Nova Scotia Organics is #1

By Marni Andrews

Nova Scotia Organics, a Canadian organic herbal products company based in Halifax, has accomplished something remarkable. With their recent USDA organic certification for the entire product line they now have the only full line of all USDA-certified organic vitamins, minerals and herbals on the Canadian market, with about 40 SKUS. The company, formally known as Nova Scotia Organics, a Canadian organic herbal products company based in Halifax, has accomplished something remarkable. With their recent USDA organic certification for the entire product line they now have the only full line of all USDA-certified organic vitamins, minerals and herbals on the Canadian market, with about 40 SKUS. The company, formally known as

Beyond Organic – Strong commitment to sustainability through SFTA

By Warren Beaumont

The organic food industry faces significant challenges creating a sustainable food system, such as energy use and environmental impacts of getting products to market. A group making a difference is the Sustainable Food Trade Association (SFTA), a US non-profit organization with a mission to building the capacity of the organic food trade to transition to sustainable food models. O.W.N. Warren Beaumont spoke with the SFTA’s executive director Katherine DiMatteo.

OWN When was the SFTA established?

KDM The impetus for starting the association was to encourage and provide support for organic businesses to go beyond organic standards. The areas of sustainability cover a broad range of environmental and social issues: Organic and land use; distribution and sourcing; energy consumption; climate change and air emissions; water use and quality; solid waste reduction; packaging and marketing materials; labor; animal care; sustainability education (internal & external); and governance and community engagement.

Coronilla shines in gluten-free pasta

By Adriana Michael

Bolivia’s Coronilla provides an original line of quinoa-based pasta and other gluten-free, organic products to world markets. Forced a move with his family to Cochabamba at a lower altitude. In 1972, he sold his interest in the brewery, bought land and decided to name the new company “Coronilla.” Mr. Wille had six children, four of them starting a family business, and the remaining two, including Gerardo, a medical student, and Marta, a recent college graduate, took on management. The business continued to grow and flourish, and by 1997, Coronilla was a family-operated manufacturer of traditional Italian pasta for the local market.

When German-Bolivian industrialist Guillermo Wille arrived in Cochabamba, Bolivia, the city’s best-known monument was “Las Heroinas de la Coronilla,” honoring a group of women that fought for independence in 1812. Guillermo had a successful brewery in Potosi in the highlands, but health issues forced a move with his family to Cochabamba at a lower altitude. In 1972, he sold his interest in the brewery, bought land and decided to name the new company “Coronilla.” Mr. Wille had six children, four of them starting a family business, and the remaining two, including Gerardo, a medical student, and Marta, a recent college graduate, took on management. The business continued to grow and flourish, and by 1997, Coronilla was a family-operated manufacturer of traditional Italian pasta for the local market.

When German-Bolivian industrialist Guillermo Wille arrived in Cochabamba, Bolivia, the city’s best-known monument was “Las Heroinas de la Coronilla,” honoring a group of women that fought for independence in 1812. Guillermo had a successful brewery in Potosi in the highlands, but health issues

Connect and share: @organicwnews, Organic & Wellness News
As we start 2016 and check the calendar, it is amazing to see the growing number of trade shows now offering brands of certified organic products and many other goods making, at least, a health or sustainability claim. Walking the aisles at Natural Products Expo East, Natexpo, Anuga and Food Ingredients last season, and visiting the Winter Fancy Food Show this January, we confirm that the organic sector has reached great accomplishments: More food brands include superfoods and whole foods as ingredients; new protein sources are being explored (See edible insects P. 22), companies aim for lines with less packaging, and consumers are better informed about the firm connection between food and health. But obesity, diabetes and heart disease are still on the rise, and in most cities waste management is out of control. The way the world lives and operates at home at work, at the production sites or retail level is simply not sustainable. To make a real impact and lasting positive change the market and we all need to go “beyond organic.” Leading the pack in that direction are the Sustainable Food Trade Association, Nova Scotia Organics and Coronilla SA, our cover stories. Exploring how Organic 3.0 moves from concept to action is what we compiled in the pages of this edition, anticipating that Organic 3.0 will be a major topic of discussion at BIOFACH / Vivaness in Nuremberg, February 10-13 and the months to come. OWN has followed the development of the international quinoa market and the birth of the chia craze, two superfoods we always promote in print, online and in person and at every opportunity encountered. For a quinoa update please see Coronilla, Wiracocha del Peru and the summary provided by Andean Naturals, while Naturkost Uebelhoer and Advantage Health Matters offer some insight on the CHIA WORLD.

This year OWN is launching a new website with a DIRECTORY and a MARKETPLACE for more companies to enjoy the benefits already offered to sponsors and advertisers of your OWN printed editions. We also invite you all to share your news and stories in video, the format that is expected to become the norm in the next couple of years.

Thanks for reading. We look forward to hear from you.

See you at the fairs.

---

**Connect and share:**

@organicwnews  Organic & Wellness News
ORGANIC Agave Inulin

THE BEST SOLUBLE DIETARY FIBER

Get the TEXTURE  Get the benefits of a PREBIOTIC INGREDIENT  Get the FIBER

Functional Ingredient - Suitable for beverages, dairy and bakery products Long Chain Carbohydrates (Inulin) - Short Chain Carbohydrates (FOS) Texturizer - Fat Substitute - Improves Gut Health

FOR MORE INFORMATION CONTACT US AT: sales@bestground.com.mx
www.bestground.com
Wiracocha connects small Peruvian growers to the world

By Pablo Perez Alvarez

Small-scale farmers from the southern inter-Andean Valley in Peru have always grown quinoa following ancestral agricultural practices, similar to those incorporated now in organic farming. With the arrival of the Spanish during colonial times, the Inca diet changed, and quinoa was left mainly as animal feed. The re-discovery of quinoa’s incredible nutritional value in the past decade has turned the pseudocereal into a superfood in high demand around the world. Today, peasant farmers in the Andean highlands of Peru have found a source of guaranteed income growing the ancient quinoa. But to guarantee income growing Peru have found a source of incredible nutritional value in the Andean highlands of Peru. Wiracocha (Wiracocha del Perú) was founded in 2008 with this mission in mind, says Glicerio Felices, company’s general manager. Wiracocha offers assistance and traceability throughout the production cycle, from soil selection and planting to production, transformation and commercialization of Peruvian Andean quinoa. Wiracocha has its processing plant near the quinoa fields in Ayacucho, a city at an eight-hour drive from Lima.

“We work directly with small producers, provide them support to obtain organic certification, training in better practices and financial assistance,” explains Felices. The firm now exports to 12 countries.

Last year Wiracocha del Peru worked with 1,800 small quinoa producers, who produced 2,400 metric tonnes. But the collapse of the prices in the last two years, mainly for regular quinoa, have slowed growth. Farmers “are planting slightly less and diversifying with red and black quinoa, as there’s has been a large production of the white one”, says Felices.

Nevertheless, demand for quinoa is still growing. Last year Peru, surpassed Bolivia as the main provider exporting over 37,000 metric tonnes, hardly 3% over 2014 but more than double that in 2013. “I believe the quinoa market will keep growing, at a 10-15% rate,” says Felices. Wiracocha plans to obtain 3,800 metric tonnes during the next harvest that begins in March and ends in September. “The buyers are demanding more certificates and quality standards and an audited process.”

From its inception, Wiracocha has been committed to organic production. “We didn’t need to teach the producers how to grow organic quinoa. They have always done it that way.” But the company has provided assistance with the paperwork and certification procedures required by the international market.

“The farmers usually have small fields of one or two hectares, not all in the same location, but spread out in vast areas of irregular terrain that does not allow the use of heavy machinery. At 3,000 meters above sea level, the crops are usually protected from plagues. “Traditionally, quinoa farmers at that altitude have not used pesticides or agrochemicals as fertilizers. To improve the soil for higher yields, Wiracocha has assisted the farmers through a government program that provides “guano” a valuable natural fertilizer collected from the seabirds that gather at the Ballestra Islands on the south coast of Peru. Thanks to the use of these natural inputs producers now obtain between 1,600 and 1,800 kilos per hectare”, instead of the 600-700 kilos per hectare some years ago.” The growers now know better which seed is more suitable for each kind of climate, altitude, and end use: in grain, flakes, or flour,” says Felices. Although Wiracocha has developed its brand and retail packaging for the local market, 95% of the quinoa is for exports. Wiracocha also has a strong policy for social responsibility. Now that the farmers have higher incomes, the idea is to guide them to offer better education and nutrition to their children.

With the fall of quinoa prices, Wiracocha has oriented its associates to diversify their crops. They are also growing beans, peas, corn, kaniwa and chia. They have grown 280 metric tons of chia in the last two years. For the harvest this year, starting in March, Wiracocha plans to reach 300-350 metric tons. “Farmers are not so happy with chia prices right now, and that’s slowing the increase of the crops. They are also waiting to see how the quinoa market evolves.”

The drought caused by El Niño is already putting at risk 20% of the harvest. However, Wiracocha maintains confidence in the quinoa sector. The firm has customers in the US, Canada, the EU and Australia and plans to increase exports to Asia and the Middle East. Wiracocha is building a second processing plant in Ayacucho and will exhibit this year at BIOFACH Nuremberg (Germany), SIAL Canada in Montreal, Natural Products Expo West in Anaheim (United States), and SIAL in Paris.
DO YOU KNOW WHAT’S REALLY INSIDE YOUR MACA PRODUCTS?

Recognize the best quality by its brand

MacaPro®

Gelatinized Standard Maca Powder
Raw Gelatinized Maca Powder 6:1
Liquid Maca Extracts
Maca XPresso

Fresh Maca Powder (Yellow, Black & Purple)
Maca Powder Standard Premium
Maca Powder Standard
Maca Crispy Bites

NEW Maca Powder SX - For your pleasure and enjoyment

Uhtco Corporation

Manufacturing the most unique products with the highest quality
Since 2004

WWW.UHTCO.COM
Finished Products - Raw Materials - Product Development

BIOFACH 2016 Visit us at Hall 5, Stand 377
**Quinoa Market Analysis: Birth of a Staple**

By Adriana Michael

**ENTREPRENEUR**

**CORONILLA**

(Continued from page 1)

the Bolivian market, with 134 employees. However, due to a significant economic crisis and with production five times the Bolivian consumption capacity, Coronilla had to restructure. Martha learned about celiac disease and decided the company should cater to this market and develop gluten-free, organic certified pasta and a wider range of products. “In 1997 there was no ‘gluten-free’ industry,” says Martha’s son Diego Peláez Wille, CFO, and part of the third generation of the family enterprise. “The primary goal was to develop a gluten free pasta that would feel and taste like a regular top quality pasta. There was a lot of trial and error until we eventually achieved what we were looking for.”

Coronilla created a product that provides the perfect “al dente” feel of traditional Italian pasta. In addition to its ideal texture, Coronilla decided to upgrade the nutritional value by incorporating Quinoa, an exceptional gluten-free grain with a nutty flavor that at that time was not known outside Bolivia and Peru, its main producing countries.

While its bestseller is pasta, Coronilla has gradually introduced a complete line of gluten-free pasta, breakfast cereals, dehydrated foods, snacks, cookies and ready mixes for muffins and pancakes. Besides Royal Quinoa, other Andean grains and brown rice form part of the recipes at Coronilla.

“Today, we source ingredients, and we will keep it as 100% Bolivian because we believe that Bolivian Quinoa has exceptional and unique attributes, and socially ingredients from different countries. However, quinoa is still one of our primary ingredients, and we will keep it as 100% Bolivian because we believe that Bolivian Quinoa has exceptional and unique attributes, and socially ingredients from different countries. However, quinoa is still one of our primary

**Main Quinoa Producing Countries in Metric Tons of Raw Quinoa Produced Per Year**

- **PERU**
- **BOLIVIA**
- **ECUADOR**

**Price Variations Per Year in US$per Metric Ton at Port of Origin**

- **Discovery**
- **Growth**
- **Speculation**
- **Adjustment**

**In 1997 there was no “gluten-free” industry.” says Martha’s son Diego Peláez Wille, CFO, and part of the third generation of the family enterprise. “The primary goal was to develop a gluten free pasta that would feel and taste like a regular top quality pasta. There was a lot of trial and error until we eventually achieved what we were looking for.”

Coronilla is introducing the first 100% Organic Sorghum pasta

Three years later, Coronilla had an excellent line of gluten-free pasta with organic certification.

At Exposalenaria in Lima, Peru - Diego Peláez Wille Coronilla’s finance manager and Nicolas Ramirez, founder & CEO America Organica

**ENJOY THE BEST LATIN AMERICAN ORGANIC PRODUCTS UNDER ONE BRAND**

The most diverse and ancient super food treasures, selected for you

- Andean grains, cereals, superfoods
- Cilvers and functional oils
- Andean gluten free (GF) pastas
- Functional and natural sweeteners
- Organic GF Chocolate Shakes
- GF Breakfast cereals and snacks

**Organic with Love**

America Organica

@americaorganica americaorganica América Organica

**ORGANIC WITH LOVE**

**ENJOY THE BEST LATIN AMERICAN ORGANIC PRODUCTS UNDER ONE BRAND**

The most diverse and ancient super food treasures, selected for you

- Andean grains, cereals, superfoods
- Cilvers and functional oils
- Andean gluten free (GF) pastas
- Functional and natural sweeteners
- Organic GF Chocolate Shakes
- GF Breakfast cereals and snacks
FINALLY...
THE FIRST
ORGANIC
PLANTAIN
CHIPS...

VISIT PLATAYUC AT:
BIOFACH 2016
Nuremberg, Germany
Hall 2 / Booth 2-241

100% NATURAL
FROM ECUADOR

A healthier snack anytime.
Sustainable Summit Calls for Changes in the Food Industry

By Ditte Christina Lustrup and Joseph Unger

One of the alarming statistics that motivated business leaders to gather for North America’s Sustainable Food Summit, is the fact that humanity is using the earth’s resources 50 percent faster than the planet can renew. One of the conclusions of the recent World Climate Summit (COP21) is that the food industry must change its ways to correct this imbalance.

In his opening keynote address, Josh Tetrick, CEO and founder of Hampton Creek, pointed out the need to shift from livestock dependence for proteins to sustainable protein sources because of the vast difference in environmental impact. At the end of this year’s Food Summit, Amarjit Sahota, President of Organic Monitor, stated, “The way forward is by disruption.” “We’ve got to move away from meat and fish to more plant-based proteins, algae or insects,” he explained.

“We need disruption to change consumer behavior.”

The Summit brought together some of the most influential organizations and leaders involved in sustainability in the food industry at the Nikko Hotel in San Francisco. Since 2009, Organic Monitor has been organizing such events to provide a forum for solutions for pressing issues concerning the food industry’s needs for sustainability. The gathering offered two interactive workshops and four conference sessions that covered such topics as sustainable agriculture, water impacts, food labeling, sustainable packaging and marketing issues.

Many of the presentations provided proven success stories of businesses capitalizing on the changing landscape of food production. Participants gained a greater understanding of how pulses (grain legumes such as dry beans, chickpeas and dry peas) contribute to sustainability, especially when compared to many other food crops. Their production improves soil health, requires less water, and produces more protein and dietary fiber.

Qualitas Health, new compostable packaging used by Alter Eco, and new technologies for creating clean label food ingredients. Nikhil Arora presented his company’s success story of their back to the Roots organic mushroom farm, which is helping kids understand the values of growing their own organic produce. One of the hottest topics in the panel discussions was the issue of transparency. Colleen Kavanagh, CEO and founder of ZEGO, addressed the issue by offering her company’s innovative approach to labeling. Their snack bars carry a Z code that can be read by a smartphone or cell phone, providing details of the ingredient sources. This allows consumers to trace the specific batch of their product and to find assurance that it’s free from exposure to tree nuts, gluten, soy, egg, and milk.

Attendees of the Sustainable Foods Summit were treated to various food samples such as Sambazon acai energy drinks, NUMI organic teas, and REBBL organic elixirs, proving that disruption in the food industry can be enjoyable, healthy and delicious.


Cacaosuyo reveals the secrets of the best Peruvian chocolate

By Pablo Pérez Álvarez

2015 was undoubtedly the year of Cacaosuyo’s consolidation. Their Puura Milk Bar was awarded the “Best Origin Milk Chocolate” prize at the Chocolate Week in London, the Oscars in the fine chocolate industry. In just two years since its inception, this brand has secured a reputation as a chocolate of excellence. In 2014, they obtained the second place. Its prestige has spread rapidly, receiving requests and orders from all over the world.

Founders of Cacaosuyo, Peruvian entrepreneurs Samir Giha and Eduardo Lanfranco, may proudly say that they achieved their objective when they partnered in this adventure three years ago: to produce the best Peruvian fine chocolate.

“"There were several good chocolates in Peru, but no other brand had achieved this level of excellence in the prestigious competition,” Giha explains. When the two entrepreneurs met, neither one had experience in the chocolate industry. Giha was successful in the textiles sector and Lanfranco in the hydroelectricity business. When they learned that the Peruvian government was boosting this crop as an alternative to the production of coca leaves, they decided to invest in this industry and created Cacaosuyo.

For over a year they learnt how to make chocolate, assisted by Venezuelan expert Gladys Ramos. “It took a while because we were not satisfied with the quality of cacao we were getting. There were many flaws”, Giha recalls. “The origin of these flaws was in the harvesting and drying.”

Giha described practices they had to improve to perfect the cacao seeds. For instance, some harvesters used to cut the cacao fruit with the machete. “By doing this, they also cut some cacao seeds, allowing germs to get in and start an inadequate fermentation.

By Pablo Pérez Álvarez

2015 was undoubtedly the year of Cacaosuyo’s consolidation. Their Puura Milk Bar was awarded the “Best Origin Milk Chocolate” prize at the Chocolate Week in London, the Oscars in the fine chocolate industry. In just two years since its inception, this brand has secured a reputation as a chocolate of excellence. In 2014, they obtained the second place. Its prestige has spread rapidly, receiving requests and orders from all over the world.

Founders of Cacaosuyo, Peruvian entrepreneurs Samir Giha and Eduardo Lanfranco, may proudly say that they achieved their objective when they partnered in this adventure three years ago: to produce the best Peruvian fine chocolate.

“"There were several good chocolates in Peru, but no other brand had achieved this level of excellence in the prestigious competition,” Giha explains. When the two entrepreneurs met, neither one had experience in the chocolate industry. Giha was successful in the textiles sector and Lanfranco in the hydroelectricity business. When they learned that the Peruvian government was boosting this crop as an alternative to the production of coca leaves, they decided to invest in this industry and created Cacaosuyo.

For over a year they learnt how to make chocolate, assisted by Venezuelan expert Gladys Ramos. “It took a while because we were not satisfied with the quality of cacao we were getting. There were many flaws”, Giha recalls. “The origin of these flaws was in the harvesting and drying.”

Giha described practices they had to improve to perfect the cacao seeds. For instance, some harvesters used to cut the cacao fruit with the machete. “By doing this, they also cut some cacao seeds, allowing germs to get in and start an inadequate

An Early Start with nutritious food

- Sweet compotes
- Savory Purees
- Juices

BABY FOOD
WITH QUINOA AND ANDEAN GRAINS
- Free of Gluten, salt, sugar
- GMO’s, artificial colorings and preservatives

Email: vivianasoloruco@mankeri.com
www.mankeri.com
have been replaced by other more productive but with less quality. And the cacao growing under the canopy of the primary forest has not been exposed to synthetic fertilizers and pesticides.

“We have found some wonder untouched, as the white cocoa from Piura,” a region in the north of Peru that provides the best raw ingredients we use in Cacaosuyo.”

The company also buys wild cacao beans collected by the Awajun, an Amazonian indigenous people. These seeds are used to make one of the current seven different bars of Cacaosuyo. The line will have this year’s beans from Cuzco.

The company bets on sustainability even if that means paying a higher price. Better compensation to the growers motivates them to keep offering these unique varieties, that are less productive but of higher quality. “We don’t want the cocoa to get cheaper by losing the variety”, Giha says.

Cacaosuyo has also helped a small producers’ association to sell cacao beans directly to international buyers. “We believe in sustainability. The small farmer should get a fair price.”

In 2015, Cacaosuyo processed ten tons of cocoa with exports to the U.K, France, Belgium, and Japan. They could not attend requests from other countries, such as the U.S and Australia. This year they plan to get 40 to 50 metric tons. Besides the chocolate bars, Cacaosuyo also sells processed grains. They plan to attend Salon de Chocolat in Paris and Chocolate Week in London again this year and perhaps other events in New York or Amsterdam.

“The chocolate market is constantly growing,” says Giha. “Like in the wine sector, consumers are discovering a new world of chocolate with distinct flavors.” Cacaosuyo aims to take chocolate lovers to experience a unique Peruvian cocoa adventure.

Another usual mistake was to cover the wood boxes for the cacao fruit with plastic, raising the temperature creating a boiling effect. Covering the cacao beans with banana leaves is a traditional practice that stimulates better fermentation, but sometimes, if the leaves are placed on the wrong side, the process does not offer the expected results. Or, if the wood boxes had occasionally protruding nails, they could contaminate the fruit.

Cacaosuyo established a “tree-to-bar” quality system, selecting the cacao fruits in the trees, buying their harvest and doing themselves the rest of the processing, from fermentation to drying, storage, and transportation. “We have 100% traceability”. Giha remarks. “We don’t need to seed the cacao beans. The producers do that well. That’s the secret: Attention in all stages of the processes, implementation of good practices to guarantee all conditions for an excellent end product.”

Cacaosuyo has added to the international reputation of Peruvian fine chocolate. “An Amazonian zone between Peru and Ecuador, and not Mexico, is now considered the origin of cacao,” says Giha. Despite this, Peru has been off the map as cacao producer until a decade ago. Peruvian cacao is of high quality because of the diversity of the country. The region where it grows has been preserved like a “time capsule.” The failure of the 1969’s agrarian reform and the internal armed conflict in the 80’s and 90’s delayed agricultural development in Peru. That’s why “we still have all the original varieties that haven’t been replaced by other more productive but with less quality. And the cacao growing under the canopy of the primary forest has not been exposed to synthetic fertilizers and pesticides.”

“”www.organicwellnessnews.com
SFTA

(Continued from page 1)

OWN

What is the mission and how many members does the SFTA have?

KDM

Due to the direct one-on-one member services of SFTA, the membership is intentionally small. Currently, we have 65 members.

In July 2008, a group of 18 organic food companies formed the Food Trade Sustainability Leadership Association. Its mission was to build the capacity in “early adopter” businesses in the food supply chain, helping them transition toward innovative, environmentally and socially sustainable business models.

After four years of growth and industry recognition for its leadership in sustainability for the organic food trade, the association changed its name to the Sustainable Food Trade Association in February 2012. Changing the name was a strategic decision to simplify the brand, contributing to the growth of the organization.

OWN

Do SFTA members need to be organic certified and is it only open to accept North American firms?

KDM

Membership is open to businesses throughout the supply chain from farm to retail, headquartered in North America.

The SFTA board has recently voted to open the association to all organic businesses, food and non-food, as well as companies that service the organic industry. The membership will vote on this change in February 2016.

Members support organic agriculture and have at least one organic product and a commitment to increase the organic products they grow, buy, and/or sell. Since organic is a regulated term in the US and Canada, therefore organic is certified. This does not limit charge of sustainability also has other responsibilities. A lack of time and budget are challenges often mentioned.

Packaging that is sustainable and appropriate for the type of product to ensure freshness and safety is almost universally cited as a challenging issue. Research and development departments are often absent in these small to mid-size businesses, so companies have to rely on what larger companies are working on regarding innovation in packaging.

An early program of SFTA, the Responsible Packaging Project, developed guidelines for responsible packaging, which is a tool available for SFTA members. The Sustainable Packaging Coalition offers companies with the same packaging challenges to work together to develop solutions.

OWN

Are the challenges and issues you deal with now any different or less complex to what you faced during your time with the OTA?

KDM

The challenges are different. Advocacy to government officials, garnering consensus on standards and promoting and defending organic is not in the scope of SFTA’s work. The challenge is to persuade more organic businesses that they should have a sustainability plan and that they measure progress in a systematic way. Not as an academic endeavor, but to have long-term positive social and environmental impact. Another challenge is to ensure that the education, resources, and tools that SFTA has available meet the needs of the members who have a sustainability plan, and those who need help in developing a plan.

OWN

What were the SFTA’s accomplishments and initiatives in 2015 and which one is scheduled during 2016?

KDM

The central action of 2015 was to enter into a partnership with B Lab, the non-profit that provides B Corp certification for businesses to help solve social and environmental problems. The partnership is on a campaign called “Measure What Matters.” The link: www.sustainablefoodtrade.org/measure-what-matters/

KDM

The Sustainable Packaging Coalition initiative is to help make it possible for Sustainable Development Goals (SDGs). “Our mission is to help make it possible for everyone, everywhere, to learn about the Sustainable Development Goals and access the tools and inspiration they need to take action. We bring a whole-systems perspective to the challenge of achieving the SDGs. We particularly want to help schools, universities, and communities make these 17 goals part of their “standard operating procedure.”

UN announces 17 sustainable goals

By O.W.N. News Network

The United Nations General Assembly formally adopted the universal, integrated and transformative 2030 Agenda for Sustainable Development on 25 September 2015, along with a set of 17 Sustainable Development Goals (17Goals) and 169 associated targets. Among other objectives, these encourage the eradication of extreme poverty and assist education, promote more sustainable production and consumption, and reduction of carbon emissions.

The UN said that the 17Goals is the joint creation of a global network of sustainability organizations, experts, and enthusiasts determined to make it easy for people and organizations of all kinds to actively engage with the Sustainable Development Goals (SDGs), “Our mission is to help make it possible for everyone, everywhere, to learn about the Sustainable Development Goals and access the tools and inspiration they need to take action. We bring a whole-systems perspective to the challenge of achieving the SDGs.”

Quinoa Cookies

FREE FROM GLUTEN, WHEAT, DAIRY, NUTS, AND EGGS

WITH CHIA SEEDS

ZERO CHOLESTEROL

SUITEABLE FOR VEGANS

SHIPPING FROM UK FOR SMALL OR LARGE ORDERS, SHIPPING FROM BOLIVIA FOR LARGE ORDERS

5 CHURCHILL AVENUE, HALSTEAD, ESSEX C0P 2BD, ENGLAND

Tel: +44 (0)1787 476450 E: INFO@PUNKUQUINOAFDUS.COM.UK

Organic & Wellness News >> Spring 2016

10
as a whole, as well as assist companies to set targets and achieve them in the future. Several questions relate to commitments to reduce greenhouse gas emissions, direct and indirect.

In 2016 SFTA will urge companies to, at the very least, answer these questions and then set targets for improvement. With this initiative, SFTA can help accelerate the net positive impact of the food and agriculture sectors on climate change.

**OWN**

There’s more being offered ‘Beyond Organic’ such as Fair Trade certifications and sustainable packaging and GMO-free claims; but do enough people understand that these organic and sustainably produced goods are much more environmentally friendly and sustainable, and, therefore, worth paying more?

**KDM**

Nielsen Global Corporate Sustainability Survey says: In just two years, there have been significant increases in the number of consumers who say that they want products from sustainable companies, and they are willing to spend more to get them. Trust is an important purchase driver, as 62% of global respondents say they’re influenced to buy when a product is made by a brand/company they trust. Two-out-of-three Millennials respondents are willing to pay more for sustainable offerings, up from approximately half in 2014.

The NMI says that awareness and understanding of some of the lesser-known certification is increasing, and may have more impact compared to five years ago: Certified Organic - 33% in 2010 to 39% in 2014; Fair Trade Certified – 10% in 2010 to 13% in 2014; Marine Stewardship Council – 3% in 2010 to 6% in 2014. Hartman Group says: More consumers claim that their purchasing decisions are influenced by environmental and social well-being. In 2015, 88% of American consumers are ‘inside’ the World of Sustainability, essentially meaning that this large majority considers sustainability aspects in their purchasing decisions at least some of the time. Almost a fifth claim to be buying sustainable products more frequently. However, consumers continue to struggle to identify sustainable products and companies, hindering them in their desire to support sustainable initiatives and contribute to the welfare of society and the environment. 62% have recently sought information on sustainable products: they increasingly read package labels on products they purchase and turn to the Internet for more in-depth information.

**OWN**

How can organic and sustainable farmers or producers successfully promote their sustainability efforts to consumers and trade buyers for instance?

**KDM**

According to the Nielsen study, making claims plus marketing – a brand uses a product claim and also integrates its sustainability into its marketing promotion – is the key. Nielsen says using multiple communication methods is important, i.e. third-party validation, annual reports, affiliation with a respected non-profit or civic organization, employee volunteerism, advertising, or reporting actual work in the community on a web site. On-pack communication is helpful, but it requires marketing muscle to reinforce the messaging and ensure that the message reaches the relevant consumers.

**OWN**

Are there any other achievements or programs that the SFTA can share with our readers?

**KDM**

SFTA launched a mentoring program in 2015 to provide direct and sustained support to SFTA members. On a volunteer basis, experienced SFTA members have agreed to mentor - one-on-one or to another member for the period needed to complete a first report, to get back on track, or to pursue a new sustainability initiative in their business. Mentors are matched according to the needs of those seeking a mentor. Thanks to those SFTA members who volunteered to step forward as mentors, and to those that have participated in the program, this is an invaluable learning experience for those giving and receiving advice and assistance.

A Supply Chain Working Group was formed in 2015. This group of SFTA members organized to develop a questionnaire that can be used to gather sustainability information in developing countries. Through an actual joint effort and dedication, the committee is making excellent progress towards this goal. Plans are to publish this questionnaire in the first half of 2016.

SFTA is one of four organizing sponsors of the Organicology Conference, along with Oregon Tilth, the Organic Seed Alliance, and Organically Grown Company. Over 1,000 of the organic industry’s most progressive companies and thinkers attended the 2015 event in Portland, Oregon. Over a hundred people registered for the SFTA full-day Intensive workshop alone, and, with the other workshops we organized during the conference, almost two hundred attended SFTA education sessions at this event! Planning for the next iteration of the biennial Organicology conference, to be held the first week of February in 2017, has already begun.
The third phase is one of speculation. With a tight supply in prior years, and 2013 declared by the UN the “International Year of Quinoa,” awareness and demand increased. So did the opportunity to take advantage of the situation, with prices rising to $3,500 and up to $8,000 per metric ton.

The price raise spurred smallholder farmers to expand production from an average of 1 hectare to 8 hectares in Bolivia. In Peru large landowners replaced bean, potato and wheat fields with quinoa, seeking to cash in on the craze. Traditional quinoa farmers saw their family’s income go from $1 per day in 2004 to $26 a day ($800 per month) in 2014.

The final and current phase corresponds to the adjustment and birth of quinoa as staple and industrial ingredient. The over-production in 2014 and 2015 has shown that quinoa can be planted and harvested in large-scale farms efficiently. With the entry of industrial producers, uniform quality, and reliable supply are now possible. More production capacity, coupled with lower prices has given food companies, large restaurant chains and retailers confidence in broadening their quinoa-based offerings.

As a result, we expect that organic quinoa will be reduced from 65% of the market down to 20% within five years. Quinoa harvested in MT/Yr in RAW GRAIN in 2015 in Metric Tons

<table>
<thead>
<tr>
<th>Country</th>
<th>Quinoa harvested in MT/Yr in RAW GRAIN in 2015 in Metric Tons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peru</td>
<td>107,250</td>
</tr>
<tr>
<td>Bolivia</td>
<td>88,000</td>
</tr>
<tr>
<td>Ecuador</td>
<td>20,000</td>
</tr>
<tr>
<td>Europe</td>
<td>13,000</td>
</tr>
<tr>
<td>India/China</td>
<td>3,200</td>
</tr>
<tr>
<td>Canada</td>
<td>2,100</td>
</tr>
<tr>
<td>Australia</td>
<td>1,000</td>
</tr>
<tr>
<td>EE.UU.</td>
<td>320</td>
</tr>
<tr>
<td>TOTAL in MT</td>
<td>234,870</td>
</tr>
</tbody>
</table>

What this preference for Peruvian quinoa has shown is that the import market is sensitive to prices and is not willing to pay a high premium for Bolivian quinoa. The large carry-over in 2014 and 2015 is the main cause behind the drop in prices of quinoa from $7,000 per metric ton to $2,800 in one year.

The current quinoa glut will have an inevitable effect on the production areas: farmers will plant less quinoa at the current price levels. If supply drops in volume as expected and current demand increases at a conservative rate of 10% per year, we expect that the market will again be tight in 2018. It is also possible that a “backlash” phenomenon (rapid increase in prices after drop) could happen earlier if demand in 2016 is stronger than projected. This is very likely if, due to the low price of quinoa, it starts to be used by larger companies as an industrial ingredient. This price level should be reached mid 2017 when supply starts becoming tighter.
The top five trends emerging from San Francisco’s Fancy Food Show, January 17-19 are purple food, protein alternatives, Southeast Asian flavors, grass-fed animal products, and snacks in a cup. Out of the 80,000 food and beverage products being showcased by more than 1,500 exhibitors at this year’s event, the Specialty Food Association identified these trends by sending designated experts throughout the exhibit hall.

Denise Purcell, editor of the organizer’s Specialty Food Magazine, made the announcements on the final day of the show.

1 - The purple trend is global. Beet Boost energy bars introduced by Belgium based firm BIOVITA BVBA – PURASANA at Natexpo 2015 in Paris  

2 - Luke’s Organic Blue corn chips spotted at Anuga, in Cologne, Germany October 2015

Are you ready for the Purple Reign?

Trend spotters recognized popularity with new purple foods such as Way Better Snacks brand of purple sprouted tortilla chips and Back to the Roots organic purple stone ground flake cereal. Purcell said trend spotters also noticed chia snacks with beets), and Love Beets demonstrate that consumers are demanding the antioxidants associated with purple food.

Grazing on Grass. The second major trend refers to the many products derived from grass-fed animals. For example, Organic Valley has introduced a grass-milk yogurt, while another popular show attraction was Steve’s Ice Cream, made with milk from grass-fed cows.

Pushing Protein. Though protein has been trending for several years, numerous alternative proteins and plant-based protein products were introduced at the show. One of the new alternative high-protein product lines is from Bitty Food, a company creating tasty snacks from cricket flour. Tiny Farms and Don Bugito also captivated attendees with their edible insect products. Protein bars, protein drinks, and protein pastas continued to dominate new product offerings.

Southeast (Asia) meets West, was defined as a trend using flavors from Southeast Asia. Though the flavors have long been popular in condiments and cooking sauces, they’re now showing up in everyday foods like candies and chicken nuggets. The panel singled-out, Organic Shallot Oil, a Vietnamese staple made with fried shallots and safflower oil from Wei Kitchen. This high-temperature oil can be used to flavor salads and other foods as well.

By the Cup. The trend toward single-serving packaging is a response to consumer demands for snacks on the go. Snacking and “on the go eating” has been an ongoing trend, explained Denise Purcell. “Snacking is changing the food culture,” she said. “The three balanced square meals that we remember from childhood is just not the norm anymore. People are snacking all day. They are often eating alone, at the desk or in the car,” she added.

And, as was the case with the 19,000 buyers at the Fancy Food Show, they’re also snacking on the “floor.”
it is crucial to our country’s development,” says Diego.

Though Coronilla knew it had the highest quality, nutritious gluten-free pasta, it is no longer unique to the market as more firms have moved into the attractive gluten-free segment.

In 2016, Coronilla is launching a first in the market, a 100% Organic Sorghum pasta. “We chose Sorghum as our next “big thing” from all the gluten-free grains we could have chosen. First, it is a grain with an exceptional nutritional profile, high in a grain with an exceptional nutritional profile, high in protein and fiber, and adds a great value to gluten-free products,” says Diego.

“Second, it is a grain that barely needs water to grow. This feature is especially important in a world where a global water crisis is already happening: take California as a great example of this.”

Another unique strength at Coronilla is its ability to observe consumer trends and to listen to its clients. “We adapt our recipes to the taste of our customers. Each account has a unique and slightly different formulation for the products in the portfolio”. The firm has now formally established an R&D unit. Coronilla sells its line in 14 countries, with each of those markets having a different culture and understanding of taste and texture.

**Corporate social responsibility**

According to its website Coronilla follows “fair trade practices and a unique model based on four core principles; environment protection, social development, economic feasibility, and total transparency.”

“We want to offer a distinct product line and company. We firmly believe in the power of the private sector to transform and improve this world through sustainable and fair business practices,” Diego says.

The Schwab Foundation awarded Martha, the current CEO, “social entrepreneur of the year” in 2014 for her work and commitment at Coronilla. She has made sure the firm is and remains a “hybrid for-profit model”. The company has now 180 direct employees. In 2016, Coronilla’s shareholders will create a foundation to transfer close to 7% of the firm’s shares to provide more resources for social programs to improve education for workers and their families.

Another initiative is a loan program for the workers with 0% interest rate to help them cover some needs. “We also incorporate people with disabilities into our operations,” says Diego. Today, 10% of Coronilla’s workers have an impairment. Every Saturday, Coronilla hosts learning programs for the families of the workers, such as “Astronomy” or “Molecular Physics for Kids.” When Marta took over the management in 1997, males made 90% of the workforce. Today, 85% of the workforce are women. It is a priority for Coronilla to focus on female development.

Coronilla’s products are Organic and Kosher. The company is ISO 22.000, GMP, and socially certified through the “For Life” standards.

Quinoa was sourced directly from producers to guarantee they would receive a fair payment for their grain. When the price of the raw material skyrocketed, this was no longer needed. Today, the producers get at least 80% of the grain market price. Coronilla buys the goods from ethical and socially responsible companies that guarantee a reasonable relation with their supplier while keeping high standards of quality in their grain cleaning operations.

Coronilla has earned a reputation as a high quality and innovative provider of gluten-free products. Its marketing strategy for exports has been to produce under private label, selecting a client exclusive for each country, such as Windmill Organics in England, Gogo Quinoa in Canada and Olive Green in Australia.

“We believe in long-term relationships, and that is the main reason for having exclusive agreements in each country. However, if the market is big enough, Coronilla will consider having more than one private label under different contracts,” Diego says.

In 2016, Coronilla will focus on new markets, such as The Middle East and South East Asia. And it will launch its retail brand, a big move from the exclusive private label strategy. It will be introduced at “FoodAsia” in Singapore this coming April.

Now the biggest challenge Coronilla faces on a day-to-day basis is handling growth while keeping the operation as a 100% family owned business.

The issue of authenticity is increasing steadily, as the Andean highlands of Bolivia, Quinoa used to be a food sourced only in Bolivia and Peru, with marginal production in Chile and Ecuador.

While the US and Canada have started growing quinoa, this does not meet the quality or volume of quinoa grown in Bolivia’s Andes. Today, over 40 countries produce different varieties of quinoa, and conventional food multinationals are incorporating quinoa in their lines, as the Andean ‘superfood’ moves from niche food to commodity food.

Looking ahead five to 10 years with these changes and the evolution of other Andean grains, Diego says change brings challenging opportunities, but Coronilla has been able to meet all of its challenges well in the past. “Coronilla is not only about quinoa, but it is also about first class gluten free pasta and other gluten free products, and we will keep innovating in that field. We now see significant opportunities with other gluten free grains,” Diego adds. “We believe quinoa will remain as a staple food, but the big picture for us is the organic, gluten-free foods market segment.”

The firm will be part of the CABOLOQUI pavilion at BIOFACH in Nuremberg, Germany in Hall 2-219 this coming February 10-13.
BIOFACH 2016 BRINGS MORE OPPORTUNITIES TO SUSTAINABILITY

By O.W.N. News Network

With organic sales reaching record figures in many European countries and around the world, the scene is set for another successful BIOFACH, the world’s leading trade fair for organic food, and VIVANESS, the International Trade Fair for Natural Personal Care, in Nuremberg, Germany 10-13 February 2016.

Over 2,400 exhibitors will once again be presenting the diversity of the global organic industry at BIOFACH, 200 will be appearing at VIVANESS.

In 2015, the parallel events welcomed 44,624 trade visitors from 136 countries, an increase of 5%, while 2,344 exhibitors (3.6% more than the previous year) displayed a large range of organic food, beverages, personal care products and innovations. The comprehensive Wine Worlds of Experience, this section will also highlight cooking, a chance to sample and plenty of opportunities to talk to fellow professionals.

Cook + Talk, a special forum for external catering, is the contact point for professional chefs, supported by partner Bioland. Here, in presentations and cooking shows, the trade visitors will also discover how organic wine and olive oil along with organic vegan products can be effectively combined and then successfully applied in the catering sector.

And the Novelty Stand at BIOFACH is right for anyone wanting to discover new products and innovations. Danila Brunner, managing director of BIOFACH and VIVANESS said: “Right from the start, the organic sector has intensively concerned itself with integral concepts. It is exactly through such concepts that we wish to impress our customers at BIOFACH. The comprehensive WINE Worlds of Experience, the platform for knowledge transfer, information exchange, discussion and opinion forming – is the biggest organic congress in the world. It offers some 100 presentations and panel discussions that reach more than 7,000 participants. Sessions of interest to the trade identified by Organic & Wellness News include:

Organic 3.0 - Turning concept into practice

Part of the Forum BIOFACH, a key presentation on Friday 12 February is Organic 3.0 - Turning concept into practice in Room Oslo, NCC Ost. This session aims to put Organic 3.0 in the context of the organic sector, achieving synergetic action among e.g. producers, value chains, consumers, sustainability, assessment and measurement tools, and private and governmental regulatory systems.

The BIOFACH Congress – the platform for knowledge transfer, information exchange, discussion and opinion forming – is the biggest organic congress in the world. It offers some 100 presentations and panel discussions that reach more than 7,000 participants. Sessions of interest to the trade identified by Organic & Wellness News include:

Organic 3.0 - Turning concept into practice

Part of the Forum BIOFACH, a key presentation on Friday 12 February is Organic 3.0 - Turning concept into practice in Room Oslo, NCC Ost. This session aims to put Organic 3.0 in the context of the organic sector, achieving synergetic action among e.g. producers, value chains, consumers, sustainability, assessment and measurement tools, and private and governmental regulatory systems.

“Are we particularly delighted by the fact that the Congress focal point Organic 3.0 – Action for more Organic is once again clearly illustrating that the organic future is being shaped at BIOFACH and by the world’s leading trade fair,” said Ms. Brunner. The presenter is David Gould, makers and the organic sector to discuss the possible changes that the sector will have to be facing when the new organic regulation is adopted.

The Presenter is Marco Schluter, IFOAM EU Group. Speakers include: Thomas Fertl, BIO AUSTRIA; Martin Hausling, Bündnis 90/ Die Grünen;...
FAIR SQUARED: ETHICAL BEAUTY TO THE POWER OF FOUR

By Annamarie Kruse

Ethical beauty is trending strongly: Many beauty brands carry at least one ethical certification, usually an organic seal or a vegan certificate. Often, a product will feature both seals although few companies offer more than two different certifications. However, there is one company that covers all the bases: the products of Fair Squared are certified Organic (Natrue), Vegan (The British Vegan Society), Halal (Islamic Centre Aachen), and Fair Trade (Fair Label Organisation – FLO).

The brand’s C&T portfolio comprises some 35 products which include three face creams and four lip balms, body creams and lotions, hand creams and foot creams, shower gels and liquid hand soaps, two shaving oils, an after-shave balm and several shampoos. Fair Squared also offers a line of condoms, the only product range with just two seals - Fair Trade and Vegan. Most of the cosmetics are available in different sizes, adding up to a total of around 70 sku.

At the VIVANESS trade show Fair Squared will be officially launched in Germany, Austria and Switzerland. Oliver Gothe and Salvatore Pignataro founded the company in 2011. Gothe explains: “There were many reasons for establishing Fair Squared. As a Fair Trade activist, I have a strong personal interest in the sector. We also saw that there was a market demand for fair trade personal care products and finally, we had the production facilities right there. We turned our passion into a business.”

Although the brand’s products are already available in five countries - the UK, Sweden, Holland, Finland and Luxembourg - Germany, Austria and Switzerland will be the key European markets for Fair Squared. And Gothe and Pignataro have big plans for their brand. The first step will be to increase distribution in German-speaking Europe. At the moment, Fair Squared’s cosmetics are sold through the brand’s web shop but if all goes as planned; the products will soon be available in offline retail as well.

Gothe says that he is looking for distribution in organic supermarkets and health food stores, but also in department stores (which typically offer more shelf space for product presentation) and pharmacies. Another important retail channel for the brand is Fairtrade stores (charity shops) and Worldshops (Weltlädchen). After Vivaness, the brand will exhibit at Natural & Organic Products Europe in London this April. Gothe says that his aim is to introduce Fair Squared to as many new customers as possible, so the brand will also be present at smaller fair trade and organic consumer shows and events. Also, Fair Squared is establishing a brand presence on the European music festival circuit, starting with a booth at Glastonbury music festival in June 2016. A further European expansion is also in the cards for this year: In January, Fair Squared began distribution in the Czech Republic and Denmark and France will follow this summer. Gothe comments: “I think that Fair Squared could work in any country and I hope that we will convince many international distributors and retailers with our brand concept and product quality.”

At VIVANESS 2016 Fair Squared will exhibit in Hall 7a, booth 157d.

Squares are certified Organic (Natrue), Vegan (The British Vegan Society), Halal (Islamic Centre Aachen), and Fair Trade (Fair Label Organisation – FLO).

The brand’s C&T portfolio comprises some 35 products which include three face creams and four lip balms, body creams and lotions, hand creams and foot creams, shower gels and liquid hand soaps, two shaving oils, an after-shave balm and several shampoos. Fair Squared also offers a line of condoms, the only product range with just two seals - Fair Trade and Vegan. Most of the cosmetics are available in different sizes, adding up to a total of around 70 sku.

At the VIVANESS trade show Fair Squared will be officially launched in Germany, Austria and Switzerland.

Oliver Gothe and Salvatore Pignataro founded the company in 2011. Gothe explains: “There were many reasons for establishing Fair Squared. As a Fair Trade activist, I have a strong personal interest in the sector. We also saw that there was a market demand for fair trade personal care products and finally, we had the production facilities right there. We turned our passion into a business.”

Although the brand’s products are already available in five countries - the UK, Sweden, Holland, Finland and Luxembourg - Germany, Austria and Switzerland will be the key European markets for Fair Squared. And Gothe and Pignataro have big plans for their brand. The first step will be to increase distribution in German-speaking Europe. At the moment, Fair Squared’s cosmetics are sold through the brand’s web shop but if all goes as planned; the products will soon be available in offline retail as well.

Gothe says that he is looking for distribution in organic supermarkets and health food stores, but also in department stores (which typically offer more shelf space for product presentation) and pharmacies. Another important retail channel for the brand is Fairtrade stores (charity shops) and Worldshops (Weltlädchen). After Vivaness, the brand will exhibit at Natural & Organic Products Europe in London this April. Gothe says that his aim is to introduce Fair Squared to as many new customers as possible, so the brand will also be present at smaller fair trade and organic consumer shows and events. Also, Fair Squared is establishing a brand presence on the European music festival circuit, starting with a booth at Glastonbury music festival in June 2016. A further European expansion is also in the cards for this year: In January, Fair Squared began distribution in the Czech Republic and Denmark and France will follow this summer. Gothe comments: “I think that Fair Squared could work in any country and I hope that we will convince many international distributors and retailers with our brand concept and product quality.”

At VIVANESS 2016 Fair Squared will exhibit in Hall 7a, booth 157d.

1 - The Fair Squared line of cosmetics carries four certifications for sustainability • 2 - Oliver Gothe and Salvatore Pignataro, founded Fair Squared in 2011
Showcasing the country’s entire organic diversity, BIOFACH INDIA together with INDIA ORGANIC concluded its seventh edition successfully and for the second time in Kochi, Kerala. The three-day event from 5-7 November witnessed an overwhelming response from 3,345 trade visitors, including over 80 international delegates, said Nuernbergmesse India Pvt. Ltd.

BIOFACH INDIA together with INDIA ORGANIC welcomed 175 exhibitors comprised of five distinct components – Exhibition, International Conference, Buyer-Seller-Meetings, Organic Food Court, and Consumer Connect initiative.

Ms. Sonia Prashar, managing director, NuernbergMesse India Pvt. Ltd. said, “Kerala is an ideal destination. We were impressed with the response of the state government and the farm clusters last year. In India, organic products are assuming proper legitimacy. Since the majority of the population is actively involved in agriculture, the sector is enjoying constant growth.

Together with INDIA ORGANIC fitted in so wonderfully with Kochi and offered an optimal networking platform for not only organic players, but also the end-consumers.”

Mr. Manoj Kumar Menon, executive director IFOAM, said: “Since its premiere in 2008, the event has always been successful. It repeatedly focuses on the important organic theme and offers its stakeholders an opportunity for good business and fruitful contacts”. There were 273 business appointments at the show, with buyers coming from Europe, North America, the Middle East and Asia. “Trade shows always offer a place to learn something new,” said Jerry Zeifman of Organic Traditions, the brand of Canadian importer and distributor Advantage Health Matters. “The event is not of the scale of the show in Nuremberg, but it provided me an opportunity to learn more about Ayurvedic herbs and to connect with direct growers and producers.”

Mr. Zeifman was looking for spices such as turmeric, ginger, cinnamon and holy basil. “I had suppliers before the trip, but attending BIOFACH India allowed me to make new contacts, spend a few extra days in the country and visit the farms.”

The International Competence Centre of Organic Agriculture (ICCOA) organized a two-day conference based on the theme of “Sustainability Development Goals through Organics”. The conference hosted 22 speakers from India and abroad and 149 delegates.

The seventh edition of BIOFACH INDIA together with INDIA ORGANIC witnessed increased participation over last year, indicating that the organic movement is vibrant and growing steadily. In 2016, the event will be on November 10-12 in Delhi – NCR.

For further information, look up www.biofach-india.com

---

EUROPEAN PATENT OFFICE REVOKES MONSANTO PATENT ON MELONS

By Warren Beaumont

The European Patent Office (EPO) revoked a Monsanto-owned patent on melons for technical reasons, IFOAM EU said on January 20. The organic movement urged the Commission to stop patents on conventional breeding on Seeds coalition, around 1,400 patent applications on conventional breeding are pending at the EPO with the majority of the population is actively involved in agriculture, the sector is enjoying constant growth.

“Patents on plant varieties prevent the circulation of genetic resources, hinder innovation and encourage biopiracy,” declares Eric Gall, IFOAM EU policy manager. “They dispossess farmers from their right to save seeds and to breed their own varieties, and they are prohibited by European legislation. The Commission cannot ignore the problem any longer and should urgently clarify that plant and animal varieties, and essentially biological processes, cannot be patented in the European Union.”

The European Parliament adopted a resolution on 17 December 2015, calling on the Commission to clarify the scope and interpretation of Directive 1998/44 on the “legal protection of biotechnological invention” as a matter of urgency. The Dutch have also made this clarification a priority of their EU Presidency and the issue is set to be discussed at both the Agriculture and Competitiveness Council meetings in February.

“The Monsanto patent on melons was based on essentially biological processes for breeding and claimed plant varieties. This was a clear violation of European patent law”, said Christoph Then of the international coalition No Patents on Seeds which organised opposition to the patent.

“It is a huge success that the patent has been revoked. Nevertheless, the general problem cannot be resolved simply by NGOs filing oppositions at the EPO. Politicians need to make sure that laws are applied properly and prohibitions are no longer ignored.”

Citizen’s Tribunal will investigate Monsanto in The Hague

Meanwhile, US-based agrochemical giant Monsanto, maker of herbicide Roundup that is used in combination with GM Roundup Ready seeds, will be investigated by a tribunal of environmentalists, activists, and scientists in The Hague, Netherlands, in October 2016 against charges of “ecocide”.

The citizens’ trial was announced at a press conference on December 3 in Paris, at the COP21 UN Conference on Climate Change. Monsanto has also been accused of: promoting an agroindustrial model that contributes at least one-third of global anthropogenic greenhouse gas emissions, depletion of soil and water resources; species extinction and biodiversity; the displacement of millions of small farmers worldwide; of using a model that threatens people’s food sovereignty by patenting seeds and privatizing life. Monsanto has also been accused of financing fraudulent scientific studies.

Calling themselves the Monsanto Tribunal, the crowd-funded group will evaluate allegations made against Monsanto with regards to damage caused to the environment and human health – but regardless of the outcome, they won’t be able to sentence or charge the agriculture giant.

Still, they claim that the larger goal is establishing ‘ecocide’ as a crime for the first time. Look up: http://www.monsanto-tribunal.org/
Organic beauty is growing strongly, not just in Europe but also in the US and Asia. And because green beauty is trendy, more and more conventional cosmetics manufacturers are jumping on the organic bandwagon. As a result, green-washing has become a major problem for the international cosmetics industry.

Green-washing means that a product is positioned as “green” or “eco” without being organic. There are different green-washing strategies: highlighting certain product claims (“with plant extracts”) or using a tiny percentage of organic ingredients in the formula, so it appears to be entirely organic (“with 100% organic argan oil”). Often, manufacturers will just use the colour green on packaging and logo and/or design a “green label” which just happens to look like an official organic seal.

And this is where legitimate organic product certifications come in. An organic certificate means safe ingredients, no animal testing, no petrochemicals or synthetic ingredients. By the same token, organic certifications tend to boost product sales and can significantly increase the value of an organic manufacturer.

The organic beauty industry established the Natrue Association. Besides certifying organic beauty brands, Natrue stands at the moment, is already highly controversial. From a European perspective, many of the current criteria set down by the natural and organic standards currently existing in the EU. The European certifying associations and most organic manufacturers are therefore highly critical of a possible adoption of this ISO norm into EU legislation.

The ISO 16128 for Natural & Organic Ingredients is an attempt to provide an accepted global standard of what constitutes natural and organic cosmetics. ISO stands for the International Standards Organization. The current version of ISO 16128’s criteria and definitions for Natural and Organic Cosmetics is still very much under revision. Harmonizing so many different national interests is proving to be difficult and the ISO norm, as it stands at the moment, is already highly controversial. From a European perspective, many of the current criteria set down by ISO 16128 permit ingredients and manufacturing processes for “organic” products which are forbidden under any of the existing national standards currently existing in the EU. The European certifying associations and most organic manufacturers are therefore highly critical of a possible adoption of this ISO norm into EU legislation.

ISO 16128 will also be a key topic at the upcoming Vivaness organic trade show: on 11th February, a lecture and panel discussion will focus on the potential effects of the ISO norm on German retail industry while on 12th February, representatives from Soil Association, Cosmobeo and BDIH will discuss the likely impact of the ISO norm on consumers, manufacturers and distributors.
Small seed, big steps

By Adriana Michael

According to Grand View Research, the global market for Omega-3 ingredients was estimated at 24.87 tonnes in 2013, and it is expected to grow at a compound annual growth rate (CAGR) of 13.7% from 2014 to 2020. As the largest market for Omega-3 ingredients in 2013, Europe accounted for more than 60% of the world’s consumption. It is expected to maintain its position until 2020. Regarding value, the global Omega-3 market is supposed to reach a value of US$ 7.32 billion in 2020 (Source CBI, The Netherlands Centre for the Promotion of Imports from developing countries).

Naturkost Übelhör (NKU), international trader of organic food ingredients, introduced organic chia at a time when the little black and white seeds were known only in a lemonade recipe in its country of origin, Mexico, and in the US as the famous grow-it-yourself “chia pet”.

In Mexico agronomist Guillermo Orozco de Rosas of the Chia Blanca Cooperative

in Acatic, Jalisco started reintroducing interest in chia seeds as a commercial crop 15 years before Salba in Canada and the US, Benexia in Chile and Argentina and Chia Co. in Australia got involved in the business of chia seeds.

Founded in 1987 in the Allgäu region of Germany, Naturkost Übelhör opened in 2006 a subsidiary in Mexico. Since then, the company has been investing in both its German and Mexican businesses. In 2011, Naturkost Übelhör launched its retail

brand Sachia®, a range of chia products made at first available to end consumers via an online shop.

Nicole Buzengeiger, marketing & product manager ingredients/superfoods says that Sachia® is performing well at the moment. “We recently received a German award for our brand: “Veganes Reformprodukt des Jahres 2016” (Vegan Reformhaus product of the year 2016). It is granted by Neuform, the Reformhaus sector’s quality seal,” she says.

“Neuform is distributing our Sachia products in the Reformhaus distribution network. Reformhauses are select health food stores found mainly in Germany and Austria,” she says. “Our chia seeds are retailed under various customer label brands in many European and international countries and parts of Asia.

Buzengeiger explains: “In Germany and Mexico we built up two cleaning lines equipped with UV sterilization, colour sorter, de-stoner and metal detector as well as a grader and gravity separator. At Naturkost de Mexico we only work with chia seeds. In our German facility, the production line handles both chia and gluten-free seeds.

“Why we have an additional CO2 pressurization facility in Hamburg and all the products we receive are processed there. To handle the increased volume we also employed new staff: at Naturkost de Mexico we currently have 31 employees and in Germany 47 employees.”

“This year we are planning on introducing new Sachia® products like chia oil and chia flour.” In 2014, chia seed oil entered the European market as a novel ingredient, seen as meeting consumer needs in Health and Wellness. The oil is valued for its high Omega-3 content and its neutral flavour, giving it considerable potential in the market for food and health supplements, says the CBI in its 2014 research. Total chia product retail value globally is expected to reach US$1 billion by 2020.

In 2016, Naturkost Übelhör entered the European market as a novel ingredient, seen as meeting consumer needs in Health and Wellness. Our long-term vision is to offer chia not only in many of our existing products to the EU market but also in many of our new product launches,” Mr Zeifman says.

It was a two-year process to prepare the dossier for the novel food application of equivalency for chia. “It involved a lot of paperwork, technical information and nutritional analysis with testing and retesting,” Mr Zeifman says.

Our long-term vision is to offer chia not only in many of our existing products to the EU market but also in many of our new product launches,” Mr Zeifman says.

It was a two-year process to prepare the dossier for the novel food application of equivalency for chia. “It involved a lot of paperwork, technical information and nutritional analysis with testing and retesting,” Mr Zeifman says.

Visit us at:

BIOFACH, Nuremberg, Germany, February, 2016

Foodex Japan, Tokyo. March, 2016

Natural Products Expo West, Anaheim, US. March, 2016

Seoul Food & Hotel, Korea. May, 2016

Certified Organic by Ceres:

More info: www.goldfoodssusa.com

Follow us:

GoldFoodsUSA

@GoldFoods

Advantage Health Matters: Better safety and nutrition

By Adriana Michael

Canada’s Advantage Health Matters, importer and distributor of leading brands of organic whole-based food supplements, has now gained approval to sell chia as a novel food in Europe.

Jerry Zeifman, founder of Advantage Health Matters in 2001, says the motivation to offer chia products in Europe came from being a longstanding supporter of chia well before the “chia craze” began.

“We are deeply committed to promoting chia as a nutritional powerhouse and needed the chia license to supply the EU market at a reasonable cost.

www.organicwellnessnews.com
Plant-centric trends on the rise in US Natural & Organic Industry

By O.W.N News Network

SPINS TRENDWATCH says that plant-based nutrition is a key pillar of the natural and organic industry, while over the past decade, vegan products have gained a make-over, particularly with the rise of allergen-friendly claims.

Mismangement of the food system, namely livestock agriculture, has led to the rise of vegetarians and an ever more devout vegan subset. However, simply removing meat and dairy from packaged foods doesn’t nip high-sugar, fat, or sodium intake in the bud as they exist in hidden places, SPINS says.

Merging a plant-based, vegan mentality with a whole, unrefined ingredient profile taps into nutritional and environmental aspects consumers are seeking, even omnivores. Products in this growing segment don trending “ancient grains, sprouted, whole growing segment don trending and environmental aspects consumers are seeking, even omnivores. Products in this growing segment don trending "ancient grains, sprouted, whole" options that espose the dogma to good health.

SPINS, the leading US provider of retail consumer insights, analytics and consulting for the Natural, Organic and Specialty Products Industry, says that embracing a plant-centric diet has its challenges for consumers.

“Livestock agriculture has arguably been blamed as the food industry’s leading contributor of deforestation, greenhouse gas emissions and heart disease, and under mainstream conventional methods, rightfully so,” Spins says.

“Vegans and plant-centric consumers eschew animal products as a means to cope, but supplying healthy, unadulterated fruits, vegetables, legumes and whole grains are not without challenges.

“Government policies systemically prop up meat-centric supply chains from feed grains to school food, persistent pesticides are rampant in large-scale farming and food safety regulations threaten advances made in the local and regional food movement.”

Despite these issues, SPINS says progress is being made on several fronts through US Government safety nets such as crop insurance being extended under the 2014 Farm Bill, while the 2016 Crop Year will see price elections extended for more organic crops like barley, cabbage and wheat growing the number of organic crops with improved risk management tools.

Major dietary recommendations included the 2010 United Nations Environmental Program (UNEP), which recommends a meat and dairy-free diet, while Michelle Obama begins the Let’s Move campaign targeting child-hood obesity with improved nutrition.

2015 Dietary Guidelines Advisory Committee to the USDA in preparation for its year-end renewal of the Dietary Guidelines for Americans incorporated sustainability considerations as another justification to reduce meat consumption; the agency rejects making allergen-friendly claims.

A challenge for Advantage Health Matters came in May 2014 when the company was among the US and Canadian chia suppliers caught up in the outbreak of salmonella that affected at least 31 consumers in Canada and the US. The salmonella contamination was identified as coming from Canadian firm Bioessential Botanicals, where the chia seeds were sprouted.

“The lesson that we learned from the incident was that despite buying Certified Organic seed and processing it at an organic sprouting facility we still ended up with a salmonella contamination issue. We made the decision that the only way to combat this was to treat proactively rather than to rely on random testing,” Mr Zeifman explains.

“In our quest to provide the highest quality and integrity seed and sprouted products we have introduced an in-house safety optimization process. We are committed to eliminating foodborne pathogens and to ensuring the utmost safety and security of our superfod products.

“We utilize reverse osmosis technology with activated multiple-stage sediment pre-filters, carbon filters and ultraviolet light to ensure the highest quality water filtration possible. Reverse osmosis filtration is the gold standard for removing common contaminants found in the water supply such as fluoride, arsenic, lead, mercury and other metals.

“Critical to our seed and sprout optimization process is the use of a food-grade, organic sanitizer that destroys pathogens on the surface as well as inside micro-crevices in the seeds. By applying an organic sanitizer as a preventative step, we can ensure the very best in food safety.”

Mr Zeifman says the organic sanitizer (a patented process)
Organic Traditions® raw seeds are treated with a food grade, organic sanitizer to ensure better food safety without altering taste or texture. Please visit us to discuss all your seed and herb sanitizing requirements.

Advantage Health Matters
Prevention · Regeneration · Longevity
www.advantagehealthmatters.com
1.416.742.1011 • 1.800.304.1497

Visit Us at Biofach in Hall 2, Stand 201
Visit Us at Expo West Anaheim in Booth 2082

Health Matters America
Wellness · Harmony · Balance
www.healthmattersamerica.com
1.888.343.3278
Entomophagy could feed the world

By Ammarie Kruise

In around 80% of the world, edible insects are an established part of the local cuisine. In Thailand and Cambodia you can buy bags of deep-fried, seasoned or toasted grasshoppers, crickets or beetles on the street food market; Colombian fried and salted big-butt ants command premium prices amongst gourmets in Latin America.

But quite apart from individual cultural, ethnic and culinary preferences, insects are potentially a vital food source to feed the world’s rapidly growing population. By 2050, it is estimated that there will be some 9 billion people living on our planet. As a result, food production will have to almost double. At the same time, the existing ecosystems and environmental resources will continue to decrease.

Although the scientific field of edible insect research is still in its early years, many international research institutes and associations are convinced that raising insects for human consumption or for use as animal feed could play an important role in finding sustainable solutions to achieve global food security.

The UN’s Food & Agriculture Administration (FAO) has been involved in edible insect research projects since 2003. In 2013, the FAO published a 200-page report on the edible insect food and feed value chain, concluding that insect harvesting was especially relevant issue in the 21st century due to the rising cost of animal protein, food and feed insecurity, environmental pressures and population growth.

Besides their nutritional value, insects and bugs are easier to rear than other animals. They have a higher food conversion rate, which means that they need less feed than cattle, pigs or chicken to produce the same amount of animal protein. Raising insects also exerts less pressure on the environment: they produce less ammonia or greenhouse gases than conventional livestock.

In addition, the FAO report says, raising, processing and selling of insects can also contribute to the economic development in some of the poorest regions of the world, especially at a micro-economic level: insects are the ideal mini livestock for small householders since they require comparatively little technical or capital expenditure.

However, insect farming for food is now also starting to take off in developed countries - like the US, for example, where over the last few years numerous cricket farms have been established.

Leading the pack: Insect farming consultancy Tiny Farms

By Ammarie Kruise

Over the last five years, the edible insects market in the US has grown strongly. And this is no surprise: according to a 2014 report by research consultancy New Nutrition Business, the edible insect industry is projected to reach a turnover worth 360 million USD by 2019/2010.

Online stores and start-up companies are offering insect food products that range from silkmoth burgers or kofta insect dishes to their menus is restaurants that are introducing and making them accessible to the mainstream (eating). California-based insect farming consultancy Tiny Farms has been instrumental in driving the edible insect market in the US forward.

The company specializes in design and building insect farms, and runs the Open Bug Farm, an online collaborative platform for anyone interested in insect farming. Co-founder Daniel Imrie-Situnayake explains how Tiny Farms came about:

“Back in 2012, the first wave of American edible insect products was just entering the market. We noticed that while dozens of companies offering edible insect products were starting up, there were very few suppliers of the ingredients themselves. There was a supply crunch coming, and we realized we had the skills to help avert it. Insects have tremendous potential to reduce our food system’s impact on the environment, so we jumped in head first.”

At the moment insect foods - and especially cricket products - are still comparatively expensive in the US. And as long as edible insects remain a niche category, and making them accessible to all demographic groups will be a challenge.

Imrie-Situnayake comments: “It’s all about one thing: getting the right mix of ingredients. The key is choosing the right cricket species that tastes great and costs little.”

Initially, Tiny Farms worked with companies that were looking to start individual farms. Imrie-Situnayake says: “However, it’s difficult for a single farm to engage in the R&D track that is necessary to deliver cost-effective cricket products - and to stay price competitive over time. From our experience, and from watching the industry grow, we discovered that the only way to make cricket powder affordable is to work together as a community.

So Tiny Farms decided to develop a more comprehensive strategy. “Farmers need to focus on farming while teams like ours focus on developing the technology that makes it possible. We’re aiming to build a network of farms under the Tiny Farms brand - first in America and then across the world. As a community, we can better ensure product quality, obtain excellent sources of feed, and help protect farmers from market fluctuations that could put individuals out of business. Our standard feed is GMO-free, organic and 100% vegetable (it’s common for feeds to contain animal products). A typical farm will be one large enough to provide income for a family. And we’re raising banded crickets, a hardy insect species that tastes great and does well in large numbers.

As the edible insect market in the US is still under development it is an unregulated industry - there is no official industry association or legal framework, at least not at the moment. Imrie-Situnayake says that eventually a regulatory framework will have to be introduced, but not just yet: “This is an industry with tremendous potential, but we’re still in the early stages, figuring out the best ways to do things. Plus most companies are small, and they don’t have the resources to create well thought out standards. Premature standardization can be disastrous. If we establish a set of rules that lock in an inefficient way of harvesting crickets, for example, we could make it impossible to improve beyond today’s prices - which are far too high to make a sustainability impact. Once we’re passed the early stages, though, regulation will be necessary to protect consumers and suppliers from low-quality producers.”

And what can manufacturers or retailers do to raise the profile of edible insects and get more consumers interested in entomophagy? Imrie-Situnayake believes that it is important to let people experience these products in a familiar setting: “Consumers are fascinated by edible insects, but most don’t know where to find them. I think manufacturers and retailers need to work together more on things like shelf placement, sampling, and in-store promotion. As the products develop, we’ll see a greater diversity in the types of products available. Insect-based products are evolving upwards from sports nutrition to more conventional food; we saw a lot of protein bars, then baked goods and granolas. And we’ve already seen even more products that focus on the sensory characteristics of the insects themselves rather than disguising them in performance foods. I’m excited that there’s a generation of kids who are being raised who will think of insect-based foods as entirely normal.”

Bug cuisine! Tempura silkworms. Courtesy of Tiny Farms
Brasil

Visit Organics Brasil:
BIOFACH 2016 - 2-431 • VIVANESS 2016 - A-623
EXPO WEST 2016 - BOOTH #2205

Find Brazilian Organic and Sustainable Producers and their products
www.organicsbrasil.org

ORGANICS BRASIL
BRAZILIAN ORGANIC AND SUSTAINABLE PRODUCERS
EDEKA will acquire Kaiser’s Tengelmann

By Warren Beaumont

Germany’s largest food retailer, Edeka Zentrale AG & Co, looks set to win control of the Kaiser’s supermarket business of German retailer Tengelmann after Edeka confirmed that the Federal Economics Minister Sigmar Gabriel intends to grant permission for Edeka’s acquisition of Kaiser’s.

Edeka said in a statement: “We are pleased that the Federal Economics Minister Sigmar Gabriel intends to grant permission for a takeover of Kaiser’s Tengelmann by EDEKA. This is a good day for the employees of Kaiser’s Tengelmann, who now have the prospect of a secure future under the umbrella of the EDEKA Group.

“We see it as well a good day for Germany as a business location. The decision ensures 16,000 jobs, relieves pressure on social budgets and promotes the German Mittelstand (or SMEs) in family ownership.

“In the interests of all parties involved, we will approach the conditions as soon as possible and with the required diligence to pave the way for a transfer to EDEKA.”

Since October 2014, Tengelmann had sought to offload its Kaiser’s business to Edeka as Kaiser’s was too small to compete with Germany’s leading food retailers such as Aldi, Lidl, Metro’s Real hypermarkets, and Rewe. The deal was rejected by local competition authorities and has met with opposition from rival grocers, and German farmers’ association, Deutscher Bauernverband.

Tengelmann Group wanted to hand over its supermarket subsidiary, Kaiser’s (451 stores, 15,958 employees, EUR 1.8 billion net turnover), to the Edeka Group effective as of 30 June 2015. In 2014, Edeka achieved with around 11,600 markets and 336,000 associates, sales of 47.2 billion euros, up 2% over the previous year.

The Edeka Clausen store, Hamburg (photo credit EDEKA).

EDEKA Super Market, Frankfurt.

Alnatura expands distribution

By Warren Beaumont

Alnatura is to open its 100th store in Berlin in March 2016, following the opening of the new 675sqm Göttingen Alnatura Super Natur Markt in the first week of December. In the last fiscal year, ten new Alnatura markets were opened.

Despite changing conditions Alnatura has continued its growth path, expanded its distribution network through deals with new and existing trading partners such as Edeka and Migros and continues to grow faster than the organic market, which recorded 2014 total growth of 5%.

Alnatura, Germany’s largest specialist organic retailer, generated a turnover of 760 million euros, an increase of 10% on the previous year, for the fiscal year 2014-15 ending September 30, 2015. The past fiscal year was marked by the expansion of the distribution network for the Alnatura range. Last summer was the introduction of numerous Alnatura products through four new trading partners in Austria; Bill, Merkur, Mpreis and Sutterlüty, which brings an increase in the number of outlets in Austria by almost 1,400 to 1,760.

Also in Germany, due to the new distribution partnership with Edeka, customers can obtain the Alnatura brand range in around 2,000 Edeka markets and their local suppliers.

Another new trading partner is the coop eG based in Kiel, with around 200 Sky-markets in Northern Germany. Alnatura offers. The number of outlets for the Alnatura brand range has now doubled to 7,500 at home and elsewhere.

“With our new trading partners in Germany and abroad as well as the new online offerings we can bring the Alnatura brand even closer to our customers. The growing demand thus enables a secure future prospect for our organic farmers and manufacturers partners,” said Görtz Rehn, founder and managing director of Alnatura.

Through the very positive cooperation developed since 2012 with Migros, the largest retail company in Switzerland, new openings will add to the current six Alnatura organic supermarkets, the retailer said. “Another milestone is the successful introduction of Alnatura range in 30 Migros markets in western Switzerland last summer, bringing the total number of Alnatura shops at Migros to nearly 250. And 300 products are available at LeShop, the online store at Migros.”

Organic & Wellness News Spring 2016
Going ‘Beyond Organic’ to ensure packaging sustainability

By Warren Beaumont

How certified organic and sustainable food and beverage brands go ‘Beyond Organic’ to meet consumer expectations about the packaging of their products is an interesting dilemma for food and beverage companies, says Victor Bell, president of Environmental Packaging International (EPI), based in Rhode Island, USA.

Founded in 1998, EPI is a consultancy specializing in environmental compliance, product stewardship, and sustainability issues related to packaging and products. The firm works with some of the world’s largest brands such as Mars, Starbucks and Kraft Foods in the US, UK, Australia and other countries. It also works with organic brands.

Brands should look at what they can do in terms of making their packaging more sustainable. Could the packaging be designed to be highly recyclable; could it use recycled content; does it reduce the overall packaging content; does it improve the carbon footprint; and can you use a bio-based material such as plant material for a beverage bottle, Mr Bell says.

Other attributes to look for when evaluating which packaging to use and why can also include recyclability in the paper or cardboard and whether such materials were sourced from a sustainable, certified forest product, such as the Forest Stewardship Council (FSC) or the Sustainable Forestry Initiative (SFI).

Another area Mr Bell has been working on recently is with brands that have moved to stand up pouch packaging instead of glass bottles, such as in organic baby food, dressings and sauces.

“Pouch packaging is often not recyclable, but it could reduce the carbon footprint, due to the reduced weight of the packaging materials used,” he says.

“When comparing a 120g glass container to a 30g PET bottle or 6g pouch packaging, you also have to look at the overall impacts of manufacture, transportation, and disposal. Several of the pouch’s environmental impacts, calculated over its lifecycle, are lower as such as package is 1/20th the weight of the glass container and 1/5th the weight of the PET bottle.”

“This does not mean that companies using pouches should not work to make their pouches recyclable; pouches are also a litter and marine debris issue that must be addressed.”

Mr Bell points out that there is a perception by some food and beverage companies that sustainable packaging means you have to use biodegradable materials, but these materials have many problems.

“Biodegradable packaging may not be a good option. These packaging systems will not degrade in a properly designed landfill, and if they do, they generate a greenhouse gas, methane. The US authorities fined some companies for claiming that their packaging contained additives would degrade,” he says.

“There’s a big difference between a compostable packaging that is designed to be compostable with food waste for instance, and biodegradable packaging.”

Another issue is that environmental labelling or environmental claims requirements can differ from country to country.

Mr Bell says organic and sustainable brands should aim to provide enough information to the consumer on packaging labels. Using appropriate and legal logos such as the FSC logo when the company has the correct certification or making correct recyclable claims are good first steps.

In the UK, the new recycle WRAP label and in the US a ‘How2recycle’ label that is part of the Sustainable Packaging Coalition provide excellent information to consumers on what parts of the packaging are recyclable.

When using paper packaging, it should have the maximum amount of recycled content or be made from sustainably harvested wood as certified by a group such as FSC, Mr. Bell adds.

For bio-based plastic bottles using plant-based PET bottle or HDPE rather than resins, which are not commonly recycled along with bottles made with PLA material.

“Look at the packaging design to use the least amount of adverse impacts on the environment, such as how do we ensure that the packaging design and combination of materials doesn’t negatively affect the recycling process,” he says.

“Minimize the packaging and at the same time make sure that the packaging is designed to minimise food waste, one of the criteria for sustainable packaging.”

Mr Bell was a speaker at the North American edition of the Sustainable Foods Summit hosted in San Francisco on 20-22 January 2016. The event was part of a series of Summits organized by UK-based market research firm Organic Monitor.
Fruit d’Or: From Bog to Table

By Marni Andrews

Fruit d’Or, the world’s largest producer and processor of organic cranberries, has been successfully introducing their new retail dried fruit snack line called Patience Fruit & Co. since last Spring. “The name was inspired by the extra time required to produce a quality product, has six SKU’s, three Whole & Soft (from 113 g to 142 g unit size, eight to a case) and three Classic (from 196 g to 283 g unit size, six to a case). Sweetened with either organic apple juice or a little sugar they contain no other ingredients aside from organic sunflower oil (less than 1%). Patience is distributed through most major food retailers and natural food stores in Canada and is being introduced to the U.S. through nearly 600 supermarkets in the next two months. Shelf cases and display racks are available. After being in the retail market for several years, Fruit d’Or decided to develop this side of the business as their client base expanded. The new business is completely different than their bulk business so needed separate expertise and a different business model, says Vicky Samson, Key Account Manager, Eastern Canada for Fruit d’Or. Fruit d’Or is a leading supplier of cranberries and blueberries in bulk and has been a pioneer in organic cranberry farming since 2000. The company is located in Notre-Dame-de-Louises, Quebec (pop. 700) which they call “a small corner of nowhere” where life is

See FRUIT D’OR on page 28

COTA Continues Presence at SIAL Canada

By Marni Andrews

The Canadian Organic Trade Association (COTA) continues to build its presence at SIAL Canada. Since 2014, the two have partnered to support growth in the organic sector.

In 2016 COTA will host two conference sessions at SIAL Canada, the first on the organic consumer and the second on the international trade landscape and the organic market. COTA will also have an Expert Hub stand to answer questions about the organic industry and international trade.

COTA is also working on an update of their benchmark 2013 report Canada Organic Market Research. Since the release, the domestic market has increased in value to more than $4 billion CDN in sales annually. From 2013 to 2014 there was a 7% increase in the number of Canada organic producers.

The past year was an exciting year in Canada for organics, according to Shauna MacKinnon, Community Relations & Development, COTA. “We saw a new level of government support for organic development, from the announcement of new provincial regulations in Nova Scotia and New Brunswick to significant federal investment in the organic grain sector in the Prairies to new initiatives to support transition being developed and implemented in BC and Quebec,” she says. Canada’s National Organic Week is the largest annual celebration of organic food, farming and products across the country. In 2015, thousands of organic retailers, restaurants, businesses and community groups joined to celebrate the achievements of organics in the North American country.

Think Canada Organic is a new national education campaign for businesses. The BC government and many organic advocacy groups and companies have adopted it. In 2015, COTA distributed more than 40,000 pieces of Think Before You Eat educational materials in conjunction with Think Canada Organic.

In 2016, COTA is planning numerous trade missions in Europe and the U.S.: BIOFACH (Nuremberg), Natural Product Expo West (Anaheim), Natural & Organic Products Europe (London) and BIOFACH Latin America (Sao Paulo). COTA has a strong presence at BIOFACH where they have an incubator booth for first-time exhibitors and will be hosting two conference sessions.

In conjunction with the Expo West show, COTA is hosting the third edition of the Canada Business Builder Breakfast at the Hilton Anaheim for key leaders of the organic and natural Canadian food industry. COTA will also host two buyers’ missions for organic companies in Canada.

In early 2017, the association plans a mission to Japan for organic companies interested in walking the FoodEx Japan show.

SIAL Canada Hits New Heights

By Marni Andrews

SIAL Canada, to take place in Montreal April 13 to 15 is on pace to be the biggest ever with about 900 exhibitors from 50 countries, 240,000 square feet of space and 15,000+ visitors. Last year in Toronto there were 831 exhibitors from 45 countries.

Starting in 2010, the show has alternated between Toronto and Montreal and from 2010 to 2015 it grew by 65%. The decision to be in Toronto was to redevelop the brand outside of Quebec. While the two locations generally drew from either Ontario/rest of Canada or just Quebec respectively, this year exhibitors from Ontario are up by 30% and up by 58% from the rest of Canada.

Organic products continue to grow with approximately 150 companies expected this year compared to 130 last year and more exhibitors of ethnic foods as well.

“Organic foods and products are among the top ten reasons why visitors come to SIAL Canada,” says Marie-Christine Siviere, Communications Officer for the event.

SIAL Canada is a sister fair of SIAL in Paris, the second largest international food fair. The global focus is reflected in the exhibitors. The Toronto show has more Asian-focused exhibitors while the Montreal edition offers more Latin and North African exhibitors, which reflect the populations in each province.

The U.S. will be the featured Country of the Year while Spain, Hungary and Korea are taking part for the first time. There is a strong Latin American presence with companies from Argentina, El Salvador, Brazil, Peru and Bolivia represented.

Four buyers programs are organized for this year’s show:

• The U.S. buyers program (launched in 2015)
• A B2B program with UGI, one of the main buyers’ groups in Canada
• A B2B program for ethnic buyers
• An international buyers’ program for Canadian food processors

The growing sectors at SIAL Canada 2016 are:

• Organic foods and supplements
• Logistics and supply chain
• Foodservice
• Ethnic foods
• Cheese (new sector)

“The growth we are experiencing is exceptional this year (+26%),” says Siviere. “The show is strong in all spheres: international (+58%), Quebec (+21%), Ontario & rest of Canada, cheese, foodservice, equipment, supply chain, etc. The last time we had this kind of growth (+35%) was in 2011 after the launch of our show in Ontario.” SIAL Canada plans to expand the show by 10,000 square feet next year. ■
Montreal

The organic sector is meeting at the largest food innovation exhibition

APRIL 13TH TO 15TH, 2016
PALAIS DES CONGRÈS - MONTREAL

850 exhibitors from 50 countries
15,000 visitors from 60 countries
More than 30 conferences and workshops

Visit sialcanada.com to discover our new branding and website.
Naturally Nova Scotia, has rebranded itself to reflect this certification. Founder Nancy Smithers says she changed the company name because “the word ‘naturally’ does not say anything, but ‘organics’ means quality and no chemicals.” She says it feels good to move from being a firm with products made with organic ingredients to one with all products 100% certified organic.

Smithers has been a pioneer in the field of all natural (and now certified organic) supplements for more than 20 years. As with many entrepreneurs, she entered her field in an unexpected way. In 1993, her sister, a physiotherapist, asked her for a supply of natural healing remedies for her practice. Smithers, who had grown up immersed in nature, researched local plants. With the help of a herbalist, she learned what could be produced locally. Smithers started with tinctures of typical medicinal herbs such as borage, dandelion root, echinacea, red clover, heal-all, calendula and chamomile to target colds, female issues, immuno, allergies, pains, and coughs. “I incorporated in the first year of operation because I knew I would sell the tinctures,” she says.

While there were no major obstacles because she started small by wild crafting herbs, she found that preparing herbs in her kitchen was a problem. She needed a larger facility and purchased a 250-acre property where she calls “the farm” five minutes from her house. She began growing herbs there and followed organic farming practices, without synthetic herbicides and fertilizers. The early years were full of lessons learned, starting with the basics of identifying different herbs as seedlings. Smithers grew seedlings in the greenhouses and transplanted them into the summer. She survived by hiring summer students.

And then came the selling. “This was a challenge because I was very nervous about going into stores and selling my products even though I realized they were wonderful. People asked me questions I was not expecting,” says Smithers, who adds that the first year was tough trying to explain to people why they should choose her products rather than others.

Her advice to anyone considering the same path is to plan carefully, have a vision and be realistic about where you are going. And don’t grow too fast too soon. “Don’t be afraid, but be careful,” she cautions. It is a complex industry “that big pharma has gotten into, and they have a lot of money. I could have done something easier in life, but I love what I do. It is not a business for the faint of heart!”

Her other early lessons were economic. With no government funding available, Smithers was facing a considerable investment in machinery. “When I first started there was not much equipment around for my industry. My herb press came from the U.S., and my first freeze dryer from the U.K. My first labeling machine came from Canada and my first encapsulating machine from India,” she explains.

The purchase of the freeze dryer came when she realized after several years of producing tinctures that her market was looking for a pill format. And then came the challenge of tableting.

Tableting certified organic ingredients is not easy because you can’t use flow agents, silicon dioxide, magnesium stearate, all the things that non-organic people use to keep tablets together,” says Smithers. “I had to hire a tableting expert to show us how to get the tablets to stick together. It is always a learning curve when you are in an industry like this!”

Smithers has promoted her products through the annual Canadian Health Food Association (CHFA) shows in Toronto and Vancouver and has advertised in magazines. She got a distributor in Canada and made the bold move to expand into Japan in 1999 because the Canadian market was small and she had to spend a lot of money on research. She also knew she wasn’t yet ready for the U.S. market. “Certified organic was not mainstream, and (U.S.) consumers did not understand its importance. The Japanese appreciate organic products.”

Opening a firm in Japan is no different than opening up somewhere else,” says Smithers. “The thing I had to learn was the culture. I have been in the Japanese market for 16 years, so I am accepted.”

Today, Smithers sells three-quarters of her products outside Canada. The primary export markets for Nova Scotia Organics are the U.S. (which she entered last year and will be focusing on this year), Japan and the European Union. In the next five years, she hopes to expand quickly in the U.S. market.

Her best sellers are Nova Greens in Canada, Berry Beauty products in Japan and certified organic multivitamins in the U.S. She employs between 10 and 20 people in Nova Scotia, including her son.

Smithers is very excited to change her encapsulated line to a certified organic capsule, a breakthrough for the market. “There is no other website with this kind of comprehensive line of only USDA-certified organic supplements,” she says. “Many people sell one or two certified organic products but not everything. I never have and never will produce anything that is not organic certified.”

Nova Scotia Organics will be exhibiting this season at Natural Products Expo West in Anaheim, California, March 10-13.
Share the passion...

at Europe’s leading natural business event!

With over 650 companies and thousands of brands all under one roof, discover the very latest in natural and organic products from the UK and around the world at Natural & Organic Products Europe.

The Home of Natural and Organic

Register for your FREE trade pass at www.naturalproducts.co.uk

Natural & Organic Products Europe
LONDON
17-18 April 2016
ExCeL | London
Calendar 2016

**JANUARY**
17-19 WINTER FANCY FOOD SHOW  
San Francisco, USA  
www.specialtyfood.com

20-22 SUSTAINABLE FOODS SUMMIT  
SUSTAINABLE FOODS SUMMIT  
San Francisco, USA  
http://www.sustainablefoodssummit.com

28-31 GUELPH ORGANIC CONFERENCE  
Guelph, Ontario, Canada  
www.guelphorganicconf.ca

29-31 THE MEXICAN HEALTHY FOOD SUMMIT  
Puerto Vallarta, Mexico  
www.healthyproductssummit.com

**FEBRUARY**
3-5 FRUITLOGISTICA  
Berlin, Germany  
www.fruitlogistica.de

10-12 BIOFACH  
BIOFACH JAPAN  
Co-located with Organic Expo  
http://organic-expo.jp/en/

10-13 BIOFACH  
BIOFACH - VIVANESS  
Nuremberg, Germany  
www.biofach.de

21-25 GULFOOD  
Dubai, UAE  
www.gulfood.com

**MARCH**
8-11 FOOD EXPO JAPAN  
Makuhari Messe, Japan  
http://www6.jma.or.jp/foodex/en/

9-13 NATURAL PRODUCTS EXPO WEST  
Anaheim, USA  
www.expowest.com

18-21 COSMOPROF WORLDWIDE Bologna  
Bologna, Italy  
www.cosmoprof.com

**APRIL**
4-6 10TH EUROPEAN ORGANIC CONGRESS  
Amsterdam, The Netherlands  
www.organic-congress-roameu.org/en

12-14 CPMA - CANADIAN PRODUCE MARKETING ASSOCIATION CONVENTION & TRADE SHOW  
Calgary, Canada  
www.cpma.ca/en

**JUNE**
6-9 SUSTAINABLE BRANDS  
Paradise Point Island Resort, San Diego, CA, USA  
www.sustainablebrands.com

**AUGUST**
31 SEPT 2 NATIONAL & ORGANIC PRODUCTS ASIA  
Hong Kong  
Convention and Exhibition Centre/Wanchai, Hong Kong  

**SEPTEMBER**
29-30 SUSTAINABLE FOODS SUMMIT LATIN AMERICAN EDITION  
Sao Paulo, Brazil  
www.sustainablefoodssummit.com

**OCTOBER**
14-16 PMA FRESH SUMMIT  
Anaheim, CA, USA  
www.freshsummit.com

16-20 SIAL PARIS  
Parc des Expositions Nord  
Villette, Paris, France  
www.sialparis.com

**NOVEMBER**
14-15 SUSTAINABLE COSMETICS SUMMIT ASIA-PACIFIC  
Hong Kong  
www.sustainablecosmetics.com

16-17 NATURAL PRODUCTS SCANDINAVIA  
co-located with NORDIC ORGANIC FOOD FAIR  
Fair Trade City, Malmo, Sweden  
www.naturalproducts Scandinavia.com

28-30 EUROPEAN SUSTAINABLE COSMETICS SUMMIT  
Paris, France  
www.sustainablecosmetics.com

29-DEC 1 HI EUROPE AND III  
Amsterdam, Netherlands  
www.foodingredientsglobal.com/his/home

**Dates may change without notice. For a complete list visit**  
www.organicwellnessnews.com

---

**“Your one Contact for Superfoods Directly from the Source”**

- Retail, Foodservice & Bulk Ingredients
- Private Labels, Pack to Order Capabilities
- Competitively Priced for Container Loads

- Sacha Inchi Snacks
- Powder & Oil
- Yacon Syrup

For information: 2 +1-416-854-2754  
info@incagoldorganics.com  
www.incagoldorganics.com

---

Organic & Wellness News Spring 2016

---

30
Join the world’s leading trade show network for organic products!

**BIOFACH AMERICA**
- ALL THINGS ORGANIC
- Baltimore, USA
- September 22 – 24, 2016
- biofach-america.com

**BIOFACH AMERICA LATINA**
- BIO BRAZIL FAIR
- São Paulo, Brazil
- June 8 – 11, 2016
- biofach-americalatina.com

**BIOFACH CHINA**
- Shanghai, China
- May 26 – 28, 2016
- biofach-china.com

**BIOFACH 2017**
- Nürnberg, Germany
- World’s Leading Trade Fair for Organic Food
- February 15 – 18, 2017
- biofach.com

**BIOFACH INDIA**
- together with INDIA ORGANIC
- Delhi, India
- November 2016
- biofach-india.com

**ORGANIC EXPO**
- together with BIOFACH JAPAN
- Tokyo, Japan
- February 10 – 12, 2016
- organic-expo.jp/en

**BIOFACH: the organic family is growing and thriving**
The leading exhibitions in the BIOFACH World connect raw material marketplaces with international demand in 6 key economic regions of the world – and promote the development of regional markets at the same time. They are the meeting places for supply and demand, raw materials and convenience products, manufacturers and buyers, as well as politics and media.

**The BIOFACH recipe for success**
Under the patronage of IFOAM, the International Federation of Organic Agriculture Movements, BIOFACH guarantees the constantly high quality of the exhibited products through strict admission criteria.

[biofach-world.com](http://biofach-world.com)
Celebrating 20 years of healthy Sweetness

Agave Syrup, Your Sweet Alternative

for beverages, bakery, dairy, ice cream, jams, cereal and candy among other foods.

- Low GI
- Gluten Free
- GMO Free
- Vegan
- Flavor enhancer
- Sweeter than sugar
- High solubility
- Organic

For more information on the product and sales inquiries please contact us at

www.theiideacompany.com