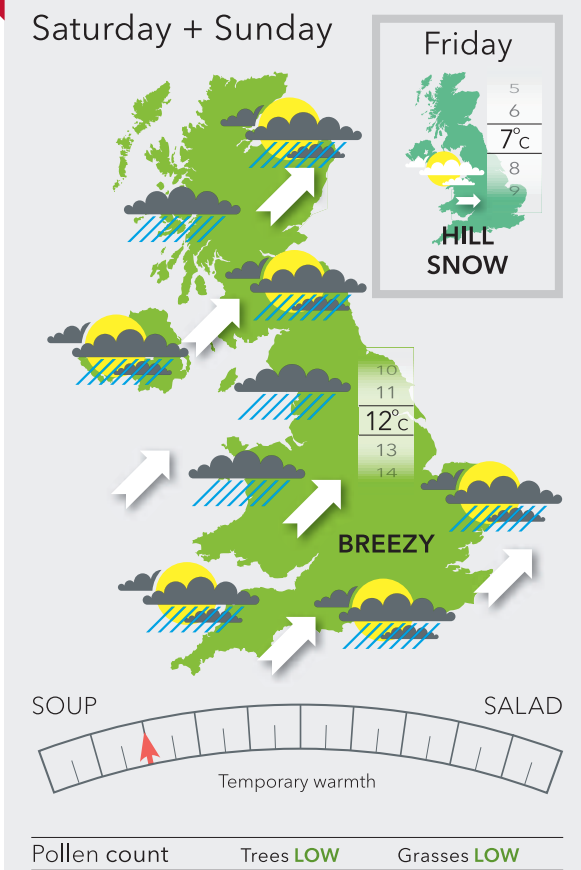




with Rob McElwee



### The story behind the tweet

140 characters explained in 140 words

**The tweet** Just swanning around! Yep – a swan waddling out of @waitrose. This is clearly a discerning bird.

**Somerset Live** @Somerset\_Live

**The story** A photograph of a swan standing in the doorway of the Portishead branch of Waitrose in Bristol sparked some lighthearted comments on social media. But it may have been a sign that the bird was more than a little peckish.

‘Swans associate shopping bags with food,’ says Dorothy Beeson, founder of the Swan Sanctuary in Twickenham, south-west London. ‘They’re used to people taking bread from bags when they feed them, so often they will head towards them when they see them.’

‘It has been a difficult time for all birds with the cold snap in January. We’re still getting birds in that are really weak and have had to do without food. If you do get a swan trapped inside, we recommend calling a swan rescue centre immediately as they will be able to move the bird without causing harm.’

Follow @Waitrose on Twitter

# Plan to protect trees bears fruit

*A new charter is uniting Britons in a campaign to preserve our ancient woodland and plant new forests for posterity*

**D**eclare your love for trees to safeguard the future of Britain’s forests. That’s the call from 60 organisations that have united to appeal for stories about how trees enhance lives.

The results will be used to create a Charter for Trees, Woods and People 800 years after the historic Charter of the Forest enshrined rights of access to Britain’s royal forests.

Some 50,000 submissions have been received so far, including one from BBC broadcaster and *Waitrose Weekend* columnist John Humphrys.

‘Over the years I have planted many hundreds of trees, and hope to plant many more,’ he says. ‘Perhaps I’ll be buried beneath one of them.’

‘I love the thought of my grandchild-

## ‘Our nation’s woods and trees are at risk of being neglected and forgotten’

dren and their children climbing a tree I planted.

‘We all want to leave the world a slightly better place than we found it. Planting trees is one way of making a contribution.’

The campaign is being led by the Woodland Trust, which chairs the group of organisations representing forestry, conservation, community woodlands, local governance, faith groups, health and the legal sector.

‘Never before have so many diverse organisations come together to speak with one voice about the future of trees and woods,’ says Woodland Trust chief executive, Beccy Speight.

‘That they have done so reflects the severity of the situation facing the UK’s trees and woods today. A perfect storm of natural and man-made threats is being

### Need to know

#### The 1217 Charter of the Forest

Two years after the Magna Carta was signed by King John, his heir Henry III put his seal on the 1217 Charter of the Forest (right). The aim of the document was to protect the rights of people to use the royal forests. It was created at a time when access to woods was integral to daily life. Being denied grazing, firewood and foraging rights caused serious problems for people. Two surviving copies of the charter are held at Durham Cathedral and Lincoln Castle.



**WELSH WONDER** The Brimmon Oak in Powys has stood for more than 500 years and was voted 2016 UK Tree of the Year, yet plans to cut it down were only recently foiled

exacerbated by a lack of political will to ensure their future.

‘Society needs to recognise the true value of trees and woods – that means people of all backgrounds speaking up about how they feel trees enhance their lives.’

Trees in the UK face more threats today than at any time in history, according to the charter’s organisers.

A combination of climate change, pests, development and lack of government protection means the UK has just 2% ancient woodland cover.

And more than 500 ancient woods are under threat.

‘We firmly believe people and trees are stronger together,’ says Jonathan Owen, chief executive of the National Association of Local Councils.

‘But our nation’s woods and trees are facing unprecedented pressures, and are at risk of being neglected, undervalued and forgotten.’

‘This is why we are calling for a charter to be developed that reflects how trees have shaped the UK’s society, landscape and lives.’

The new charter will be launched on 6 November to coincide with the 800th anniversary of the Charter of the Forest.

Copies will be displayed across the UK, while carved wooden poles reflecting the tree charter principles will be placed in public spaces.

The new charter comes at a time when a high-profile tree-felling operation in Sheffield is provoking nationwide outrage.

In November, residents of Rustlings Road in the south-west of the city woke to find seven trees being

## Nil points? No way, say fans of Welsh oak

British contenders in this year’s Eurovision Song Contest could learn a thing or two from 2016 UK Tree of the Year winner the Brimmon Oak in Wales (left).

Last year, the 500-year-old tree faced destruction to make way for a £56 million bypass, but after 5,000 people signed a petition, the road around Newtown, Powys, was adjusted to preserve it.

Now the oak is taking on some of Europe’s best in the European Tree of the Year contest. It initially led the field, but last week was passed by the Czech Republic’s lime tree at Lipka (below). Vote before 28 February to put the oak back on top at [treeoftheyear.org](http://treeoftheyear.org).



Photography: Richard Cannon, Getty



**TEFF LOVE** Desta Wossenie inspired a new bread using a flour she came across while in Ethiopia

# Bread that grew from the grain of an idea

**A**shopworker who suggested Waitrose produce bread from a grain grown in her native Ethiopia is delighted to see her idea become a reality.

Desta Wossenie, who grew up in the African country, approached the supermarket’s head office after reading that managers wanted to hear about new product ideas.

Wossenie presented Waitrose with recipes containing teff, a grain used to make injera, the staple bread of Ethiopia.

Two years later, the loaves, which replace wheat with teff and sorghum, are in store.

Wossenie, who works in Little Waitrose in Westminster, London, says: ‘To see my idea turned into reality is amazing. It makes me so proud.’

‘Waitrose is our business, and I am pleased to do my part.’

Wossenie, who studied plant science in Russia, admits that she would love to work in product development.

‘That is my dream,’ she says. ‘I have a lot of ideas.’

Teff is an ancient grain high in calcium, iron and protein. It has been finding its way into health food shops and supermarkets in Europe and the US, with fans said to include Victoria Beckham and Gwyneth Paltrow.

Waitrose, the first UK supermarket to offer teff bread, is using grain grown in Spain, milled by Shipton Mill in Wiltshire, and baked by Celtic Bakers in north London.

‘We’re really excited about the launch of teff bread,’ says Kate Smith-Bingham, bread buyer at Waitrose. ‘It is a tasty substitute for usual bread and follows the trend for healthier carb options.’

‘Last year, we also saw lots of shoppers picking flour alternatives such as coconut flour, so when Desta showed us a delicious bread that used teff instead of wheat, we couldn’t wait to get it into products and share it with our customers.’

*Waitrose Teff Bread, £2.99/400g, selected stores*

## Wedding cake with naked ambition

The trend for wedding cakes that have been given a serious make-under has arrived at Waitrose.

So-called naked cakes forgo the outer casing of icing typical of a traditional wedding creation, so that the sponge layers and filling are visible.

US television chef Christina Tosi is credited with starting the craze at her Milk Bar bakeries in New York and Toronto in 2008.

Tosi said she wanted to show off ‘colourful, textural,



exciting parts’ of a cake, remarking in an interview ‘Why not challenge the norm?’

Waitrose has a range of four naked wedding cakes, which are constructed of either three or five tiers (left), and are made with vanilla or chocolate sponges. It is recommended that the cakes are personalised with a dusting of icing sugar or fresh berries.

*Waitrose Naked Wedding Cakes, from £89-£149, [waitrose.com/entertaining](http://waitrose.com/entertaining)*