



organic supplyline

August 2005

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NEW ARRIVALS!!!!

An excellent new shipment of **Medium Bulgur, Poppy Seed, and Hazelnuts (Filberts)** has just arrived from Turkey. Our hazelnuts are available in several sizes: 11-13mm, 9-11mm and roasted diced 2-4 mm. (West Coast only)

A small shipment of rare and tasty **Tart Pitted Cherries** is now available on both coasts. From Uzbekistan, these cherries have wonderful flavor and color.

Fresh from the Philippines: **Medium Desiccated Coconut** and **Virgin Coconut Oil**. Please note that heavy demand for the medium cut Coconut means that unfortunately we will be sold out again very shortly. Place your orders now! (West Coast only)

Sunflower Seed Kernels and **Sunflower Oil** have arrived from China. We have excellent pricing available on these items. (Sunflower Oil West Coast only)

REAL PRICES FOR REAL FOOD

HOW MUCH SHOULD ORGANIC FOOD COST, REALLY??

Just yesterday I heard it again from an employee at a natural foods store; "Why is organic food so expensive?" was the question she was asked by a customer. There are many factors that determine prices at the store level. We're all familiar with the basic economics of supply and demand, and while this is certainly an element in this equation, it is only a piece of the puzzle.

Organic food prices for the consumer more closely reflect the "true" cost of food production, than do the prices for their conventional counterparts. We don't have the subsidies afforded the conventional markets, for one thing. There are no government programs paying farmers **not to grow** organic crops in order to protect market prices and support international trade issues.

Farm cultural practices and their related costs, add huge costs to organic farmers, as compared with those practices on conventional farms. Chemical weeding, for example, on conventional farms can be done quickly and inexpensively, and on a pre-determined, preventative and "effective" schedule, while on an organic farm there may be much more time spent, with the inherent labor and fuel costs of these mechanical functions.

The same is true for pest control methods on organic vs. conventional farms. It's simply more expensive to use biological controls and good cultural practices than it is to load up a bunch of chemical sprays into a tractor sprayer or an aerial sprayer and kill everything in its path, including the "good bugs".

REAL PRICES FOR REAL FOOD cont'd.

And then there's fertilization; chemical vs. natural. Replacing nitrogen, for example, is easily and quickly accomplished with bags or truckloads of chemicals bought from a farm supply company and dumped on the land, whereas using composted manure is more expensive, and less readily available, as well as, more cumbersome to ship and apply.

There are additional costs involved on the food processing side, as well, when we compare organic and conventional. Pest control, sanitation, and record-keeping are examples of areas where there are huge and costly differences. Again, methods and procedures are more expensive and more time (money) consuming in organics vs. conventional. We also pay the costs of regulation in the form of third-party organic certification to verify compliance with the organic standards, which can be substantial.

Being stewards of the land simply costs more than dumping chemicals into the soil and depleting our natural resources in order to maximize production and profits.

Upcoming Trade Shows

NATURAL PRODUCTS EXPO WEST

Washington DC
September 16-18, 2005
Booth No. 906

ANUGA 2005

Cologne, Germany
October 8-12, 2005
U.S. Pavilion, Hall 6, Aisle E, Booth 93



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ORGANIC MARKETPLACE

TOMATOES

New crop in Turkey is currently being harvested and processed. We have contracted for regular shipments during the next few months to guarantee steady supplies. Our Turkish Tomatoes are sundried and slightly salted (as a preservative). We also carry dried tomatoes from Argentina. They are mechanically dried giving them a deep ruby red color with only a minute amount of salt.

DICED DRIED FRUITS

Many of you have asked for diced dried fruit. We listened. Shipments of diced Pineapple, diced Mango, diced Apples, and diced Apricots are on the way.

ALMONDS

Negotiations with California growers about the price for new crop organic Almonds are under way. Expect increases over last year. Imported almonds from Spain and Italy may bring some relief. Opening prices should be known within the next two weeks.

QUINOA

You are already familiar with our Quinoa Real from the Andes Mountains in South America. In addition to whole quinoa, we now also carry organic Quinoa Flakes.

TART CHERRIES

Harvest in Uzbekistan has just finished. Crop is smaller this year because of frost during Spring. High-tech laser sorting in Austria removes any remaining pit fragments. We have secured limited quantities and will be glad to contract with you for your annual requirements.

WHERE DOES MY ORGANIC FOOD COME FROM?

When it comes to buckwheat - who knows more than the Japanese? Buckwheat noodles (Udon) are a national staple. Combine Japanese expertise with hard-working Chinese farmers tending their organic buckwheat fields in Inner Mongolia, and you get high quality Buckwheat. The whole buckwheat is processed in Dalian City and shipped from Dalian Port to our warehouses in Oakland CA and Bayonne NJ. Finished products are: hulled buckwheat, roasted hulled buckwheat (Kasha), buckwheat flour, buckwheat tea.

ORGANIC HEMP

We have to wait a bit longer before it is legal for U.S. organic farmers to grow hemp seed. We believe it is only a matter of time (and common sense). Meanwhile we must rely on our farmer friends north of the border in Canada to grow hemp. We can buy from Canadian processors provided the seeds have been either toasted or decorticated (our government wants to make sure you do not start something in your backyard...).

At present we do not carry organic hemp seed because we feel that prices are unreasonably high. Maybe these high price levels are justified because of the red tape the Canadian producers have to go through and the strict regulations they have to follow.

We would like to hear from you whether you want us to carry this item now or wait until prices reach more reasonable levels. We welcome your input and suggestions.

THE FOOD SPOTLIGHT Coconut Oil - Back in Style

The coconut and its extracted oils have been around for ages. In the US, coconut oil became a popular shortening during the early 19th century as cooks and bakeries discovered its health benefits (improves energy), flavor, and physical attributes (long shelf life).

During the 1950s and 1960s, health research studies began to show the negative health effects associated with saturated fats. Saturated fats were shown to be correlated with high cholesterol levels and greater risk for heart and other diseases. As a result, coconut oil, along with other tropical oils high in saturated fats such as palm kernel and palm oils, were quickly phased out of the US oil market.

However, modern research has discovered that not all saturated fats are created equal. There are actually three types of saturated fats - short, medium, and long-chain, with varying effects on the body's health. Medium-chain saturated fats have been proven not to raise cholesterol levels in the presence of unsaturated (essential) fatty acids. Earlier studies involving coconut oil were conducted in the absence of these fatty acids. Other earlier studies were conducted using hydrogenated coconut oil. And as we all know, anything hydrogenated is bad news.

Now for the good news: coconut oil is rich in lauric acid, known for its antiviral, antibacterial and antifungal powers. There is no transfat in coconut oil. Its saturated fats are beneficial to the immune system and easily digested by the body for quick energy.

Coconut oil is also excellent base for skin and hair products. Rich in moisture and full of free-radical fighting fatty acids, coconut oil is a standout ingredient.

A fresh shipment of virgin coconut oil is now available West Coast. Give us a call to discuss how coconut oil could be your new oil of choice.