

# Natural Products

February 2005 £5.00

www.naturalproductsonline.co.uk

## Features

### Sports health



The image of sports health is changing and Sarah Callard looks at the new developments **page 18**

### Healthy oil



Adam Reeves reports on the dynamic and growing market for healthy oils **page 30**

### Organic Products

#### Top story

The organic movement must stick to its original principles warns Patrick Holden **page 11**

#### Conference round-up

Jim Manson reports on the largest ever Soil Association Conference **page 13**

### Regulars

Diary Dates	8
Organic Products	11
Research News	14
Company News	16
Health File	18
Retail Business	25
Classified	36

## Soil Association hosts largest ever conference

OVER 700 organic farmers, processors and policy makers converged on Newcastle last month for the biggest ever Soil Association Annual Conference. Headline speakers at this year's event included author and journalist Colin Tudge, the American poet and essayist Wendell Berry, and former environment minister Michael

Meacher. Over 50 workshops and seminars were held over the course of the four day conference — staged jointly this year by the Soil Association and the QLF project.

As always there was a packed programme of cultural and social events including an art exhibition, organic fashion show, conference dinner and



Delegates enjoy a Slow Food lunch

ceilidh. But the twin highlights this year were the two Slow Food lunches that took place on the Friday and Saturday — and which a generous three-hour lunch-break was made way for in the packed programme. The lunches featured organic and artisan food and drink from all over the UK. See conference review on p13.

## Caplin at Downing Street boosts FSD campaign

THE CAMPAIGN against the Food Supplements Directive (FSD) produced a flurry of national newspaper headlines at the end of last month as a campaign spearheaded by Carole Caplin and Jenny Seagrove reached its peak when Caplin took the campaign message to Downing Street on January 25.

Two other major developments took place on the same day. At the European Court of Justice (ECJ) 12 judges heard the case for the legal challenge to the FSD brought by the HFMA/NAHS and the Alliance for Natural Health (ANH). Meanwhile at Westminster a half day debate on the FSD in the House of Commons was underway.

David Adams, director of the HFMA said the hearing at the ECJ in Brussels went "as well as could be expected".

He said that the judges line of questioning was broadly sympathetic with the cases presented by the two UK bodies, commenting that at one point the



Carole Caplin at 10 Downing Street puts the FSD campaign in the media

senior judge — the advocate general — had described the procedure for adding nutrients to the Directive's Positive List as "as transparent as a black box".

Opposing oral submissions were made by the European Commission, the Council of Ministers and one EU member state, Greece.

"The Commission, the Council and the Parliament were not able to give any

adequate scientific explanations for why so many forms of vitamins and minerals that naturally occur in foods could be banned across the EU," said Robert Verkerk, executive director of the ANH.

No verdict is expected until June, although an interim announcement from the at the hearing is expected sometime in April.

In the Commons, opposition health spokesman, Chris Grayling MP, and Labour MP Kate Hoey led a cross-Party effort to force the Government to renegotiate the FSD.

On the same morning the debate took place in Parliament, Carole Caplin, along with Grayling and Hoey, delivered a protest letter to 10 Downing Street, which attracted a good deal of media attention. Caplin told the BBC the Directive "is not about harmonisation and has nothing to do with safety ... it's about profit and power".

## BMH buys Health and Diet Company

BMH HEALTH Group, which owns Bee Health, has acquired the Health and Diet Company — including the FSC brand of supplements — for an undisclosed sum. The deal forms part of a long term growth strategy for BHM, a manufacturer of own label VMS.

The Health and Diet Company is a wholesale, sales and marketing company which owns a range of branded products manufactured under licence and sold to the independent health food trade.

Steve Ryan, md of BHM, says: "We are planning a big come-back for the FSC brand. When we moved into our new premises three years ago we had a clear 10 year strategy and FSC fits perfectly into these plans. The products complement our existing ranges and will fit into our existing packaging and distribution operations."

Two years ago Health and Diet was bought by NBTY, owner of Holland & Barrett. This move was unpopular amongst many independent retailers who didn't want to buy products from a competitor.

Shelflife



Christina Barton's life may be action packed, but she also aims for a sense of harmony in her work and life

## Living in harmony

I'm up at 6am leaving for the gym. I've started my morning with lemon and ginger tea followed by freshly squeezed orange juice. I spend about 60 minutes at the gym and then rush home to shower and meet Isabella, my 4 and half year old daughter. We have breakfast, which for me is fresh juice comprising of strawberries, blueberries, banana, cold pressed, extra virgin coconut oil, hemp oil and bee pollen. My protein for the morning, apart from the pollen, is a hot drink of goat's mineral whey, and has been part of my daily intake for 8 years now. During breakfast we discuss Isabella's homework and who's next visiting to play at tea time. Anna, my au-pair, gets Isabella ready and we leave for school at 8.30am.

### Getting down to work

I'm greeted at the office by phone calls, overseas orders and enquiries. Mark, my general manager arrives at 8.30 am and Alastair, a gap year law student, turns up at 9am and we settle in to the day, sorting out the post, e-mails and on line shop orders. Our office is an old converted coach house settled amongst beech trees on the boundaries of Jane Austin country, Surrey and West Sussex. We jostle the day by seeking the best shipping charges for distribution, as generally most of our customers want the products immediately.

I'm usually found drinking green tea but am constantly teased on my range of milk as I always keep cow, goat, rice and soya milk in the fridge (I make my own almond milk because it's so much nicer). I spend quite a lot of time toing and froing to London so an

entire day in the office is a great pleasure catching up and supporting my customers. They're loyal and full of gratitude but every so often they'll be one person who'll say they haven't felt this well in 7 years or finally their candida symptoms have dissipated. It is joy to know that someone is feeling secure and confident with their nutritional protocol and supplements and I am adamant that no one ever feels pressurised or left wondering what on earth they have bought! The body was created to be in harmony but once out of balance, allergies, IBS, or even something as ordinary as athletes foot can arise. There's a thirst

for people wanting to know how to take care of their bodies and use food as a preventative health measure.

Spending a day in the office allows me to catch up with trade journals and all the relevant EU legislation, which is being hurtled towards the industry at great speed. In

October I attended the Conservative Party Conference lobbying each day various MPs and MEPs, reiterating the enormity of the impact that the demise of



Christina, with Alastair (left) and Mark

3000 products next summer would have on the industry.

We keep our main stock at a local army base, which means all my health food supplements are guarded by a tank and SA80!

There's usually a visit to the base to check stock



### Biography

Christina Barton has a law degree and studied with Bernard Jensen in California in 1997. Her interest in supplementation stemmed from a trip to the US when she was seeking treatment for a tropical disease she had contracted on holiday. There she came into contact with the Mount Capra and Garden of Life ranges. She set up Chrisbar to make the ranges available here, and to offer her own services as a nutritionist.

constant otherwise Steve or Trevor bring the product over. Amongst my team we have Neal, Rod and Gareth. Rod and Gareth are the IT dept and Neal is my PR/advertising consultant. My female team comprises of Diana my graphic designer and there's daily toing and froing with my PR team.

When I'm not discussing the immune system I'm fund raising politically and have great fun in creating ideas that are away from the norm. I'm vice chairman of a ward in Kensington and Chelsea and a couple of weeks ago I organised a Venetian masked dinner. I also attend various political lectures, and additionally support the Macmillan Cancer foundation and Medicines sans Frontier.

Lunchtime is usually steamed

vegetables, cheese, organic hummous, rice cakes or rye biscuits and perhaps yoghurt and honey. The afternoon kicks off with America as I deal with Florida and Seattle, their wake up time is 1pm and 5pm respectively, National and international couriers arrive throughout the day interspersed with re-vamped customer protocols and practitioner phone calls.

Isabella bounces home with Anna at 3.30pm. I finish at 6.30pm and Isabella and I prepare supper, which always includes vegetables steamed or stir fried with coconut oil, chicken or fish. Isabella's daddy arrives home at 7.15pm so we eat together as a family. After supper I slope back to the office for an hour or so to catch up with associates in Seattle. I'm studying Live and Dried blood analysis and SCFNAR (self controlling electro neuro adaptive regulation) at the moment so I take my text books to bed with me and always watch Newsnight at 10.30pm with camomile and lime tea. ●

“We keep our main stock at a local army base, which means all my health food supplements are guarded by a tank and SA80!”

