

NOVEMBER 2011



What do you mean 'organic'?

Since the phrase was coined in the 1940's, the scientific word 'organic' has



SPOT THE CERTIFICATION

also come to mean organic products made using methods that do not involve synthetic inputs such as fertilisers, pesticides, GM organisms, or chemical additives. But in the age of 'green washing', how can you be confident your purchases meet this criteria? Checking your labels is crucial. Here at Organic Living we have done this work for you!

Any product labelled 'organic' in our store has received organic certification. Producers are required to meet very strict criteria to receive certification from a reputable certifier. Many of our pre-packaged products feature the logo of their certifier, as in the picture above. Our bulk products have all been certified too, even if not shown on our label.

Not all our products are organic. For example, if we are unable to source a popular organic product, we may source a non-organic product in the interim. Fresh produce with a red sticker in the price label has been grown organically but not certified. Many of our special dietary foods and supplements are not available organically—yet! And our beauty products often contain many organic ingredients but are not 100% organic. This should be clear on all our products' labels. If you have any questions, please ask!

New Products!

Linda McCartney Vegetarian Foods were designed in the 1990s by Linda McCartney and it is now available in the Manawatu!

Linda was a dedicated animal rights activist and a great cook, proven by the popularity of her products over the years. We have a selection of pies, sausage rolls, sausages and mince in store now.



Living Nature has released a range of its moisturisers in smaller 50ml sizes, great for travelling and if you haven't tried their beautiful range before. From \$31.50. See page 2 for our special deal!

NEWS NEWS NEWS NEWS

- ◆ The Organic Explorer NZ book, 3rd edition, has now been released, and is on sale in store now! Perfectly timed for the summer holidays, it makes a great xmas gift for those who love the best of NZ organic food, wine, accommodation and eco tourism.

HERB OF THE MONTH:

Yerba Mate is a species of holly native to South America, where it is served as a hot beverage similar to tea or coffee. It contains many vitamins, minerals & antioxidants. It is a good source of vitamins A, C, E, most of B complex, nicotinic and pantothenic acids, biotin, magnesium, calcium, iron, sodium, potassium, manganese, phosphates and chromium. The combination of antioxidants, minerals, vitamins and caffeine results in a steady boost in energy levels, and helps balance blood sugar levels, making it the perfect afternoon cuppa. For more info see yerbamatecafe.com

NOVEMBER SPECIALS

- ◆ We have 20% off Couleur Caramel lipstick or glosses in November, now only \$26.40.
- ◆ Get a free 50ml Day Cream when you purchase any Living Nature 50ml night cream. While stocks last.

GARDENING?

Have you tried companion planting? We have seeds or seedlings that can help your veges when grown nearby. Nicotiana attracts aphid-loving insects, helps tomato yields and shades lettuce. Phacelia and parsley help attract beneficial insects such as bees. Calendula can deter eel worm to help potatoes & tomatoes. Basil deters aphids, flies & mozzies. From \$3.90

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Feature product - Natural sugar substitutes



There are many reasons people have for reducing cane sugar in their diet, however synthetic substitutes such as aspartame have not always proven healthy alternatives. Fortunately there are now many natural alternatives available. These tend to have fewer calories, do not promote tooth decay, and have a reduced effect on blood glucose levels.

Stevia (*Stevia rebaudiana*) is a herb that has leaves containing steviol glycoside which has up to 300 times the sweetness of sugar. It is often used in tablets and drops for when a little sweetening is needed such as in hot drinks. It can also be used in baking, however when you want a sweetener that can be used as a cup for cup replacement for cane sugar, you can use many of the sugar alcohol sweeteners such as Xylitol or Erythritol.

Xylitol is found in the fibre of many fruits and vegetables, and can be extracted from various berries, oats, and mushrooms, as well as fibrous material such as corn husks. It is roughly as sweet as cane sugar with only two-thirds the energy. Erythritol is naturally found in grapes, melons and pears, and is mixed with water and fermented with a natural culture to make a sugar substitute. Inulin is made from chicory root, and helps maintain a healthy digestive tract and promotes the growth of 'friendly' bacteria. Another sugar alcohol, Maltitol, is often used in sugar free products such as chocolate, and is made from corn products. Many of these sugar alcohols can have a laxative effect, so in small doses can be beneficial but are not recommended in large quantities!

There are also many other products that can be used instead of sugar. Honey is a very popular sweetener, and there are other natural liquid sweeteners such as maple syrup, rice syrup, molasses and agave syrup. Agave syrup, made from the same plant tequila is made from, has a lower glycemic index than sugar, and the raw varieties are suitable for those on a raw food diet. It is also a good honey substitute for those on a vegan diet. It is about 1 and a half times sweeter than sugar.

And don't forget the use of fruit. Dates are especially useful as a sugar substitute, such as in the below scone recipe. There are also many sugar-free recipes online using fruit. For help on how to use any of these products, come in and have a chat!

Recipe - Auriel's Date Scones

These scones are wheat, dairy and sugar-free.

1 1/2 cups organic spelt flour (you can use 1/2 cup wholemeal spelt with 1 cup white)
1 1/2 teaspoons baking powder
60g organic palm oil
1/2 cup organic rice milk
1 to 2 cups chopped organic dates

Preheat the oven to 220. Grate the palm oil and rub into the flour and baking powder. Mix in the milk and dates. Pat out into a rectangle on a greased tray and cut into 8 squares. Bake for 8-12 minutes.