitors to the shop may know that I have two things that get me going. The first is the parking issue around Southfields. I have written to both Councillor Lucy Allan and the MP for the area Justine Greening about having a free 20 minute parking period as they do in Wimbledon Village to encourage people to come to what is a lovely shopping area. In the councilors case it took her 5 months to respond to my email and an aid of the MPs about 2 weeks to both say the same thing. That was that they would put it before the councils Technical Services Committee at the next meeting. Meanwhile parking attendants will continue to hover and issue their tickets at will.

My second moan concerns local farmers markets and the myth that they serve local areas with produce not normally available to them. I'll explain why i'm not keen on them first before being accused of being just a selfish shop owner

thinking of myself. I believe that Southfields is as good if not better than Wimbledon Village in what it has to offer local people. Not just local, but also from Earlsfield, Wimbledon Park and Wandsworth. It has a butcher, fishmonger, 2 green grocers, a bakers, 4 delis, a cake shop, 2 convenience stores and many other outlets all serving local people. On a Saturday morning between 9am and 1pm the farmers market trades at what is generally the busiest day of the week for shopping. Traders from outside the area, coming in and taking away from the local economy. I had a visit from another shop owner who has the same issues as I do. I wrote to the organizers of the market and they run over 14 markets across London alone. I asked about the requirements that were needed to have a stall in the market and was told that the people selling at the market had to be the fishermen selling their own goods that they have caught. They pay £30 for a trestle table with some ice and a couple of boxes.

Call me cynical if you like but if a trader is selling mussels and clams from Dorset, cod from Scotland farmed black bream from Greece it kind of blows their argument out of the water. I asked, if as a local trader could have a stall at our local market to sell goods in competition with the stall already there. I was told that if I could show my boats certificates that they would look into it. Angela visited our local farmers market last Saturday and was amazed at some of the fish on sale there in both terms of quality, value for money and price. I just wanted to point out a few comparisons and let you see how I think you are being hoodwinked by some of the traders at these markets. The very same people who the day before were at Putney Farmers Market selling the same produce (that must have been after they had got home, gone fishing, landed their catch slept and come into London again). Same as the guys from Grimsby Fish selling from their van to your door. I have 5 of them park on the same stand as me at **BILLINGSGATE MARKET (LONDON)**. Not Grimsby at all. Anyway I've digressed. The prices below are at the Wimbledon Park Farmers Market and The Fish Peddler on Saturday 29<sup>th</sup> November.

	€/kg Market	€/kg Peddler
Mackerel	£7.00	£6.95
Whole Plaice	£9.00	£7.50
Codling	£9.00	£6.50
Slip Soles	£18.00	£13.50
Skate Wings	£14.00	£11.95
Lemon Soles	£16.00	£14.25
John Dory	£14.00	£13.50
Gurnard	£8.00	£5.95
Black Bream	£14.00	£9.75
Clams	£14.00	£13.95
Mussels	£6.00	£5.50
Scallops in Shell	£1.00	£0.85
Oysters	£0.80	£0.65
Yellow Smk Haddock	£16.00	£15.95

With overheads at just £30 for the day. Trading at the busiest time of the week and with fish from all over the country. Not just local. With all the shops and produce you have available in the Southfields and Wimbledon Park areas. Maybe it's time we as consumers opened our eyes to the con that is the Farmers Market. I have copies of emails should anyone wish to see the relevant contents.

After that rather long rant I would like to say that we are taking orders for Christmas and the New Year. We are open up to Christmas Eve, probably closing early on the 24<sup>th</sup>. Times as yet are unclear but they will go on display in the shop over the next week or so. I'd like to take this opportunity to wish you a merry Christmas and a Happy New Year.

Should you wish to contact us call the shop on 020 8871 4411 email [info@fishpeddler.co.uk](mailto:info@fishpeddler.co.uk) and our website is [www.fishpeddler.co.uk](http://www.fishpeddler.co.uk)

Best Wishes

Roger & Angela