

# Natural Food Network

magazine

May/June 2007

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No Problem.

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## Oils are Hot

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The largest gathering of organic suppliers comes to Chicago for the FMI Show with its combination of NASFT sponsored Fancy Food Exhibitors and the United Fresh Marketplace with 2007 U.S. Food Export Showcase

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# Getting the price right

Item pricing, considered an art by merchandisers, is becoming science for good reason.

Every day, merchandisers mark up thousands of SKUs applying a time-tested margin of 15 to 35 percent, which depresses profits and robs customers of value.

Pricing is counterintuitive. Conventional wisdom tells retailers that raising prices depresses demand: products move when the price is lowered by 7 to 15 percent; the same products gather dust when prices are raised. Experienced managers monitor shifts over time, fine-tuning prices to earn more without shrinking profits. This process works, but overwhelms even the most dedicated team because the average supermarket turns 5 million products a year.

Lost pennies quickly amount to millions, making price optimization software appealing to large retailers despite the high costs of equipment, software and IT labor. The concept is simple: nightly sales data are compared to inventory using sophisticated mathematical models which consider dozens of variables, including regional benchmarks. A display listing every item shows current pricing. Adjusting a price calculates the impact on category and segment margins and turns, instantly revealing products that will still move well at a higher price. The resulting savings are substantial.

Precise pricing is fine for the big guys. But who offers systems that an independent retailer can afford? Ed Simonsen investigates the latest innovations in price optimization, beginning on page 24.

## Item pricing

The Wall Street Journal op-ed page hosted an informative debate last month on item price labels (IPL). IPL is required in nine states, including California and New York. Researcher Paul H. Rubin of Emory University estimates that the average supermarket spends \$150,000 a year pricing of goods. Rubin's team analyzed 3,240 price observations for identical products at 24 stores in three states, and found that prices were 20 to 25 cents higher per item in states requiring item pricing. Stores required to display electronic shelf labels were 10 cents higher than non-IPL states "because electronic shelf labels are more expensive than old-fashioned labels but cheaper than item pricing."

"The maximum estimate of the benefit of avoiding overcharges to consumers through IPLs is less than one cent per item. The cost exceeds 20 cents per item," writes Rubin. "The laws are a bad deal for consumers."

His research will appear in the Journal of Law and Economics.

## MSRP

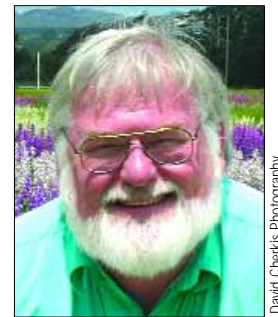
The U.S. Supreme Court is weighing arguments that could potentially overturn the

96-year-old antitrust ruling that led to the widespread use of MSRP. The precedent is known as "Dr. Miles" for the patent medicine manufacturer in the 1911 case, and prohibits manufacturers from requiring their products to be sold at a fixed price. However, manufacturers can restrict retailers from advertising products priced below a published minimum.

The case challenging that ruling seeks to prevent Dallas retailer Kay's Closet from selling leather goods at a discount. The Court's justices are divided, with Antonin Scalia defending set prices that give "the consumers a choice of more service at a somewhat higher price... so long as there are competitive products at a lower price." He believes that overturning the 1911 decision would solve the "free rider problem" that occurs when "consumers shop at the place that has a big showroom" to learn about a product, but buy it from a discounter "who has not incurred that expense."

The National Association of Manufacturers sided with the manufacturer, Leegin Creative Leather Products. The Consumer Federation of America and 37 states want to maintain the status quo.

Justice David Souter cautioned that "there may be a massive reorganization in the retail economy if Dr. Miles goes."



David Cherkins Photography

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# Costco Nurtures Growth of Organics

BY DAN BOLTON

Costco is quietly emerging as an organic retail powerhouse.

The country's No. 1 warehouse retailer will sell \$59 billion in goods this year, earning more than \$1 billion in profits. Organic products represent only a tiny fraction of sales, but despite what you read about Wal-Mart, it is the buyers at Costco's 509 warehouses who are introducing low-cost organic products to their 49 million members in 26.7 million households.

Big box retailers, including Sam's Club and BJ's Wholesale Club, accounted for \$638 million in organic sales in 2005 about 5 percent of all certified products sold, according to the Organic Trade Association's 2006 Manufacturer Survey. The tally is part of a mass-market surge. Mass-market retailers saw greater organic product sales than in the traditional natural food channel for the first time in 2006.

"Organic is a great growth category and it's right

in the shopper sweet spot for Costco," said Burt P. Flickinger III, managing director of Strategic Resource Group, a business strategy consulting firm based in New York City.

"Costco customers tend to have a higher level of education and income and they want to buy the best foods," he notes. Organic goods appeal to all economic levels and since organic shoppers favor perishables, they may be coaxed to visit more often.

Forty percent of the general population/primary grocery shoppers reported shopping at warehouse/club stores for healthy and natural products, including natural/organic foods and supplements, during the past three months according to The Natural Marketing Institute's 2006 Health & Wellness Trends Database.

"They need to change consumer behavior from one monthly stock-up to becoming weekly or even twice-weekly Costco shoppers," explains Flickinger. The typical family makes 79 food trips a month and visits supermarkets about 1.5 times a week. Costco is trying to pick off a dozen of

those trips, he said.

"The best way to do it is to put in these food factories," said Flickinger. Bakery, fresh produce and meats contribute less than 7 percent of overall sales but locally sourced organic produce, quality meats and bakery differentiate each warehouse and delight customers.

After all, 60 percent of what Costco sells can be found in supermarkets. The rest can be found at office supply, department or consumer electronics stores, said Flickinger. Costco succeeds by buying in quantity and stressing quality at prices that surprise its affluent but bargain-hunting customers.

"When members are spending \$15 to \$20 per pack for organics, they realize they are saving three to four dollars a pound from what they would pay in a conventional or health food store," said Jeff Lyons, Costco Senior VP/General Merchandise Manager. "We are able to leverage that cost lower for our members by buying in quantity."

A typical Wal-Mart might stock 100,000 items

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**COSTCO** from page 7

with fewer than 150 organic food and clothing SKUs. The company features top soymilk product Silk, organic foods from Kraft, General Mills-owned Cascadian Farms and other commodity organics. Individual items might get a 10 percent markup over conventional goods but most food items are priced closer to the typical 25 percent markup at supermarkets.

A typical Costco warehouse stocks 4,000 items - all top quality and at big savings. Margins cannot exceed 14 percent on nationally branded products and 15 percent on private label goods - thin, but company buyers have an eye for which products sell well in volume. Last year, for example, they sold 26 million rotisserie chickens.

Look what they are doing with hamburger: Dakota Beef's certified organic three-pound saddlebacks are flying off the shelves at \$4.33 a pound.

Supplier shipments jumped from 200 to 400 pallets a month since January 2006. A pallet holds 1,200 to 2,000 pounds of meat - an increase of 250,000 pounds is sizeable even for the nation's largest supplier of organic meat - although a tiny fraction of the 550 million pounds of meat Costco purchases each year.

Lyons has placed organic ground beef in 120 of Costco's stores and is experimenting with organic steak in another 40 warehouses in the U.S.

Costco is the highest-volume perishables retailer in North America with quality comparable to selections served at the best hotels and restaurants, said Flickinger. In April, Costco was the first warehouse store in Japan to offer U.S. beef after the country lifted a three-year ban over food safety concerns.

Wal-mart's Achilles heel is its meat department, said Flickinger. Wal-mart sells lower government grades of beef. Their case-ready meats can have 10-12 percent saline, said Flickinger. "People know they are paying for liquid, not pure beef."

By contrast, Costco is the largest buyer of USDA Choice beef in the country. Costco CEO and co-founder Jim Sinegal knows that organic reinforces the Costco brand as the superior retailer, said Flickinger.

The challenge is finding enough USDA Choice.

Choice is a quantifiable grade with marbling inherent that will give you a good bite, explains Lyons. "Just because it is organic does not make it choice," he explained. He is working with suppliers to increase what Costco can offer.

Costco's ability to concentrate the buying power of millions of customers on a single brand is a powerful incentive for suppliers to comply with the company's aggressive procurement policies.

Hillary Maler, VP Marketing & Sales at Food To Market, has distributed 15,000 pounds of organic beef a month since January when she began selling Dakota Beef to stores in New York and Boston. "There has been an incredible increase in shelf space for USDA certified beef," she said. "Stores really want to stock it. Many are trying to catch up to Whole Foods (Markets)," she said. "People may look twice at the price but tasting is believing. Get them to taste it and they will appreciate the value."



The OTA survey cites beef as the organic industry's fastest growing segment. Retail sales of organic beef were valued at \$49 million in 2005, up 17.2 percent, compared to a 3.3 percent increase for all beef. The National Cattlemen's Beef Association predicts organic meat sales will continue their quick rise from the current 2 percent of total beef sales.

Costco opened its first fresh meat, seafood and deli and bakery departments in 1987. No other warehouse club had successfully sold fresh foods. Value packaging reduces the price per pound: meat is sold in two- to seven-pound packages. Products nearing their expiration date are discarded instead of marked down. High volume warehouses employ up to 10 full-time master butchers who work behind glass where customers can see their cleanliness and skill. Uniformity, quality and volume translated into value. Today the firm sells 150 million pounds of ground beef a year.

Consumers also like having real butchers in stores. Writes one customer on the Chowhound blog: "In Eugene Oregon they have one of the best meat counters in town. Actual butchers instead of cellophane jockeys."

The decision to stock organic products began

with produce.

"We were doing baby lettuce and we'd cut and wash the whole leaves just at the tips and they'd stay fresh in plastic bags," recalls Myra Goodman, founder of Earthbound Farms. The washed, bagged lettuce proved a hit with local chefs and other outlets. "In the beginning - this was 1986 - organic wasn't why people were buying it."

Production soared when Costco first stocked their product in 1993, said Goodman who began farming with her husband Drew in 1984. The couple single-handedly launched the multi-million dollar packaged greens segment, merging with Mission Ranches in 1995 and with Tanimura & Antle in 1999.

Costco has been selling Starbucks rare and exotic coffee since 1998. Coffee was one of the first organic products stocked in Bay Area stores, which today feature a number of dry goods, including private label items like Kirkland Signature Organic Maple Syrup. Aisles showcase organic iced tea, yogurts, numerous cheeses, olive oil and organic tomato products. Products are displayed alongside conventional goods. In addition, the Costco website sells a gift basket of organic products, along with many additional items not found in their stores.

Costco's Myrtle Beach store has seen a surge in sales of organic and natural foods - but only as long as the price remains reasonable, said General Manager Johnny Matthews.

A Costco buyer in the company's Auburn Hills, California warehouse said the newest organic products include dog food and baby food. He said organic pizza and pasta are very popular and that organic virgin olive oil "sells well." Organic yogurt has always sold well and organic milk products have seen a small but "steady" increase over the last few years.

He said the most popular organic products are fruits and vegetables because consumers are willing to "try organic fruits and veggies first", often moving on to other items later. **NFN**

**FOOD FOR THOUGHT**

The FDA in April proposed excluding irradiated foods from a labeling law. Supporters note that consumers are uneasy buying foods labeled "treated with irradiation" a requirement since 1986. The practice was first used in 1963 and is widely viewed as safe but many object to substituting "Pasteurized" an entirely different food safety practice involving heat. July 3 is the deadline to comment. Download the form at [www.fda.gov/OHRMS/DOCKETS/98fr/05n-0272-npr0001.pdf](http://www.fda.gov/OHRMS/DOCKETS/98fr/05n-0272-npr0001.pdf)

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## Wal-Mart Organics: The Story Nearly a Year Later

When Wal-Mart announced in spring 2006 that they would be making a big push toward organics, the news was greeted with cheer in some corners and skepticism in others. Nearly a year later, some might wonder: how well has this plan worked for the nation's largest retailer?

Business Week's April 9 issue reported that Wal-Mart is scaling back on its push to offer organics. Skeptics took this as a sign that the mission had been largely unsuccessful and even that the organic trend is cooling off. However, the real story is a bit more nuanced.

Other reports state that Wal-Mart is not backing away from organics to the degree that the Business Week story suggested. In high-demand areas, stores may still carry up to 200 organic items; the particular items may vary based on the customer needs in that area. Presumably, stores in lower-demand areas will carry fewer items.

"We're continuing to see a demand by many of our customers for organic alternatives, and will

always tailor each store's assortment to meet the demand," Wal-Mart spokeswoman Jami Arms told the magazine. "That being said, you will see a different variety of organics from store to store, because the customer base varies from store to store."

The entry into the organic market has not been problem-free for the retailer. In January 2007, the Wisconsin-based advocacy group The Cornucopia Institute charged Wal-Mart with fraud, claiming that items labeled as organic were actually not organic. And in the New York Times, Michael Pollan, author of the best-selling *The Omnivore's Dilemma* wondered if Wal-Mart's goal of selling organics for just 10 percent more than conventional would result in less pure, factory-style organics which only meet the bare minimum of organic standards. As for now, the relationship between Wal-Mart and the organic industry is still developing, and it remains to be seen what effects this will have for the future of organics.

- Holly Case

## Food Prices on the Rise

Retail food prices will climb by 2.5 to 3.5 percent this year according to government economists.

The USDA says high corn prices and a combination of increasing transportation costs, bad weather and competition for biofuels are to blame.

Meat and poultry prices rose 2.7 percent in the year ending February according to the Labor Department and the price of cereals and baked products rose 4.2 percent during that same period. Meatpackers are paying an average \$1,150.

Plantings are expected to cover 91 million acres with corn, bringing around \$4 per bushel, the highest price in decades. Demand is growing for ethanol at the expense of corn syrup, animal feed, snack food and cereal. Farmers are shifting acreage away from soybeans and wheat contributing to increases in these crops.

The Grocery Manufacturers and Food Products Association predicts food prices could climb for several years.

## Whole Foods Merger Progresses

Evaluation of Wild Oats Markets, including 29 stores operating as Henry's Farmers Market, eight Sun Harvest and three Capers Community Markets continues by the Whole Foods team with the expectation that all of the 110 Wild Oats that are not closed will ultimately be re-branded.

The firms have the greatest overlap in California and Colorado where Wild Oats has 13 stores and Whole Foods operates seven. No closings have been announced.

Krista Coleman, an internal communication official at Wild Oats invoked the SEC-imposed quiet period that occurs between the announcement of a merger and the consummation of the \$565 million acquisition announced in February.

Whole Foods and Wild Oats have long shared a philosophy and many common

operating practices.

The bloggers at Apartment Therapy: The Kitchen reacted to the merger news by expressing hope that the "granola" feel of Wild Oats might rub off on Whole Foods.

"Wild Oats has a more crunchy granola feel," the anonymous bloggers wrote. "They tend to be far less compromising than Whole Foods on things like preservatives, genetically modified foods and non-organics. They do not carry conventional produce, and they market less towards the high-end, gourmet crowd."

Whole Foods indicated in its public statements that it intends to use the acquisition to add critical mass in crucial regions, such as the Pacific Northwest, the Rocky Mountain region and Florida.

This retail acquisition is the largest of 18 Whole Foods has made in its 27-year history.

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# Premium Brands Get Top Dollar

BY TONI KLYM MCLELLAN

The classic “we all scream for ice cream” line still rings true today: more than 90% of American households enjoy ice cream and frozen desserts, according to the International Dairy Foods Association. If everybody wants some, how can retailers best meet consumer demand, given trends toward higher quality and healthier ingredients?

According to a market research report compiled by Packaged Facts in 2005, consumers are not buying more ice cream, but they are willing to spend more to procure their treats. Increased costs from rising milk prices and technology used to make healthier products (hand churning, etc.) have not put a dent in sales, according to the Packaged Facts research. Because ice cream is a mature market driven by dollar sales rather than volume, this bodes well for natural and organic ice cream, sorbet, and novelty companies selling premium ice cream products. Market research bears this out; according to the Organic Trade Association, sales of organic ice cream increased 55% between 1997 and 2004.

## Betting on Brand Loyalty

Nobody commands brand loyalty like natural ice cream juggernauts Ben & Jerry's,



and brand loyalty is a major factor for success in the natural and organic ice cream market, according to the 2005 Packaged Facts report. Unique flavors, packaging, and technology that adds value to the product are all key to cultivating these coveted loyal followers. Other staid names in this category include Stonyfield, Breyer's, and California's Straus Family Creamery, which produces only organic dairy products, including five ice cream flavors.

Boulder Ice Cream, based in Colorado's hotbed of natural and organic foods, is hoping to build loyalty through a combina-

tion of quality and enviro-friendly practices. Beyond selling points like natural ingredients and unique, decadent flavors like Island Coconut and Mexican Chocolate, Boulder Ice Cream's strategy to boost sales is “to secure multi-regional distribution to strengthen brand awareness,” says Vice President of Sales and Marketing Glennise Humphrey.

What started out in the early 1990s as a boutique ice cream shop grew to a wholesale operation in 1998 and then to an expanded green manufacturing facility in 2006. The compa- *continued on page 12*

## Breyer's Goes Green

BY DAN CALABRESE

With Unilever Corp.-owned Breyer's introduction of organic ice cream in September 2006, you might think organic activists would be pleased. You'd be wrong.

And once you realized that the activists were coming after Breyer's full-bore – with accusations of harmful ingredients in its mainstream products – you might think grocers and retailers carrying the organic products would start coming under pres-

sure from the activists.

You'd be wrong about that too.

Breyer's organic offerings include four flavors – vanilla, chocolate fudge, coffee and vanilla fudge swirl – and are distributed through conventional supermarkets, either in the main freezer section or in the organic freezer section, with suggested retail of \$4.99 to \$5.99.

But the organic offerings are not stopping activists from putting heat on Breyer's and Unilever – even including a web site called

www.breyerssucks.com. That has been one of the primary outlets for the writing of Hartwick, New York-based activist Paris Reidhead, who wrote an extensive article in the underground newsletter *The Milkweed* claiming that Breyer's mainstream products contain a variety of undesirable ingredients. Most notable among them, according to Reidhead, are genetically modified fish “antifreeze” proteins, designed to prevent the ice cream from crystallizing when they warm and then refreeze.

Reidhead says the main ingredient is the blood of ocean pout, a polar ocean species. While he focuses his charges on Breyer's mainstream products rather than the organics, he *continued on page 14*

**ICE CREAM** from page 11

ny is betting that walking its eco-conscious talk will pay off in customer loyalty as it builds, region by region, across the U.S. The new, 100% wind powered plant is heated by recycled hot air generated by the facility's compressors and will allow the company to double its current production levels.

Boulder Ice Cream stands ready to meet continued demand. "So far, sales have fared well in this competitive category," says Humphrey. "We believe that producing the product without artificial ingredients or flavors enhances its quality and appeal, and the milk and cream are free of added growth hormones and antibiotics. The company also plans to go all-organic by summer 2007.

**Berry Boosters**

Caffé Classico Foods endured a few twists and turns on the road to its current incarnation as a distributor and licensor of premium gelato and sorbetto products. Current company President Tom Heffernan bought the company back from Baskin Robbins in the 1990s after his father, John, sold it to the popular national chain. Heffernan has since resumed the company's focus on quality with great success.

The company produces premium gelato (made with milk instead of cream and mixed without added air) and sorbetto (an intensely flavored, fruit-based sorbet). Gelato and sorbetto/sorbets command a smaller market share than traditional ice cream products. But based on Caffé Classico's carefully managed success – the zero-debt company operates entirely on current sales – covering the market by attending to quality and unique flavor seems to be working well. The company's gelato and sorbetto flavors are developed by in-house chef Jeff Hren, and new varieties are tested by employees in brainstorming meetings that are open to the public. Current flavors include Key Lime Pie, Vanilla Bean, and popular favorite Green Tea.

The Belizza line of antioxidant sorbetto features popular super-fruit Açai (pronounced "ah-sah-EE") blended with other antioxidant-rich fruits such as pomegranate, mango, and raspberry. The tart, astringent flavor is decadent enough to seem indulgent, but the sorbetto is fat free, dairy



free, and contain essential fatty acids and natural energy boosters from the açai.

**Counting on Quality**

Brad Halpern, founder of Eggology, Inc., does not mind that his Cool Cravings ice cream line still benefits from the fast-fading low carb trend. But producing tasty products made with healthy egg white protein has always been the driving force behind Eggology's products regardless of fads.

The ice cream line is no different: what started out as a ploy to occupy Halpern and his siblings by having them hand crank ice cream on a family vacation formed the basis for today's retro methodology at Cool Cravings. Cool Cravings ice cream debuted in September 2006 and sales have far exceeded initial projections, says Halpern. He believes a large part of that success is "because it's different from everything out there—it's the only one that's higher protein from our egg whites, and it's hand made and hand packed—and all of that makes a big difference in taste." Current flavors include: Captivating Chocolate Banana, Bodacious Blueberry, and Pulsating Pineapple Coconut.

Horizon Organic is introducing a Super Premium Organic Ice Cream this spring that will be available in six varieties: Chocolate, Chocolate Peanut Butter Cup, Coffee, Vanilla, Vanilla Bean and Vanilla Raspberry Swirl. Made with 100% certified organic milk, the ice cream boasts a "Super Premium" (14% butterfat) quality, and is made without the use of antibiotics, added growth hormones or dangerous pesticides. The suggested list price per quart is \$4.99 - \$5.49.

**Hot Trend: Cool Novelties**

Ice cream novelties are projected to have the strongest growth in this category, which is great news for Woodlake Farms, a new organic ice cream brand from New Jersey company Mister Cookie Face.

**Tipping the Scales**

Ice cream is sold by volume so every pint or gallon container appears the same but here's a clever way to weigh the difference between brands.

If both seem enticing, take the containers to the produce section and put them on the scale. Make note of what each weighs because the heavier one is more dense and likely tastier. The difference is called the "overrun." It is the percentage increase in volume of ice cream compared to the amount of ingredients used in the mix. In other words: air.

Legally producers cannot sell products with an overrun greater than 100 percent (half of the volume is air). Zero is equally undesirable because the ice cream would be rock hard, taste granular and take too long to melt in your mouth. Ideally it will be dense with a creamy taste, slow melting so that you can savor the flavoring. A good quality ice cream has 15 to 50 percent overrun. Premium ice creams have additional butterfat and score at the lower end of this range. Superior ingredients like rich organic milk and natural flavors contribute to the overall taste. You can't tell from the label, however, since listing the overrun is not required.

– Dan Bolton

Windmill Treats is the company's new line of organic ice cream bars, including two for kids. In light of current concerns about childhood obesity, parents will indeed be seeking healthier indulgences for their children. Combine that desire for healthier treats for kids with increasingly savvy consumers, and the trans fat- and preservative-free Windmill Treats stand to be strong sellers.

**Trend Spotting**

Dairy Foods magazine's Ice Cream Outlook for 2007 lists trends to watch for, including portion control, certified organic ice cream products, items made with less sugar, high quality chocolate, nutritionally savvy consumers, and products aimed to please the burgeoning Hispanic market. Retailers should expect to see products reflecting these trends in time for the industry's annual marketing initiatives between March and Labor Day. **NFN**



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**BREYER** from page 11

also makes the broader charge that major corporations like Unilever are hiring lawyers to influence organic standards – for the purpose of making it easier for their products to become certified organic.

Spokespeople for Unilever and Breyer’s dispute Reidhead’s charges.

“The Paris Reidhead article relies heavily and uncritically on a letter originally sent to the UK Foods Standards Agency by a UK-based anti-GM activist organization, called the Independent Science Panel,” said Nigel Linder, biotechnology program director for Unilever. “The original letter contains a number of inaccuracies, in particular in relation to the safety studies that we have carried out, and the Reidhead article perpetuates those inaccuracies, including errors of fact.”

Most significantly, Linder says Reidhead is wrong in his assertions about how thoroughly Unilever has investigated



potential effects of ice structuring protein (ISP).

“The Reidhead article suggests that we have not fully investigated allergenicity potential of ISP preparation,” Linder said. “In fact, quite the reverse is true, as ISP preparation is one of the most investigated food ingredients in this respect. Working with world allergy experts, including fish allergy, we have carried out a number of tests and studies, including precedent setting studies, and found no evidence that ISP preparation has the potential to cause allergies either for the fish allergic population or the general population. Again, these studies have been reviewed by

experts in the field and published in reputable scientific journals.”

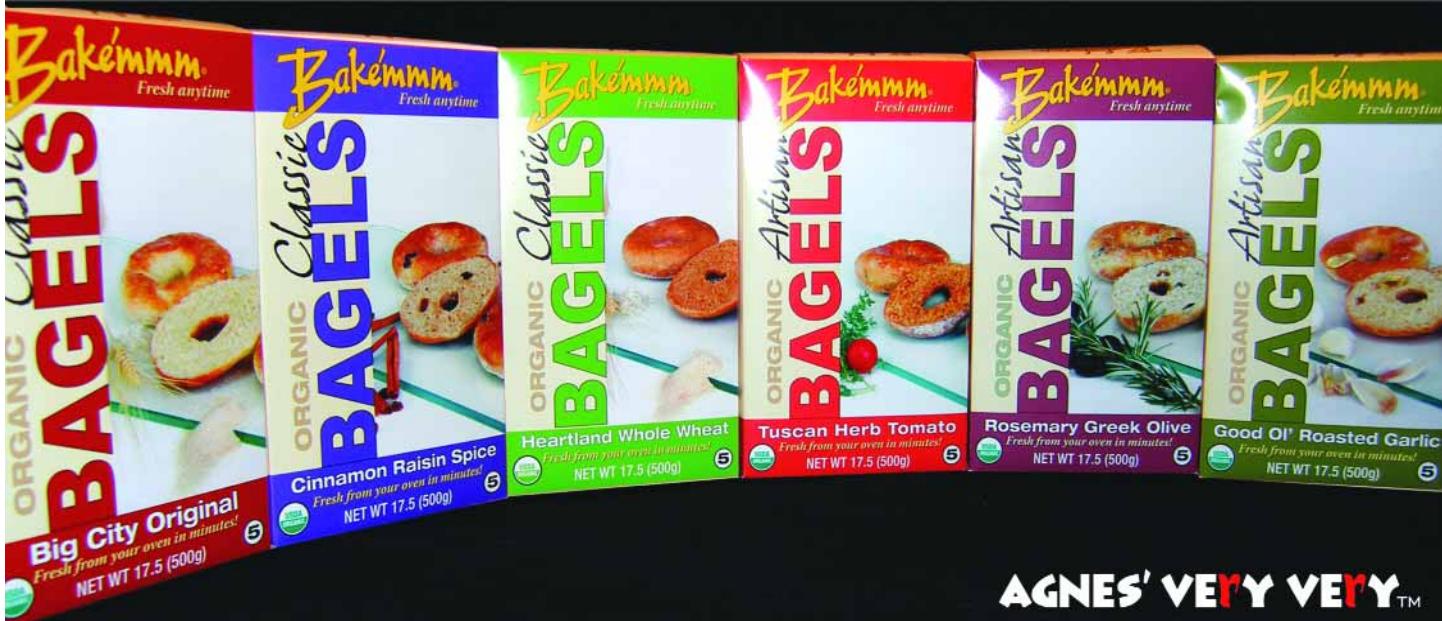
At any rate, Breyer’s marketing officials insist, and retailers confirm, that the charges are having no impact on merchandising or sales.

“We have not received any questions from retailers,” said Brian Goldstine, director of marketing for Breyer’s. “Again, retailers have responded positively to the Breyers All Natural Organic line and see our product as another great option for customers who are looking to purchase organic products.”

Retailers contacted for this story confirmed Goldstine’s assessment, as exemplified by the comment offered by Maria Brous, director of media and community relations for the Florida-based Publix chain.

“None of our store managers have had gotten any questions or concerns about Breyer’s,” Brous said. **NFN**

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# Breakfast Dynamics

BY SAM MOLINEAUX

There is a huge potential for product innovation. Half of us take fewer than 10 minutes to prepare and eat breakfast according to market researcher IGD. Seventy-eight percent of those surveyed say they don't enjoy their current breakfast food. No wonder breakfast is the most skipped meal of the day.

Organic breakfast cereal once consisted of easy-to-prepare corn flakes, bran, or whole grains like oatmeal or rice. But the availability of organic ingredients and new and imaginative choices in natural flavors have vastly improved selection, with gourmet market cereal aisles boasting a wide array of product as premium breakfast cereals see a sharp rise in popularity.

Regular supermarkets, too, are getting in on the act; not just in their specialty natural food aisles but in the main cereal aisle as well. Big brands such as Kellogg's, General Mills, Altria/Kraft and the UK's Weetabix - many of whom have bought boutique organic brands like Kashi, Cascadian Farm, Back to Nature and Barbara's Bakery - are introducing organic versions of their tried-and-tested formulas that now sit alongside the sugar-loaded, high-fructose corn syrup and artificial color laden "traditional" breakfast fare.

Line extensions, such as those from Kellogg's Organics, can offer greater gains for less investment, and consequently less risk, than opting for a totally new concept, says UK food and grocery research organization IGD. According to a 2005 Packaged Facts report, breakfast cereal marketers have been able to grow their sales significantly in the area of healthful adult cereals.

"The success of healthy cereals is, in fact, among the best indicators the market affords that all of the publicity about the importance of proper nutrition to health and healthy weight is influencing buying behavior,"

according to the report, which stresses that "better-for-you" is now the overriding trend in breakfast cereals.

"Consumers' drive to incorporate more nutritious food and beverages into their diets will be the dominant force by far" in the next year, predicts Sunny Garga, president, IRI Business and Consumer Insights, which recently released its 2006 New Products Pacesetters, ranking the year's most successful new consumer packaged goods brands. Although no breakfast cereals appeared in this year's list, there was a noticeable emphasis on products with a healthy bent, perfectly reflecting consumers' evolving health focus.

Breakfast cereals are the most popular breakfast food, according to the Association of Cereal Food Manufacturers (ACFM), the trade group for the UK's leading breakfast cereal manufacturers. Its research shows that 88 percent of UK adults sometimes eat cereal for breakfast, while two thirds have it at least once a week.

The average American skips 58.6 breakfasts - equivalent to 16% of all occasions, according to Datamonitor, whose findings are contained in a 2006 report titled Capitalizing On New Breakfast, Lunch & Dinner Consumption Patterns.

About one in six Americans do not eat breakfast at all, according to a recent



Packaged Facts report on food service. The report cites an April 2006 issue of Food-Service Director that finds "among successful dieters, 78 percent of them ate breakfast daily," and points out that "the odds of dietary inadequacy among teenagers are two to five times higher for breakfast skippers." If the nutritionists convince a significant proportion of the 50 million consumers who don't eat breakfast that they're better off starting the day with a meal, the report says, the breakfast market will continue to grow.

Brookfarm's Martin Brook, like so many proprietors of boutique natural cereal brands, is placing his bet on a growing market for people who yearn for natural, healthy, wholesome foods to start their day off right. "People are realizing the importance of the first meal of the day. They want a quality breakfast that is really healthy for you and will sustain you till lunchtime and tastes really good," he says.

Brookfarm's honey roasted muesli contains 17 natural gluten-free ingredients including



homegrown macadamia nuts. The product launched this past April in the U.S. Proprietors Pamela and Martin Brook, say "It is not enough to produce healthy food, one has to taste the difference."

The company uses Australia's finest and freshest ingredients with an emphasis on local products indigenous to the region. These include fine grains, pure Australian bush honey, natural raisins, currants, cranberries and Brookfarm's own sun-ripened macadamia nuts (the company also produces an award-winning line of macadamia nut oils). "Our muesli is the gourmet alternative to mass-produced granola," says co-founder Martin Brook. "It's better for you because our mueslis are high in fiber, so important in a healthy diet. The added health bonus of our muesli is the delicious macadamia nuts, which are a rich source of protein, calcium, potassium, dietary fiber and anti-oxidants. They are also very low in sodium. All these are essential for good health and well being." As part of a 2005 ACFM presentation "The Health Benefits of Breakfast Cereal," Professor Tom Sanders, head of nutrition at King's College London, focused on child nutrition, stressing the importance of breakfast cereals in children's diets and highlighting the fact that those who eat breakfast perform better and have fewer behavioral problems.

"Given that children are the greatest consumers of cereal, marketers are also responding to the opportunity presented by the particular concern over overweight and obesity in this population," says Packaged Facts/MarketResearch.com in its U.S. Market for Breakfast Foods report.

example, has several dedicated breakfast cereals in its private label Whole Kids line; and there's Nature's Path EnviroKids Organic with its jungle animals named variations, Cascadian Farms' Clifford Crunch, Mom's Best Naturals' Mallow Oats, Health Valley's organic Blast 'Ems and various other adventurously packaged puffs, flakes, crisps and O's designed to appeal to the pint-sized set. Mom's Best Naturals markets its product towards not just the hardcore natural foodie, but kids and mainstream consumers also, by, most importantly, making its products affordable.

"Mom's Best Natural's ready-to-eat cereals have a suggested retail price 20-50 percent less per ounce than other natural and organic cereals," says the company's key account manager, Rick Drozlek. "Also, they come in family-sized boxes in varieties the whole family can enjoy." Among its offerings, Mom's Best makes its own pair of variations on the ubiquitous babies and young children's favorite Cheerios-Toasty O's and Honey Nut Toasty-O's-but without any artificial or modified ingredients, or the saturated fat, hydrogenated oils or high fructose corn syrup so prevalent in many child-oriented breakfast cereals.

Drozlek markets the company's product to both conventional supermarkets and health food stores, hoping to appeal to a wide swathe of health conscious buyers who, nevertheless, have to watch their spending. "By merchandising in the traditional cereal set in conventional grocery stores, we provide consumers the freedom to choose a natural cereal versus a non-natural cereal. We also want to ensure that we provide the natural and

Breakfast cereals aisles in health food stores are looking increasingly like their regular supermarket equivalents, boasting almost as many child-oriented products as adult cereals. Whole Foods Market, for

organic consumer the opportunity to purchase a great-tasting, natural option, as well," he says. "It is all about providing an outstanding, quality product at an affordable price for families looking for good-tasting, natural options that fit into the budget."

At the other end of the spectrum, Waukegan, Illinois-based Frontier Soups is unapologetic about its marketing efforts geared towards gourmet grocers. Its recently launched Colorado Morning Oatmeal Breakfast cereal is an example of an innovative product that adds "enjoyment" to breakfast foods-where many opportunities exist, according to the IGD report cited earlier-but it does require a certain degree of gastronomic sophistication and dedication to the cause on the part of the consumer. Adopting the same formula as its established line of 34 soups, the company's recently launched Morning Oatmeal Breakfast consists of individually packaged portions of ingredients that can be mixed together for a variety of tasty treats. The just-add-water all-natural whole grain oatmeal mix comes with cranberries and a brown sugar and walnut streusel packet in a four-person serving that can be a breakfast muesli cereal, a breakfast bar, cookies, muffins, a par-fait or granola.

"It's definitely a specialty food product," says Frontier Soups founder Trisha Anderson. "But it gets people interested in healthy meals, such as young moms cooking for families or older people who've bought our soups for years. And people take it traveling; it's partly convenience, and it's handy." Datamonitor estimates ready-to-heat breakfast meals will bring \$16.9 billion in sales by 2010, up from \$14.7 billion sold in 2000. Anderson believes there's a bright future for premium breakfast cereals like hers and healthy breakfast options in general. "I think there's such a future in anything that offers people healthy meals," she says.

"There are boxes and boxes of cereal on the shelves that are loaded with sugar, but there are also grocery stores, such as my local store, that have shelves of Bob's Red Mill products. I think people are making the change. Healthy options are getting exposure and people are noticing, and they're more willing to try unusual grains. As far as healthy, flavorful breakfasts go, what could be more satisfying than whole grains?" **NFN**



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# Breakfast Innovations

BY MIKE SCOTT

The development of non-traditional breakfast organic and natural foods is driven by two major trends: portability and a health-conscious consumer base.

Ontario, Canada-based Ruth's Hemp Foods has developed a variety of natural food and protein bars that the company is marketing as a breakfast alternative said Skeet Frelove, media relations director.

The company offers a full line of flax and hemp bars that contain high-quality protein and Omega 3 and Omega 6 fatty acids.

"When you look at other breakfast alternatives ours don't have high glycemic content," Frelove said. "Our philosophy is that in North America we generally already receive enough carbohydrates so we want to concentrate on dietary fibers."

The most notable buying trend among consumers is not necessarily purchasing organic and natural breakfast products but purchasing "healthy" breakfast products and engaging in more of a wellness lifestyle said Kent Spalding, director of marketing for Barbara's Bakery and WorldPantry.com, a maker of organic cereals, cereal bars and snacks.

Just as noticeable are those trends toward convenience and portability Spalding said. While he has seen numbers that indicate the sales of organic and natural cereals is up around 12 percent per year on average over the last few years, the sales of organic and natural cereal bars is up 25 percent or more.

"Those portable products are growing twice as fast as shelved cereal products and in many cases they are located adjacent to regular cereals," Spalding said. "Now you have mainstream brands like Kellogg's and Post that have launched organic options, such as an organic Raisin Bran, that are located right next to the non-organic version and that can cause some confusion for consumers."

Convenience has even impacted traditionally

hot breakfasts such as eggs said Eggology, Inc. owner Brad Halpern. One of his company's biggest selling products is the "Eggology on the Go," a liquid, egg white product that cooks within seconds in the microwave. It is available organic and cage-free.



"We are seeing that children are dictating the foods that their parents are buying and because they see more of their parents eating healthy and exercising they want to eat healthy as well," Halpern said. "So while that portability is a noticeable trend, consumers still want to eat healthier than before and they feel that (organic and natural) egg products fit that need."

Protein powders from Ruth's Hemp Foods add vitamins to pre-made smoothies Frelove said. An increase in smoothies is a clear organic breakfast trend said Holly Givens, public affairs advisor for the Organic Trade Association.

"There are many smoothie flavors and they are a perfect on-the-go organic food," Givens said,

In addition to cold and hot drinks, Givens has witnessed additional energy bars and

cereals that appeal to children but are marketed directly to the parents. Cereals such as Gorilla's Munch and Cheetah Chomps made by Nature's Path fit this trend.

Nature's Path product Panda Puffs is a peanut buttery cereal with an organic twist. Healthy Times has introduced its Teddy Puff cereal in two flavors including apple cinnamon. The benefit to these cereals is that family members "on the run" can still snack on these items without the bowl of milk while riding in the car.

"These are cereals that are marketed to children through their parents," Givens said. "Organic cereal brands are being marketed more as mainstream cereals."

Other cereals include Kamut, an organically grown ancient relative of modern durum wheat. Nature's Path is the largest North American buyer of Kamut grain and includes it as part of the company's Optimum brand cereals.

Kamut grain is twice the size of durum wheat and has higher nutritional value. Specifically, it has more protein and is higher in vitamins such as B1, B2 and E along with such minerals as iron, magnesium, phosphorus, selenium and zinc.

Frontier Soup's Colorado Morning Oatmeal Breakfast cereal provides nearly an entire days serving of whole grains. It is a just-add-water mix of whole grain oatmeal, dried cranberries, brown sugar, and a walnut streusel. The all natural mix has no added salt, preservatives or MSG.

Australia's Brookfarm creates its award-winning Muesli from a blend of 17 different all natural ingredients including grains and brans, natural raisins and currants from Barossa, the wine growing region of South Australia, and sun ripened macadamia nuts. There are 3 different cereal products; toasted macadamia muesli, natural macadamia muesli, and gluten-free toasted macadamia muesli. Shelf life is 12 months. **NFN**

# Getting and Keeping Produce Customers

BY JILL NUSSINOW

Produce creates a carnival of colors and whether conventional or organic, produce shoppers demand the same things: freshness, competitive prices and convenience. And since last fall's front page news E. coli outbreak, add food safety to that list.

The time is ripe to attract new customers and keep loyal ones coming back. A survey of 1000 respondents conducted by Opinion Dynamics Corporation revealed that produce is a key driver in supermarket choice, to the point that nearly half (47 percent) said they have changed supermarkets for better fruits and vegetables.

In mid-March the Produce for Better Health Foundation in conjunction with the CDC (Centers for Disease Control and Prevention) announced a campaign called "Fruits & Veggies – More Matters" which is the next generation "5 A Day". Will this help boost sluggish produce sales?

The Bureau of Labor Statistics latest report on 2004 annual expenditures shows a wide range spent on fruits and vegetables dependent upon age, income and ethnicity. (See chart) It may be wise to appeal to particular segments rather than try to entice everyone. Although eating more produce is key.

Keen observers realize that the "eat more" message is incomplete. "Eating more fruits and vegetables is important, says Melinda Hemmelgarn, Registered Dietitian, author

of a weekly Food Sleuth newspaper column and a Food and Society Fellow. "However, I like to take that message one step further and advise consumers to choose locally grown, organic produce whenever possible."

Organics may be the answer to combat produce lethargy as that bandwagon aligns with changing consumer demand. Consumers surveyed for the Organic 2006 Consumer Attitudes & Behavior, Five Years Later & into the Future report by The Hartman Group say that they are willing to pay a premium, up to 30% more – yet that remains to be seen.

"Organics has overtaken "natural" as a buzzword for mainstream consumers interested in higher quality food experiences from the dual perspective of health and gourmet eating. Organics stands at the heart of many American's food aspirations, even those who rarely purchase organics," said Laurie Demeritt, President & COO, The Hartman Group.

Hartman research reports that fresh vegetables and fruit are by far the most common organic products purchased. Solid majorities of household primary shoppers have purchased organic fresh vegetables (65%) and fruit (58%). Produce is the gateway to attracting customers.



The Opinion Dynamics survey of March 2006 for the Produce Marketing Association (PMA) revealed three reasons that would get consumers to buy more produce: better retail pricing (24 percent), fresher and better quality (15 percent) and better variety and selection (8 percent).

With that in mind, the winning formula for the produce aisle is to offer more fresh-cut produce, a fast-growing sector due to the convenience factor, maintaining freshness while increasing variety, going beyond spinach and other greens which took a beating in the food safety calamity, and including more organic options – all while keeping prices low. Additionally, customers also need to experience the benefits of produce first hand. (See sidebar page 20.)

*Jill Nussinow is the author of The Veggie Queen: Vegetables Get the Royal Treatment. Her website is www.theveggiequeen.com and her blog is www.theveggiequeen.blogspot.com. She is all about "planting produce on your plate".*

## Annual Produce Expenditures at Home 2004

Income	Dollars Spent	Age	Dollars Spent	Ethnicity	Dollars Spent
5,000-9,999	\$175	<25	\$178	White	\$387
10,000-19,999	\$257	25-34	\$334	Hispanic	\$499
20,000-29,000	\$269	35-44	\$399	African American	\$250
30,000-39,000	\$333	45-54	\$448	Asian	\$688
40,000-49,000	\$361	55-64	\$399	Hispanic or Asian groups spend considerably more money on produce yearly, \$499 and \$688 respectively, compared to the general population in the 45 to 54 age group at \$448, and to the general population with incomes above \$70,000 per year who spend \$533. Source: Consumer Expenditures Survey, Bureau of Cyber Statistics	
50,000-69,000	\$386	65+	\$341		
70,000+	\$533				

# Breaking Taste Barriers

By Dale Hodges

Who is buying kohlrabies, Jerusalem artichokes, gold beets or purple green beans? Unless, according to Marcia Mogelonsky, senior analyst at Mintel in Chicago, they are “serious cooking enthusiasts” only 20% of 1200 people polled fell into that category.

The Mintel research shows that 28% of those polled do not cook or are “non-enthusiastic cooks”, while 50% are “casual cooking enthusiasts”, whose main cooking goal is to get food on the family table. “They fear serving food that their family may not eat,” she says.

Consumers who frequently eat in restaurants may actually seek out more unusual vegetables. An Opinion Dynamics study reported that after trying a new produce item in a restaurant, almost 30 percent of respondents reported they looked for and/or purchased that item at their supermarket.

Carrie Peacock, personal chef and dietitian, says, “Many folks buy fruits and veggies with the best intentions of using them but often feel that cooking is too complicated. I teach them simple techniques such as roasting, and sautéing in a small amount of vinaigrette dressing.”

Peacock says that people are unlikely to try new fruits and veggies unless they are committed to changing their eating habits. Adding, “When they are rushed, they go with what they know and don’t want to take time to experiment.”

Mogelonsky says, “Average cooks are afraid to go out of their comfort zone, especially in daily cooking.” She’s noticed that in stores such as Wegman’s, with a chef/demonstrator in the produce department, as well as someone handing out samples, customers are more likely to try new produce items. Mogelonsky adds, “Most people are embarrassed by what they don’t know and aren’t likely to ask questions. Having printed recipes available may help sales.”

If you do not have a chef on staff, consider partnering with local chefs and/or dietitians to do promotions. The Produce for Better Health Foundation has retailer information on its website at [www.pbh-foundation.org/retail/](http://www.pbh-foundation.org/retail/). Think out of the box (or bag) to help decrease the fear factor of casual cooks.

PBH currently has a consumer contest — The “More Matters Challenge”. Participants who send in their best recipe or tip that includes fruits and vegetables can win a weekend with chefs from The Culinary Institute of America. The contest is open until May 31, 2007. (See [www.fruitsandveggiesmorematters.org](http://www.fruitsandveggiesmorematters.org))

After the More Matters Challenge is over, consider instituting an in-store recipe contest. Enlist local chefs, cooking teachers, Registered Dietitians and other nutrition professionals as judges. Promote it well. Choose the best summer salad or most creative use of root vegetables – anything to woo your loyal customers and usher in new ones. They need your help and guidance when reaching for more unusual produce. **NFN**



*Watson, I tried your organic berries and they are quite tasty!  
I loved them and look forward to seeing more of your organic fruit in the future.*

*Holly*

*Holly, Say “Hi” for me.*

*Watson*



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# New Oil Varieties Benefit Grocers

BY ELIZABETH BIRO

When food retailers seek big sellers, they tend toward emerging products and trends rather than everyday must-haves like cooking oil. With consumers wanting healthier oils, the \$3.1 billion fats and oils market is taking off in new directions.

Not since the 1980s war on cholesterol has America been so curious about cooking oil. Back then, monosaturated-fat-rich olive oil was the darling of a nation trying to reduce its risk of heart disease.

Olive oil still rules, ringing up \$564 million in 2005 and sales are expected to jump 51 percent by 2010. However, the latest battle against trans fat is fueling interest in other oils as varied as avocado, grapeseed, soy, and even pumpkin seed.

Boosting the trend is a Jan. 1, 2006, U.S. Food and Drug Administration rule that requires most food sold in the U.S. to list trans fat information on labels. Now, Americans can see how often trans fat, which the American Heart Association has stated increases the risk of heart disease and stroke, shows up in their diets.

New York City will ban trans fats in Big Apple restaurants in 2008, and an informed public prompted other eateries and fast-food outlets to switch to healthier cooking fats.

Trans fats also occur in retail shortenings and margarines, too. The worry about trans fat and the effect of saturated fat has convinced oil manufacturers to review their retail offerings and encouraged small companies to provide alternatives.

"Americans really love oils, and we are now beginning to make some significant sales. Our markets will only continue to grow," said Pamela Brook, of Brookfarm in Australia, which produces trans-fat- and cholesterol-free natural and infused macadamia nut oils without genetic modification. The oils contain 10 percent more monounsaturated fat than olive oil, Brook notes.

Brookfarm oils are sold in the East, West and Midwest. Major carriers include Whole Foods, Dean and DeLuca, and Balducci's.

Strong sales of Whole Harvest's commercial line of naturally processed, trans-fat-free soy oils have convinced the Warsaw, N.C., company to create a retail line due this summer, said chief operating officer Bob Dawson. Sales have risen 25 percent a year over the past four or five years, and the company experienced 15 percent growth in a single month recently, Dawson said.

The oil is rich in vitamin E and omega-3 fatty acids (Packaged Facts predicts that retail sales of omega-3-enriched foods and beverages will be more than \$7 billion that by 2011).

"Omega-3 is going to be the next big wave," Dawson said.

Exotic oils are also competing for the health-minded consumer's dollars; rice, tea, nut, and an anti-oxidant-rich canola-red palm blend among them. Market research firm Mintel International notes that while people are interested in specialty oils, "premium" prices and recipes that call for small quantities mean "consumers may not become frequent purchasers of these products."

The next breakout oil could learn from olive oil, said Mintel International senior marketing analyst Marcia Mogelonsky.

"It's got to have an image," she said. "It's got to have a story behind it."

Olive oil grabbed attention in the 1980s as a healthy alternative oil. Mild-flavored varieties that work for daily cooking were rolled out, but, over time, consumers came to enjoy what was once considered the too-pungent flavor of virgin and extra-virgin olive oils. Now, they want to know about Mediterranean countries that produce the oil, and they are seeking single-origin olive oils, varied imported oils and olive oils infused with flavorings.

"The only 'star' of the fats and oils category is olive oil, which has seen major increases in sales every year as more consumers adapt their eating patterns to include this 'good fat.'" Mintel says in their "Edible Fats and Oils - U.S. - 2006" report.

Sales jumped 48 percent between 2000 and 2005, and store-brand sales jumped more than 50 percent between 2003 and 2005, making



olive oil available at a wide price range.

But olive oil fails home cooks with its lower smoke point, the temperature at which oil begins to burn or smoke. Consumers have not decreased their use of higher-smoke-point vegetable, canola and corn oils, Mintel reports.

Soy, tea, almond, avocado, hazelnut, safflower, sunflower, canola, rice bran, grapeseed, macadamia nut and extra-light olive oils, among others, have smoke points over 400 degrees, but some of those oils are costly and/or have pronounced flavors.

Valentin Humer of Food and Vine Inc. thinks Salute Sante grapeseed oils could rise to the level of olive oil status.

A smoke point of 485 degrees and a mild, nutty flavor allows them to be served raw and in various recipes. The oil is high in vitamin E and omega-6, low in saturated fat and contains antioxidants.

As for the story, Humer said, grapeseed oil has "a history dating back to biblical times" when grapeseed oil was known as one of the healthiest foods. "It has been the top chefs' secret ingredient for many, many years," Humer added. Star chefs Charlie Trotter, of Chicago, and Eric Ripert, of New York, are among his customers. Humer also offers herb-infused, cold-pressed and single-grape-variety oils.

Perhaps equally important, Food and Vine Inc. is a small, environmentally minded, family-owned company. The press cake generated from making the oil is recycled to fuel production equipment in the company's factories. Used oil from restaurant deep fryers is returned to Food

# New Oils to Discover

## Almond oil

Almonds are high in monounsaturated fats and vitamin E. La Tourangelle brand is made in California. The oil has a nutty flavor that works on seafood, chicken, salads and as a bread dip. \$11.99/16.9 ounces. [www.latourangelle.com](http://www.latourangelle.com)

## Avocado oil

New Zealand-based Olivado Gourmet Foods offers extra-virgin, cold-pressed avocado oil with a buttery flavor and a 500-degree smoke point. Infused flavors include lemon, rosemary, basil, and chili and bell pepper. \$12.99/250 ml

## Blends

Olivado mixes olive, flaxseed and avocado oil to create a product full of omega 9, omega 6, and omega 3 fatty acids. \$13.99/250 ml bottle. [www.olivado.com](http://www.olivado.com).

O369, from Botanical Origins, is a blend of five cold-pressed, omega-rich fruit and seed oils and natural vitamin E oil, yielding a highly stable and nutritious cooking oil. [www.botanicalorigins.com](http://www.botanicalorigins.com)

## Grapeseed oil

Food and Vine's Salute Sante grapeseed oil has a nutty neutral flavor, a 485-degree smoke point and lots of vitamin E and omega-6. \$9.99/17-ounce can. [www.grapeseedoil.com](http://www.grapeseedoil.com)

## Hemp oil

Rich in vitamin E and omega-3, Nutiva hemp oil can be added to smoothies, salad dressings, vegetables, and pasta. \$9.75/8 ounces. [www.nutiva.com](http://www.nutiva.com)

## Macadamia nut oil

Brookfarm, in Australia, sells premium, cold-pressed, natural macadamia oils with a 428-degree smoking point. Lemon myrtle, lime and chili flavors are offered. [www.brookfarm.com.au](http://www.brookfarm.com.au)

## Pumpkin seed oil

Styrian pumpkin seed oil, from Austria, is pressed from heirloom pumpkins. The oil is rich, nutty and contains vitamins E and A, zinc, selenium, omega-3 and omega-6. Use raw and in low-temperature cooking. \$14.30/17 ounces. [www.deimels.com](http://www.deimels.com)

## Red oil

The "red" foods craze hits cooking oil with Carotino, a blend of canola and red palm fruit oil, the latter of which is from oil palm fruit flesh and is different from palm kernel oil. Mild-flavored and rich in vitamins A and E, the oil can be used in baking and frying. \$4.99/17.6 ounces. [www.carotino-usa.com](http://www.carotino-usa.com)

## Rice bran oil

California Rice Company's oil has 490-degree smoke point, a light and delicate flavor and is rich in antioxidants. \$6.99/16.9 ounces. [www.californiariceoil.com](http://www.californiariceoil.com)

## Soy oil

Whole Harvest, of Warsaw, N.C., will offer all-natural, omega-3-rich soy oil to retailers this summer. The oil has a high smoke point. [www.wholeharvest.com](http://www.wholeharvest.com)

## Tea oil

Cold-pressed from camellia tea plant seeds and loaded with omega fatty acids, Republic of Tea's tea oil has a light flavor and a 485-degree smoking point. \$14.50/17 ounces. [www.republicoftea.com](http://www.republicoftea.com)

## Walnut Oil

La Nogalera Walnut Oil is produced by three walnut growers in Santa Barbara County. The name is from the Spanish Nogalera a place where walnut trees are grown. Dating from the old Spanish Land Grants these are some of the last remaining walnut orchards in this cool Central Coast area of California. High in omega-3 and omega-6 fatty acids, this is a medium temperature oil, use under 400 degrees. Sells for \$25 for a 500 ml. can. [www.lanogalerawalnutoil.com](http://www.lanogalerawalnutoil.com)

– Elizabeth Biro

and Vine and reused as a clean-burning fuel in company vehicles. These actions recently earned Food and Vine entry into the Co-op America Business Network.

Sales based on such information and health benefits require consumer education, Mintel's Mogelonsky said. She advised retailers to tout the benefits of environmentally friendly practices because consumers still do not understand what organic means and because they think they don't use enough oil to justify buying organic.

Also, explain government nutritional guidelines for fats to customers. "Tell them what they need to moderate with," Mogelonsky said.

Fresh Market stores use signage, tastings and cooking demonstrations to promote products. In spring, the chain provided an oils guide on its Web site. At the end of each oil explanation, brands available in the stores were listed.

Humer supports stores with shelf talkers, and suggests prepared food sections use Salute Sante and brag about it.

"We are now where it (olive oil) was 25 years ago," Humer said, "a small, new, up and coming entity." **NFN**

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Olive Oil Spain

# Perfectly Priced

BY ED SIMONSEN

In pilot programs companies using price optimization software in 25 to 100 stores found profits rose an average of 12 percent and sales rose 4 percent.

Profit margin in the grocery business is a small and swiftly-moving target. Prices set too high result in lost sales and no profits. Prices set too low result in lost profits and, eventually, no more sales. So it isn't surprising that large chains began using price optimization technology when it became available in 2002. And innovations are making this tool affordable for small chains and independents today.

A study conducted by Marshall Fisher of the University of Pennsylvania's Wharton School of Business and Vishal Gaur of NYU's Stern School of Business advises retailers to conduct in-store price optimization tests. Fisher and Gaur found that lowering prices doesn't always increase sales. Sometimes increasing prices is the answer.

There are many factors involved in achieving correct pricing. The retailer's positioning strategy must consider the niche to be filled and the customer perception to be encouraged. Does the market need a "low price leader" or quality and expectation-exceeding service? Many stores that specialize in natural and organic products fall into the latter category. Consumers will pay more for whatever it is they value. Is convenience, ease, shopping enjoyment or product availability a factor? How are these factors "factored" into the pricing structure?

Certain consumer groups are concerned about buying locally produced products and are willing to pay a premium for, say, local produce or wine. Promotions may draw new customers from their normal shopping routines, but how will this affect their future shopping habits? Competitor activity exerts varying pressure on pricing and makes reconnaissance necessary.

So how do you put all the factors involved in pricing together to determine the best price for a given item? In the past, price optimization meant buying expensive software and hiring consultants to install and maintain it. It was an investment that only the very large chains could afford. But today, new price optimization systems allow small retailers, even single-store operations to benefit from their data analyzing power. More retailers are using these solutions to add discipline to the pricing process, to make better-informed pricing and promotional decisions and to implement decisions more efficiently, driving more profit to the bottom-line.

Item	Size	Margin	Cost	Our Price	Sug'd Price	Comp Store 1	Wildy Units
8 CT	0.29	\$1.51	\$2.09	\$2.43	\$2.96	1.00	
16 OZ	0.51	\$0.68	\$1.39	\$1.79	\$2.19	1.00	
32 OZ	0.46	\$1.52	\$2.79	\$3.19	\$3.59	1.00	
16 OZ	0.50	\$0.94	\$1.89	\$1.79	\$1.79	1.00	
7 OZ	0.51	\$0.68	\$1.39	\$1.79	\$1.79	1.00	
21 OZ	0.46	\$1.95	\$3.59	\$3.95	\$4.35	1.00	
22 OZ	0.46	\$1.95	\$3.59	\$3.95	\$4.35	1.00	
22 OZ	0.46	\$1.95	\$3.59	\$3.95	\$4.35	1.00	
23 OZ	0.46	\$1.95	\$3.59	\$3.95	\$4.35	1.00	
20 OZ	0.40	\$1.37	\$2.29	\$2.29	\$2.29	1.00	
6 OZ	0.37	\$1.19	\$1.89	\$1.89	\$1.89	1.00	
20 OZ	0.40	\$1.37	\$2.29	\$2.29	\$2.29	1.00	
12 OZ	0.37	\$4.08	\$6.49	\$6.49	\$6.49	1.00	
T	5 OZ	0.33	\$1.39	\$1.99	\$1.99	1.00	
14 OZ	0.39	\$3.42	\$5.59	\$5.59	\$5.59	1.00	
AL	10 OZ	0.38	\$2.46	\$3.99	\$3.99	1.00	
I	10 OZ	0.38	\$2.46	\$3.99	\$3.99	1.00	
IE	10 OZ	0.38	\$2.46	\$3.99	\$3.99	2.00	
	10 OZ	0.31	\$2.46	\$3.99	\$3.99	1.00	
ERS	8 OZ	0.40	\$1.97	\$3.29	\$3.29	1.00	
ERS	8 OZ	0.40	\$1.97	\$3.29	\$3.29	1.00	
	16 OZ	0.37	\$2.07	\$3.29	\$3.65	1.00	
	2 OZ	0.48	\$1.13	\$2.19	\$2.19	1.00	

**Price Optimization Systems** - There are a variety of price optimization systems available. Todd Michaud, President and CEO of Revionics, describes his company's software: "It is based on sophisticated price optimization technology that considers many factors that influence what the price of an item should be. These factors include the individual item's past sales history, competitive prices, pricing philosophy, price-per-unit ratio, and more. All these factors influence customer buying habits and can be used to optimize profits. Point-of-sale data and competitors' prices are uploaded to servers and optimized prices are then available for review. It integrates with back end systems, making pricing a speedy process.

"Today's grocer, more than ever, is facing extremely competitive and changing market conditions," says Lance Jacobs, Chief

Executive Officer of KSS PriceStrat, which also offers price optimization systems. "Our solution provides merchandisers and category managers with a fast, intuitive application that truly empowers their pricing and promotional decisions. This in-house solution models, refines and understands the impact of pricing and promotional decisions, before they are implemented. It uses an intuitive, desktop interface that provides merchants with the ability to create and model multiple, complex pricing scenarios."

**Research Support** - There is no shortage of studies to support the fact that adjusting pricing can positively affect growth. Software that guides this process can be invaluable. But early adopters are finding that price optimization is not a cure-all. This tool must be implemented in a way that meets the core strategic needs of individual retailers, and then must be monitored and managed. One regional grocery chain that first implemented price optimization in select categories on a store-by-store basis is now revising its implementation, in some instances, to a neighborhood-by-neighborhood basis.

The technology of price optimization will continue to evolve and spread into more and more establishments. Though only 20% of regional grocery stores use it now, according to AMR Research, it has freed those merchants to work on strategic issues and execute strategic pricing deep into each category and every store. In pilot programs that lasted three to six months in companies with 25 to 100 stores and that included from 500 to 2500 SKUs, KhiMetrics found that profits rose an average of 12% and sales rose 4%.

So should you get involved in price optimization? If you want to grow and increase your sales and profits, yes. Think through your marketing strategy and then interview software developers to find a partner with whom you can work. You will probably see a pay off in relatively short order. **NFM**

*Ed Simonsen works as a free lance writer for magazines as well as developing training materials for sales and management courses. He can be reached at 530-268-4717, esimonsen@mediagrowth.com.*

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# Sunflower Shines

BY LORI SOARD

Your first impression when entering a Sunflower store is produce, produce, produce. Large, neatly displayed bins of kiwi, apples, oranges, mangoes, and many other locally and organically grown produce are clearly visible from the sidewalk through the large corner windows. Produce is the first thing you see as you enter the store. A large, glass walk-in cooler keeps vegetables and fruits such as berries, broccoli, melons, and a wide variety of lettuces fresh and crisp.

Nick Brown, manager of the Indianapolis Sunflower Market, said, “The refrigerated section extends the life of the produce by about three days. The items are never allowed to grow warm. They go from the grower, to the refrigerated truck, to our cold room, to the customer’s refrigerator. They are as fresh as possible and our customers love that.”

The produce section occupies about a third of the store’s 10,000 square feet and is located front right in the store. “Local Treasures” signage indicate home grown foods from local farmers. Produce is one of the store’s biggest sellers.

Trekking further into the store, you’ll find a bakery and a freshly prepared foods section. The bakery offers choices such as scones, vegan cupcakes, organic cinnamon raisin bagels, organic sunflower shaped cookies—



all freshly baked. In addition, the “fresh lunches” area has a salad bar with a variety of organic vegetables and dressings and a Mediterranean bar with every type of olive you could imagine including black olives in brine, pitted kalamata and Greek olives. Shoppers or residents can pop in for a quick gourmet lunch to go such as chicken fajitas with rice, lemon garlic chicken with pasta, or sushi.

Nestled in the bustling, pedestrian friendly Broad Ripple Village in Indianapolis, the store sees visitors from as far away as Kokomo which sits 47 miles to the north of Indianapolis—about a two hour round trip drive. “Saturdays are our busiest day by far,” said Brown.

Sunflower Market is part of the Supervalu chain. “Across the nation, we are seeing a growing demand for affordable organic foods with exceptional taste and nutritional quality. Sunflower Market draws on our

expertise in small-box formats, and leverages our supply chain expertise, which enables us to deliver outstanding natural and organic products at a price point consistent with consumer expectations,” Jeff Noddle, chairman and CEO of Supervalu, said in a released announcement.

Supervalu owns chains such as Shoppers Food Warehouse, Farm Fresh, Sav-A-Lot, and Cub Foods. They are the largest grocery wholesaler in the United States. While Supervalu declined releasing specific revenue information for their chain of Sunflower Markets, they reported \$19.8 billion in sales for 2006. The company plans to have around 50 Sunflower Markets in operation by the year 2011.

The typical size for a Sunflower Market is 12,000 to 15,000 square-feet. This is only about one fourth the size of a traditional grocery. The stores stock between 8,000 and 12,000 SKUs of natural foods. Brown estimates that 100 percent of the Indianapolis store is natural food with 40 percent certified organic.

Supervalu’s president of corporate retail, John Hooley, said the Sunflower format “offers customers the convenience of a full shopping experience, with access to natural and organic products in all categories. We’ve developed a unique merchandising approach that will highlight our perish-



ables, which include an extensive produce offering, natural, case-ready meats and fresh bakery and deli items. Simply put, our goal is to provide customers with great tasting, wholesome foods at affordable prices.”


Supervalu’s consumer research discovered that 66 percent of consumers seek out whole and organic foods and 96 percent use these products at least part of the time. The biggest thing that kept consumers from buying this type of food was price, so they have worked to keep costs low. The smaller size of the stores, utilizing Supervalu’s own line of value-based products (called Nature’s Best), and purchasing from local farmers has helped keep the cost to the consumer low.

“We cater to the mid-tier consumer,” said Brown. “You, me, your everyday person. People can come in and buy natural food for the same prices they’d pay at the local grocer for non-organic.”

Broad Ripple Village, which is a former village annexed by Indianapolis in the early part of the 20th century continues to hold a small town, community feel. “When corporate was looking at demographics for the first prototype of the Sunflower Markets, the team fell in love with Broad Ripple. That is the same feeling we strive for in our store—we are part of the community here and when you enter the store you should feel as though you are with good friends.”

Good friends who are knowledgeable about their products. This is key to the success of the Sunflower model. By placing well-informed staff on the sales floor, consumers learn as they shop. Employees are trained completely on organics and can answer any question. “If an employee doesn’t know the answer, there is someone in the store who does,” Brown added. The store employs 35.

Throughout the store you’ll find handwritten signs, which enhance the personal connection. This is a technique that other whole foods retailers employ. Signs such as “fresh baked organic rolls for dinner” draw the consumer to those featured items.

Sunflower Markets are targeting a rapidly growing sector of the US market. There is the potential for swift growth in coming years. According to Packaged Facts, a market research firm, “the market for organic foods and beverages is growing eight times as fast as the conventional food market and is expected to generate sales of \$32.3 billion by 2009.” 



## FOOD FOR THOUGHT

**First Opened:** January 11th, 2006

**Number of Employees:** 35

**Square Footage:** 10,000 Square  
Footage of Produce: 3,000

**Web site:** [www.sunflowermarkets.com](http://www.sunflowermarkets.com)

**Store Count:** 2,656

**Operates in:** 48 states

**Employees:** 200,000

**Sales:** \$44 billion

**Revenue:** 89 percent retail sales with  
11 percent wholesales

**EBITDA:** US\$2.7 billion

**Gross Revenue:** Supervalu \$19.8 billion

# All Things Organic Sets the Pace

Growth of the All Things Organic Conference and Trade Show has led the breath-taking pace of the fast moving organic food industry since its inception.

Initially considered an end-of-show diversion for the thousands attending the much larger annual FMI Show and NASFT Spring Fancy Food Show - ATO is now a must see event. Retailers and manufacturers walking the floor will view 500 exhibits and attend a top-rated conference with three keynote sessions. The "Power of Five" event draws 33,000 attendees. Registrants at any of the five shows gain admission to All Things Organic.

Former Vice President Al Gore delivers the opening keynote on Sunday morning. The author, activist and Oscar-winning filmmaker will offer insights on the environment and technology reshaping everyday life and business.

Saturday member seminars are exclusive to Organic Trade Association members, sponsors of the 6-year-old event. There are 20 conference topics this year and an "Organic for Kids" showcase that features both food and non-food items. A mock-up of the corner store returns. Stocked as a modern retail operation, the store presents hundreds of clever marketing, display and prod-



uct suggestions drawn from the show floor. Organizers for the first time will host a tasting of organic wines, beers and other spiked beverages on the market Sunday and Monday afternoon.

On Monday, speakers Matt McLean of Uncle Matt's Organic, Steve Shriver of Eco Lips, Seth Goldman of Honest Tea and Sara Bird of HomeGrown Naturals will discuss their firm's commitment to social and environmental initiatives. On Tuesday, Claire Raines, one of the nation's leading experts on the generations at work, will describe how today's winning companies create competitive advantage by building work cultures that recognize and appreciate a variety of perspectives, styles and opinions.

The NASDA's US Food Export Showcase and the United Fresh Marketplace are co-located at the event.

-Dan Bolton

## SCHEDULE

Saturday, May 5 - Tuesday, May 8

All Things Organic

**Conference:** May 5-8, 2007 |

**Exhibits:** May 6-8, 2007

McCormick Place, Chicago, Illinois

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or call (972) 620-3021

**Email:** [organicexpo@divcom.com](mailto:organicexpo@divcom.com)

## What's Cool

When it comes to purchasing food, consumers have a few requests. They prefer products that are quick, simple and convenient that can fit into their hectic lifestyles, but most importantly, these items need to be healthy and made by the best ingredients available. Oh, and they don't want compromise on taste either.

From frozen foods to pet products, here's a quick round up of items that will please every consumer.

Go beyond milk in the conversion to organic dairy. There's also organic half-and-half, sour cream and cream cheese! Learn about the Organic Valley difference. **Booth No. 507**

Don't feel guilty eating red meat, especially if it is organic Dakota Beef. The cattle are raised on organic grains, including flax seeds, therefore making the meat high in Omega-3 fatty acids. **Booth No. 547**

Mom knows best – especially when it comes to healthy snack. Healthy Handfuls, created by two moms, come in a variety of flavors, including Cheddar Cheese and Oatmeal Raisin. Made with certified organic ingredients and has no Trans fat,

it's a win-win for both mom and child.

**Booth No. 934**

The news is out – consuming good quality dark chocolate is good for you. With Dina's Chocolate, you can indulge in a healthy way with Organic 74% Dark Chocolate with Organic Goji berries or with green tea. **Booth No. 941**

Not all coffees are created equal. Café Altura organic coffee comes in the typical flavors, such as regular, decaf and dark roast, but the company also offers Biodynamic Coffee, which is grown within the guidelines of Biodynamic farming, and Fair Trade coffee. **Booth No. 337**

Inspired by the recipes around the world, Adina World Beat Beverages juices use fresh ingredients

# What's Cool

including red hibiscus blossoms to create their drinks. Rich in antioxidants, these healthy drinks are also low in calories. **Booth No. 770**

With summertime approaching, cookouts are around the corner. Applegate Farms has beef, chicken and turkey hot dogs for the grill. Also, check out their organic beef and turkey patties as well. For picnic sandwiches, try their organic deli meats available in a variety of flavors.

**Booth No. 429**

Whether it's the breasts, thighs, wings or the whole bird you need, Nature's Premier organic chicken is your best buy. These free-range chickens are raised on a certified organic farm.

**Booth No. 924**

If the recipe calls for eggs, reach for Chino Valley's Cage Free eggs. Available in six different brands including Organic Omega-3 Eggs and Veg-A-Fed Omega-3. It's all of the benefits of eggs with an extra health boost. **Booth No. 458**

Ditch the jar and think square when it comes to baby food. Happy Baby organic frozen meals come in 10 varieties and has all of the nutrition needed for the growing little one. Available in smooth or chunky texture. **Booth No. 671**

Organics Three Cheese Pizza, Organics Chicken Pizza, or Organic Vegetable No Cheese Pizza – as you can tell, you can have your organic pizza anyway you want with Life Choices and Living Right Food. Also, check out the organic mini pizzas and burritos. **Booth No. 326**

This is not your typical bread. Specializing in yeast-free products, French Market Bakery provides breads, pizza crusts, tortillas and bagels. Healthy varieties include Woman's Bread with Soy Isoflavones, Brown Rive Bread and Hemp Sprouted Bread. **Booth No. 748**

I scream, you scream, we all scream for ice cream, and frozen yogurt too. Stonyfield, probably best known for their organic yogurts and smoothie drinks, offers organic frozen yogurt and ice cream.

So, go ahead and give into temptation with such flavors as Javalanche, Vanilla Chai and Vanilla Fudge Swirl. **Booth No. 513**

Natamate Pet Stain and Odor Remover, created by Earth Friendly Products, will soon have you and your pet forgetting about that little mishap on the living room carpet. **Booth No. 407**

Good behavior deserves an award, so why not give your four-legged a health treat biscuit from Wagatha's. These treats are 100 % USDA certified organic and certified Kosher. **Booth No. 475**

High in antioxidants, berries are a staple in many diets. Naturipe Farms provides consumers with organic strawberries, blueberries, raspberries, cranberries and blackberries. **Booth No. 266**

Organic isn't just for foods. Catania Spagna Corporation has introduced a line of organic, non-GMO, expeller-pressed oils with no Trans fat. Varieties include soybean, sunflower, canola, olive and safflower oils. **Booth No. 375**

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for more info contact Lisa Protter at 845.246.0506, [info@organicnectars.com](mailto:info@organicnectars.com)

# What's Cool

Enrico's products include an organic line that features traditional, basil, and garlic premium pasta sauces and sauce pastes. They also have organic salsas and ketchup available as well.

**Booth No. 529**

Everyone loves fruit snacks, but most supermarket brands are made with corn syrup. Bare Fruit has a no-sugar-added alternative with 100% organic bake-dried fruit. **Booth No. 371**

Nature's Paths products include hot and cold cereal, waffles, and granola bars that easily be consumed for breakfast. The younger customer will enjoy the EnviroKidz line, specifically for them. Box cereals include Koala Crisps and Orangutan-O's. For the grown-ups, Nature's Paths LifeStream line offers all types of waffles, from Pomegran Plus to Fig + Flax.

**Booth No. 307**

Committed organic home chefs will be happy to

note that organic spices are available. Red Monkey Foods has a full line of organic spices, from Italian seasoning to onion powder.

**Booth No. 380**

Good health doesn't stop with eating the right food; it is also about taking care of your skin. Pamper your outside with Sensibility Soaps' Sensibility Earth and Sea Therapy line and their new line, Nourish. **Booth No. 970**

Protect your baby's skin with products from Motherlove, made with certified organic herbs and oils. There are also pampering products for the expectant mother as well. **Booth No. 264**

Sugar is part of a healthy diet in moderation, and it's even better for you if you choose organic cane sugar offered by Florida Crystals.

**Booth No. 607**

Add some flavor to your cup of coffee with CE

Organics' flavored syrup. Available in chocolate, hazelnut to even the more exotic mango and huckleberry – these syrups will provided the extra boost to needed to start the day.

**Booth No. 227**

Dress up your salad or meal with Olive Vinaigrettes by Dad's Gourmet. Flavors include Sundried Tomato and Garlic, and Aged Balsamic. **Booth No. 911**

Go nuts for organic nuts – a healthy snack or a great compliment to cookies or salads. Organic walnuts from Dixon Ridge Farm can be found at booth No. 457. Nutsco, at booth No. 144, produces organic cashew. The 'American Native' organic pecans grown by Missouri Pecan Growers are at **Booth No. 135** and **580**.

Healthy wholesome foods can be found in the frozen aisle. Green Organic grows and packages organic frozen vegetables. Choose from mixed

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# What's Cool

vegetables, chopped green onions and peas.

**Booth No. 208**

The all-natural Sunshine Burger veggie burger gets its name from the fresh ground sunflower seeds used to create it. Soy and wheat free, this patty, available in three different flavors, is perfect for gluten-free diets. **Booth No. 918**

The Organic Food Chef debuts a new drink, VIM. This sparkling whole grain fruit juice beverage available in five flavors including Pomegranate and Cherry. This all-natural and certified organic drink uses real agave for sweetener. **Booth No. 870**

From Puffins to Wild Puffs to Alpen's –these are just a few of the organic cereal products

from Barbara's Bakery. Available in all type of flavors, there is one for everybody. In a hurry? Then pick up Puffins Cereal & Milk bars or the Crunchy Organic Granola Bars.

**Booth No. 625**

Need an idea for a side dish? Try one of the six Seeds of Change Rice & Grains blends, made with certified organic ingredients.

**Booth No. 647**

Taste Organic Nectars non-dairy vegan gelato. Latest in their brand new line of agave-sweetened confections, which includes young coconut gelato, vegan sherberts, sugar free Italian ices and an extensive line of flavored agave syrups. This enzymically active gelato is deliciously smooth and creamy and uses only

Organic Nectars low-glycemic organic agave syrup to sweeten.

**Booth No. 480**

Unlike conventional or natural beef, Dakota Beef's cattle are born and raised on certified organic pastures. The cattle are finished on certified organic grains, including flax seed, which raises the level of healthy Omega-3 in the meat. Cattle have constant outdoor access and are handled humanely. Dakota Beef adheres to the strict requirements of the USDA's National Organic Program, and must provide written proof of all feed and veterinary treatment in order to remain certified organic.

**Booth No. 547**

–Aryl Chapman Thomas

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- **Rice Syrup Solids**

20 to 35 DE spray dried brown / white

- **Rice Syrup Solids**

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**Booth # 1037**

# What's Cool

## Announcing Natural Food Network TV

Online video is accessible and versatile and informative.

Natural Food Network is launching its Natural Food Channel with coverage beginning with the Organic Trade Association's All Things Organic Trade Show.

NFN's digital video team led by produce expert and radio host Mark Mulcahy will travel the show floor in search of new and interesting products. News, interviews with top CEOs and innovators in manufacturing and retail are on the program menu. Marketing ideas, demonstrations of best practices, displays and advice from consultants will be available at [www.naturalfoodnet.com](http://www.naturalfoodnet.com) during and after the event. In addition to digital programming NFN's technology lets manufacturers upload their own web infomercials on the fly.

What's Cool at All Things Organic is the first of a series of exciting video presentations brought to you by Natural Food Network.



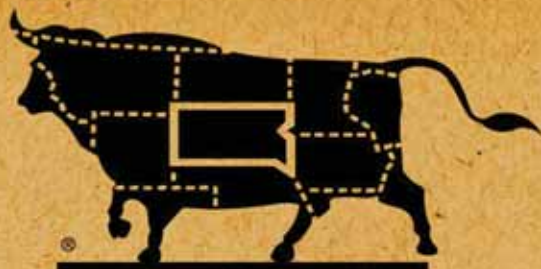
You know organic products are healthier for you and your family. But the question is, how much so?

For the first time, solid science is proving just how enormous the health benefits are. For instance, several studies have found levels of antioxidants in organic foods to be two to three times higher than their conventional counterparts.

But that's just the tip of the iceberg. Every day we are discovering new, substantial ways organic products improve health and wellbeing. And that's good news everyone can digest.

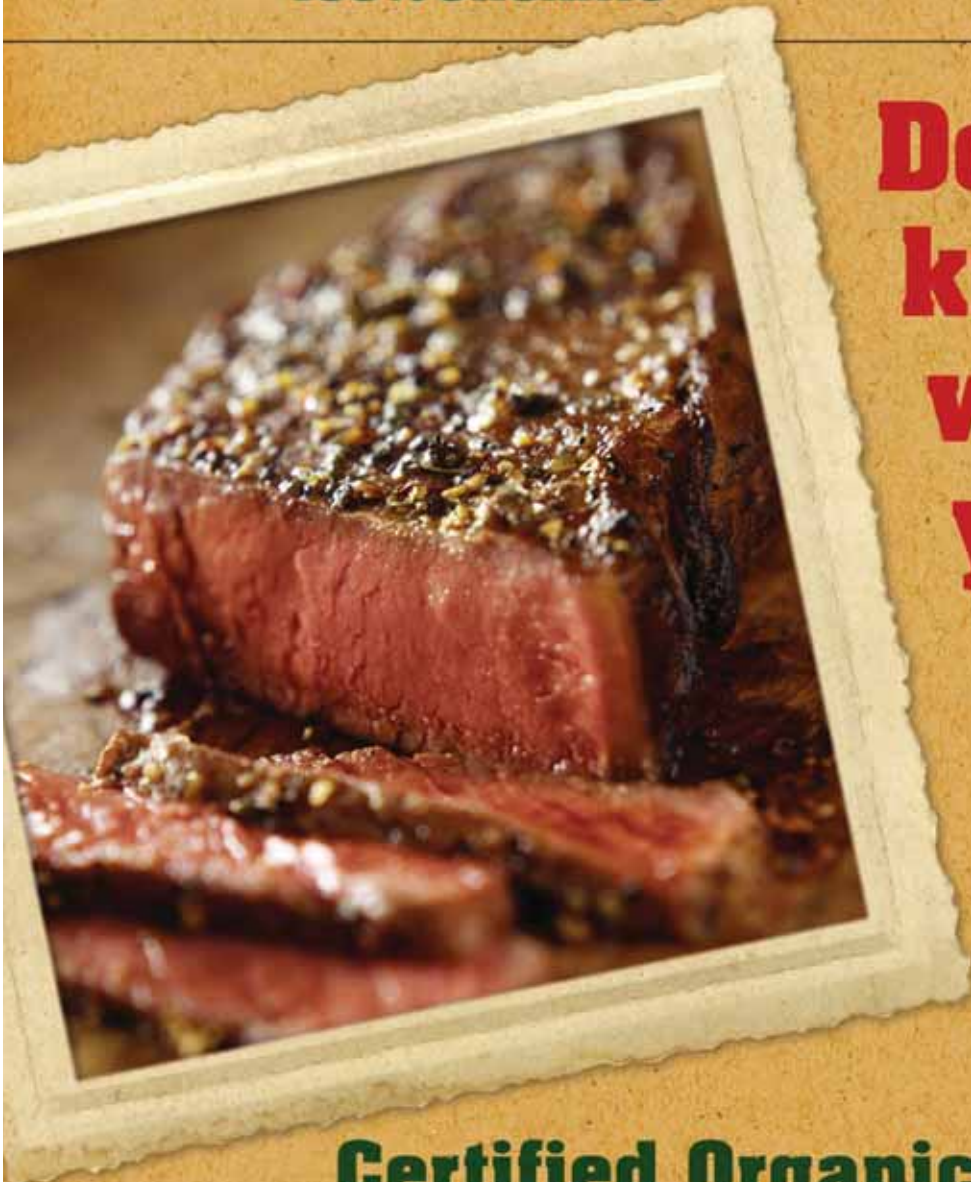
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# Crisis? What Crisis?

BY JOHN BARKER

## Business Strategies to Provide Brand Insurance

Chances are good that your business has several forms of liability insurance. We all know that despite our best precautions, accidents and mistakes happen. But what kind of brand insurance do you have?

What course of action will you take in the event that foodborne illnesses are traced to your product or store, or when a national food safety crisis creates rampant fear among your customers? Like fires and falls, these crises often happen without warning, with potentially devastating implications. In the internet age, bad publicity can spread around the globe with the click of a mouse. Beyond the human and ethical concerns surrounding such crises, there are also serious business issues for retailers. Sales plummet as customers stay away and lose confidence in you and your products; some businesses never fully recover.

If your company wants to survive a public relations crisis, it is essential that you respond quickly and carefully. So how do you insure your brand against this type of loss? The good news is that this kind of insurance is virtually free, but you cannot wait for a crisis to happen. Take the lead now and develop the three things you will need before a crisis occurs.

**Build a Foundation of Trust (in advance):** Post your principles of food safety proudly around your stores. Integrate them into your branded environmental graphics and signage. Make food safety part of your brand's fundamental communication points for all of your customers to see.

Explain your approach to both food handling and selection of suppliers in various communications to your customers. Along with commitments to social and environmental causes, your policies toward ensuring the safety and integrity of the products you sell can be a point of connection with



In the world of business, crises are often unavoidable for even the smartest managers and owners.

your customers. People like to do business with companies that share their values.

Make sure you are practicing what you preach. Train managers and employees that food safety and hygiene are a zero-tolerance issue for your company. Remember, you need to mean business when it's your business at risk.

**Establish An Action Team:**

Decide now who will be responsible for each task of the action plan. The number of members on an Action Team depends on the size of the business. The last thing you can afford during a crisis is confusion or, even worse, a turf war.

Crises often catch companies off guard, causing confusion and delays in determining who is responsible for disseminating information. Being honest and open is more important than being polished; withholding information or appearing insincere can damage your company's credibility.

**Create An Action Plan:**

Crisis management involves three distinct

tasks, each requiring a bit of planning and practice. Consider making a dry run in which you create a fictitious crisis as a training exercise using the following steps.

**1) Investigate the issues and collect the facts** Crises don't happen in nice, organized packages. Rumors compete with facts in the court of public opinion. Who will be sorting out fact from fiction, and how will this information be disseminated to other Action Team members, management, customers and other constituents?

**2) Understand the implications and touchpoints for your business** As the facts begin to surface, you'll need to understand how they are applicable to your business before you can proactively control the damage. Don't assume that logic will prevail; for example: when people hear about tainted spinach, many avoid anything green. You need to set the facts straight before rumors get out of control.

**3) Communicate your company's position and plans** When the perfect storm hits, a lot of people will demand quick answers. The media can be ruthless. Ensure that your communications cover each of the critical touchpoints. Be positive and non-defensive. Acknowledge everyone's concerns and lay out your plans to address them. Remember, people are scared, and often for good reason; it is essential to show that you empathize and are working to fix the problem.

In the world of business, crises are often unavoidable for even the smartest managers and owners. You can tip the odds in your favor through the right mindset, a little initiative, and intelligent planning. As the old saying goes, "Luck is the residue of design."

John Barker is president of DZP Marketing Communications, a fast-growing advertising agency serving the natural foods and health and wellness sectors. DZP clients include Atkins Nutritionals, Lime Media, Really Cool Foods, eDiets.com, Maplewood Bake Co., and Diageo. (212) 226-7336 / www.dzpusa.com jbarker@dzpusa.com

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**Natural Food Network**



# Orange Guard



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GALLON FIRE ANT UPC# 654197000048	ITEM# 105	CASE OF 4 35 LBS. PER CASE
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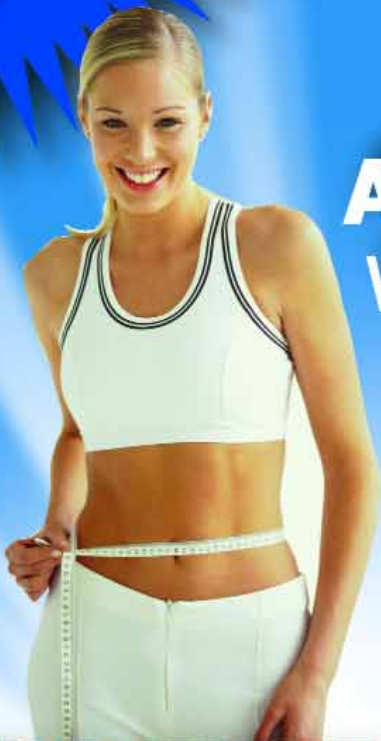
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### **Crave-Breaker**

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### **Herbal Fresh**

This exclusive formula is based on natural herbs and minerals. The whitening microparticles work to polish teeth and remove stains and yellowing. Combining White Glo's® famous whitening toothpaste with a unique herbal formula has resulted in a refreshing, natural toothpaste that contains:

**No Sugar, Baking Soda, Fluoride or Peroxide.**

Product	UPC Code	Case/Size	CaseWt.	Case Dim. (inches)	Case Cube
<b>Crave-Breaker</b>	181962000069	48/ 5.2 oz	22 lbs.	16.5 * 13 * 8	1
<b>Herbal Fresh</b>	181962000052	48/ 5.2 oz	22 lbs.	16.5 * 13 * 8	1
<b>Crave-Breaker Shipper</b>	20-181962-000006-3	54/ 5.2 oz	30 lbs.	16.5 * 13 * 8	1
<b>Herbal- Professional Shipper</b>	00-181962-000014-4	54/ 5.2 oz	30 lbs.	16.5 * 13 * 8	1

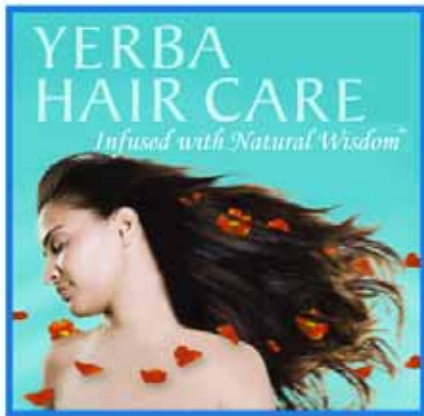
# Marie Callender's

## NEW PRODUCTS 2006



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<ul style="list-style-type: none"> <li>• Gluten free</li> <li>• Thickens</li> <li>• Emulsifies &amp; gives body to liquids</li> <li>• No cooking required</li> </ul> 	<p>6/3.5oz All Purpose Thickener UNFI Code # 21987</p>	<p>6/3.5oz All Purpose Thickener Nature's Best Code # 596825</p>
<ul style="list-style-type: none"> <li>• World famous light &amp; fluffy restaurant style corn bread</li> <li>• Just add water</li> <li>• No hydrogenated oils</li> </ul> 	<p>12/16oz Organic Corn Bread Mix UNFI Code # 21985</p>	<p>12/16oz Organic Corn Bread Mix Nature's Best Code # 592915</p>
<ul style="list-style-type: none"> <li>• Use for biscuits, muffins, coffee cakes, dumplings, pancakes, waffles &amp; more</li> <li>• No hydrogenated oils</li> </ul> 	<p>12/16oz Organic All Purpose Baking Mix UNFI Code # 21986</p>	<p>12/16oz Organic All Purpose Baking Mix Nature's Best Code # 596833</p>

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UPC Code	Yerba Item	Reg Cost	Intro Cost	MSRP	YOUR PROFIT
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75668500006	Shampoo 16 oz	\$6.25	\$5.00	\$10.45	<b>\$5.45 ea</b>
	CONCENTRATE				
75668500025	Concentrate 8 oz	\$4.75	\$3.80	\$7.95	<b>\$4.15 ea</b>
75668500032	Concentrate 16 oz	\$8.25	\$6.60	\$13.75	<b>\$7.15 ea</b>
	CONDITIONER				
756685000117	Conditioner 8 oz	\$4.25	\$3.40	\$6.95	<b>\$3.55 ea</b>
756685000094	Conditioner 16 oz	\$6.25	\$5.00	\$10.45	<b>\$5.45 ea</b>

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<b>Original flavor</b> (free samples in 4oz & 12 oz. cases)			
4 oz.	24 bags	\$19.00	7-59178 00401-2
12 oz.	8 bags	\$17.00	7-59178 01201-7
12 lb. bulk	1 bag	\$32.00	7-59178 00001-4
<b>Jalapeno flavor</b> (free samples in 4oz & 12 oz. cases)			
4 oz.	24 bags	\$19.00	7-59178 00402-9
12 oz.	8 bags	\$17.00	7-59178 00120-4
12 lb. bulk	1 bag	\$32.00	7-59178 00000-7
<b>Bar-B-Q flavor</b> (free samples in 4oz & 12 oz. cases)			
4 oz.	24 bags	\$19.00	7-59178 00403-6
12 oz.	8 bags	\$17.00	7-59178 01203-1
12 lb. bulk	1 bag	\$32.00	(No UPC code)
<b>Gourmet Cheddar flavor</b> (free samples in 4oz & 12 oz. cases)			
4 oz.	24 bags	\$19.00	7-59178 00404-3
12 oz.	8 bags	\$17.00	7-59178 01204-8
12 lb. bulk	1 bag	\$32.00	(No UPC code)

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Case Cube	1.0225
Tie/High	8 x 10
Case Dimensions	15.5 x 12 x 9.5
12/8 oz. bags per case	

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For product information, visit [www.purityfoods.com](http://www.purityfoods.com) or call 800-99-SPELT



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## NEW PRODUCT Briefs

**Bob's Red Mill add's organic ingredients to mix**  
Bob's Red Mill has expanded their line of pancake and waffle mixes to include two new USDA Certified Organic Mixes: the Organic 7 Grain Pancake & Waffle Mix and the Organic High Fiber Pancake & Waffle Mix. On top of these two new additions, they have reformulated three of their existing pancake & waffle mixes, their cornmeal, buttermilk and buckwheat based mixes, to include organic flours. Bob's Red Mill Natural Foods offers a line of all-natural, organic and gluten free flours, cereals, meals and mixes for pancakes, breads and soups, with more than 400 products available throughout the U.S. and Canada.  
[www.bobsredmill.com](http://www.bobsredmill.com)

**Raw foods pioneer changes name, keeps mission**  
The world's largest distributor of organic raw foods and related materials has changed its name. Previously Nature's First Law, the company has changed their name to Sunfood Nutrition. The raw food pioneers feel that the new name better represents their products and their company's mission which is to "lead the way in promoting the personal and planetary benefits of raw organic superfoods." Sunfood Nutrition's products are available through their website. Watch for the new line of raw "superfoods" that they will be announcing in the near future. [www.sunfood.com](http://www.sunfood.com)

**Summer flavors shine in new soy milk**  
The new seasonal flavors of Vitasoy soy milk are now out. Chocolate Banana and Strawberry Banana are the summer varieties that the soy milk pioneers are offering. They follow the winter's popular Healthy Indulgence line that featured the dairy-free Holly Nog and Peppermint Chocolate flavors. These USDA certified beverages are made from whole organic soy beans, filtered water and organic cane juice, and are listed as vegan and gluten-free. SRP per 32oz container is \$2.49-\$2.99. Vitasoy USA Inc. sells their soy based products under the Vitasoy, Nasoya, and Azumaya brands. Inquiries can be directed to 1-800-VITA-SOY. [www.vitasoy-usa.com](http://www.vitasoy-usa.com)

**Silver Spring Gardens honored at Napa Valley Mustard Festival**  
Mustard marketers, Silver Spring Gardens, was awarded the gold and bronze medals in the Napa Valley Mustard Festival's organic category for their Organic Dill Mustard and their Organic Horse-radish Mustard. The company, recognized for six straight years at the festival is rated one of America's fastest growing brands in the specialty mustard category. They will also be recognized with silver medals for three other mustards: Deli Style Mustard (in the deli brown category), Beer 'n Brat Mustard (in the horse-radish category) and the new Peppadew Mustard Sauce (in the pepper category). This year's festival

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### ► MOM'S BEST NATURALS New cereal line good for body and budget

One of the main reasons families do not buy natural and organic products is that they often cost more than comparable products that are not natural. Mom's Best Naturals has eliminated this concern when it comes to buying their products. Their latest creation, a line of natural cereals will retail for 20-50% less than most other natural and organic cereal options. The line will include six classic family varieties: Sweetened Wheat-fuls, Toasty O's, Honey Nut Toasty O's, Raisin Bran, Toasted Wheat-fuls and Mallow-Oats. All of Mom's Best



Naturals cereals are free of preservatives, artificial colors and flavors, hydrogenated oils and high fructose corn syrup. Naturally low-fat and low-cholesterol, the cereals contain 0g of trans-fat per serving. The new cereal line is available in large family-size boxes. For more information about Mom's Best Naturals, call 1-866-465-4633 or visit their company website.  
[www.momsbestnaturals.com](http://www.momsbestnaturals.com)

### ► HORIZON ORGANIC Organic Ice Cream hits freezer shelves

Just in time for summer, Horizon Organic's new Super Premium Organic Ice Cream, is available in six varieties: Chocolate, Chocolate Peanut Butter Cup, Coffee, Vanilla, Vanilla Bean and Vanilla Raspberry Swirl. Made with 100% certified organic milk, the ice cream boasts a "Super Premium" (14% butterfat) quality. SRP per quart is \$4.99 - \$5.49. Horizon Organic produces more than 80 organic dairy products that are available in stores nationwide. Contact Horizon Organic at 1-888-494-3020. [www.horizonorganic.com](http://www.horizonorganic.com)

### ► TOASTER PASTRIES Convenient grab-n-go breakfast item now available in 12 flavors

Whether they're toasted or eaten straight from the box, Nature's Path toaster pastries make a great grab-n-go breakfast item that will appeal to all ages. The company has added four new flavors to their line of popular USDA Certified Organic Toaster Pastries: Cherry Pomegran, Chocolate, Brown Sugar Maple Cinn, and unfrosted Brown Sugar Maple Cinn. They're made with whole grain flour and real fruit fillings, are trans-fat-free, and claim to be lower in fat than competing brands. The new Chocolate Organic Toaster Pastry uses fair trade cocoa.



SRP ranges from \$2.59 to \$3.29. The frosted Strawberry and Brown Sugar Maple Cinn varieties are now available in larger family packs of 12 pastries. Although they are an organic variety of the popular item, they are still shelf stable, so if you can keep them on your shelves they will stay fresh!

Headquartered in British Columbia, Canada, Nature's Path Foods produces breakfast foods, snacks and pastas that are sold under the Nature's Path, EnviroKidz, LifeStream and Optimum brands. Call 1-888-808-9505 for further information.  
[www.naturespath.com](http://www.naturespath.com)

### ► COOL CRAVINGS Eggology scoops up egg white ice cream

Cool Cravings, a new ice cream line by natural egg white company, Eggology, features fresh egg whites instead of yokes, yielding a high-protein, naturally sweet and light textured frozen treat. The line is made with ingredients that are 100% natural, free of artificial flavors and preservatives, and is low-fat and protein-rich. Available in the flavors: Amorous Almond Praline, Bodacious Blueberry, Captivating Chocolate Banana, Mind Blowing Mint Chip and Pulsating Pineapple Coconut, all varieties contain chunks of real fruit, almonds or

## NEW PRODUCT BRIEFS from page 43

marks the 14th annual of this world wide mustard competition. Silver Spring Gardens Inc. produces mustards and horseradish for retail, foodservice, private label, and industrial markets. For more information on Silver Spring's organic products call 1-800-826-7322.

[www.silverspringfoods.com](http://www.silverspringfoods.com)

## Frontier Label announces new website for placing label orders

Frontier Label Inc., maker of custom labels and stickers, has created a new website to help buyers who are looking to purchase labels. The new user-friendly site will enable buyers to customize labels, generate quotes and place orders completely online. If a customer has been pre-approved, they can bypass the shopping cart option. Frontier Label offer a 3 day standard processing as well as a 1 day rush option. Contact the company at 1-877-277-4682 or email [sales@frontierlabel.com](mailto:sales@frontierlabel.com). [www.frontierlabel.com](http://www.frontierlabel.com)

## Boiron offering retailers free on-line training on homeopathy

Boiron, manufacturer of homeopathic medicines, is offering free webinars to help retailers better understand homeopathy, and to help answer their customers questions regarding the homeopathic products they are selling. The webinars are accessible at all times at: <http://www.boironusa.com/healthcare-professional/resource-library.html>, and take less than 20 minutes to complete. Retailers can watch for programs including: Homeopathic Medicines: The Basics, Homeopathic Medicines for Women's Conditions and Homeopathic Medicines for Allergies. The training programs combine the use of audio, slides and video, and even include quizzes and downloadable handouts. For more information, call the Boiron Information Center at 1-800-BOIRON-1 (1-800-264-7661) or e-mail [info@boironusa.com](mailto:info@boironusa.com). [www.boironusa.com](http://www.boironusa.com)

## Probiotic Wellness bar now available in yogurt coated variety

Attune Foods' newest probiotic product, the Yogurt and Granola Wellness Bar, contains more than five times the beneficial probiotics found in yogurt. Launched after the success of their chocolate Wellness Bars, the new varieties are coated in yogurt and combine whole grains, nuts and dried fruit into a snack with a nutritional punch! The bars contain three different specially formulated LAFI probiotic strains that are part of the natural flora in our digestive systems and proven to help promote health and wellness by working to balance the digestive system and support a strong immune system. Attune Yogurt and Granola Wellness Bars are available in Wild Berry, Strawberry Bliss and Lemon Crème flavors. Each 180 calorie bar is a good source of protein, fiber and calcium. The bars come in a 40g size with a SRP of \$1.69. Probiotic Wellness Bars are available online through the Attune Foods website. [www.attunefoods.com](http://www.attunefoods.com)

coconut. Packed 8 per case, SRP per pint is \$4.99. For more information contact: Nina Gluskoter, VP of National Sales at 1-888-669-6557, 1-818-610-2222 or [ninag@eggology.com](mailto:ninag@eggology.com). [www.eggology.com](http://www.eggology.com)

## ► COOL OFF ORGANICALLY Woodlake Farm's offers organic ice cream

The organic ice cream treats that are being offered by Woodlake Farms are sure to be popular throughout the summer season. Their Vanilla Bar, Cherry Baby Bar and Vanilla Sandwich are organic versions of the traditional chocolate covered ice cream bar and sandwich. Made with pure Madagascar vanilla, fresh organic cream and organic fruit purees, the ice cream treats are free



from preservatives, trans-fats and GMOs. The company's Windmill line offers organic, fruit covered ice cream confectionaries in flavors that will appeal to kids. Fun flavors like Bubble Gum and Grape Bar make Windmill Treats a winner this summer! Call 1-888-350-5533 or email [contact@cookieface.com](mailto:contact@cookieface.com) for further info. [www.woodlakefarms.com](http://www.woodlakefarms.com)

## ► ORGANIC DAIRY STABILIZER Danisco develops organic stabilizer blends

Danisco USA has moved into the organic dairy sector with their newly announced organic stabilizer blends. The stabilizers which replace the company's conventional blends, are QAI and kosher certified and designed for use primarily in organic ice cream and frozen desert products. The stabilizers are also suitable for use in cultured dairy applications like yogurt, sour cream, cottage cheese, cream cheese, kefir, as well as in comparable soy-based products. Danisco USA has currently received organic certification for 17 new stabilizer blends, and can be contacted through their company website. [www.danisco.com](http://www.danisco.com)

## ► GOGI BERRIES Sunfood Nutrition announces availability of certified organic goji berries

Grouped in the popular "super fruit" category, the gogi berry is an extremely nutrient dense berry that is known in traditional Chinese medicine to enhance longevity and well-being, and to boost the immune system. The berries, also know as wolfberries, have a red-orange color, are similar in size to a raisin, and have a flavor that is like a cross between a cranberry and a cherry. Enjoy them straight from the bag, or use in smoothies, trail mixes, on cereals or in salads. The health benefits are bountiful. Gogi berries contain 18 amino acids including the eight essential amino acids. They contain up to 21 trace minerals, as well as vitamins A, B1, B2, B6, C, and E, and important anti-inflammatory agents, healthy fatty acids, and immune boosting polysaccharides.



Available in 8oz and 2.5oz sizes, SRP for a re-sealable 8oz bag is \$12.99. Gogi berries are available to order nationwide through the Sunfood Nutrition web-store that features a variety of raw foods, books and other tools. To order, call 1-888-RAW-FOOD or email [order@rawfood.com](mailto:order@rawfood.com). Direct any questions on distribution, shipping, merchandising tools and discounts to [nature@rawfood.com](mailto:nature@rawfood.com). [www.sunfood.com](http://www.sunfood.com)

## ► BOURSIN GOURNAY CHEESE Cheese makers promote new varieties

Boursin, the soft, spreadable cheese created in France's Normandy region by master cheesemaker Francois Boursin, is a favorite around the world. Recently introduced in two new flavors: Fig, Raisin & Nut and Shallot & Chive, Boursin is currently engaged in an energetic promotional program that features these new varieties.

Boursin's newest varieties will be supported by a strong print campaign and in-store promotional programs. A 5.2oz round comes wrapped in signature Boursin foil and packed in an attractive box; a case con-

tains 6 rounds. SRP per round is \$5.99-\$6.99. The company guarantees a minimum 45 day shelf-life from shipping. Contact Boursin USA at 1-800-290-5266, or contact Dorthe Schechter, Norseland Inc. at dschechter@norseland.com for sales information. www.boursincheese.com, www.norseland.com

► FAIR TRADE PRESERVES

**Organic fruit preserves now contain fair trade sugar**

Michigan's Food For Thought Inc., creators of wild-harvested, organic specialty foods, will be announcing a line of fruit preserves that have been fair trade certified by TransFair USA. The company has made a transition to using organic fair trade sugar provided by Wholesome Sweeteners, in all of their preserves, thus allowing them to become certified fair trade. Food For Thought's organic wine and herb infused fruit preserves include award winning flavors such as: Organic Blackberry Shiraz, Organic Strawberry Basil, Organic Cherry Cabernet and Wild Autumn Berry. Learn more about Food For Thought and their fair trade fruit preserves by visiting their company website. Call 888-935-2748 for information on wholesale pricing or email staff@foodforthought.net. www.foodforthought.net, www.transfairusa.org

► ORGANIC COCONUT FLAX BUTTER  
**Vegan butter spread wins best of show award at ExpoWest 2007**

Prosperity Organic Foods' new line of Organic Coconut Flax Butter is a powerful addition to the vegan butter spread category. This raw, vegan spread is made with organic, extra virgin coconut oil and organic flax seed oil, two of the healthiest oils available. Organic Coconut Flax Butter comes in four flavors: Thai Basil, Sweet Orange, Garlic & Onion, and Original.

Flavoring is done using fresh, organic produce and with extracts that include natural rosemary extract, sweet orange oil or the infused flavors of basil or garlic and onion. This vegan spread, which recently won Best New Vegetarian Product at Expo West 2007, can be used in place of traditional butters, on toast, over popcorn, steamed vegetables, baked potatoes and even in power shakes!



Wholesale price for a 16oz tub is \$9.75, while a case of 6 tubs goes for \$58.50. SRP for this size is \$14.99. 6oz tubs will be available in May/June, which will run \$4.54 per unit and \$54.50 for a case of 12 x 6oz tubs. SRP per 6oz size is \$6.99. Minimum order quantity is 1 case for the 16 oz tubs and 1 case mixed for the 6oz tubs. Distributors include: Nature's Best, United Natural Foods Southwest (Fontana), and United Natural Foods N CA (Rocklin). For more information on Organic Coconut Flax Butter, phone 208-309-2754, fax 208-788-6137 or email cygnia@cox.net. www.prosperityorganicfoods.com

► ORGANIC OLIVES  
**Italica Imports adds organic to portfolio**

In January 2007, Italica, one of the leading producers and distributors of Spanish olive oil in the U.S., introduced a new organic olive product line. The Italica Organics label includes three varieties of certified organic whole olives (Green Empeltre, Giant Green and Green Manzanilla) and a 25.5oz Organic Extra Virgin Olive Oil (100% Spanish olive oil). The organic olives packaged in 8oz glass jars and are priced just above Italica's standard green olives.

In addition to their new organics line, Italica has also introduced two varieties of Kalamata olives from Greece: Whole Extra Large Kalamata Olives (11.3oz glass jar) and Pitted Extra Large Kalamata Olives (7-oz glass jar). Both lines are available for distribution and sale as Italica brand or as private label. www.italicaliveoil.com

► ORGANIC VEGAN GELATO  
**Low-Glycemic, Dairy-free, Sugar-free, Gluten-free, Virtually Soy-free Gelato**

Latest in their brand new line of agave-sweetened confections, which includes young coconut gelato, vegan sherberts, sugar free Italian ices and an extensive line

of flavored agave syrups comes Organic Nectars' low-fat vegan nutmilk based gelatos. Made from a special blend of raw soaked, sprouted and rinsed almonds, brazil nuts and macadamia nuts, this enzymically active gelato is deliciously smooth and creamy and uses only Organic Nectars low-glycemic organic agave syrup to sweeten. Available in all your favorite flavors.

Shelf Talker: Organic Nectars' Low-fat, low-glycemic, dairy-free, sugar-free, gluten-free, virtually soy-free vegan nutmilk organic gelato will amaze! Smooth, creamy, flavorful, nutritious and nothing like any "alternative" dessert you've ever had. Agave instead of sugar. Soaked and sprouted nuts instead of dairy or soy. And all organic flavors. YUM!

Suggested retail price is \$7.99 per ½ pint container; 12 containers per case. Minimum order is one case. Distributors: McMahon's Farm  
For more information contact: Lisa Protter at 845.246.0506, email info@organicnectars.com or visit www.organicnectars.com

► HEAT WITH RAVENSWOOD  
**New sauces add kick to summer parties**

Ragin' Raven BBQ Sauce and Ragin' Chicken Wing Sauce are two new sauces that were created for Ravenswood by Ray Roundtree's Sauce & Spice Company (RRS&S Co.), a division of Sweet-Heat BBQ. Both sauces are made with Ravenswood's zinfandel wine, and a blend of tomatoes, peppers, chilies and spices. The sauces claim a rich, bold flavor, and a flavor that is "not wimpy"! The BBQ sauce can be enjoyed on meat, poultry, fish or burgers.

Bottles are packed 12 per case. Minimum wholesale order is 10 cases. The BBQ sauce sells at \$30.75 per case, and the wing sauce at \$28.75 per case. SRP per unit is \$5.50.

The company offers a bulk discount at 25+ cases. Contact Sweet-Heat BBQ, LLC at 415-559-3087 or email Business Manager Natalie J. McKinney: njmckinney@sweet-heatbbq.com. www.shbbq.com



## ▶ BOBO OAT BARS

**Snack bar stands out in crowded bar segment with unique qualities**

Boulder, CO-based, Bobo Oat Bars has launched a line of all-natural oat bars. With a label that reads “baked from the heart”, these are not just any snack bars. What makes these Oat Bars stand out in the crowded snack bar category? They are moist! And not only are they moist, they are chewy, vegan, cholesterol and trans-fat free, and made with mostly organic ingredients.



Bobo Oat Bars are available in eight varieties: Original, Apricot, Banana, Chocolate, Coconut, Cranberry, Cinnamon-Raisin, and Strawberry. The bars are packed 12 bars per sleeve and 4 sleeves per case, with SRP per bar being \$2.39. Bobo Oat Bars are available direct from the company or through a nationwide distributor. Interested retailers can call 303-938-1977, fax 303-938-8532 or email [beryl@bobooatbars.com](mailto:beryl@bobooatbars.com). [www.bobooatbars.com](http://www.bobooatbars.com)

## ▶ POWER OF POMEGRANATE Pomology adds two new formulas

Pomology, a brand of pomegranate-based supplements, has added a multivitamin and an anti-aging formula to their line of antioxidant-rich products. Their new anti-aging formula features resveratrol, a potent antioxidant found in red wine, and other antioxidants including extracts of pomegranate and acai, helping to neutralize the free radicals that cause cell damage and age-related health problems.

Pomology's pomegranate-based multivitamins are available in both men's and women's formulas. The Men's Daily Multivitamin formula features lycopene to support healthy prostate function, and a blend of high-potency vitamins and miner-

als that are essential to men's overall health and wellbeing. The formula contains antioxidant-rich ingredients like pomegranate extract, grapeseed extract, and citrus bioflavonoids, as well as milk thistle to promote a healthy liver. The Women's Daily Multivitamin formula, created specifically for women's nutritional needs, features a highly absorbable form of calcium, and well as the antioxidant-rich ingredients included in the men's multivitamin.

The Pomology line includes other pomegranate-based supplements that support specific functions and conditions including: Heart Health, Prostate PM, Menopause, Anti-Oxidant, and Joint Health. Pomology ships from New Jersey within 1-2 business days using USPS Priority Mail or UPS. International shipments (including Canada) are shipped via USPS Global Priority Mail and purchases may be subject to additional fees. A bottle of each new formula sells online through the company's website for \$24.95. Interested retailers and distributors can call 877-766-2010 to speak with a salesperson or email [info@pomology.com](mailto:info@pomology.com). [www.pomology.net](http://www.pomology.net)

## ▶ ORGANIC ZERO New Wholesome Sweeteners product an innovation in organic sweetener movement

Organic Zero is an all-natural, zero calorie (0.2 cal/gram), sweetener that has a glycemic index of zero. On top of all of this, it's organic! This new sweetener is made from organic sugar cane juice, that's naturally fermented and crystallized to create an organic erythritol, a naturally occurring sugar that is present in fruits such as pears and melons, and fermented foods like soy sauce and beer. Organic Zero looks and tastes like sugar, yet is free of artificial ingredients, making it the perfect organic replacement for synthetic sweeteners currently in the market. It is 70% as sweet as regular sugar, does not cause tooth decay and is easily digested.

Wholesome Sweeteners Organic Zero comes packaged in convenient 5g packets in a 35-count carton or in 12oz pouches; cases contain 6 cartons. Purchase less than a full case at \$9.10 each, or save when you purchase a full case for \$8.19. Contact Wholesome Sweeteners at 1-800-680-1896 or [info@WholesomeSweeteners.com](mailto:info@WholesomeSweeteners.com). [www.wholesomesweeteners.com](http://www.wholesomesweeteners.com), [www.OrganicSugars.biz](http://www.OrganicSugars.biz)

## ▶ TAMAYA CHILEAN CARICA Versatile, colorful and flavorful exotic fruit

The carica, a fruit unique to Chile, is being introduced to the American market by a Chilean company, Tamaya Gourmet. Comparable in taste to a combination of the mango, pineapple, melon, peach and apricot, this bright yellow fruit has a firm, slightly crunchy texture. It is sometimes called the golden papaya. The fruit can be used in purees, as a pie filling, in salads or wrapped in prosciutto as an appetiser.

General Manager Daniel Vitis said the company will process 500 tons of fruit in 2007. He said 50 percent will be shipped to the U.S. and Canada where it is popular in gourmet stores and grocery chains like Gelson's Markets, Whole Foods, King's and Zabars. Thirty percent of the shipments will find their way to the Middle East where it has recently been introduced in UAE and to Europe where it is marketed in France, Denmark, Holland, Belgium and Spain. The remainder will be sold in Japan and Hong Kong.

The juice packed with this fruit can be used in cocktails, sorbets, mousses, sauces and reductions. A 16-ounce jar of carica has a SRP of \$7.49 at stores, and online at [www.tamayagourmet.cl](http://www.tamayagourmet.cl). A minimum order is one case, which contains 6 jars. Carica is available through the following distributors: BelCanto (NY), Bear Creek Fine Foods (WA), Mamik (CA), Avenue Gourmet (VA/MD), Provision International (VT), Chex Finer Foods (MA). It is featured in stores like Joe Leone's in New Jersey, Southern Season in North Carolina, Bleu Provence in Palm Beach Florida and Pusateri's in Toronto. For more information, contact Daniel Vitis at [dvitis@tamaya.cl](mailto:dvitis@tamaya.cl).



### ▶ CENTRAL MILLING ORGANIC PANCAKE MIX

**Suppliers of organic flour to commercial bakers branch out to home cooks**

Pancake lovers no longer need to sacrifice flavor and texture in favor of health, thanks to the new pancake mixes from Central Milling. Supplying high-quality flour to commercial and artisan bakers since 1847 and to some of the best-known organic food manufacturers today, Central Milling now brings their expertise to home

kitchens everywhere. The pancake mixes are available in three great-tasting varieties, all of which are organic: buttermilk, 100% whole wheat, and buckwheat.

Because the mixes only require water and oil, they make it easy and convenient to prepare a light, healthy breakfast in a hurry. The

company will work with you to find the most convenient shipping and distribution methods. Please contact them for more ordering information. The order desk can be reached at (888) 670-6625, by fax at (435) 753-7960, or by email at [joni@centralmilling.com](mailto:joni@centralmilling.com).

### ▶ OATMEAL STREUSEL MIX

**Oatmeal mix offers an entire day's serving of whole grains**

Frontier Soups, makers of gourmet soups, stews, chili and chowders, have launched a gourmet oatmeal mix called Colorado Morning Oatmeal Breakfast. The all-natural, whole grain oatmeal mix contains dried cranberries and a separate brown sugar and walnut streusel packet. The just-add-water mix is free of added salt and preservatives and includes recipes for other breakfast items that the mix can be used to make, including cookies, muffins and granola. Colorado Morning Oatmeal Breakfast is packed in layers into a clear cellophane bag, the company's signature packaging style for its line of gourmet Hearty Meal mixes. The



11.75oz mix displays the Whole Grains Council sticker that claims 46g of whole grains per serving. SRP is \$4.95. All Frontier Soups products are available nationally by calling 1-800-300-SOUP or online through their company website. [www.FrontierSoups.com](http://www.FrontierSoups.com)

### ▶ CHOCTÁL

**Single Origin Chocolate and Vanilla Ice Creams**

Choctál's five new ice creams are made from the highest quality chocolate and vanilla produced in Ghana, the Dominican Republic, Kalimantan (Malaysia), Costa Rica, and Madagascar. Each ice cream has a wonderfully unique flavor profile determined by the origin of the plant, growing conditions and the processing. Costa Rican, for example has lingering flavors of coffee and caramel, while the selection from Ghana has a full-bodied milk chocolate character with a hint of tropical fruit and an undertone of sweet fudge. The Madagascar Vanilla is made with bourbon vanilla and is accented with vanilla bean flakes.

Shelf Talker: Warning! - Sinfully delicious and may become addictive. Choctál is not for the faint hearted. Intense chocolate and vanilla sensations may occur. Please try this at home with family and friends. Suggested retail price \$5.99. The pints are packed 8 per case. All flavors are available in a 1.5 gallon size as well. Distributors: UNFI, Nature's Best, Mt. Pleasant Ice Cream, and West Pico - More distributors pending, please call for details.

For more information contact: David Hollister, President - Market Connections Group at 626-574-1600. Email: [david@marketconnectionsgroup.com](mailto:david@marketconnectionsgroup.com) Website: [www.choctal.com](http://www.choctal.com)

### ▶ BROOKFARM MACADAMIA OIL Australian award winning cooking blends

This macadamia oil is cold pressed from choice selected Australian macadamia nuts - cholesterol free and the richest source of monounsaturates, which are higher than extra virgin olive oil. Comes in three flavors: Natural which makes a delectable salad dressing and dipping oil, and can also be used in baking and pan-frying; Lemon Myrtle, good with seafood, lamb and vegetables and Lime & Chili infused, a zesty

combination for meat or poultry. Brookfarm, founded in 1989, is located in the lush subtropical region of Northern New South Wales. A broad range of products are displayed nationwide in stores that include Dean and Deluca, Bristol Farms, Gelson's, Andronico's in California and Zabar's, the Gourmet Garage and Citarella in New York; Fox & Obel, Chicago and Central Market in Texas.

Suggested retail price is \$10.99 to \$11.99 for the 250 ml bottle. Distributors include European Imports, The Cheeseworks and Gourmet Merchants International. To order email [sales@brookfarm.com.au](mailto:sales@brookfarm.com.au). For additional information email [info@brookfarm.com.au](mailto:info@brookfarm.com.au). Located at 80 St. Helena Road, Bangalow, New South Wales 2479 Australia. Phone + 61 2 6684 7790 or visit [www.brookfarm.com.au](http://www.brookfarm.com.au)

### ▶ AMISH NATURALS

**Organic fettuccini pasta now available to order online**

Amish Naturals Inc. has just announced that their full line of USDA organic, Amish-produced pastas is now available for purchase online through their company website. They will be offering five varieties of organic fettuccine pasta, all made with organically grown durum wheat and other fresh ingredients using traditional methods. The pasta is free of preservatives and additives and is listed as kosher, organic and vegetarian.

The five varieties: Plain, Whole Wheat, Fiber-Rich, Tomato Basil and Garlic Parsley, are available in 12oz packages for \$3.69, except for Fiber-Rich that sells for \$3.89. Cases contain 12 packages, with a minimum order quantity of 10 cases. All orders above \$75 qualify for free shipping and handling. A web-only five pack including one bag of each variety is offered at \$16.79. Call 1-866-393-4738 or email: [info@amishnaturals.com](mailto:info@amishnaturals.com). [www.amishnaturals.com](http://www.amishnaturals.com)



## NEW PRODUCTS

### ► WILD SUNFLOWER ROOT FLOUR Ingredient introduced to baking industries

Vita-Pakt Citrus Products Co., manufacturer of fruit and other natural food ingredients, introduced their organic Wild Sunflower Root flour in early March 2007. This all-natural ingredient is derived from the tuber of the wild sunflower and is a low-calorie and low-glycemic source of prebiotic fructooligosaccharides (FOS) and inulin (56%), dietary fibers (10%), and contains significant levels of protein (13%) and arginine (3.0%). Wild Sunflower Root Flour makes an excellent organic, whole-food source of FOS and inulin for all-natural bakery, cereal and other food applications. It can be used at levels ranging from 1 to 3% and can be labeled as either "Wild Sunflower Root" or as "Jerusalem Artichoke" in the ingredient legend. For further details contact Vita-Pakt Citrus Products Co. at 800-935-7258, fax 626-915-4107 or email sales@vita-pakt.com. www.Vita-Pakt.com



### ► ST. CLAIRE'S ORGANICS Candies are child and diabetic friendly

The St. Claire's Organics line of USDA organic, allergen-free candies can boast impressive lists of what is and is not used for ingredients. Free from the questionable ingredients that many candies contain, the line was originally designed to fill the need for an alternative to breath mints made with animal by-products and refined sugars. St. Claire's Organics' products do not contain artificial colors, flavors, or preservatives, and are listed as being free of: allergens, wheat, gluten, dairy, casein, GMOs, soy, corn, tree nuts and peanuts, eggs, fish and shellfish, and are 100% vegetarian.

In addition to offering organic breath mints, the St. Claire's Organics line includes a variety of organic sweets, aromatherapy pastilles and sweet tarts, all made with organic evaporated cane juice and organic cane juice crystals, pure essential oils and/or natural and organic fruit and vegetable based flavor and color. The line also happens to have a low-glycemic index, making it ideal for diabetics and

those concerned with healthy eating. The candies are available to order online through the company website. Interested retailers can call 1-877-684-5195, fax 1-303-527-3885 or email customer-service@econaturalsolutions.com. www.StClaires.com

### ► HEMP BLISS Hemp pioneers launch organic hemp milk

The new Hemp Bliss organic hemp milk, by Manitoba Harvest, offers a nutritious alternative to dairy, soy and grain-based drinks. Offered in Chocolate, Vanilla and Original varieties, Hemp Bliss has a nutty undertone and naturally provides a boost of 1,200mg of Omega-3 and 5g of protein per serving. Made from fresh organic hemp seeds and organic ingredients, Hemp Bliss has a rich, creamy and smooth taste. A 32oz tetra pak has a SRP of \$4.99. Listed as lactose-free, soy-free, nut-free and cholesterol-free, Hemp Bliss is ideal for those with allergies or sensitivities to dairy, nut, grain and soy-based beverages. Currently a large and growing trend in the marketplace, hemp foods are becoming increasingly popular for their health benefits, their strong digestible protein profile and their abundance of fiber, vitamins and minerals. Manitoba Harvest process the raw hemp seed into USDA Certified Organic: hemp seed oil, shelled hemp seed, hemp seed butter and hemp protein powder. For more information on distribution, shipping, and merchandising tools and discounts, call 1-800-665-HEMP or email luther@manitobaharvest.com. www.manitobaharvest.com



### ► ORGANIC BABY FOOD Baby Cubes & More Inc. launches

BabyCubes are frozen cubes of certified organic fruit and vegetable purees that offer one of the most pure, convenient forms of baby food on the market. Made by Baby Cubes & More Inc., the 100% certified organic baby food comes in a 9oz resealable bag, containing 10 cubes that can

be stored frozen for up to six months. BabyCubes, previously known as "Nami," put care into every step of the manufacturing process and make only small, fresh,

hand-made batches without adding any preservatives, additives or GMOs. All fruits and vegetables are steamed, pureed and flash-frozen to lock in vitamins and nutrients. Small serving sizes eliminate waste issues and food can be used cube by cube, by just heating them in the microwave.

BabyCubes offer the nutrition of 21 fruits and vegetables and offer quality food for babies, including those with food allergies. BabyCubes are available to order through the company's website. Gift and sample packs are available in addition to the 9oz bag. Products are shipped in dry ice and standard delivery is two days from date of purchase. SRP is \$4.99 per bag. For more information contact Tom Dooley, National Sales Manager, at 831-476-4576 or tom@babycubes.biz. www.baby-cubes.com



### ► LUCINI ITALIA LIMITED RESERVE Endorsed by Integrative Medicine Expert Andrew Weil, M.D.

The first premium select olive oil to be available to a wide array of customers at an affordable price. As only a handful of organic Italian groves can achieve this level of artisan quality, only a limited quantity of this type of extra virgin olive oil is available. Lucini's collaboration with integrative medicine expert, author Andrew Weil, M.D. is also an exciting aspect of the launch. This beautiful olive oil is handcrafted in the authentic Tuscan flavor profile and is certified 100% organic to both U.S. and European standards.

Sold nationally at all Whole Foods locations. Retail price is \$17.49 for a 500ml bottle. Limited quantities are available. Distributed by United Natural Foods Inc, which has exclusive distribution rights for the natural foods trade in 2007. For more information contact: Natalie Ferro (nferro@behrmanpr.com) or Jennine Hannaway (jhannaway@behrmanpr.com) at Behrman Communications, 212-986-7000 or visit Lucini's website: www.lucini.com.

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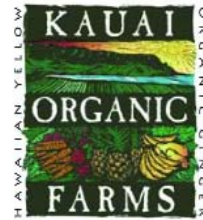
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