



organic supplyline

November 2005

ORGANIC PLANET

Phone: (415) 765-5590

Fax: (415) 765-5922

email:

info@organic-planet.com

ORGANIC PLANET

231 Sansome St, Suite 300
San Francisco, CA 94104

Sales:

Marinda Thomas
Marinda@hpschmid.com
Phone: (415) 765-5590

Customer Service:

JoAnastasia Gratton
JoAnastasia@hpschmid.com
Phone: (415) 765-5933

TRUCKING COSTS



It's a major cost factor in our industry - the cost of trucking. Whether we like it or not, the cost to ship a \$300 iPod across country is dramatically different from the cost of shipping \$300 of flax seed across country. And whatever the cost of oil, that differential will not change in a hurry.

It's a fact of life that trucking contributes significantly to the total cost of getting product into your warehouse.

For this reason we see it as being a major part of our task to achieve the very best trucking rates (combined of course with competent service!) that we can.

You always have the option of arranging your own trucking. But be assured that if we arrange trucking, we will be trying to achieve the best deal we can for you.

WHAT'S ALL THE FUSS ABOUT??

*THERE IS NO DILUTION OF
ORGANIC STANDARDS!!*

This is the perfect time to pay attention to the old adage: "Don't believe everything you read." And lately there has been plenty to read on the subject of the "weakening of organic regulations in the US". While we must always be diligent and attentive in preserving the integrity of the organic standards we have worked so long and hard to attain, fear, in this case, is not the optimum motivation we should be using to achieve our goals. It does appear, however, that some segments within the organic industry may have been alarmists and added to the confusion of this issue.

A Brief Overview of the Situation:

In October 2002 a lawsuit was filed that challenged the National Organic Program (NOP) Final Rule, which we commonly refer to as the US organic standard. The lawsuit, simply stated, was filed to eliminate all synthetics from organic foods. This was intended to include all synthetics used in processing or as processing aids during any stage of organic food production for all categories of organically labelled foods.

After three years of legal fighting in the courts, not much has changed.

Bottom Line #1: No new synthetic ingredients may be allowed in organic production without the review and approval of the National Organic Standards Board (NOSB). The NOSB is the official advisory board to the USDA's NOP (National Organic Program) for the Secretary of Agriculture.

JUST ARRIVED!!!



Caraway from far away Egypt has just landed in our West Coast warehouse. Caraway is well-known for its aromatic flavor properties, bringing a subtle spice to your favorite bread and cracker recipes.

Millet is a winning addition to any multi-grain cereal or bread. This grain is a great source of dietary protein and fiber.



Now available West Coast!

With its pleasant, nutty taste, **Amaranth** can always add a nutritious and flavorful punch to muffins, pancakes, cereals, prepared meals, and even sauces! With an excellent shipment just



arrived from our southern neighbors in Bolivia, supplies won't last long!

And don't forget we have many of your favorite products in our East Coast warehouse including:

- Dried Tart Cherries
- Black Beans
- Whole Mung Beans
- Linseed Flax
- Small Red Beans
- Walnut Halves & Pieces



organic supplyline

November 2005

ORGANIC MARKETPLACE

Nuts

Sky-high prices are in sight for organic **Almonds** this year. Yields in California are down and there is little relief from imports. Will consumers pay these prices? Conventional almond prices have receded from their peak. Organic almond prices are expected to hold – at least until after the holidays. Supplies are very tight.

Joining the expensive nut family are **Pecans** and **Hazelnuts**.

Walnut prices are up about 10% over last year but still relatively reasonable. **Cashews** remain attractive.



Seeds



We are in between crops of **Sesame**. Central America will harvest during Dec/

Jan. There has been crop damage from recent heavy storms, we just don't know yet how severe the damage is. South American new crop will not be available until May/June.

There may be more offerings of organic sesame seed from India. Indian sesame seed has a slightly different taste but this is only noticeable in applications like Tahini.

China had a mediocre **Pumpkinseed** crop this year - prices could trend higher. Poppy prices are steady for now but could see some bullish activity later. Good **Sunflower** crops in the U.S. and China are bringing prices down. **Flax** prices have settled in at reasonable levels.

WHAT'S ALL THE FUSS ABOUT?? (cont'd. from page 1)

So, while some of the accusations that were flying around stated that the Secretary of Agriculture, and/or Congress can, at will, allow any synthetic to be added to foods bearing the organic seal, this simply is not the case! The New York Times even wrote an article that could have been misinterpreted to mean that synthetics could be allowed by the Secretary at his/her own discretion.

Bottom Line #2: Farmers, processors and consumers are not immediately affected by the current state of affairs. Any changes, if any, which may occur over the next two years, or so, will be implemented using the same procedures and review process as was previously done.

So, the Organic industry and the Organic Trade Association (www.ota.com), whose mission is to "promote and protect the organic trade to benefit the environment, farmers, the public and the economy", have not been hijacked by large corporations and the government has not taken over control of all materials to be used in our organic foods. It's business as usual for now. Stay informed through your certifier, the USDA website, and your supplier.

ORGANIC MARKETPLACE cont'd.

Pulses



Prices are heading higher on many of our favorite pulses including **Adzuki**, **Mung**, **Garbanzos**, **Blackeyes**. **Lentils** are of good quality and prices have come down from last year's highs.

FOOD SPOTLIGHT

Dried Apricots



Apricots were first cultivated high in the mountains of northeastern China over 3,000 years

ago. Gradually, cultivated seed increasingly moved westward towards Europe. Today, Turkey has become the largest world producer of dried and fresh apricots.

Our organic apricots are grown and processed by an extended family of six brothers in the Malatya region of Turkey. Traditional farming methods are combined with modern quality controls. The final touch comes from days and days of sunshine that add incredible taste, texture and color to this delicious fruit.

We have excellent new crop shipments of dried whole and diced apricots headed to our East and West Coast warehouses. Whole apricots make the perfect snack while the diced apricots make an excellent ingredient in energy bars, cereals, and snack mixes. Let us know if these apricots are your next big ingredient!

ORGANIC MARKETPLACE cont'd.

Specialty Grains

Amaranth is slightly firmer in price this year with South America reporting limited availability.

Quinoa prices are steady. China had a poor **Buckwheat** harvest - expect slightly higher prices this season.



Unfortunately, our **Teff** producer did not renew his organic certification. We are looking for alternative sources. Barely known by U.S. consumers until recently, Teff is now finding more popularity.