



organic supplyline

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JUST ARRIVED!!!

Buckwheat Flour

from
China has just
arrived in our
West Coast
warehouse.

As an ingredient, buckwheat flour is light and versatile. A great source of protein and fiber, buckwheat flour makes a nutritious addition of pancakes, muffins, bagels, and other baked products.

Looking for a new twist to your oatmeal or granola? Try our new **quinoa flakes**.

These delicious, amino-packed flakes are naturally wheat and gluten free. West Coast Only.



Our sources of sunflower (China) and hulled sesame seed (Nicaragua) are still good this late in the season. Available both coasts, please let us know if you require these items.



GRASS ROOTS TO CORPORATE HIGH RISES

*Are we the ORGANIC "COMMUNITY" OR
the ORGANIC "INDUSTRY"?*

Does the answer to this question of identity really matter at all? Who are we, where do we come from, and where are we going, are three basic questions that humans have grappled with throughout the ages. These very core issues also apply to our organic "community", or should we say, "industry"? Does the answer to this question affect the ways in which we conduct business and present organics to the world?

Quite frankly, the organic industry has its roots in alternative thinkers, back-to-the-landers and hippies; people who had the desire to return to what they saw as getting back to a simpler, purer, and healthier way of living, farming and impacting our fragile Mother Earth and local environments.

With proven success, after many years of trials and tribulations in these new (truly ancient) methods of agriculture, an unplanned, young and thriving industry evolved. Along with this success came the money people, smelling opportunity and profit.

A prominent person in the organic world made the following statement to me a few years ago while we were discussing the current state of affairs: "the pioneers don't like the settlers". In other words; the founders and pioneers of the organic grass roots community, don't generally like the direction their ideals, values and community have gone.

(cont'd on Page 2 Center Column)

FOOD SPOTLIGHT

Linoleic Sunflower Oil

The versatility of this heart healthy oil is well-recognized. With its light taste and appearance, sunflower oil packs in more Vitamin E than any other vegetable oil. Odorless, sunflower oil makes an excellent ingredient in fragrance and beauty products.

Linoleic sunflower oil, specifically, is an excellent source of essential fatty acids in the form of linoleic acid, an omega-6 fatty acid. Did you know that regular consumption of omega fatty acids has been proven to lower cholesterol levels and reduce the risk of heart attacks, high blood pressure, and certain cancers?

Because of its high level of polyunsaturated fats, linoleic sunflower oil is more susceptible to oxidation than high oleic sunflower oil, which contains more oleic acid (a monounsaturated fat). This means that linoleic sunflower oil is not ideal for high-heat processes. But for applications such as salad dressings, shortenings, and low heat or raw food products, linoleic sunflower oil is the perfect ingredient.

We currently have linoleic sunflower oil available on the West Coast. Let us know if this is the ingredient you've been looking for!



Upcoming Trade Shows

ANUGA 2005

Cologne, Germany

October 8-12, 2005

U.S. Pavilion, Hall 6, Aisle E, Booth 93



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Defining Whole Grains



Out of the low-carb fad they rose like a phoenix: whole grains. As if someone kissed an ugly toad and *voilà!* now we have a handsome prince. Whole Grains is the buzzword. One wonders, why did it take so long? Better late than never, and unlike the low-carb diet, we believe whole grains are here to stay for the simple reason that their health benefits make so much sense.

So we all know that whole grains are good for us but exactly what are whole grains? The Whole Grain Council gladly has the answer: Whole grains, or foods made from them, contain all the essential parts and naturally-occurring nutrients of the entire grain seed. If the grain has been processed (e.g. cracked, crushed, rolled, extruded, lightly pearled and/or cooked), the food produce should deliver approximately the same rich balance of nutrients that are found in the original grain seed.

Examples of generally accepted whole grain foods and flours are: amaranth, barley (lightly pearled), brown and colored rice, buckwheat, bulgur, corn and whole cornmeal, emmer, farro, grano (lightly pearled wheat), kamut grain, millet, oatmeal and whole oats, popcorn, quinoa, sorghum, spelt, teff, triticale, whole rye, whole or cracked wheat, and wild rice.

You can source most of these whole grains from H. P. Schmid / Organic Planet.

For additional info on whole grains, visit www.wholegrainscouncil.org

Grass Roots to Corporate High Rises (cont'd. from page 1)

The influx of money, systems, sales forces and overall professionalism have taken the organic industry to a place few of the pioneers ever dreamed things ever would have gone. Some feel the commitment, integrity, and heart and soul of organics have been diluted, or worse, disappeared!

Without the commitment to organics, some fear, adherence to strict organic standards is likely to be compromised. If money is the root of all evil, then the previous statement is likely to be true in some cases. And people, being as we are, it is likely that a few "bad apples" will emerge.

WE ARE AN INDUSTRY, make no mistake about it! With 20% per annum growth since 1990 and astronomical projections as they are, we have the attention of the largest players in the food world. Even though organics represent approximately 2% of total food sales in North America, for example, it is still a financially significant 2% that many want a piece of. Perhaps it will become 5% or even 10% sometime down the road.

So, where do we stand as the new organic industry? Maybe the good old days of organics as we knew it was indeed hijacked by the corporate world and transformed into a system other than what was originally intended. What's next for the pioneers?

PIONEERING is what's next for the pioneers! Many have jokingly used the term "organic plus" to identify something better than the current system. Inevitably improvements and refinements will emerge. Some will be fads (cont'd next column)

ORGANIC MARKETPLACE

As we anticipate new crop arrivals, we are bringing in some of your favorite items as well as a few new ones:



Black beans have arrived into both our East and West Coast warehouses. With winter fast approaching, we expect these tasty beans to move quickly for soups and other cold-weather favorites.

We also have a good supply of many lentil varieties including: French Green, Richlea, Red Split, and more. Don't forget - lentils are excellent sources of protein.



Pinenuts (pignolias) and **Macadamia Nuts, Style 2** (Wholes and Halves) are now available out of our West Coast warehouse.

Perfect for those holiday snacks!

With holiday snacks in mind, **sugar** (evaporated cane juice) will be an essential ingredient. We are able to offer attractive pricing both East and West Coast. Don't like sugar? Try our **agave syrup** as a sweetener alternative next time.

Grass Roots to Corporate High Rises (cont'd.)

and opportunism that will fade in short order. Others will be sustainable and meet with success as did the organic community, which many sceptics once deemed a fad.

Currently, organics is the best large scale system which offers the greatest protection for consumers concerning sustainable agricultural methods. "Continuous improvement" is one of our mottos in organics. Let us remind our community and our corporate partners of this point everyday.