

Agri-Business, Production, Processing and Marketing Information News

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AgEnt 84-95

HERBS, AROMATIC AND MEDICINAL PLANTS
EXPORT PRODUCTION/MARKETING
WORKSHOP - LANKA OBEROI HOTEL - 6TH APRIL 1995

PART 1

TYPICAL BRIEF ILLUSTRATIONS
OF INFORMATION HELD IN
AgEnt'S BIC/BUSINESS
INFORMATION CENTER ALIGNED
WITH NATURAL/ORGANIC
PRODUCTS MARKETING
IN THE UNITED STATES
MARKET

Prepared by:
ANTHONY DALGLEISH
International Marketing/Agro-Processing Advisor



HELPING SRI LANKA TO GROW!

AgEnt is a dynamic USAID funded private sector agro-enterprise development initiative successfully assisting companies and entrepreneurs with viable business/marketing plans to expand existing operations or start-up new ventures targeted at both domestic and export markets.

Document Objectives & Qualifications

AgEnt's BIC (Business Information Center) Manager Mrs. Gayatri Abeydeera and her team is a " store house " of information; linked to the fact that the center can often source through our international market research network much other " often hard to access international data " .

In support of today's " Herbs, Aromatic and Medicinal Plants Export Production/Marketing Workshop , we have produced two hand-out documents, namely -

- Part 1 by Anthony Dalglish (AgEnt's International Marketing/Agro-Processing Advisor)
- Part 2 by Dr. Tom Davies (AgEnt's International Herbs/Allied Products Advisor)

Mrs. Gayatri Abeydeera (AgEnt's Business Information Center Manager)

- which simply seek to illustrate the tremendous range/depth of information held by the BIC, which interested third parties can freely come in and study.

Typical items contained in this Part 1 document, which in the main concentrates on the United States market, include -

- a. Front pages of natural products trade magazines and importers/processors/ marketers trade catalogues etc
- b. Selected highly topical natural products/organic sector articles
- c. A highly informative small booklet on " Vanilla ", a major new export product sector for Sri Lanka, which the AgEnt Project is helping to develop in a pro-active significant manner.
- d. Marketing (refer Appendices C1-6) i.e. AgEnt has the full one day seminar notes covering the Marketing of Natural Products presented at the just concluded major " Natural Products Expo West Convention " in California

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NATURAL FOODS

MERCHANDISER™

VOLUME XVI NUMBER 3/ISSUE \$8

LIGHTS, CAMERA, ACTION!

EXPO WEST 1995

MARCH 9-12

ANAHEIM CONVENTION CENTER

LET THE SHOW BEGIN ...



NATURAL FOODS

MERCHANDISER™

JUNE 1994

VOLUME 11 NUMBER 6 ISSUE 33

IN THE NEWS:

FDA SEIZES SUPPLEMENTS, SHUTS DOWN MANUFACTURER

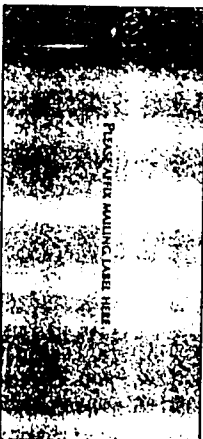
Bio-Genesis, a supplement manufacturing company in Newbury Park, Calif., was raided in late April by armed FDA agents, who claimed the company was making "unapproved drugs" and products were contaminated. The armed agents seized business and personal materials, effectively shutting the company down. Another company affiliated with Bio-Genesis was also raided, but remains in business. *Page 3.*

CONGRESS INVESTIGATES FDA, MONSANTO TIES

The U.S. General Accounting Office has begun an inquiry into allegations that three top FDA officials, including Michael Taylor, the deputy commissioner for policy, collaborated with the manufacturer of synthetic BGH in clearing the drug for sale. Preliminary results of the investigation are expected by mid-June. *Page 3.*

LOBBYING DAY SET FOR EXPO EAST

New Hope Communications and NNFA will co-sponsor a legislative lobbying day in Washington on Monday, Sept. 12, immediately following NATURAL PRODUCTS EXPO EAST. Continued industry grassroots efforts are considered crucial to further congressional support for dietary supplement legislation. *Page 16.*



ANOTHER RECORD-BREAKING YEAR!

Natural Products Retail Sales Exceed \$6 Billion In 1993

The theme of 1993 was more: more outlets, more products, more consumers, and more changes in the way the natural products game is played

by Monica Emerich

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BOULDER, Colo.—What began in 1990 as quiet change in the natural products marketplace has roared into 1993 with seismic shifts in the way products are sold, who sells them and to whom. The tremors shook apart some old foundations, but experts say that a stronger industry is rising from the rubble.

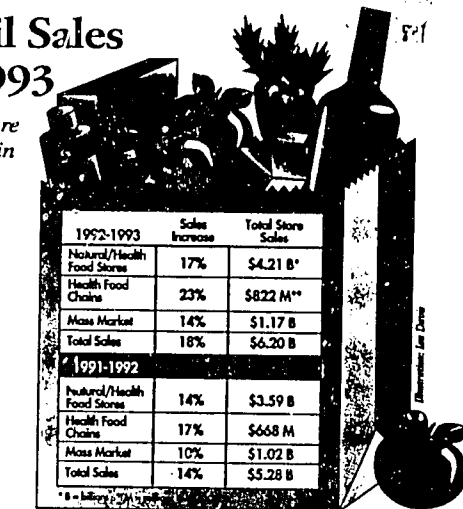
For the first time, natural product sales leaped by nearly \$1 billion in one year. Sales from all channels—mass market, natural/health food stores and health food chains—grew by 18 percent in 1993, rocketing sales to \$6.2 billion. Early figures for the first quarter of 1994 show even stronger growth than the same quarter of 1993.

What has happened, according to distributors, brokers and industry consultants, is the presence of a flood of new consumers into outlets carrying natural products. At the headwaters of the rush are the nation's leading medical institutions providing a steady stream of new research highlighting the health hazards of the traditional high-fat, high-sodium American diet. The mass media has carried the message well to the

Organic food sales approached \$1.9 billion last year. See The 1993 Organic Market Overview on page 48.

American consumer. The demand is up for whole foods that are low in fat and sodium and free of preservatives and pesticides. Not only that, but dietary supplements and alternative medicine also showed dramatic increases in sales in 1993, thanks again to medical research breakthroughs and the strong marketing presence in the mass media for products containing herbs and antioxidants.

While all three retail channels of the natural products industry—natural/health food stores, health food chains and the mass market—showed strong increases in 1993, the success of dietary supplements translated into an astounding 23 percent growth in 1993 for the health



food chain channel (chains with at least 150 stores that concentrate on vitamins, supplements and herbs). The four chains are Fred Meyer, based in Portland, Ore.; General Nutrition Centers, based in Pittsburgh; Great Earth Vitamins, regionally owned; and Nature Food Centers, based in Wilmington, Mass.

Sales for natural/health food stores (called "independents" in previous Market Overviews) climbed 17 percent in 1993. This channel comprises six formats of stores, including the natural foods supermarket chains: Whole Foods Markets, based in Austin, Texas; Fresh Fields, based in Rockville, Md.; Alfalfa's, based in Denver; Real Foods, based in San Francisco; Greentree Grocers, based in San Diego; and Wild Oats Markets, based in Boulder, Colo.

In the natural/health food store channel, same-store sales increases were approximately 13 percent, but new stores that opened in 1993 pushed the overall sales increase of the channel up four percentage points.

(continued on page 34)

Senate Committee Approves New Dietary Supplement Bill

Hatch's substitute legislation designed to protect industry interests; industry hopes for floor vote before summer recess

by Lisa Turner



Sen. Ted Kennedy

WASHINGTON—In a timely victory for the natural products industry, the Senate Labor and Human Resources Committee on May 11 passed legislation introduced by Sen. Orrin Hatch, R-Utah, to create a viable, practical and fair framework for regulating dietary supplements. The new bill, a substitute for the Dietary Supplement Health and Education Act (S. 784), passed by a bipartisan vote of

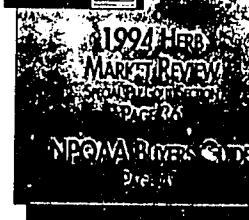
12 to 5, and is expected to go to the full Senate floor for a vote sometime before the Senate recesses in June.

An alternate bill proposed by committee Chairman Sen. Edward Kennedy, D-Mass., which would have imposed severe restrictions on the industry, was soundly rejected in committee, also by a 12 to 5 vote. Kennedy's proposal would have obligated manufacturers to secure pre-approval from FDA to market any product or make health claims, banned a variety of third-party information, and required retailers who sell dietary supplements to register the location of their stores and the identity of all

(continued on page 3)



SPECIAL FEATURES IN THIS ISSUE:



Seminar # 1
**“MARKETING
NATURAL
PRODUCTS
IN THE U.S.”**

**The
Natural
Marketing
Institute**



*Educating manufacturers to successfully develop their
business in the natural products industry in the U.S.A.*

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Seminar # 2

**“THIS LITTLE
PRODUCT GOES
TO MARKET”**

**The
Natural
Marketing
Institute**



*Educating manufacturers to successfully develop their
business in the natural products industry in the U.S.A.*

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The Story of Vanilla

by
Chat Nielsen, Jr.

NIELSEN · MASSEY VANILLAS
INCORPORATED

Pure Vanilla Specialists

Vanilla, the most popular flavor in the world, originated in Mexico. The vanilla bean, actually a pod, was found no where else in the world. For hundreds of years the Totonaco Indians, inhabitants of the East Central Coastal area of Mexico, were the keepers of this secret flavor. When the Aztecs defeated these peaceful people, one of the most important tributes they demanded was the fruits of the Tlilxochitl vine, vanilla pods. These pods were used with cacao beans to make a drink called "Chocolatl". In 1520 Hernando Cortez, in turn, conquered the Aztecs. In his magnificent banquet hall, Montezuma, Emperor of the Aztecs, greeted Cortez and offered him this drink in a golden goblet. Cortez, astounded by the delicious flavor of Chocolatl, demanded to know the ingredients. Montezuma, the gracious host, told him it contained cacao beans, vanilla pods and honey. Alas, Montezuma not only lost the secret of his favorite beverage, his riches and his empire, but also his life, as Cortez had him executed shortly thereafter.

When Cortez returned to Spain, he brought with him a great deal of gold, silver and jewels plundered from the Aztecs. Of even greater importance, he also brought cacao beans and vanilla pods which the Spaniards called "Vainilla" meaning "Little Scabbard". The drink made from cacao beans and vanilla pods was an instant success and extremely popular throughout Europe. At first it was a luxury only the nobility and very rich could afford. For eighty years vanilla was used only in the chocolate drink until, in 1602, Hugh Morgan, apothecary to Queen Elizabeth I, suggested that vanilla could be used as a flavoring by itself. This was the first step on the path toward the dominate position vanilla

now holds in the world of flavor.

Not only is "plain" vanilla alone the number one flavor in the ice cream industry, but it also acts as a flavor potentiator in many other flavors, enriching them and developing flavor nuances. In addition to ice cream manufacturing, the most popular use for vanilla, it is also widely used in the bakery and candy industries. Vanilla and its imitators have hundreds of uses. It is found in tobacco and perfumes as well as in glue for stamps and envelopes. In the household the uses are many and varied. The vast majority of dessert recipes the home chef prepares contain vanilla as do many beverages and sauces. To eliminate the unpleasant odor of fresh paint, a few drops of vanilla can be added to the paint before using. Placing a vanilla bean under the seat of an automobile every few months will freshen the interior aroma. In addition, a pot of coffee can be enhanced by adding one half inch of a vanilla bean to the ground coffee. In the past vanilla has been rumored to be an aphrodisiac and to have medicinal qualities. Modern physicians, however, do not accept this theory.

In about 1793, the vanilla vine was smuggled from Mexico to the Island of Reunion, then a French protectorate called Ile de Bourbon. Vanilla beans grown in this area of the world are called Bourbons because of their original home on Reunion. The term Bourbon applies to beans grown on Madagascar, Comoro, Seychelle and Reunion. There is no connection with the liquor produced in Kentucky in the United States.

The important areas of the world now producing vanilla beans are the Bourbon Islands, Indonesia, Bali, Mexico, Tonga and Tahiti.

Vanilla pods, or beans as they are commonly called, are the fruit of an orchid. Of the thousands of varieties of the orchid, the vanilla plant is the only one with an edible fruit. In Mexico, the Bourbon Islands, Bali, Indonesia and Tonga, the species is '*Vanilla Planifolia*' while in Tahiti it is '*Vanilla Tahitensis*'.

The vanilla orchid is a rather small, trumpet shaped greenish-white flower. The center of the flower, the tube-like united stamen and pistil is pale yellow. Because of its shape the orchid needs assistance to be pollinated in order to produce a pod. Originally this was done by a tiny bee, the melipone, found only in Mexico. For over 300 years after its discovery by Europeans, vanilla pods were produced only in Mexico because of this bee. Vines were grown successfully in other parts of the world where they flowered beautifully, but only a small number of pods appeared. These few flowers were probably inadvertently pollinated by insects. In these other areas there were no tiny bees with the ability and inclination to fertilize the flower. Montezuma had gained his revenge.

Finally in 1836, Charles Morren, a respected Belgian botanist of his time, after careful study of the flower, discovered the fact that it could not become fertilized without aid. In 1841 a former slave, Edmond Albious, of the Island of Reunion, devised a practical and speedy method of fertilizing the flower by hand, using a bamboo toothpick-like stick to lift the thin membrane separating the male organ (anther) from the female organ (stigma) and pressing the pollen against the stigma. This method is still in use today. Pollination by hand is actually an improvement over nature in that the best flowers, properly spaced, may be chosen.

Further, healthier vines can be made to bear more, 50 to 200 pods, while weaker or older vines may be controlled to produce less. Too many pods weaken a plant, making it susceptible to disease and/or reducing the size and quality of the pods produced.

Vanilla grows well in areas 10 to 20 degrees north or south of the equator. It requires a hot moist tropical climate with year round temperatures of 75 to 85 degrees F. The area should have relatively little wind and fairly high humidity. The vine grows best in soil rich in organic matter on terrain that is gently sloping to allow adequate but not excessive drainage. Vanilla should have a mixture of sun and shade and grows from sea level to about 2,000 feet. Above this altitude the flowers rarely bloom. The vines are propagated from cuttings of short lengths of vine and are grown against trees or posts. A rapid grower, they must be pruned and trained to keep them within the reach of the workers. Left on its own, the vine may grow 50 to 70 feet long and any pods produced will be of low quality. This is because all of its life force has gone into the leaves and stalk, leaving only a small amount for the development of the pods.

On average it takes about three years for the vanilla vine to reach bearing stage and often the first crop is a small one. Vines will produce well for about 12 years before they have to be replaced. It is the writer's understanding that no pesticides or fertilizers are used in growing vanilla beans. The main reasons are that the growers are too poor to be able to afford them and, actually, the vines need little assistance as they are prolific growers. Most pods are produced by very small individual growers and sold to curers for processing. A

family of four is able to grow and care for about one to one and a half acres of vanilla vines.

The size of the vanilla crop each year is very dependent on the weather. If a bad storm strikes during flowering, the crop may be greatly reduced. If the ratio of rain to sunshine is well balanced, the crop will be a good size and of high quality. If too much rain falls, the plant development goes into the vine rather than the flowers.

Each vanilla flower opens for only part of one day and if not pollinated on that day, no pod will be produced. Fortunately, the flowers do not all open on the same day but over a period of about two months. Each vine has to be visited every day to check on the condition on the flowering.

Each successfully fertilized blossom produces a pod which grows to a length of six to nine inches in about six weeks. To prevent pirating of their crops, most growers brand their pods to designate ownership. Branding is normally accomplished by using cork with pins placed in a particular pattern. The green pods are punctured with the pins and the design will remain on the bean even through curing.

Six to nine months after pollination the yellowish green pods begin to turn more yellow at their tip indicating readiness for harvest. As with the flowering, the pods are not all ready to be picked at the same time. Again, the vines must be checked daily in order to pick each pod at the proper time. After the pods are harvested, the curing process is begun which develops the flavor of the vanilla beans. The characteristic vanilla flavor and aroma are not present in the green pods.

The curing processes of Mexico, the Bourbon Islands, Tonga and Tahiti are fairly similar. The initial step, which begins the enzymatic reaction does differ, however. In Mexico, the vanilla beans are wrapped in blankets, then straw mats, and placed in ovens for 24 to 48 hours. In the Bourbon Islands, Tonga and Tahiti the beans are instead immersed for a short period of time in hot water. From this point on the beans are brown in color. The purpose of these steps is to "kill" the beans and stop their ripening. The beans are spread in the sun to absorb heat, becoming so hot they almost burn the worker's hands as they handle the beans, turning them and spreading them out. Late in the afternoon they are gathered and wrapped in blankets and straw mats, placed in large wooden boxes and allowed to sweat overnight. The next day the beans are spread in the sun. This process is repeated over and over, with occasional periods in a holding room for conditioning until, in the opinion of the head curer, they are properly cured. The beans are then stored on racks in holding rooms for a length of time to further develop and mellow the flavor. Overall, the curing takes three to six months during which time the beans are handled hundreds of times. About five pounds of green, uncured beans are required to make one pound of properly cured beans.

Traditionally, in Indonesia and Bali, producers of Java vanilla beans, most beans are picked much too early, months before they should be harvested. The beans are not fully developed nor properly ripened on the vines. Their curing process greatly differs, for the most part, to that described previously. Most Indonesian vanilla beans are dried over wood fires, a

process which takes only two or three weeks. Early picking and poor curing explain the low flavor quality of Indonesian vanilla beans. Currently, there are efforts being made to improve the quality of some Bali beans by leaving the beans on the vine longer and improving their curing process by using a method more like the Bourbon procedure. Unfortunately at this time, while these beans are a vast improvement over the wood fire cured beans, they still fall far short in flavor to the beans from Mexico and the Bourbon Islands.

In most areas, once the vanilla beans have been cured they have a final grading according to moisture content and quality. Beans with diseased or defective areas have these sections cut off and discarded. The remaining sound pieces are called cuts and are normally sold at a discounted price. The vast majority of the cured beans, after grading, are sorted according to length and then bundled with string into bunches of 60 to 100 beans. For export, the bundled beans from Mexico, the Bourbon Islands and Tahiti are packed in wax paper lined tin cans with loose fitting covers. The better quality Bali and the Tonga beans are bundled and packed in plastic bags with a cardboard box overpack. The low quality Indonesian beans, available as whole beans, or the even lower quality cuts, are packed loosely in plastic bags with the cardboard overpack.

Vanilla beans from the Bourbon Islands, Tonga, Bali and Indonesia may be kept in holding rooms for a number of years as a reserve for a time when a crop may be small. Normally Mexico and Tahiti have little carry over since their crops are usually small, many times not large enough to fully meet demand.

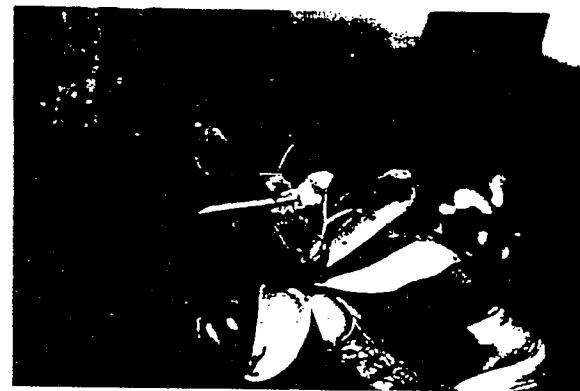
From a quality standpoint the early picked, wood fire cured Indonesian vanilla beans are inferior. The improved cured Bali beans are a definite step up in quality. Those beans from Tonga are about halfway between Bali and those from the Bourbon Islands and Mexico. In the opinion of the author, Mexican vanilla beans have a very slight edge over the Madagascar beans which are the finest of the Bourbon Island beans. In addition, it is believed that the composition of the soil on Bali, and the various Islands of Tonga, is not as ideal as in Mexico and the Bourbon Islands. Further, the curing process in these two areas is not done with the instincts of the curers in Madagascar and Mexico. These latter two areas have, in the author's opinion, the finest curers in the world, especially the Totonaco Indians of Mexico.

While the vanilla bean originated in Mexico, enjoying a 300 year monopoly, there are now unfortunately few available for export, only 10,000 to 12,000 pounds a year. Mexican vanilla bean production has declined because the same area has oil fields and extensive orange groves, both of which are much more convenient and profitable than the labor intensive vanilla bean. Most of the Mexican vanilla bean crop is used internally in a well known international soft drink.

The largest producer of vanilla beans in the world is the Island of Madagascar. Off the East Coast of Africa, it is the fourth largest island in the world. The quality of the beans produced are excellent and they are able to provide a steady and adequate supply year after year. Their production is about 900 to 1,000 metric tons a year, or 60 to 70% of the annual worldwide vanilla bean production of about 1,500 tons.



Vines growing against trees.





*Pollinated
"Vanilla planifolia"
orchid.*



*Harvested beans
ready for curing.*



*Mature,
green vanilla pods
on vine.*



*Beginning
of the
curing process.*



Beans spread on mats to absorb heat from Sun.



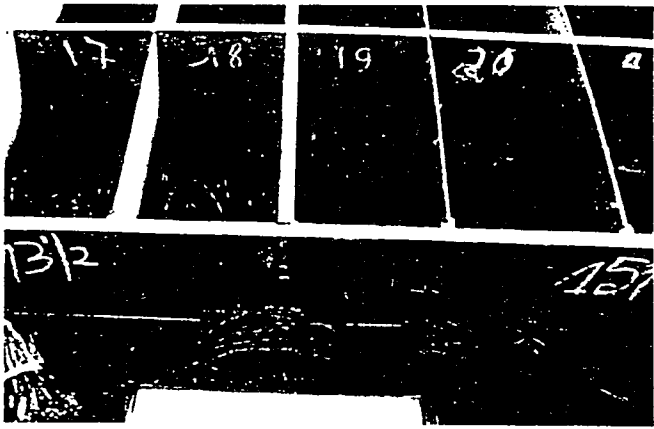
Conditioning of vanilla beans on storage racks.



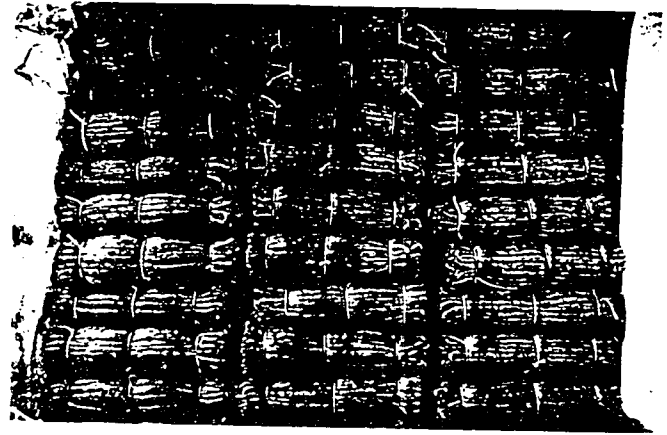
Curing vanilla pods wrapped in blankets at the end of the day.



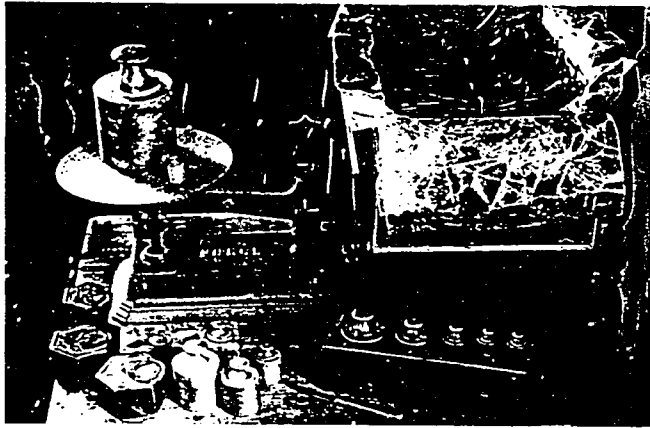
Five pounds of green, uncured beans produce one pound of cured beans.



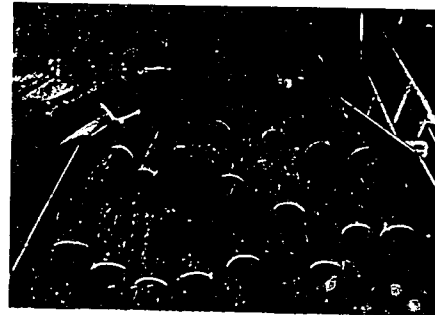
Grading of vanilla beans by length.



Vanilla beans packed for shipment.



Weighing of packaged vanilla beans.

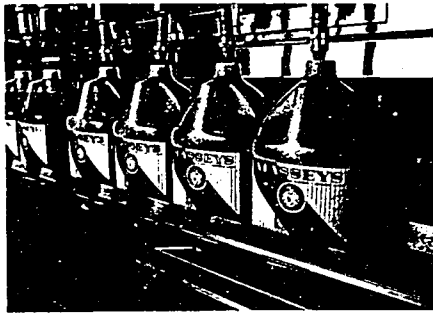


*Inspecting vanilla beans
prior to chopping.*

12



Part of the production facilities at Nielsen-Massey Vanillas.



Filling gallons of Pure Vanilla Extract.



Plant Facility.

Indonesia and Bali produce about 25 to 30 % of the annual world crop. In metric tons, Comoro grows 165 tons, Reunion 10 tons, Tonga 15 to 20 tons and Tahiti 5 tons. These figures are approximate averages for the last ten years. Worldwide consumption of vanilla beans is about 1,400 to 1,500 tons annually. The United States uses, by far, the vast majority, averaging 1,000 to 1,100 tons a year, mostly from Madagascar.

This country imports 80 to 90 % of the Bali and Indonesian beans grown. The remainder are used by Japan and Australia with a limited amount going to Europe. On a yearly average Europe uses about 350 tons of all types of beans, while Japan, Australia and the rest of the world use 100 to 150 tons.

Vanilla beans of the vanilla planifolia species, grown in various parts of the world, all have slightly different flavor tones. The soil and curing variances produce subtle flavor differences in Mexican vanilla beans and in those from the various Bourbon Islands. The Madagascar Bourbon has a full rich flavor. True Pure Mexican vanilla is slightly more mild and smooth. The beans from Reunion have a very slight sweet spicy note to them. Comores have a slight balsamic note.

As mentioned, Indonesian and Bali beans, the least expensive, have inferior flavors. Even those left on the vine longer and cured with improved methods have a flavor that is not as full and round as those from Mexico and the Bourbon Islands and they have a slight sharp note. Those picked too early and cured over wood fires also have a thinner flavor with a definite smokey tone. Tonga beans have a little lower quality flavor with a very slight acidic note.

One would expect '*Vanilla Tahitensis*' to be

different than the previously described '*Vanilla Planifolia*', and it is different. It has an aromatic musky flavor with a hint of heliotropin.

It takes a great deal of experience for the vanilla manufacturer to judge the quality of vanilla beans. Not only do they vary from the various areas of the world grown but they will vary within a crop. Judgement has to be based on appearance and odor.

At Nielsen-Massey Vanillas, extreme care is taken with regard to the quality of the vanilla beans used. Each shipment is checked bundle by bundle as they are chopped to make sure they meet the highest standards. Because the importers from which Nielsen-Massey purchases know the quality they demand, they select these beans by going over their vast stocks for each shipment. They know any beans not meeting Nielsen-Massey standards will be returned.

Once the vanilla beans arrive in this country and are delivered to the vanilla extract manufacturer, the flavoring matter must be extracted from the beans. Alcohol is necessary to remove the flavoring matter from the vanilla beans. Most manufacturers recirculate alcohol and water over the beans under varying degrees of heat, depending on the manufacturer. Nielsen-Massey, on the other hand, believing heat to be detrimental, uses none in their extraction process. Under precise temperature control, 365 days a year, Nielsen-Massey extracts the delicate flavoring matter from the vanilla beans at 72 degrees F using specially constructed stainless steel extractors. After the beans are loaded into an extractor, a series of menstruums, solutions of alcohol and water, are continually recirculated over and through the beans by use of

pumps. The finished vanilla is then filtered into one of the holding tanks to await bottling.

Nielsen-Massey's extraction process takes a matter of weeks, rather than days for processes using heat. This slow gentle extraction requires three weeks to complete Two Fold batches and five weeks for Four Folds, the strongest vanilla they make.

Pure Vanilla is an extremely complex flavor. The major flavor component of the vanilla bean is natural vanillin, which may appear as a white crystalline material on well aged vanilla beans. In addition, however, there are about 200 other flavor components, most of which are present only in minute, trace amounts. These include aromatic aldehydes, esters, oils, acids and resins. Vanilla is anything but "plain". Flavor scientists with all of their sophisticated equipment have never been able to exactly duplicate the flavor of Pure Vanilla.

There are various strengths of Pure Vanillas, designated as folds. As established by the Federal Food and Drug Administration, a fold of vanilla is the extractive matter of 13.35 ounces of vanilla beans to the gallon of liquid. A Two Fold Pure should contain 26.7 ounces, a Three Fold 40.5 ounces and a Four Fold 53.4 ounces. Usually the vanilla sold at retail stores is a Single Fold. The stronger vanillas are normally used in manufacturing when large batches of products are being flavored.

In order to be labeled an extract, the vanilla must contain at least 35% alcohol by volume. Anything less than 35% alcohol should be labeled as a flavor. As the alcohol is used for extracting and holding the flavoring matter of the vanilla beans in suspension,

vanillas such as a Single Fold do not require the use of 35% alcohol because of the lower amount of flavoring matter per gallon. On the other hand, with their higher flavoring matter content, Two Folds require 35% and Three and Four Folds higher than 35%. Our Pure Vanilla Flavors and Pure Vanilla Extracts have identical flavors except for the concentration of flavor. This is because the alcohol does not add to the flavor of vanilla.

Pure Vanilla Extract should be stored at room temperature, tightly closed. It should not be subjected to freezing temperatures. Vanilla beans should be kept in an air tight container also at room temperature. Vanilla beans should never be refrigerated as it is likely mold may develop on them after a period of some months. Properly stored vanilla extract may be held for four or five years and vanilla beans for at least two years with no adverse effect.

The discussion, up to this point, has been concentrated on Vanilla Beans and Pure Vanillas. Another type of vanilla sold in both retail and commercial markets is an Imitation. The basic flavor ingredients of most Imitation vanillas are USP Vanillin and/or Ethyl Vanillin. Most Vanillin is an artificial product derived from a by-product of the paper industry. The pulp from coniferous trees is treated to clean it for use as paper. The resulting sulfite waste solution goes through a series of cooking and chemical extractions which removes the lignin from the ligneous sulfonate solution. The lignin is further purified to produce USP Lignin Vanillin normally called USP Vanillin.

Ethyl Vanillin, also artificial, is three times as

strong as USP Vanillin. It is made from Guaiacol, a coal tar derivative, by a chemical process.

In Imitation Vanillas, the USP Vanillin and/or Ethyl Vanillin are dissolved in alcohol, propylene glycol and/or glycerine. Numerous other ingredients may be used such as essential oils, esters, aldehydes, artificial and natural flavors. Caramel color may be added for appearance. Some even contain small amounts of Pure Vanilla.

Another category of vanillas are Vanilla-Vanillin Blends, which is normally available only on the commercial market. USP Vanillin may be added to Pure Vanilla at a rate of up to one ounce to the fold of Pure Vanilla. To determine the strength of this combination, the folds of Pure Vanilla and the ounces of USP Vanillin added per gallon are added together. A One Fold Pure Vanilla with one ounce of Vanillin added is a Two Fold Vanilla-Vanillin Extract or Flavor. A Two Fold Pure Vanilla, to which two ounces of Vanillin are added per gallon, would be a Four Fold Vanilla-Vanillin Extract or Flavor. Other folds of vanilla and ounces of vanillin are similarly added together to give the total fold strength of the combination. Ethyl Vanillin is not allowed to be added to a Vanilla-Vanillin Blend. The addition of the USP Vanillin to Pure Vanilla at the rate of one ounce to the fold of vanilla reduces the usage of the combination by 25%. Vanillin is extremely inexpensive in comparison to Pure Vanilla. However, if more than one ounce of Vanillin is added to the fold of Pure Vanilla, the resulting vanilla should, by law, be labeled as Imitation. At least 50% of the flavor has to be derived from Pure Vanilla.

There are also products on the commercial

market called Vanilla, or Pure Vanilla, with other natural flavors (or WONF). At the present time the Federal Standards for vanilla, which specifically allows Vanilla-Vanillin blends, make no mention of natural flavors as allowable ingredients to Pure Vanillas. It is the writer's opinion, therefore, that unless the Federal Standards are amended to allow the addition of natural flavors to Pure Vanillas, vanillas that contain any added natural flavor should be labeled Imitation.

As mentioned in the discussion of quality in the various producing areas, the author feels Mexican vanilla beans, and as a result, the extract produced from those beans, have a very slight flavor edge. Unfortunately, although there are a few legitimate Pure Vanilla manufacturers in Mexico, most of the vanillas manufactured in Mexico and labeled as "Pure" are, in fact, Imitation Vanillas. Some contain a product called Coumarin. Coumarin was banned from food products made in the United States over 30 years ago because it is cancerogenic. The Mexican companies making the adulterated vanillas labeled as "Pure" do not have an effective Food and Drug Administration overseeing their operations as do manufacturers in the United States. As a result, they use any ingredients they desire and still label the vanilla as Pure if they decide to do so. The price charged for these types of vanillas is normally extremely low, making it seem like a bargain.

The various types of vanillas are reflected in the labeling of ice cream, ice milk, yogurt and other dairy product cartons. When the product is simply labeled "Vanilla" it is flavored only with Pure Vanilla. "Vanilla Flavored" products are flavored with a combination of Vanilla and Vanillin or vanilla and WONF. "Artificially

Flavored" means it is flavored with an Imitation Vanilla. Small print for the ingredients of all food products should be checked.

As specialists in Pure Vanillas, Nielsen-Massey Vanillas makes only Pure Vanillas, no Vanilla-Vanillin Blends, no Vanilla WONF, and no Imitation Vanillas.

Nielsen-Massey Vanillas has been in business since 1907. It has built an enviable reputation for the quality of its pure Vanillas. As specialist in Pure Vanillas, they manufacture their vanillas from vanilla beans grown in Madagascar, Mexico, Tahiti, Bali and Indonesia. While the Madagascar Bourbon is their most popular Pure Vanilla, they also do a great deal of custom blending to meet the specific flavoring requirements of individual concerns. Nielsen-Massey is now the largest company in the world to specialize in Pure Vanillas.

We hope the reader has enjoyed this brief "Story of Vanilla", and found the contents to be interesting and informative. For more detailed answers to questions on Pure Vanilla, contact Nielsen-Massey Vanillas Inc.



Vanilla Vine

Nielsen-Massey Vanillas: *Pure Vanilla Specialists*

Spring 1994

Issue 5

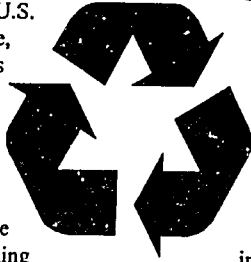
Green Marketing

When one thinks of recycling, what comes to mind is usually paper, plastics, or glass. However, with the trend toward making efforts to preserve our precious land, companies all over the U.S. have taken steps to "recycle, reuse, and reduce" our nation's waste. Even in the business of making vanilla there are ways to make a difference.

Tons of vanilla beans are used each year to make Nielsen-Massey's pure vanilla extracts. However, getting from the bean to the bottle takes several steps. The final step involves discarding the beans after the flavorings have been fully extracted from them.

"Because alcohol is used in the extraction process, the used beans must be discarded as hazardous waste. We've found a system which virtually eliminates this waste," said Mr. Craig Nielsen, Vice President of Nielsen-Massey Vanillas.

Nielsen-Massey has implemented a



system to recycle its spent vanilla beans. The system involves a process where beans are placed on a tray which is then put into a large dryer. A normal drying batch includes 40 trays. The drying process takes seven hours to complete and is done twice a day, once early in the morning and again at 4:00 p.m.

Once the beans are dried, they may be used for compost, landscaping, and other uses here in the U.S. and in Europe. Vanilla beans that are not dried are removed from the plant for use in a large composting site near Kenosha, Wisconsin.

"We're happy to do our part to help preserve the environment. The system works well and is a way to actually make a useful product from the waste created by vanilla production. It is important for everyone to find ways to participate in recycling efforts," said Ms. Camilla Nielsen, President, Nielsen-Massey Vanillas.

continued on page 2

New General Manager Joins Nielsen-Massey



Charles W. Brandel has joined Nielsen-Massey Vanillas as general manager. In this position, Mr. Brandel is responsible for the procurement of vanilla beans. This includes negotiating with vanilla growers, curers and exporters. He also will oversee plant operations and vanilla production activities.

"We are very pleased to have

continued on page 2

Product Profile

Indonesian Pure Vanilla: Competition demands higher quality

Pure vanilla from Indonesian beans typically has a lower flavor quality which is not as full and round as vanilla made from beans from Mexico and the Bourbon Islands. Additionally, most Indonesian beans are harvested too early and are cured over wood fires, or propane hot air heaters. This curing process takes only a few weeks, versus the air-curing method used in the Bourbon Islands, which takes several months to complete. Though heat-curing is a much speedier process, the beans quickly become dull, dry and stiff, and do not have the dark, oily sheen, characteristic of higher quality beans. The end result is a vanilla extract with a smoky flavor and a pungent woody aroma.

However, the quality of Indonesian vanilla beans has been improving over the

last five years as vanilla bean growers are discovering the benefits of alternate curing methods.

In order to compete with the demand for Madagascar beans, the Indonesian producers are leaving their beans on the vine longer and are not heat-curing anymore. They have recognized that a higher quality bean brings higher profits.

In fact, in 1992 and 1993 Indonesia exported more beans than Madagascar. This year prices are expected to be competitive between Indonesian and Madagascar beans in the U.S. market. However, the bottom line is that users of vanilla will have to determine which flavor profile best fits their products and must choose the appropriate vanilla extract or blend. ❖

Did you know?



(above) Green vanilla bean pods are often branded to show ownership.

...that most vanilla bean growers brand their pods to designate ownership?

They do this usually by using a cork and pins placed in a certain pattern to puncture the green pods, leaving their own "brand" on the bean. This is their way of preventing the pirating of their crops.



Vanilla Vine

Nielsen-Massey Vanillas: Pure Vanilla Specialists

Summer 1994

Issue C

...And then there was vanilla.

What does it take to grow quality vanilla beans?

To get the finest vanilla extract, a lot of time and care must go into growing the best vanilla beans possible.



Vanilla beans are grown on vines which have to be carefully trimmed and pruned to ensure proper growth and quality vanilla beans.

Vanilla beans are grown commercially in the following countries: Madagascar:(1000 tons); Comoros:(100 tons); Indonesia:(500 tons); Mexico:(20-40 tons); Tonga:(15-30 tons); Tahiti: (30-40 tons); Costa Rica:unknown; and Uganda: unknown.

"Fine vanilla beans are a product of pride for the people who grow them," says Nielsen-Massey's General Manager, Charles Brandel. "Typically, vanilla beans are a cottage crop, grown by families on small plots of land rather than plantations. A family of four is able to grow and care for about one- to one-and-a-half acres of vanilla vines. This way of living tends to keep families close and this is reflected in the quality of beans they produce.

"The quality of beans is determined by many factors including the maturity of the beans when harvested, the curing method used, the health of the plants and the type

of weather."

Vanilla is particularly dependent on weather. It grows best in areas 10 to 20 degrees north or south of the equator, from sea level to about 2,000 feet above sea level. The beans thrive in a hot, moist tropical climate with year round temperatures of 75 to 85 degrees F.

Areas with a mixture of sun and shade, and soil rich in organic matter are best. There should be relatively little wind and fairly high humidity. The beans definitely need rainfall, but not too much. The beans are usually grown under the canopy of the rainforests to shield them from direct sunlight.

The rapid-growing vines are grown against trees or posts, where they are pruned and trained to grow in a looping fashion to prevent them growing too high. If they do grow too tall, the pods will be of lower quality because most of the life force has

Continued on page 2

Product Profile

Vanilla ...anyway you like it.

When buying certain foods or beverages, a consumer frequently has more than a single option for a particular product. Choices can include regular or extra strength, caffeinated or decaffeinated, sweetened or sugar-free and much more. Pure vanillas are no exception. They are available in various strengths commonly referred to as folds.

As established by the Federal Food and Drug Administration, a fold of vanilla is the extractive matter of 13.35 ounces of vanilla beans to the gallon of liquid. A two fold pure vanilla contains 26.7 ounces, a three fold contains 40.5 ounces and a four fold 53.4 contains ounces. Typically, vanilla sold in retail stores is single fold. The stronger fold vanillas are more

commonly used commercially where large batches of product are being flavored.

In order to be labeled an *extract*, the vanilla must contain at least 35% alcohol by volume. If it has less than 35% alcohol, it is labeled as a *flavor*.

Alcohol is used for extracting and holding the flavoring matter of the vanilla beans in suspension. However, vanilla with higher flavoring matter content, such as Two, Three and Four Fold vanillas require 35% and higher. All of Nielsen-Massey's pure vanilla flavors and pure vanilla extracts taste identical except for the concentration of flavor.

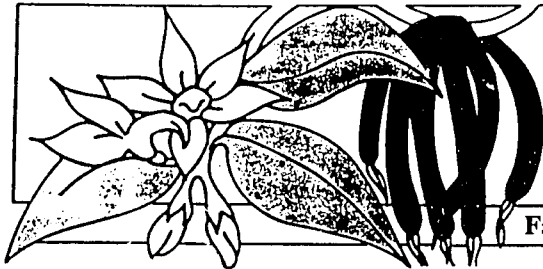
Whatever the strength, Nielsen-Massey will work to create the perfect vanilla blend for customers. ❖

Did you know?



...the reason why no synthetic can exactly match the true flavor of vanilla?

Research shows that it is due to the complexity of the molecular makeup of the vanilla bean — not all of the compounds that contribute to the flavor and aroma of vanilla have been identified.



Vanilla Vine

Nielsen-Massey Vanillas: Pure Vanilla Specialists

Fall 1994

Issue 7

Matthew Nielsen joins the Company



Mr. Matthew Nielsen

Nielsen-Massey Vanillas is proud to welcome the newest member to its team, Matthew Nielsen. Matthew has joined his mother Camilla, and brother Craig, to continue the family vanilla business tradition.

Mr. Nielsen is involved in the sales and production aspects of the Nielsen-Massey Vanillas operations.

Mr. Nielsen graduated recently from Gettysburg College, Gettysburg, Pennsylvania, with a bachelor of arts in Management. He brings to the Company a strong background in international business and entrepreneurship; and political science training focusing on Europe/International relations. ♦

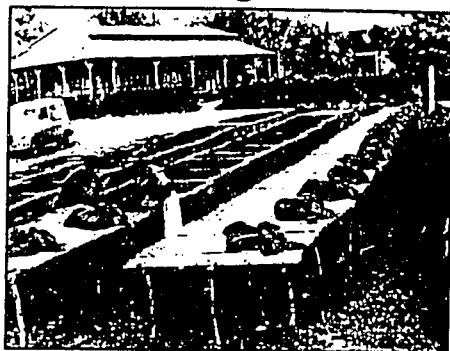
Growing Vanilla: The finishing touches

As promised in the last issue of the Vanilla Vine, we now want to finish the cycle of growing quality vanilla beans by explaining the curing process.

This process begins once the vanilla pods are harvested. Curing is a crucial step in the development of vanilla beans because the vanilla flavor is not present in these green pods. The changes that the beans go through during curing develops this characteristic flavor and aroma.

Curing methods differ slightly in various countries. Beginning with the first step, which is the enzymatic reaction. In Mexico, for example, the beans are wrapped in blankets, then straw mats and placed in ovens for 24 to 48 hours. In the Bourbon Islands, Tonga and Tahiti the beans are immersed briefly in hot water. These processes stop the ripening of the beans and turns them brown.

The beans are then spread on tables in the sun, and at the end of the day they are wrapped up in blankets and straw mats. They are then placed into wooden boxes to sweat overnight. The next day they are again laid out in the sun and this process is repeated several times until properly cured. The beans are then stored in holding rooms for a



while to further develop and mellow the vanilla flavor.

If the weather does not permit this process to take place outdoors, the beans are often heated in large ovens. The total curing process takes three to six months.

Historically, vanilla beans from Indonesia were harvested too early and dried over wood fires. This was a quicker method, but it also sacrificed quality. However, over the last few years Indonesia has started to adopt the method of curing vanilla beans used in Madagascar, thus, dramatically improving their quality.

Once the vanilla beans have been cured, they are graded according to moisture content, and quality. A high quality vanilla

Continued on page 2 - see The Curing Process

Product Profile

Choosing the right vanilla blend for our product needs is not as simple as one may think.

"There is no such thing as "plain" in the vanilla industry," according to Nielsen-Massey Vanillas Vice President, Craig Nielsen. The several bean varieties available will each produce distinctly different flavors.

Tahitian vanilla beans are from the orchid family "Vanilla Tahitensis Moore," while all other vanilla beans used commercially come from the orchid family "Vanilla lanifolia Moore." Tahitian vanilla beans have a flowery, fruity aroma.

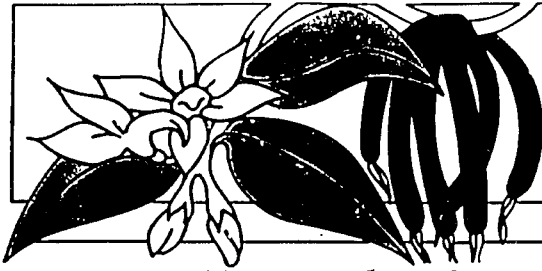
Pure vanilla made from Tahitian vanilla beans is unique. When Tahitian vanilla is added to vanilla ice cream, it imparts an anise or cherry-, fruity-like flavor. This could have many applications in the dairy industry, especially as an enhancer to cherry or other fruit flavored ice creams.

Being able to distinguish such differences in vanilla beans takes a lot of experience. Not only do the beans vary from country to country, but from each crop that is produced. Judgement has to be based on appearance and odor. ♦

Did you know?



That it takes *five pounds* of uncured vanilla beans to produce *one pound* of cured vanilla beans?



Vanilla Vine

Nielsen-Massey Vanillas: Pure Vanilla Specialists

Winter 1995

Issue

Introducing... Vanilla Powder

NEW



New!
Pure Madagascar Bourbon Vanilla Powder from Nielsen-Massey opens the door to many flavor opportunities.

From cola to waffles, a shake of Pure Vanilla Powder can wake up the flavor almost any food item.

Nielsen-Massey Vanillas proudly adds *Pure Madagascar Bourbon Vanilla Powder* to its existing line of pure vanilla products.

Nielsen-Massey *Pure Madagascar Bourbon Vanilla Powder*, available for retail and industrial use worldwide, contains no sugar or alcohol and is Kosher Certified. It is made under the same stringent quality and purity standards as all of the Company's Pure Vanilla products.

"Our vanilla powder is different from any other on the market," said Craig Nielsen, vice president. "It took us two

years to develop a product that meets our high standards for flavor and purity." The exclusive manufacturing process ensures retention of the full vanilla bouquet.

Vanilla Powder, in its convenient shaker bottle, is ideal for both home and restaurant use with a variety of possibilities limited only by the imagination. For example, a few shakes of *Vanilla Powder* to your favorite coffee, tea, hot chocolate or soda perks up these otherwise mundane beverages. Sprinkled on French toast, pancakes, or fresh fruit, it brings a new flavor sensation to the breakfast table.

The gourmet chef can add *Vanilla Powder* to marinades, sauces and salad dressings.

Anyone who bakes knows what an elegant and essential ingredient pure vanilla extract is in bakery foods. The addition of *Pure Vanilla Powder* to shelf stable dry mixes for breads, muffins, cookies and cake can be a step-saver to the industrial and home baker. Cereal and breakfast bar manufacturers can enhance the flavor of their products with *Pure Vanilla Powder*.

Since *Vanilla Powder* blends easily and dissolves quickly in either hot or cold liquids, dairy producers can use it as a flavor base for ice cream, yogurt and milk.

Continued on page 2, see Vanilla Powder

A New Company is Born

Nielsen-Massey Vanillas International, LLC has been formed to develop and respond to the needs of our present and future European customers.

A 10,000 square foot manufacturing facility is scheduled to begin operations this spring in Leeuwarden, Netherlands.

More details about this facility will be featured in the next *Vanilla Vine*. ❖



Did you know?

...that vanilla was used for eighty years *only* in a chocolate drink, until 1602 when Hugh Morgan, apothecary to Queen Elizabeth I, suggested that vanilla could be used by itself as a flavoring.



German Evaluation Of Herbal Medicines May Help U.S. Policy Makers

Paul Bergner

PORTLAND, Ore.—Thousands of herbal products and formulas are sold in Germany as over-the-counter (OTC) medicines. These products are

regulated by a special commission of the German Ministry of Health, known as Commission E. This commission and its regulatory process could serve as a model for the regulation of herbal products in the United States. The commission has

issued almost 300 monographs for herbal medicines, with indications, contraindications and possible side effects. These monographs could also be useful to regulators, researchers, clinicians and the general public in the United States.

Although Commission E is distinct from another German commission that is evaluating new pharmaceutical drugs, herbal products are regulated according to the same principles as pharmaceuticals. Safety, efficacy and a positive benefit-to-risk ratio must be established, and potential risks must be clearly stated on the packaging.

ARE YOU READY FOR COUGH & COLD SEASON?



WE ARE.

HOW YOU CAN OFFER HERBAL ALTERNATIVES TO COMMERCIAL REMEDIES

With a full line of effective herbal-based Cough & Cold formulas for the whole family, bright, bold packaging, new point-of-purchase displays and individual portion packaging, Naturade is ready to help you take new ground in the cold war.

Every product in our entire Cough & Cold line contains the highest quality natural herbs in their pure form, many of which have been effective remedies for centuries. These formulas are unique new blends which offer effective relief, tempered with the naturally soothing quality inherent in many of the herbs.

So, if you or your customers are looking for an alternative to harsher commercial remedies, try ours. The uncommon way to battle the common cold.

NEW INDIVIDUAL PORTION COUGH SYRUPS

New, easy-to-use, individual portion packets offer customers an oppor-

tunity to try two of our natural formulas, Herbal Cough Syrup and Multi-Symptom Cough Formula, and discover for themselves why natural really is better.

Individual portions are also an excellent introduction to the rest of the line. The 1oz. packets bear the same design as their larger counterparts, which helps make the transition from individual portion to top of the line an easy one.



NEW COUNTER DISPLAYS

Both the 1oz. Herbal Cough Syrup and the 1oz. Multi-Symptom Cough Formula are displayed in new 24 pack countertop displays. Designed for

counter use, or as a shelf organizer, the displays are compact space savers, and they promote impulse buying. The displays follow the same fresh look of the entire line, color coded and easy to identify.

SALES GENERATING FLOOR DISPLAY

Our Cough & Cold Floor Display is bold, attractively designed and comes with consumer pamphlets which describe each product and its use in detail. The display features the entire line together, and with the new packaging and the informative pamphlets, it is like having another salesperson on the floor.

This cold and flu season, put Naturade on your front line. You'll be glad you did.



Safety And Efficacy

With the institution of new German drug laws in 1978, thousands of traditional herbal products received provisional marketing authorizations, but companies were given until April 1990 to submit evidence of safety and efficacy. To evaluate submitted claims, the German health office (Bundesgesundheitsamt) appointed doctors, pharmacists, pharmacologists, toxicologists and pharmaceutical representatives to Commission E. The physicians on the commission have training or clinical experience with herbal remedies; this is an important difference between Germany and the United States, where herbal products may be evaluated by doctors or scientists with no training or experience in the clinical use of botanicals.

To assess efficacy and risks of botanical products, the commission allows bibliographic information, literature searches and experimental results, but does not require the expensive clinical trials required by the drug laws in the United States, where botanicals are regulated like new pharmaceuticals. Evidence from standard clinical medical texts and information from traditional use is accepted, but not relied upon exclusively. Most evidence for risks comes from literature searches on plant constituents rather than on plants themselves.

After considering the available information, the commission comes up with a benefit-to-risk ratio and issues a monograph. Only plants with a positive benefit-to-risk ratio may be sold. Each monograph includes available information on pharmacy, indications, contraindications, side effects and potential herb-drug interactions.

"Most Herbs Effective"

In the past 15 years, the commission has issued 285 monographs. In a recent review of the process, German Health Ministry official K. Keller states that most of the herbs are effective as claimed, most have a positive benefit-to-risk ratio, side effects of those that have them are generally mild, and there is little risk of herb-drug interactions. He also mentions that, in many cases, herbs are easier to evaluate than pharmaceutical drugs because of their long history of use.

Even though most of the herbs were found safe and effective, a clear trend of the evaluation process has been to reduce the number of claims initially allowed and to increase the restrictions due to risks. Of the 285 monographs published, 58 had no plausible evidence of efficacy, resulting in a negative benefit-to-risk assessment. One hundred seventy of the monographs men-

(continued on page 28)





HERBAL UPDATE

German Method Of Evaluating Herbs May Help U.S.

(from page 24)

tion risk, although "severe acute risks, like fall in BP (blood pressure) or hypertensive crisis normally do not occur," according to Keller. Sixty-three are potentially contraindicated in patients who are allergic to the plants. Twenty-four have restricted use during pregnancy or lactation. Fifteen are contraindicated for patients with gall-

stones. Seven are contraindicated in inflammatory kidney disease.

The most common side effects are gastrointestinal upset (35 monographs), allergic skin response (30), and photosensitivity (5). Thirty-five monographs limit the period of use in order to limit side effects. Seven mention that an herb may have an influence on the absorption of

other drugs taken simultaneously.

Additionally, one group of products was banned due to the presence of aristolochic acid as the active constituent. Aristolochic acid is a potential carcinogen. Comfrey was banned from internal use due to its pyrrolizidine alkaloid content. Pyrrolizidine alkaloids can cause veno-occlusive disease of the liver. Some

other plants containing pyrrolizidine alkaloids, such as coltsfoot (*Thlasia*), are listed as contraindicated in pregnancy or lactation, and are limited to six weeks use during a calendar year.

Keller concludes, "If we look at the problem in a differentiated way, we must say that the overall risk of herbal drugs is quite low, but that there is a need for information for the consumer as there is for all other drugs." He argues against approving on the basis of traditional use, because it passes the debate on to the consumer, who does not have the resources to investigate potential risks. Keller says the German approach to monographs has been adopted by the European Community and may become the standard for regulating herb use throughout Europe.

U.S. Proposals

The commission E structure and process incorporates elements that have been proposed for herb regulation in the United States. Corresponding to recommendations in the World Health Organization's (WHO) "Guidelines for the Assessment of Herbal Medicines," Commission E monographs include pharmaceutical assessment, evaluation of safety and efficacy, and product information for the consumer. Also corresponding to WHO guidelines, the commission allows information from traditional use as at least one input in its process. Like the Botanical Ingredient Review (BIR) proposal of AHPA to FDA in 1991, the German process includes a separate panel specifically to evaluate botanical medicines, with panel scientists qualified to evaluate botanicals. The panel's monographs also could provide essential information for herb approval if a petition to FDA by the European/American Phytomedicines Group that suggests OTC regulation of herbs is accepted. ■

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Circle Reply #152



HERBAL UPDATE

The Role Of Retailer As Herbalist

Tom Wolfe

COLLEGE PARK, Md.—With the popularity of herbs on the upswing, more and more customers are coming into natural products stores seeking information. Because of this, more retailers than herbalists are actually practicing herbalism in the United States. It is therefore very important for retailers to have both the knowledge and tools to accurately inform their customers about the herbs they sell.

At last count, the American Herbalists Guild (AHG) numbered 272 general members, including 59 professionals, 87 students and 114 associates. If we use the figure of 7,500 natural products stores in the United States that sell herbal products, you don't need a calculator to see that most people are being taught about herbs through retailers and their staffs, and probably 5 percent or less of those customers using herbs have ever met with an herbalist.

Speaking as both a retailer and an herbalist, I believe there are two issues that immediately need to be addressed by our community when selling, and in particular, merchandising, herbs in the American marketplace:

First, we need to have a consistent context for ethically speaking the truth about herbs and herbal healing. To achieve this context, we need a system of referencing health claims and presenting this information to the public.

Second, we need to define our primary roles for selling herbs in two ways—by passing along herbal information through teaching and by providing a library for this knowledge. One of the best ways to accomplish both tasks is working in harmony with AHG. The Guild can be the retailers' ticket to confidence as an herbal educator/librarian.

These are challenging goals, and it is beyond the scope of this article to address

anything but an outline of how we at Smile Herb Shop, my retail store, have set about achieving them.

To build a context within which to reference herbal claims, James Duke, Ph.D., of USDA, Jerry Cott, Ph.D., of the National Institute of Mental Health in Rockville, Md., and I came up with a referencing system. Simply put, in lieu of pending dietary supplement legislation, FDA is currently insisting on a "consensus" based on knowing the working constituents of an herb before they will allow any reference to what it does. Using the information below, we can inform the public which level of proof exists for the claim, allowing them to make up their own minds.

Stages of Scientific Proof for Safety and Efficacy

I. Anecdotal Evidence

A. One person's observations, not known to be based on traditional use.

B. Multiple observations—for example claims made to retail staff by customers—not known to be based on traditional use.

II. Empirical Evidence

A. Folklore accepted as traditional practice by a single group of people.

B. Folklore accepted as traditional practice by more than one group of people.

III. Uncontrolled Clinical Studies

A. Studies that do not fit the standards for scientific evaluation, but which are clinically observed by professionally trained practitioners.

B. These same studies published for peer-review by professional practitioners' journal(s), for example, *Medical Herbalism* or *HerbalGram*.

IV. Placebo-Controlled Clinical Trials

A. Pilot studies.

B. Pilot studies published in a peer-reviewed journal.

C. Multiple studies—the same or similar study done by different research groups.

D. Large-scale studies—those using large numbers of patients.

V. Consensus on Safety and Efficacy

A. Results published with the fraction of total constituents identified—i.e., hawthorn is standardized to fractions of procyanadins.

B. Consensus by the medical community on safety or toxicity after toxicity studies are published and reviewed.

C. Peer-review of safety and efficacy to compare with current therapy(s)—the comparison of efficacy, safety, cost and compliance

(whether or not the patient will take the medication).

D. Consensus on safety and efficacy within AHG community.

E. Consensus within FDA and the medical community.

As U.S. citizens, we are a free people entitled to be informed about the kind and amount of science behind any given health claim for a product—regardless of

FDA's desire to have claims make the product automatically classified as a drug. One of the stated goals of AHG is the decriminalization of health care based on informed consent. This goal is based on the assumption that the government does not have a mandate to prevent a citizen from receiving information or treatment if they are fully informed of the level of scientific expertise made by the claim or practitioner.

One herbalist I know has often complained that in the United States you can get a permit to buy a gun, but retailers don't have government sanction to inform the public about what herbs are good for their health. This simple classification system above could provide the context for the guild's vision of informed consent as it relates to products.

Profiting From The System

Making a living selling herbs within the context of referenced claims is profitable if you offer a wide-



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22

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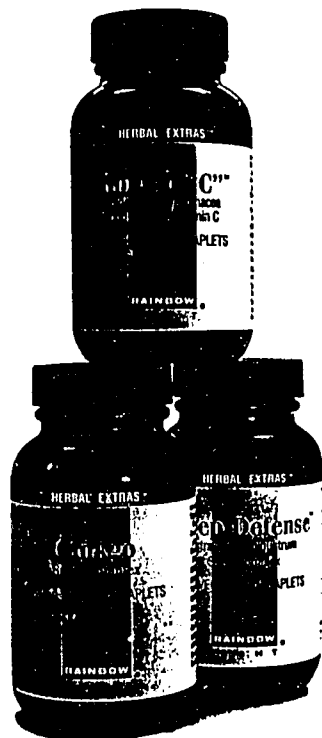
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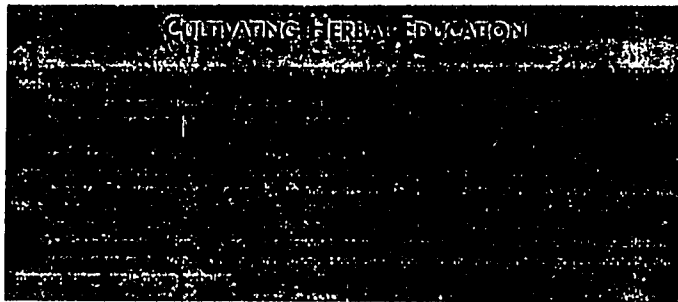
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enough selection to be perceived by customers as an herbal information source. My estimate is that to achieve this goal, your store would need to carry a minimum of \$5,000 in inventory that is broken down into bulk herbs, tinctures, encapsulated herbs, herbal bags, and what we call packaged botanicals—tea bags, packaged ginseng, empty capsules and so forth.

At our store, we evaluate our departments based on return on investment (ROI). Interestingly, ROI on tinctures and bulk herbs is about the same even though we sell more dollars in tinctures. This is because the gross profit margin is so much higher on bulk herbs (66 percent) compared with 52 percent. The chart below shows the profitability of the various herbal inventory categories at Smile Herb Shop.

We continue to carry a large inventory in books even though ROI is low, because providing information is how we define ourselves, and educating people is what differentiates us from other stores.

Other ways to educate your staff are to join AHG as a student member yourself and encourage your staff to do so, to take classes through the mail or locally (AHG can supply you with a list of herbalists in your area) and, finally, to take advantage of the excellent training tools prepared by John Bastyr University in cooperation with the NNFA.

In conclusion, stores are the front line of herbalism and herbal education in the country today, which presents the challenge of providing quality herbal information that will in turn translate into

quality sales. To do this in a way that promotes health care for the public and a financial growth that is sustainable and balanced for the industry, I believe that retailers must stay in close contact with the herbalists and the emerging scientifically based body of information the herbalists are compiling.

At the turn of the century, herbalism was one of the dominant schools of healing in the United States. This phenomenon was created largely through the work of only a few herbalists. Today, there are hundreds of trained herbalists in this country and thousands of retail stores joined together by the NNFA and the various other trade organizations and journals. We can be a major part of the health care system in this country again when we work together.

Herbalism is a valuable tool that has the potential to provide a profitable livelihood for many store owners. Give the clinical and teaching herbalists in your area a voice, and make your store more profitable and attractive by giving the consumer referenced advice on how to live in a healthy balance using herbal products.

Note: The American Herbalist Guild can be joined at a student membership price for \$35 annually by writing to the American Herbalist Guild, P.O. Box 1683, Soquel, CA 95073 ■

Tom Wolfe is the owner of Smile Herb Shop in College Park, Md. The store has a staff of 12 people trained to sell herbs as well as teach classes and provide herbal health care under the supervision of M.D.s. Wolfe is a professional member of AHG.



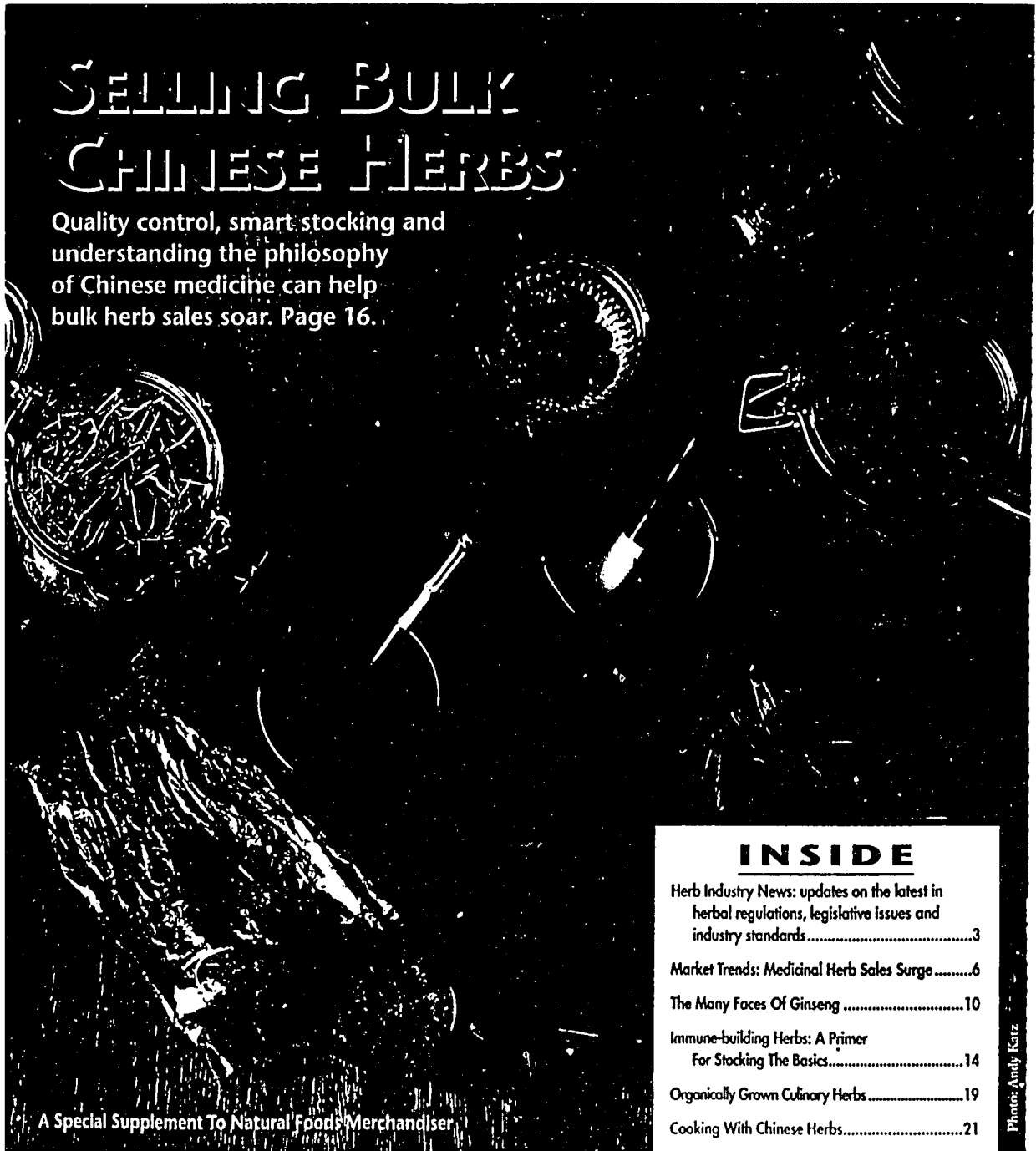
CATEGORY	GROSS PROFIT MARGIN	RETURN ON INVESTMENT	INVENTORY DOLLARS
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PACKAGED BOTANICALS	49%	3.93	\$3805
TINCTURED HERBS	52%	4.76	\$4879
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HERB MARKET REVIEW

IN COOPERATION WITH THE AMERICAN HERBAL PRODUCTS ASSOCIATION

SELLING BULK CHINESE HERBS

Quality control, smart stocking and understanding the philosophy of Chinese medicine can help bulk herb sales soar. Page 16.



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Photos: Andy Katz

INDUSTRY NEWS

SCIENCE, QUALITY STANDARDS NEEDED FOR HERBAL PRODUCTS

WASHINGTON—Like wearing a garlic necklace, self-policing has been the measure the herbal products industry has taken to protect itself from the spectre of FDA enforcement.

"Herbs are the most endangered products under the FDA's current dietary supplement guidelines," says Rob McCaleb,

president of the Herb Research Foundation (HRF), based in Boulder, Colo.

For that reason, the American Botanical Council (ABC) is working to ensure that ginseng products, one of the industry's biggest sellers, are coming from ethical manufacturers.

This summer, ABC will commission

two university laboratories to test between 250 and 300 ginseng products, nearly 80 percent of the market, to see if they truly contain ginseng. The types of products tested will include those packaged in capsules, tablets, extracts, teas, and powders. The results will be published in the Winter 1995 issue of *HerbalGram*, says Mark Blumenthal, ABC executive director.

ABC might also publish the percentage of ginseng in a product, since this can be detected as well. "This is the first time the herbal products industry has financed a major independent scientific review of one of its major product categories," Blumenthal says.

Under current FDA labeling restrictions, manufacturers cannot use any health claims about an herb on a product label or in store displays, even if folk wisdom has existed about the herb for years—unless they are willing to submit to the multi-million dollar process of FDA drug approval. "The FDA does not know what to do about foods used as medicines," McCaleb says.

ABC is trying to provide as much solid medical information about herbs as possible by translating the German Commission E Monographs, the most comprehensive reviews of individual herbs (or in some cases, parts of herbs) and phytomedicines available worldwide. ABC will compile the over 300 translations into a fall publication.

Commission E is an expert committee on herbal remedies established by the German Federal Health Agency. "It actively seeks every bit of information about an herb, from historical and cultural use to clinical studies, rather than wait for information be submitted to it by a company," Blumenthal says.

In considering important historical and cultural uses of an herb, Commission E differs greatly in approach from the FDA. McCaleb and Blumenthal will try to bridge that gap this summer, when they submit a proposal to FDA asking it to create a new regulatory category for traditional medicine.

This new category would allow an herb to be sold with labeling saying it is used traditionally to treat certain illnesses, without implying that the herb has gone through FDA drug approval. "The herb is shown to have a folk use, not a 'real' use," McCaleb says.

As a category, traditional medicine would fall between regulation of foods and dietary supplements, and over-the-counter drugs, Blumenthal says.

The advertisement features a dark background with a large, ornate, light-colored graphic element resembling a stylized 'T' or a traditional Chinese character. To the left, the text 'New From Traditionals' is written in a serif font. Below this, there is a detailed illustration of a product box and a bottle. The box is labeled 'TRADITIONAL MEDICINALS' and 'GINSENG'. The bottle is also labeled 'TRADITIONAL MEDICINALS'. At the bottom of the advertisement, there is a line of text: 'For more information write to: Traditional Medicinals, 8515 Ross Road, Sebastopol, CA 95472'.

Circle Reply #102

THE MANY FACES OF GINSENG

EUGENE, Ore.— Ginseng has been a staple in Asia for more than 3,000 years, but in the

United States, its popularity has tended to wax and wane. These days, however, ginseng appears to be coming in favor again among health-conscious consumers.

"Ten years ago, ginseng was more popular, but it seems to be coming up the popularity curve again," says Bill Brevoort, president of an herbal manufacturing company based in Eugene, Ore.

Many consumers find ginseng is a highly effective tonic, helping them ward off illness, reduce stress and think more clearly, as well as provide a caffeine-free energy boost.

With this versatile herb's consumer

Understanding the varieties and quality of ginseng can help retailers merchandise this popular product

upswing, manufacturers have crowded natural products store shelves with different forms and brands of ginseng, confusing consumers and retailers alike. Ginseng claims range from sedate to zany, and companies now package the herb in many forms, including bulk (powdered or as a whole root), capsules, tinctures, teas and tablets.

With the plethora of products available, how can retailers best sell ginseng?

BY ERIC PATTERSON

THE U.S. MARKET

First, some cities are better markets than others for ginseng. "Marketing ginseng on the coasts, where there are extremely high Asian populations, is much easier," says Robert Romang, president of the Ginseng Research Institute, based in Wausau, Wis. "Ginseng is catching on with Caucasians, but much more slowly."

To introduce Western consumers to ginseng, Brevoort suggests offering samples in stores. "The best way to sell ginseng is to give shoppers a personal experience with it," he says. "If you let them feel that ginseng gives a real, wonderful energy, they'll be walking around all day long saying, 'Wow, I'm a believer.'"

Capsules, tea bags and tinctures are much more popular among Americans than the whole root, says Paul Hsu, president of a ginseng importing and exporting company based in Wausau, Wis.

"Bulk doesn't have much of a market," Hsu says. "People in the United States like convenience, though more are slicing up the whole root or using powder to make their own ginseng teas."

The American fondness for quick satisfaction is good for retailers, because capsules and tinctures yield a much higher profit margin than bulk. Unfortunately, some are yielding a bit too much profit margin, leading to problems with adulteration.

"When I buy ginseng, I buy the whole root, because I know what I'm getting," Romang says. For a time, Romang marketed capsules filled with 100 percent ginseng, but quit the company after a business partner argued he was putting in too much.

Capsules and other forms of ginseng include varying amounts of product extender, and even the ginseng in the product might come from an ineffective part of the root or

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be an inferior strain of ginseng altogether.

If a manufacturer is making a genuine ginseng product, they shouldn't be afraid to give out samples, Brevoort says. "If you can't feel the ginseng in a product, you're getting ripped off," he warns.

THE INS AND OUTS OF GINSENG

Above all else, to successfully sell ginseng, you've got to know the product.

"Customers have millions of questions, and sales clerks are their first contacts," Hsu says. "But we're finding the clerks don't understand ginseng, and that's not good."

Hsu urges that either the store owner, manager or chief salesperson know enough about ginseng to answer customers' questions. That doesn't mean employees must carry the wisdom of ginseng learned over thousands of years—they just need to know some basics that can be learned in a few days. Following is a brief introduction to gin-

sen and an overview of the types available.

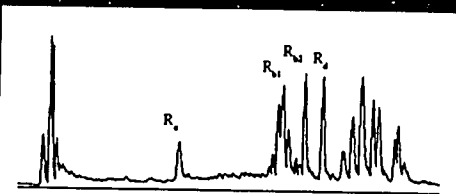
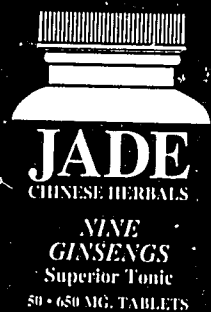
First, there are essentially two different types of ginseng available: red ginseng, which comes from Asia, chiefly Korea and China, and white ginseng, which generally comes from the United States. There's a third type of ginseng, Siberian ginseng, a different plant genus entirely and one which Brevoort says "the Chinese wouldn't call ginseng."

Which is better: red ginseng or white? Some people try to judge the quality of ginseng on how much ginsenoside it contains—ginsenoside is the active chemical that distinguishes ginseng from other roots.

However, the quantity approach is mistaken. Ginseng can contain up to 21 different kinds of ginsenosides, with about 10 that are normally measured (the others usually appear in trace amounts). Different ginsenosides affect the body in different ways. What's important in judging a ginseng is not the sum total of ginsenoside it has, but what types and in what amounts.

In the end, the choice between red and white is personal. The two types of ginseng

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have substantially different properties.

Red ginseng is considered warmer in nature, providing a yang, or warming, effect. Korean ginseng is used much like a stimulant, and red ginseng overall produces a high spleen energy. (In Chinese medicine, the spleen is the most important organ, the area where a person can hold energy centrally and become more powerful.) Red ginseng is best when cooked, and preserves well during shipping.

White ginseng is considered cooler in nature, providing a yin effect. It's particularly good for athletes because it produces lung energy. Ninety percent of the white ginseng produced in the United States is grown in one county: Marathon County, Wis.

"You need very special conditions to grow ginseng, and the climate and soil here are excellent," according to John Hagengruber, assistant for the Ginseng Board of Wisconsin, based in Wausau. "It's fairly cool, with enough rainfall so the ginseng can thrive, and the glaciers left soil from further north. Also, the tradition here for growing ginseng is very strong."

The tradition dates back to the 1850s and started not with Asians, but local farmers. The ginseng trade dried out for a long while, but started again around the 1960s. In 1992, U.S. ginseng exports exceeded \$100 million for the first time.

"Customers have millions of questions, and sales clerks are their first contacts. But we're finding the clerks don't understand ginseng, and that's not good."

Today, Marathon County farmers find it easy to locate suppliers of the particular equipment they need, including special shades that need to hover 6 to 7 feet above ginseng gardens, as well as dryers for the root. Locals say if you travel

along the county backroads, you might think you've crossed oceans.

To ensure that retailers know they are getting genuine Wisconsin white ginseng, the Ginseng Board developed a seal program in 1990. The seal program started overseas, where more Wisconsin ginseng is sold than in the United States.

American white ginseng is much more expensive than Asian red ginseng, primarily because ginseng is government-subsidized in Korea and China, Romang says.

For more information about ginseng, contact the Ginseng Board of Wisconsin at 715-845-7300, or call the Herb Research Foundation hotline at 800-490-5505. An operator from HRF will respond from a database about various herbs compiled by the Boulder, Colo.-based nonprofit organization. The information is provided free of charge if the caller has an access code. These codes can be obtained from HRF subscribers such as product manufacturers or natural products stores.

Eric Patterson is a Boulder, Colo.-based freelance writer.

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HERB MARKET REVIEW 1994 • 13

ORGANICALLY GROWN CULINARY HERBS: A NATURAL ALTERNATIVE

TROUT LAKE, Wash.—
For years, one of the
defining commodities of

the natural foods trade has been herbs. Herbs have always filled an important niche as alternative beverages and medicines, but the role of culinary herbs and spices in the natural foods industry is not so well defined.

Although almost all natural products stores offer culinary herbs, because of the universal availability of culinary herbs and spices, the consumer does not tend to associate them with the natural products category. Customers are often likely to buy cheaper—and lower quality—culinary herbs at mainstream markets, not realizing the difference. However, there exists a

With education and commitment, retailers can give their customers a high-quality product with certification to back it up

BY VICTOR WERBIN

superior and purer product: certified organically grown culinaries.

Many herbs and spices are grown in countries that still allow the use of DDT and other chemicals outlawed in the United States. Steven Foster and Jennifer Bennett, in their article "The Herbal Ricochet" published in the April/May 1984 issue of *Harrowsmith*, cite a study of six commer-

cial oregano brands. Five out of six tested positive for DDT. All six tested positive for BHC. And five out of six exceeded the allowable limit of no more than one pesticide. Commercial herb farming methods are still chemical intensive today.

The same article notes that commercial herbs and spices are routinely treated with ethylene oxide (ETO) after harvest

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CHRISTOPHER HOBBS

Christopher Hobbs is a fourth generation clinical herbalist and botanist with over twenty years experience with herbs. Christopher writes and lectures internationally on herbal medicine. He is also a consultant to the herb industry and practices in Santa Cruz, California.

Handbook for Herbal Healing is a guide to choosing and using herbal remedies described by Hobbs as an "authoritative Herbalist." Drawing on wisdom from the herbal traditions around the globe, Hobbs uses scientific knowledge to provide information and clinical use of herbs. Hobbs answers such fundamental questions as:

- What should you look for in an herbal formula?
- What makes organically-grown herbs better?
- Which herbs are safe for pregnant women and children to use?

The guide also incorporates an herbal prescriber for more than 170 conditions.

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and processing. Again, this is still very much the case today. ETO is so dangerous that it is completely banned in Europe. In the United States, its use is only allowed on spices and nuts. But there is much more to the organic movement than chemical-free food. There is also a commitment to growing and processing methodologies that are environmentally sound.

While organically grown herbs and spices have only recently become avail-

able in any reasonable quantities, the supply is growing rapidly, through both domestic crops and imported commodities. A culinary herb grower in Trout Lake, Wash., for example, currently offers about 20 organically grown culinaries. And the list of organic culinary offerings from distributors is constantly growing. It's not at all difficult for a retailer to find a wide variety of organic culinaries using normal sources. The list of available

organic herbs and spices will get longer as European suppliers come into the American market.

It has always been the aim of the natural products movement to offer the purest foods available. As with any agricultural product, the only way a grocer can assure the customer of a pure natural product is by offering organic. In the case of a category just starting to grow like culinary herbs, the retailer can act as an important stimulus to supply by making a commitment to buying organic whenever possible. Once demand is established, supply will grow further.

Unfortunately, the Organic Foods Production Act (OFPA) does not require the same commitment from manufacturers. Many in the organic herb industry feel that the OFPA establishes a watered-down

The retailer can act as an important stimulus to supply by making a commitment to buying organic whenever possible.

organic standard by allowing products which are made from 95 percent organically grown ingredients to be labeled as organic. The non-organic ingredients which would be acceptable in organically labeled products include all herbs and spices.

Not only does this diminish the integrity of organically labeled products, it has the potential for taking away an important stimulus for organic herb farming. Consumers who really care about the content of their food and the farming methods being used on the planet will not be served.

With more and more natural products stores offering organically grown produce, it seems reasonable that consumers buying these products would prefer to season their organic vegetables with organic spices. Organically grown culinaries could be placed near the produce rather than with the other herbs, reinforcing the fact that organic culinary herbs and spices are a category unto themselves and a distinct alternative to chemically fertilized, sprayed and treated product.

Victor Werbin is the operations manager for Trout Lake Farm in Trout Lake, Wash., and specializes in organic herbs.

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SELLING BULK CHINESE HERBS SUCCESSFULLY

CAMBRIDGE, Mass.— Ancient Chinese medicine requires mixing specific herbs in the right combination. Retail stores that want to successfully sell Chinese herbs in bulk also need the right combination: knowing how and where to buy herbs, having a well-educated staff, and providing clean, clearly labeled displays and excellent reference and resource materials for customers.

"I absolutely see bulk Chinese herbs as a growing area, as people start to get away from Western medicine and turn to natural remedies," says Lindsay Howard, vice president of operations for the two-stores Harnett's Homeopathy and Body Care in Cambridge and Newton, Mass. "All natural medicines are growing.

Quality control, smart buying and an understanding of the philosophy behind Chinese medicine are all crucial to a profitable bulk herb section

BY LESLIE KRAMPF

That's why we're in business."

Howard describes Harnett's as an "un-drug" store, selling herbs and supplements, but no packaged food. In the Cambridge store, about 10 percent of total sales are bulk herbs, which are located in a corner of the store at the end of the first aisle and next to the juice bar. Glass jars displayed in built-in wood cubbyholes have stick-on labels with the common name of the herb as well as its price and

code. Customer bags, ties and labels are on one of the shelves. "Our bulk herb section takes zero floor space and makes up about 10 percent of sales," Howard says.

Howard believes the advantages for customers in buying Chinese herbs in bulk are many. "In bulk, people who are just learning can try things, and people who are really familiar with how they work can buy as much as they want at a better price," she says. "It saves on packaging, which is good for the

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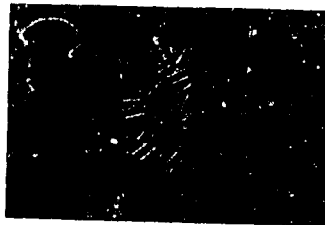
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Circle Reply #115

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environment, and there's not limit on size."

But even though prices are generally more reasonable, some people still have an aversion to buying bulk herbs. "It's easier to take a pre-packaged tincture than to mix it yourself," Howard says. "And on packaged herbs, customers see the price and know how much they're paying before they get to the register."

FORMULAS VS. INDIVIDUAL HERBS

One of the pitfalls of selling bulk Chinese herbs, some retailers say, is the lack of knowledge among store staff and customers about the Chinese philosophy of herbal medicine, which usually requires a combination of many herbs, designed to balance each other for a total healing formula, rather than single-herb remedies. "There aren't a lot of popular singular Chinese herbs because that's not how the Chinese use them," says Roy Upton, herbalist with an herb manufacturer in Soquel, Calif. "The biggest problem with Chinese herbs is that they tend to be used out of their cultural context. They need to be processed and prepared in the traditional methods of the Chinese."

Traditional cultures use herbs according to energy systems, according to Lesley Tierra in her book, *The Herbs of Life*. The Western, "symptomatic way of using herbs is to treat the disease, while the energetic method is to treat the person who has the disease ... Rather than making the headache the main treatment focus, we look at the person to see what is occurring in the body to cause the headache." Chinese pharmacies, which stock floor-to-ceiling medicinal herbs, make mixtures for patients to take home in separate bundles

for each day of the week to steam in teapots, says Rob McCaleb, president of the Herb Research Foundation (HRF) in Boulder, Colo.

"Americans don't know anything about formulas, especially if bottles are not labeled with information," he says. "We are a lot more comfortable with single herbs and simple combinations, unless we have some way of knowing the historical origination. In the absence of clear labeling, the public will buy by what they've heard. Stores can help customers use herbs appropriately by talking about the Chinese historical perspective and the traditional way to use them."

To avoid concerns over practicing medicine without a license or dispensing unapproved drugs, Howard's staff depends heavily on reference materials to explain to customers how Chinese medicine uses herbs. Many stores organize lectures and seminars with herbalists, naturopaths or Ayurvedic practitioners, and most keep well-stocked book and magazine areas to educate customers.

BUYING AND QUALITY

Retail buyers can purchase bulk Chinese herbs in a variety of ways. Harnett's buys from a major American herb distributor. "In general, stores are dealing with small enough quantities that they can't buy directly from China," McCaleb says. "They should buy from the same place they're buying other herbs."

McCaleb says buyers should be asking distributors detailed questions about quality, such as: Are there different quality grades? What are they? What is the reason for price differences?

"You have to rely on your senses, such

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Circle Reply #118

as taste and smell, and that requires a lot of knowledge and guidance," McCaleb says. HRF employs Chinese chemists to analyze herb samples. Elizabeth Agren, manager of nutrition and body care for Alfalfa's Markets' six natural products stores in Colorado, has used chemists from the University of Colorado, Boulder, to test her products.

Agren buys Chinese herbs from a distributor in San Francisco that has guaranteed a low percentage of sulfites in the

herbs. "One of the tricky things with Chinese herbs is sulfites, which protect color and texture," Agren says. "But people are often allergic to them."

Many manufacturers buy from agents in the Chinatowns of San Francisco, Los Angeles, Oakland, New York and Washington, says Upton. "The key to getting herbs without sulfites is to get them before they go to the processing plants of Hong Kong," he says. "But you really need to

establish good relationships with suppliers to accomplish that."

Regardless of sulfites, quality and freshness are primary issues. When Alfalfa's receives a shipment of Chinese herbs they are usually frozen first to kill any stow-aways, such as bugs, that came with the package. The maximum shelf life for bulk herbs is six months, but "we don't buy large amounts or warehouse," Agren says. In fact, most of the extra supply is stored in brown bags behind the tightly sealed glass jars that are displayed in wood cubbyholes.

Alfalfa's has one full-time staff member devoted to the bulk herb department in each store to do the buying and assist customers. Glass jars are labeled with the herb's common name and Latin name, and then have color-coded labels separating them as culinary, medicinal or teas.

"Customers need a lot of watching in this area, which is very tricky," Agren says. "A broken bottle can cost us \$100. Also, customers can write down the wrong price code if the bottle is put back in the wrong slot."

The most popular selling herbs at Alfalfa's are more tonic than medicinal. Agren and her staff teach customers how to use them in the traditional methods, such as in soups, stews and teas. Approximately 1 percent of sales at Alfalfa's comes from bulk herbs, which are marked up 50 percent. Chinese herbs make up about 10 percent of total herb sales, Agren says.

Even though his company sells Chinese herbs in tablets and extracts, Upton is a big proponent of bulk. "I'd much rather see people making teas out of a large amount of bulk herbs compared to the small amount used in tinctures," he says. "Tablets and pills are great for patient convenience and compliance, especially for those who don't want to taste a vile mixture or smell up their house cooking herbs. When someone takes half an hour to brew up a homemade tea, you know they're really dedicated to their healing process."

Leslie Krampf is a freelance writer in Boulder, Colo., specializing in natural healthcare.

THE MOST POPULAR-SELLING BULK CHINESE HERBS

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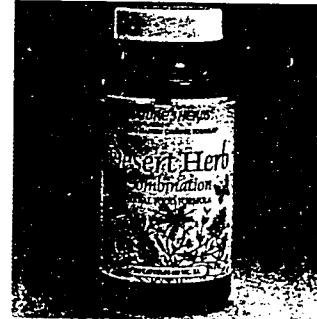
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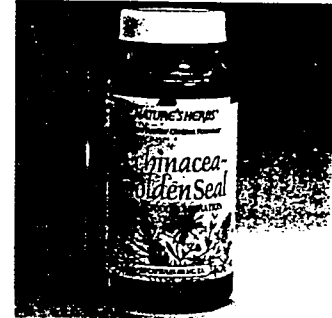
An herbal supplement traditionally used as a spring "liver" tonic. (Dandelion Root, Golden Seal Root, Milk Thistle Extract containing 80% *Silymarin*, Arti-



choke, Bayberry Bark, Red Beet Root, Barberry Bark, Yellow Dock Root, Turmeric extract standardized for *Curcumin*). 100 Capsules.

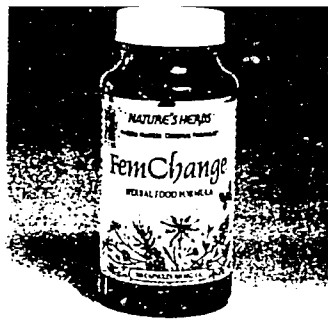
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ECHINACEA-GOLDEN SEAL COMBINATION:

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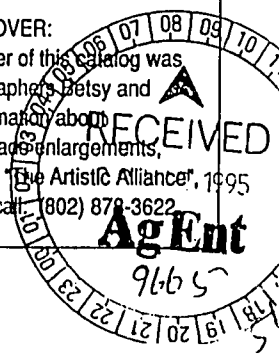
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A B O U T O U R C O M P A N Y

TELEMARKETING

FoodScience Laboratories has pioneered the telemarketing concept in the Health Food Industry. Throughout the past 20 years, Health Food Retailers' response to the convenience and accessibility of FoodScience's telemarketing program has been overwhelmingly successful and continues to be preferred by busy Retailers. Placing orders or getting answers to your questions is as easy as picking up the nearest phone. Simply call toll-free 1-800-874-9444. In Alaska and Canada call collect: (802) 878-5508.

YOUR ACCOUNT REPRESENTATIVE

An account representative is assigned to your account to promptly process your orders and provide assistance in the use of FoodScience products. Your account representative has had extensive training in applied nutrition and is continually updated on the latest advances in the field of nutrition. Our aim at FoodScience is to give you personalized, friendly service and to assist you in any way possible on all matters relative to nutrition.

YOUR ORDER

Once your account representative receives your order, it is entered into our computerized order entry system. Our modern facilities have enabled us to integrate all departments at one location, allowing us to process and ship most orders within 24 hours.

PURE AND NATURAL**OTHER SERVICES**

- *Full Time Ph.D. Biochemist and Nutritionist*

In addition to the services provided by your Account Representative, FoodScience also offers the full time services of a Ph.D. Biochemist and Nutritionist.

- *Sales Aids*

FoodScience offers a full selection of Product Brochures that explain the benefits of our Specialty Formulas to your customers.

- *Custom Formulations*

FoodScience produces formulations that have been made to your specifications. Your custom formulation can be shipped in bulk or in labeled bottles. Our custom formulations give you a guarantee of a top quality product for your customer. Be sure to ask your Account Representative for details!

PRIVATE LABEL

We're happy to offer private labeling on all of our formulations using your label design or our art department can help you design a label. Call Your Representative toll-free for details at 1-800-874-9444!

FOODSCIENCE LABORATORIES

FOODSCIENCE HAS SUPPORTED NUTRITIONAL RESEARCH STUDIES AT THE FOLLOWING INSTITUTIONS:

- UNIVERSITY OF SOUTHERN CALIFORNIA MEDICAL SCHOOL, LOS ANGELES
- MEDICAL UNIVERSITY OF SOUTH CAROLINA, CHARLESTON
- INSTITUTE FOR CHILD BEHAVIOR RESEARCH, SAN DIEGO, CALIFORNIA
- SAN DIEGO STATE UNIVERSITY
- NORTHERN KENTUCKY UNIVERSITY, HIGHLAND HEIGHTS
- BARTHOLOMEW CLINIC, BLUEFIELD, WEST VIRGINIA
- SOUTHERN FLORIDA MEDICAL SCHOOL, TAMPA
- UNIVERSITY OF BRIDGEPORT, BRIDGEPORT, CONNECTICUT
- ROCHESTER EQUINE CLINIC, ROCHESTER, NEW HAMPSHIRE
- CLEMSON UNIVERSITY MEDICAL SCHOOL, CLEMSON, SOUTH CAROLINA



RESEARCH

In our own corporate funded laboratories, a staff of top-ranking professionals and the latest, most sophisticated instrumentation have combined to develop and produce some of the most significant products in the health food industry. Our nutritional research focuses on the complex relationships that exist among available nutrients. FoodScience Corporation's extensive research into the exciting properties of N,N-Dimethylglycine (DMG) has been unparalleled, and has significantly broadened the boundaries of knowledge relative to this vital nutrient.

It is our intention to expand nutritional awareness through professional publications. Our Research and Development Department is under the full-time direction of a Ph.D Nutritional Biochemist.

PURE AND NATURAL

WHY BUY FOODSCIENCE VITAMINS?

- You'll feel a difference with FoodScience formulations! The potencies are at maximum levels for optimum health and nutrients are combined as they are in nature—for optimum effectiveness.
- FoodScience natural formulas are the result of extensive research and development by a Biochemist-nutritionist and his team of food and nutrition specialists in FoodScience's own research laboratories.
- After development, all formulations are doctor-evaluated and appraised.
- Numerous health care professionals and world class athletes have made FoodScience products part of their daily dietary program for good health and performance.
- Because you deserve the best, FoodScience ingredients are guaranteed to conform to the highest standards of quality, purity and potency for maximum utilization by the body.
- All FoodScience formulations are free of artificial flavorings, preservatives, colors or other foreign agents. Products are yeast, sugar and starch free.
- FoodScience labels offer the most readable and complete listing of ingredients. To see for yourself, compare potencies and formulas!
- Each supplement is developed to work in balanced combination with any and all other FoodScience formulations you are taking.
- All FoodScience formulations must pass sophisticated laboratory testing in our Quality Control Laboratory before the product is approved for your purchase.

DOCTOR-EVALUATED PRODUCTS FOR PROVEN EFFECTIVENESS

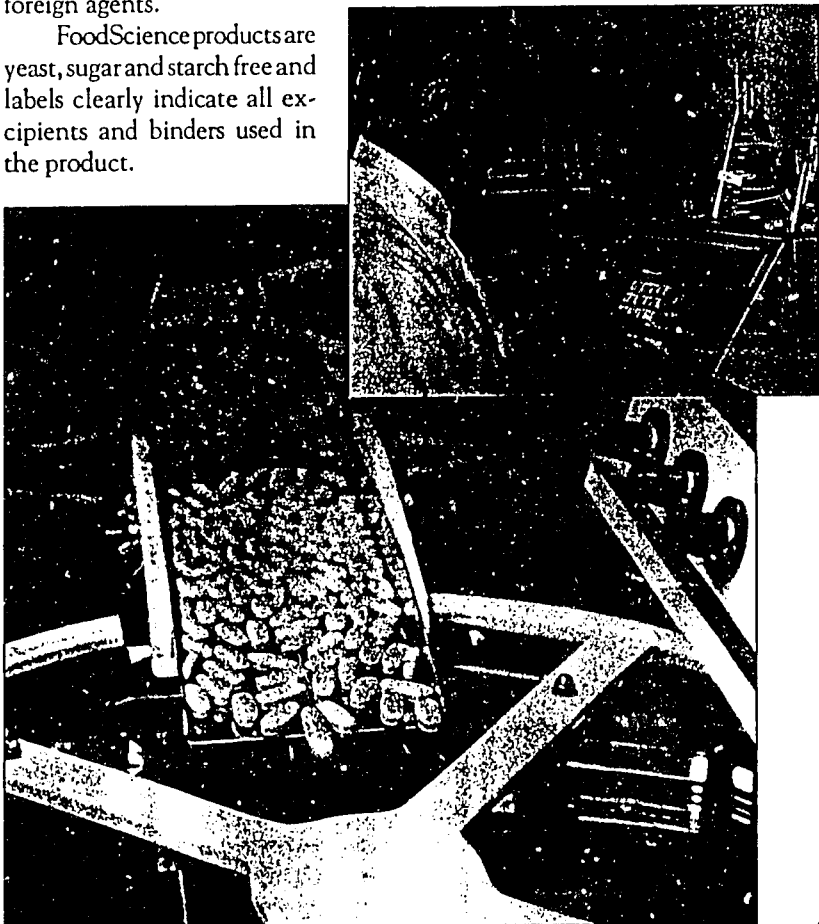
Among FoodScience Corporation's many specialty divisions is a well-established division supplying nutritional supplements to health care professionals—Preventive Medicine Physicians—exclusively. This same quality, integrity and research go into the exacting standards of each FoodScience product. We believe we are the only company in the industry offering this assurance of proven doctor-evaluated effectiveness and reliability.

QUALITY AND INTEGRITY

Raw materials used in FoodScience products are of the highest quality and raw materials are evaluated for purity and potency before being approved for use in our products. Superior quality control and good manufacturing procedures are followed at all times to guarantee that our exacting standards are met.

All ingredients used are as natural as possible and are guaranteed to contain no artificial flavorings, preservatives, colors, sweeteners, or other foreign agents.

FoodScience products are yeast, sugar and starch free and labels clearly indicate all excipients and binders used in the product.



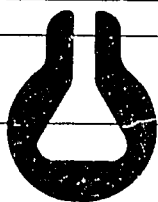
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FOODSCIENCE LABORATORIES

All Supplements are not created equal;
check labels for full disclosure before you buy.

- BRAND IDENTIFICATION—Your guarantee of the highest quality
- PRODUCT NAME
- GENERAL PRODUCT DESCRIPTION
- QUANTITY OF TABLETS PER BOTTLE

FOODSCIENCE



**UNIQUE
C 1000**

1,000 mg Vitamin C
Natural Ascorbate
Plus Bioflavonoids

Prolonged Release
60 TABLETS

FoodScience Laboratories
20 New England Drive
Essex Junction, VT 05453 USA

Suggested Use: One tablet with each meal

Each Tablet Contains:		% U.S. RDA
Vitamin C (Natural Ascorbate)	1,000 mg	1667
Calcium	80 mg	8
Magnesium	40 mg	10
Zinc	2.5 mg	17
Manganese	125 mcg	*
Potassium (Citrate)	80 mg	*
Pectin	100 mg	*
Six Mixed Bioflavonoids plus Rutin (Rose Hips, Acerola Cherry, Orange, Lemon, Grapefruit, Hesperidin)	100 mg	*

*U.S. Recommended Daily Allowance (U.S. RDA) has been established for this nutrient
Full Disclosure of Fillers and Binders: Cellulose, Dicalcium Phosphate, Magnesium Stearate (Vegetable
Source), Stearic Acid (Vegetable Source), Annattoi Green
This product is naturally buffered and free of added sugars, starches, synthetic dyes/artificial
flavorings and preservatives.
Store in a cool, dry place. Keep out of reach of children.

EXP 4-98

SUGGESTED USE

*LISTING OF VITAMIN / MINERAL CONTENT

FULL DISCLOSURE OF FILLERS AND BINDERS

SOURCES OF VITAMINS AND MINERALS

POTENCY OF VITAMINS AND MINERALS

**PERCENT OF U.S. RECOMMENDED DAILY ALLOWANCE (R.D.A.)

EXPIRATION DATE—Use before this date for maximum freshness and potency

*International Unit is a form of measurement for fat-soluble vitamins—A, D and E. Fat-soluble vitamins occur in different biological forms. "IU" serves as one standard measurement which takes these variations into account. Water-soluble vitamins—C and the B-complex—are measured in milligrams (mg) and micrograms (mcg). A milligram is equal to one thousandth of a gram; a microgram is one millionth of a gram. There are 28 grams in 1 ounce.

**The U.S. Recommended Daily Allowance (U.S. RDA) is the labeling guideline recommended by the Food and Drug Administration. The U.S. FDA's represent estimated amounts of nutrients needed every day by healthy people. By appearing on dietary supplement labels, they provide consumers with a means to compare the vitamin content of a product to the established daily needs of adults and children four or more years of age.

FOODSCIENCE GUARANTEE

Each FoodScience product is formulated using the finest raw materials
and ingredients available, under strict manufacturing standards.

The standards for shelf life, potency, fillers, binders and excipients are guaranteed
by laboratory assay. FoodScience products are free of artificial additives
of any kind. If you do not find FoodScience products to be among the finest available,
return the unused portion to your retailer and your money will be cheerfully refunded.

THE TWELVE KEY VITAMINS

VITAMIN C (Ascorbic Acid)—Vitamin C aids the body in the production of collagen. Vitamin C aids in the absorption of iron. Sources: Citrus fruits, potatoes, cabbage, cauliflower, broccoli, kale, sweet peppers, strawberries, tomatoes. Supplementation Range: 1,000 mg to 4,000 mg.

THIAMINE (B₁)—Helps the body use carbohydrates, our major source of energy. Sources: Cereals. Supplementation Range: 60 mg to 120 mg.

RIBOFLAVIN (B₂)—Riboflavin helps the body transform proteins, fats and carbohydrates into energy. It's necessary for building and maintaining body tissues. Sources: Green vegetables, milk, meat, fish, whole grains, cheese and eggs. Supplementation Range: 60 mg to 120 mg.

NIACINAMIDE (Niacin or B₃)—Essential for converting food to energy, and for fat and protein metabolism. Sources: Brewer's yeast, milk, desiccated liver. Supplementation Range: 60 mg to 250 mg.

VITAMIN B₆ (Pyridoxine)—Necessary for the formation of certain proteins; also B₆ aids the nervous system and may be used as a natural diuretic. Sources: Liver, herring, salmon, walnuts, peanuts, wheat germ, bananas, grapes, carrots, peas, potatoes, beef, lamb and pork. Supplementation Range: 60 mg to 120 mg.

VITAMIN B₁₂—Essential for healthy red blood cells. Helps maintain the nervous system. Sources: Kidney, liver, shellfish, sardines, salmon, herring and egg yolk. Supplementation Range: 60 mcg to 250 mcg.

FOLIC ACID—Folic acid is required for the formation of certain proteins and genetic materials for the cell nucleus. Sources: Spinach, kale, parsley, liver, kidney, wheat, bran, beans, almonds, peanuts and rye. Supplementation Range: 400 mcg to 800 mcg.

BIOTIN—Biotin helps synthesize fatty acids and break down protein and carbohydrate molecules. Sources: Yeast, liver, kidney, eggs. Supplementation Range: 300 mcg to 1,000 mcg.

GOOD HEALTH, GOOD NUTRITION...

Leading authorities in nutrition have concluded that a balanced diet should include foods taken from the four basic food groups below, and should provide the necessary vitamins, minerals and other food factors needed to maintain health.

Dairy products are our primary source of calcium and high quality protein. The milk group consists of cheese, cottage cheese and yogurt, and is also a source of Vitamin A and certain B vitamins, especially riboflavin.

Meat products provide high quality protein, iron and B vitamins. Pork, veal, beef, poultry, lamb, fish and eggs are good sources.

Fruits and vegetables are sources of complex carbohydrates, minerals, and vitamins, including A, B and C. Leafy green vegetables provide iron; citrus fruits contain Vitamin C and bioflavonoids.

Cereal and bread products provide B-complex vitamins, carbohydrates and some protein if unrefined. Whole grains are superior and supply necessary fiber.

Research shows our diets are lacking in many necessary nutrients and therefore supplementation becomes essential to meet the needs of most individuals.



FOODSCIENCE LABORATORIES

PANTOTHENIC ACID—Necessary for the formation of certain nerve-regulating substances, and is also required for the metabolism of proteins, fats and carbohydrates. Sources: Yeast, liver, eggs, kidney, peanut products, rice and wheat bran. Supplementation Range: 60 mg to 250 mg.

VITAMIN A—Vitamin A helps form visual purple which is necessary for vision; it also aids in protecting the cell membrane structure. Sources: Liver, eggs, kidney, milk, yellow vegetables, butter, margarine, fish and fish liver oil. Supplementation Range: 15,000 IU to 25,000 IU.

VITAMIN D—Helps maintain and utilize adequate levels of calcium and phosphorus, contributing to strong teeth and bones. Sources: Liver, fortified milk, margarine and fish liver oil. Supplementation Range: 200 IU to 400 IU.

VITAMINE—Vitamin E protects cell membranes and prolongs the life of red blood cells. Sources: Nuts, seeds, oils, fruits and vegetables. Supplementation Range: Women 200 IU to 400 IU; Men 400 IU to 800 IU. Note: Consult physician in cases of high blood pressure or rheumatic heart disease.

THE TWELVE KEY MINERALS

CALCIUM—Builds strong bones and teeth. Sources: Milk, cheese, molasses, yogurt, bone meal, dolomite. Supplementation Range: 800–1,500 mg.

MAGNESIUM—Activates enzymes in carbohydrate metabolism; involved in the acid/alkaline balance. Sources: Bran, honey, green vegetables, nuts, seafood, spinach, bone meal. Supplementation Range: 300–1,000 mg.

PHOSPHORUS—Helps build bones and teeth and assists the body in using food for energy. Sources: Eggs, fish, grains, glandular meats, poultry, yellow cheese. Supplementation Range: 100–1,000 mg.

IRON—Combines with protein to make hemoglobin; helps cells obtain energy food. Sources: Blackstrap

COMMITMENT TO HEALTH AND THE ENVIRONMENT

FoodScience has made a commitment to provide you with the highest quality natural nutritional formulations for 20 years. Just as important is our commitment to help support and keep clean our environment.

Our bottles are made from recyclable white, high density, polyethelene #2. The recycle symbol 2 is clearly marked on our labels.



Our packaging material is made from 100% recycled and recyclable polystyrene. This catalog is printed on recycled paper



In our community we participate in recycling by taking all of our used office paper to the local recycling center.



Healthy living and a cleaner environment are what FoodScience is about.

PURE AND NATURAL

molasses, eggs, fish, organ meats, poultry, wheat germ, desiccated liver. Supplementation Range: 10–25 mg.

POTASSIUM—Affects heart-beat, growth, muscle contraction and nerve tranquilization. Sources: Bananas, dates, apricots, peanuts, sunflower seeds. Supplementation Range: 1,000–3,000 mg.

ZINC—Involved in carbohydrate digestion, prostate function and protein metabolism. Sources: Brewer's yeast, liver, seafood, soybeans, spinach, mushrooms. Supplementation Range: 15–60 mg.

IODINE—A vital component of the thyroid hormones, which regulate basal metabolism. Sources: Seafood, kelp tablets, iodized salt. Supplementation Range: 100–300 mg.

COPPER—Acts with iron to synthesize hemoglobin in red blood cells. Involved in bone formation. Sources: Legumes, nuts, organ meats, seafood, raisins, molasses, bone meal. Supplementation Range: 0.5–2 mg.

MOLYBDENUM—Aids in carbohydrate and fat metabolism; a vital part of the enzyme involved in iron utilization. Sources: Dark green leafy vegetables, whole grains, legumes. Supplementation Range: 30–300 mcg.

MANGANESE—Involved in enzyme activation, reproduction and growth, Vitamin E utilization and tissue respiration. Sources: Bananas, bran, celery, egg yolks, green leafy vegetables, liver, nuts, whole grains. Supplementation Range: 1–50 mg.

CHROMIUM—Involved in blood sugar metabolism. Sources: Brewer's yeast. Supplementation Range: 30–300 mcg.

SELENIUM—Works with Vitamin E as an antioxidant. Sources: Garlic, onion, asparagus, mushrooms, eggs, brewer's yeast, tuna, liver, shrimp. Supplementation Range: 30–100 mcg.

A QUESTION OF BALANCE AND COMMON SENSE NUTRITION: VITAL NUTRIENTS

In the best-fed country in the world, good nutrition sounds easy. But, are people eating balanced meals and obtaining optimum levels of necessary nutrients?

Government and consumer surveys say no. The findings of the Health and Nutritional Examination Survey showed that specific groups—including middle and upper income people—had intakes of certain nutrients which did not meet accepted standards. Calcium is an excellent example.

Many people who appear to have an adequately balanced diet may be deficient in several key nutrients, including vitamins and minerals.

Vitamins are destroyed and altered in many ways. Harvesting, processing, and even cooking can reduce the vitamin content of foods. Improper storage is a major cause of vitamin loss, and the vitamin content of raw foods can be adversely affected by chemical fertilizers, pesticides, soil conditions, climate and maturity of the crop at harvesting. Medications such as antibiotics, sleeping pills, aspirin and oral contraceptives interfere with vitamins in the body; nutrients are also adversely affected by heavy smoking, dieting, alcohol consumption and obesity. Disease and injury, along with environmental factors such as air pollution, improper lighting and emotional stress also rob our bodies of vital nutrients.



INDUSTRIAL BULK SALES DIVISION

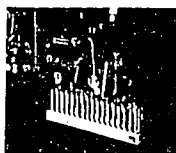
STARWEST BOTANICALS, INC.

Importers & Manufacturers of Fine Herbs & Spices

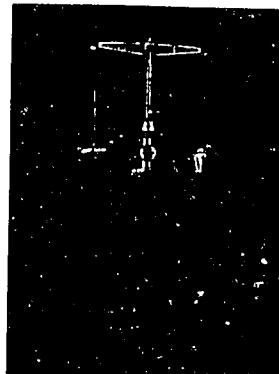


PROCURING FROM GROWERS AROUND THE WORLD, STARWEST BOTANICALS IMPORTS, EXPORTS AND PROCESSES OVER FIVE HUNDRED OF THE FINEST BOTANICALS. A reputation for the freshest and finest herbs, spices and essential oils has defined Starwest as an industry leader since our beginning in 1975. Whether you require truckloads, full bales of product or custom packing, our industrial bulk sales division will see that your specifications are met.

QUALITY CONTROL BEGINS IN THE GROWING FIELDS and continues through every stage until your order is shipped from our warehouse. Incoming products are examined for condition, authenticity and potency. Both our in-house laboratory, as well as independent Proper storage and careful throughout the production process. Our customers count on Starwest for the freshest and purest botanicals



labs, assure a complete analysis. handling ensures that product quality is maintained cess. Our customers count on Starwest for the available in America.



CUSTOM MILLING is available to assist our customers in producing that special size cut or powder material not found in standard product lines. Starwest can meet all of your manufacturing specifications for the finished product, whether cut, tea bag cut, or powders.

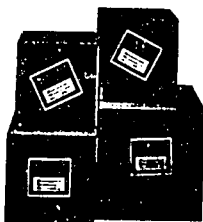
CUSTOM FORMULATION AND BLENDING allows our customers to order finished herb and spice blends from their own formulas or to use the expertise of Starwest's laboratories to formulate products for them. We can assist in modification of formulas to meet product standards for aroma, appearance, flavor or effectiveness for whatever application you may require.

NEW PRODUCT DEVELOPMENT starts with your concept as we develop prototypes, test and fine-tune, and finally manufacture products such as tea blends, nutritional supplements, or seasoning blends. Our buyers continually source new raw materials and ingredients to set your finished products apart from your competition.



SERVICE IS MORE THAN THE FRIENDLY VOICE

you'll hear on the phone. It extends to our commitment to meet your expectations for the highest quality and for timely delivery. Our customer representatives will answer your questions, make recommendations or refer you to the appropriate specialist. Your special projects will be given our full attention. Your order will be shipped from our warehouse within 48 hours.



For more information about the products and services offered by Starwest Botanicals, call and ask for an Industrial Bulk Sales Division representative. (916) 638-8100

STARWEST BOTANICALS, INC.

BOTANICAL LISTING

THE FOLLOWING BOTANICALS ARE AVAILABLE IN VARIOUS FORMS
FROM WHOLE, TO CUT AND SIFT, TEA BAG CUT, OR POWDER.

- | | | |
|---|---|--|
| Agrimony Herb
<i>Agrimonia eupatoria</i> | Butchers Broom Root
<i>Ruscus aculeatus</i> | Cubeb Berry..
<i>Piper cubeba</i> |
| Alfalfa Leaf
<i>Medicago sativa</i> | Butternut Bark
<i>Juglans cinerea</i> | |
| Aloes
<i>Aloe ferax</i> | | Damiana Leaf
<i>Turnera diffusa</i> |
| Angelica Root
<i>Angelica archangelica</i> | Calamus Root
<i>Acorus calamus</i> | Dandelion Leaf
<i>Taraxacum officinale</i> |
| Astragalus Root
<i>Astragalus membranaceus</i> | Cascara Sagrada Bark
<i>Rhamnus purshiana</i> | Dandelion Root
<i>Taraxacum officinale</i> |
| | Catnip Herb
<i>Nepeta cataria</i> | Dandelion Root, roasted
<i>Taraxacum officinale</i> |
| Barberry Bark
<i>Berberis vulgaris</i> | Cedar Berry
<i>Juniperus monosperma</i> | Devils Claw Root
<i>Harpagophytum procumbens</i> |
| Bayberry Bark
<i>Myrica cerifera</i> | Cedarwood Chips
<i>Juniperus virginiana</i> | Dong Quai Root
<i>Angelica senensis</i> |
| Beet Leaf
<i>Beta vulgaris rubra</i> | Centaury Herb
<i>Centaureum erythraea</i> | Dulse Leaf
<i>Rhododymenia palmetta</i> |
| Beet Root
<i>Beta vulgaris rubra</i> | Chamomile Flowers, Egyptian
<i>Matricaria recutita</i> | |
| Blackberry Leaf
<i>Rubus fruticosus</i> | Chamomile Flowers, Roman
<i>Chamaemelum nobile</i> | Echinacea Angustifolia Herb
<i>Echinacea angustifolia</i> |
| Black Cohosh Root
<i>Cimifuga racemosa</i> | Chaparral Leaf
<i>Larria tridentata</i> | Echinacea Angustifolia Root
<i>Echinacea angustifolia</i> |
| Black Radish Root
<i>Sinapis arvensis</i> | Chaste Tree Berry
<i>Vitex agnus-castus</i> | Echinacea Purpurea Root
<i>Echinacea purpurea</i> |
| Black Walnut Hull
<i>Juglans nigra</i> | Chia Seed
<i>Salvia hispanica</i> | Purpurea Herb
<i>Echinacea purpurea</i> |
| Black Walnut Leaf
<i>Juglans nigra</i> | Chickweed Herb
<i>Stellaria media</i> | Elder Berry
<i>Sambucus nigra</i> |
| Bladderwrack
<i>Fucus vesiculosus</i> | Chicory Root, roasted
<i>Chicorium intybus</i> | Elder Flowers
<i>Sambucus nigra</i> |
| Blessed Thistle Herb
<i>Cnicus benedictus</i> | Cleavers Herb
<i>Galium aparine</i> | Elecampane Root
<i>Inulu belentum</i> |
| Blue Cohosh Root
<i>Caulophyllum thalictroides</i> | Coltsfoot Leaf
<i>Tussilago farfara</i> | Eleuthero Root
<i>Eleutherococcus senticosus</i> |
| Blue Violet Leaf
<i>Viola odorata</i> | Comfrey Leaf
<i>Symphytum officinale</i> | Ephedra Herb, Chinese
<i>Ephedra sinica</i> |
| Blueberry Leaf
<i>Vaccinium pallidum</i> | Comfrey Root
<i>Symphytum officinale</i> | Eucalyptus Leaf
<i>Eucalyptus globulus</i> |
| Boneset Herb
<i>Eupatorium perfoliatum</i> | Cornflowers
<i>Centaurea cyanus</i> | Eyebright Herb
<i>Euphrasia officinalis</i> |
| Borage Herb
<i>Borago officinalis</i> | Cornsilk
<i>Zea mays</i> | |
| Buckthorn Bark
<i>Rhamnus alnus</i> | Cramp Bark
<i>Viburnum opulus</i> | False Unicorn Root
<i>Chamaelirium luteum</i> |
| Burdock Root
<i>Arctium lappa</i> | Cranesbill Root
<i>Geranium maculatum</i> | Feverfew Leaf
<i>Tanacetum parthenium</i> |

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Flax Seed <i>Linum usitatissimum</i>	Irish Moss <i>Chondrus crispus</i>	Myrrh Gum <i>Commiphora molmol</i>
Flax Seed Meal <i>Linum usitatissimum</i>		
Fo-Ti Root <i>Polygonium multiflorum</i>	Jerusalem Artichoke <i>Helianthus tuberosus</i>	Nettle Leaf <i>Urtica dioica</i>
Frankincense Tears <i>Boswellia carteri</i>	Juniper Berry <i>Juniperus communis</i>	
		Oatstraw <i>Avena sativa</i>
Gentian Root <i>Gentiana lutea</i>	Kava Kava Root <i>Piper methysticum</i>	Orange Peel <i>Citrus aurantium</i>
Ginkgo Leaf <i>Ginkgo biloba</i>	Kelp, Atlantic <i>Ascophyllum nodosum</i>	Oregon Grape Root <i>Mabonia aquifolium</i>
Golden Rod Herb <i>Solidago virgaurea</i>	Kola Nut <i>Cola acuminata</i>	Orris Root, peeled <i>Iris florentina</i>
Golden Seal Herb <i>Hydrastis canadensis</i>		
Golden Seal Root <i>Hydrastis canadensis</i>	Lavender Flowers <i>Lavandula angustifolia</i>	Papaya Leaf <i>Carica papaya</i>
Gotu Kola Herb <i>Centella asiatica</i>	Lemon Balm Leaf <i>Melissa officinalis</i>	Parsley Root <i>Petroselinum crispum</i>
Gravel Root <i>Eupatorium purpureum</i>	Lemon Grass <i>Cymbopogon citratus</i>	Passion Flower Herb <i>Passiflora incarnata</i>
Guar Gum <i>Cyamopsis tetragonoloba</i>	Lemon Peel <i>Citrus limon</i>	Patchouly Leaf <i>Pogostemon cablin</i>
Guarana Seed <i>Paullina cupana</i>	Lemon Verbena Leaf <i>Aloysia triphylla</i>	Pau D'Arco Bark <i>Tabebuia avellanedae</i>
Gymnema Sylvestre <i>Gymnema sylvestre</i>	Licorice Root <i>Glycyrrhiza glabra</i>	Peach Leaf <i>Prunus persica</i>
	Licorice Root Sticks <i>Glycyrrhiza glabra</i>	Pennyroyal Herb <i>Mentha pulegium</i>
Hawthorn Berry <i>Crataegus oxyacantha</i>	Linden Flowers & Leaves <i>Tilia europaea</i>	Peppermint Leaf <i>Mentha piperita</i>
Hawthorn Flowers & Leaves <i>Crataegus oxyacantha</i>	Lobelia Herb <i>Lobelia inflata</i>	Plantain Herb <i>Plantago lanceolata</i>
Henna, Black <i>Indigofera tinctoria</i>	Lovage Root <i>Levisticum officinale</i>	Pleurisy Root <i>Asclepias tuberosa</i>
Henna, Blond Blend		Poke Root <i>Phytolacca americana</i>
Henna, Neutral <i>Lyzitris spina christi</i>	Mandrake Root <i>Podophyllum peltatum</i>	Prickly Ash Bark <i>Zanthoxylum americanum</i>
Henna, Red <i>Lawsonia inermis</i>	Marigold Flowers <i>Calendula officinalis</i>	Psyllium Husks <i>Plantago asiatica</i>
Hibiscus Flowers <i>Hibiscus salbdariffa</i>	Marshmallow Root <i>Althea officinalis</i>	Psyllium Seed <i>Plantago arenaria</i>
Hops Flowers <i>Humulus lupulus</i>	Milk Thistle Seed <i>Silybum marianum</i>	
Horehound Herb <i>Marrubium vulgare</i>	Mistletoe Leaf <i>Viscum album</i>	Quassia Wood Chips <i>Picrasma excelsa</i>
Hydrangea Root <i>Hydrangea arborescens</i>	Motherwort Herb <i>Leonurus cardiaca</i>	Queen-of-the-Meadow Herb <i>Eupatorium purpureum</i>
Hyssop Herb <i>Hyssopus officinalis</i>	Mugwort Herb <i>Artemisia vulgaris</i>	
	Muiru Puama Chips <i>Liriosma ovata</i>	Red Clover Blossoms <i>Trifolium pratense</i>
	Mullien Leaf <i>Verbascum thapsus</i>	Red Raspberry Leaf <i>Rubus idaeus</i>

Rhubarb Root
Rheum officinale

Rosebuds, Moroccan, Pink
Rosa centifolia

Rosebuds, Pakistani, Red
Rosa centifolia

Rose Hips, Chilean
Rosa canina

Rue Herb
Ruta graveolens

Sandalwood, Yellow
Santalum album

Sarsaparilla Root, Indian
Hemidesmus indicus

Sarsaparilla Root, Mexican
Smilax medica

Sassafras Leaf
Sassafras albidum

Sassafras Root Bark
Sassafras albidum

Saw Palmetto Berry
Serenoa repens

Scullcap Herb
Scutellaria lateriflora

Senna Leaf
Senna alexandrina

Shavegrass Herb
Equisetum arvense

Sheep Sorrel Herb
Rumex acetosella

Shepherd's Purse Herb
Capsella bursa-pastoris

Slippery Elm Bark
Ulmus rubra

Spearmint Leaf
Mentha spicata

Spirulina
Spirulina platensis

Squawvine Herb
Mitella repens

St. John's Wort Herb
Hypericum perforatum

Stone Root
Collinsonia canadensis

Strawberry Leaf
Fragaria vesca

Suma
Puffia paniculata

Tansy Herb
Tanacetum vulgare

Uva Ursi Leaf
Arctostaphylos uva-ursi

Valerian Root
Valeriana officinalis

Vervain Herb, Blue
Verbena bastata

White Oak Bark
Quercus alba

White Willow Bark
Salix alba

Wild Cherry Bark
Prunus serotina

Wild Lettuce Leaf
Lactuca virosa

Wild Yam Root
Dioscorea villosa

Wintergreen Leaf
Gaultheria procumbens

Witch Hazel Bark
Hamamelis virginiana

Witch Hazel Leaf
Hamamelis virginiana

Wood Betony Herb
Stachys officinales

Woodruff Herb
Galium odoratum

Wormwood Herb, cut/pwd
Artemisia absinthium

Yarrow Flowers
Achillea millefolium

Yellow Dock Root
Rumex crispus

Yerba Mate Leaf
Ilex paraguariensis

Yerba Santa Leaf
Eriodictyon californicum

Yucca Root
Yucca schidigera

STOCK TEA-BAG-CUT BOTANICALS

Blackberry Leaf

Chamomile Flower

Chicory Root, roasted

Cinnamon

Clove

Ginger Root

Hibiscus Flower

Licorice Root

Lemon Peel

Orange Peel

Pau D'Arco

Peppermint

Red Raspberry Leaf

Rose Hips

Senna Leaf

Spearmint

* Additional Ten-Bag products available upon request.

CULINARY HERBS

Agar Agar
Gelidiella acerosa

Allspice Berry
Pimenta dioica

Anise Seed
Pimpinella anisum

Anise, Chinese Star
Illicium verum

Arrowroot
Maranta arundinacea

Basil, California
Ocimum basilicum

Basil, Egyptian
Ocimum basilicum

Bay Leaf, Select
Laurus nobilis

Caraway Seed, Dutch
Carum carvi

Cardamon Pods, Green
Elettaria cardamomum

Cardamon Seed, decorticated
Elettaria cardamomum

Cayenne Pepper
Capsicum annum

Celery Seed
Apium graveolens

Chervil
Anthriscus cerefolium

Chili Flakes
Capsicum annum

Chili Peppers
Capsicum annum

Chives
Allium schoenoprasum

Cilantro
Coriandrum sativum

Cinnamon Sticks
Cinnamomum cassia

Cinnamon, Korinjte A
Cinnamomum cassia

Cinnamon, Korinjte B
Cinnamomum cassia

- nnamon, Chinese
Cinnamomum cassia
 ove Stems
Syzygium aromaticum
 oves
Syzygium aromaticum
 riander Seed
Coriandrum sativum
 cam of Tartar
Adosonia gregorii
 min Seed
Cuminum cyminum
- Mustard Seed, yellow
Sinapsis alba
- Nutmegs
Myristica fragrans
- Onion, chopped/grans/pwd
Allium cepa
 Oregano, Turkish
Origanum vulgare
- Paprika, Spanish
Capsicum annum
 Parsley Flakes
Petroselinum crispum
 Parsley Leaf
Petroselinum crispum
 Parsley Powder
Petroselinum crispum
 Pepper, Malabar, black
Piper nigrum
 Pepper, Tellicherry, black
Piper nigrum
 Pepper, white
Piper nigrum
 Peppercorns, green
Piper nigrum
 Peppercorns, pink
Schinus terebinthifolia
 Poppy Seed, blue
Papaver somniferum
- Rosemary Leaf
Rosmarinus officinalis
- Safflowers
Carthamus tinctorius
 Saffron, Spanish
Crocus sativus
- Sage, Dalmation
Salvia officinalis
 Savory, Summer Dom
Satureia hortensis
 Sesame Seeds
Sesamum indicum
- Tarragon Leaf, Dom.
Artemisia dracunculus
 Thyme, Spanish,
Thymus vulgaris
 Turmeric
Curcuma longa
- Vanilla Beans
Vanilla planifolia

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 Cajun Spice
 Celery Salt
 Curry, medium, Blend
 Curry Blend (saltless)
 Chinese Five Spice
 Chili, medium, powder
 Chili Powder (saltless)
 Enhance It!, cut/powder
 (herbal, saltless)
 Garam Masala
 Garlic Salt
 Gumbo File, powder
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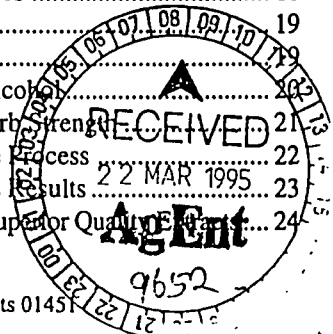


1995-1996



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GAIA HERBS, INC.

To our valued customers:

We are witnessing the dawn of a new era in the field of botanical extracts, an era that fully integrates the wisdom and intelligence of nature with the precise objectivity of science. It is by looking through the window of science that we can objectively analyze the value of botanical wisdom. The vitality created by nature balanced by the wisdom authenticated by science—this should be our industry's standard for excellence.

While we respect the knowledge that exists and continues to be created in our industry, we'd like to offer a different standard for evaluating the quality of botanical extracts. We at Gaia Herbs ask you to put "opinions" aside, and to rely instead on the balance of science and nature.

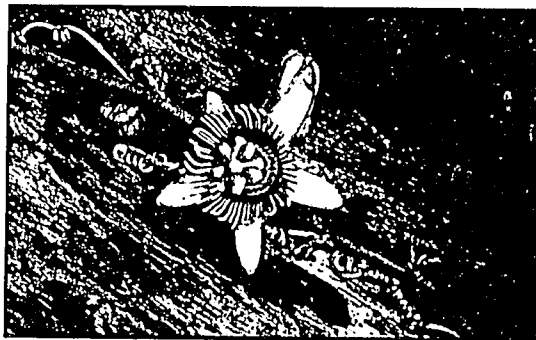
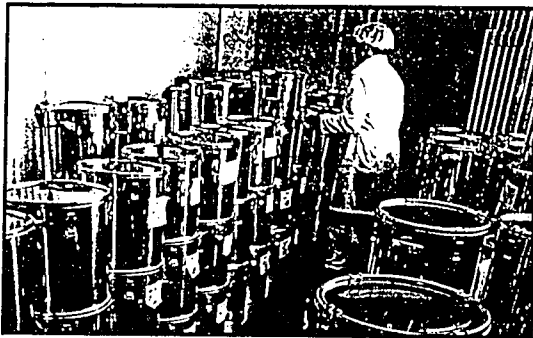
There are many factors that create an efficacious herbal extract. The purest raw material, harvested at the peak of its constituent value, is where we start in creating our extracts. Fresh plants are rushed to our facility via overnight express, and the extraction process promptly begun the moment they arrive. This is how we capture the essence of nature's vitality, emulating as closely as possible the constituent value of the plant while it is growing in the ground.

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1994-95

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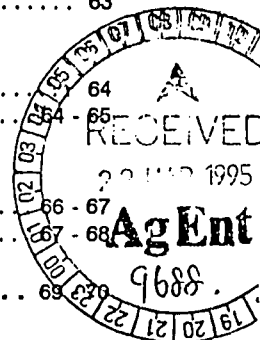
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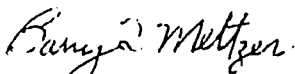
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Barry Meltzer

The Chinese Secret To Graceful Aging

Chinese herbal medicine offers retailers a profitable avenue to promote health and longevity

Lisa Anne Marshall

WASHINGTON—The American population is simply growing older. According to statistics from the American Association of Retired Persons (AARP) located here, the numbers of older Americans (those over 65) increased 21 percent between 1980 and 1990, compared to an increase of 8 percent for those younger than 65. By the year 2000, AARP says, persons over the age of 65 are expected to represent 13 percent of the population—approximately one out of every 10 people. With advancing years, many people are searching for ways to look and feel younger, or at least to maximize the years they have. Even those still chronologically young will search for ways to

stay younger longer. For the natural products retailer, the two groups comprise a perfect market for the sale of Chinese herbs and tonics that are historically used to extend life.

Longevity has always been the most prized and respected achievement among the Chinese people—receiving even greater status than happiness and health. This is evidenced by the large number of venerable old people in China, where it is not uncommon for a person to live beyond the age of 100.

What's more, it is the quality even more than the length of a person's life that the Chinese revere. "Maintaining a vibrant life is what longevity is all about," says Roy Upton, an AHG council member and a director for a supplement manufacturing company in Soquel, Calif.,



Visiting Chinese medicine shops such as this one in Los Angeles may give natural products retailers a sharper focus and greater understanding of how to sell these herbal products.

that produces Chinese herbal products. "It's not just living a long time that counts, but being able to have good use of your bodily functions during all of your years."

A major benefit of Chinese longevity remedies, Upton says, is that they focus on improving the tone of all the organs, muscles and tissues in the body—stimulating their natural functions so the body can

operate at maximum capability during its life span.

"Chinese herbal preparations act as the great balancers of the body, the traffic directors of the complex cross-currents of vital energies and cosmic forces which constantly course through our bodies," says Daniel P. Reid in his book *Chinese Herbal Medicine*. "They promote health and longevity, but do not guarantee them."

Retailers, with a little understanding of the philosophy behind Chinese herbal remedies and a knowledge of their benefits, can effectively promote them to their customers.

CONCEPTS AND PHILOSOPHIES OF CHINESE MEDICINE

To fully understand the Chinese concept of longevity, one must first understand the philosophy behind the concept of Chinese medicine. Chinese medicine is based on the concept of balance and harmony.

The concept of balance and harmony is central to Chinese medicine. It is based on the idea that the body is a microcosm of the universe, and that the same principles of balance and harmony apply to both.

The concept of balance and harmony is also reflected in the use of herbs. Herbs are used to restore balance and harmony to the body, and to promote health and longevity.

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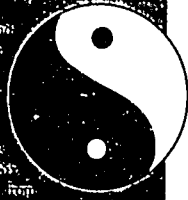
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Superior Results With Superior Herbs

Among the thousands of herbs used by the Chinese, a select few are known as tonics, or Superior Herbs—esteemed for enhancing the life force and increasing longevity. As Ron Teeguarden says in his book *Chinese Tonic Herbs*, the Superior Herbs are "used to fortify the body-mind, to strengthen the life functions, to encourage natural harmony, to enhance one's adaptability, and as a result of all this, to generate what the Chinese call 'radiant health.'"

The greatest tonic experts, Teeguarden says, were the sages and yogis who used the Superior Herbs to benefit their life force in their quest for immortality.

Classically, there are four major types of tonics—Chi's, Blood, Yin and Yang. According to Subhuti Dharmananda, director of the Institute for Traditional Medicines in Portland, Ore., Chi's tonics, which are energy producing, are used to assist the absorption of essential ingredients from food; Blood tonics, which are strengthening, are used to enrich the blood (the carrier of the food essence); Yang tonics, which are more active and drying, are used to tonify the yang organs and functions of the body; and Yin tonics, which are more moisturizing and calming, are used to tonify the yin body elements.

In the quest for longevity, tonics that work on the kidneys are considered most important. "There is a saying in China that you are only as old as your kidney," Upton says. "It is believed that our genetic predisposition is handed down through the kidneys."

The Chinese consider that growth, y

velopment and reproduction are all ant on the essential Ch'i stored in the ney, adds Dharmananda, and that this 'i is derived from the reproductive enence of the parents, which is then sed on to the children.

"Kidney essential Ch'i, or Essence, omething that shows fullness during nger years and empties with aging," says. "A portion of the Essence is renished regularly by nutrients obved from foods, but this can only uce the impact of aging, not end it gether. Chinese tonic herbs appear enish Essence more strongly than imon foods. For this reason, conption of tonics is believed to be one he best methods to halt the deterioron of old age."

Following is a list of some of the e common Superior Herbs compiled n interviews and the books *Chinese al Medicine and Chinese Tonic Herbs*.

Asparagus root (*Asparagus lucidus*): dited by holy men as a "vital treas-' that resides in the heart and mani- as unconditional love. It develops e of mind, a good memory, and bal- ts the emotions. The taste is bitter- and it has cooling properties.

Application: Opens the heart center tonifies the kidney.

Ginseng (*panax Ginseng*): Known as "King of Herbs," ginseng has been 'in the Orient since the dawn of civtion. Ginseng possesses restorative lities that balance the body's abolism and increase its efficiency provides energy to all the systems. ts are felt in the spirit, the mind the body. Only the root is used and sweet with neutralizing properties.

Application: Tonifying to primor- energy, the lungs and the spleen. nourishes vital fluids.

Note: Mark Nolting, N.D., C.A., of Acupuncture and Oriental Med- for Bastyr College in Seattle, says e is a lot of confusion about gin- . Siberian ginseng (*Eleutherococcus casus*) is the ginseng traditionally for longevity, but he says it also by the Chinese names Ciwujia and haseng.

Nolting says that unless the herb is ally bought from mainland China e is a large likelihood it will be ly named, with either impure or no rian ginseng in the product. "Main- China has strong enough regula- that you can trust them," he says, if you get into Hong Kong or Sin- re you don't have as much of a ante."

In the late 1980s, he says, there : also problems with Chinese pred formulas coming into the country contained pharmaceutical sub- es in the ingredients. "It's essential e able to trust your suppliers and v they are honest," Nolting says. ailers should talk to major distribu- or cil colleges of traditional Chi- medicine if they have any ques- ."

He Shou Wu/Chinese Cornbind (*gonum multiflorum*): Literally trans-

CHART 1 THE RELATIONSHIP OF ENERGIES					
ELEMENT	Earth	Water	Wood	Fire	Metal
SEASON	All	All	White	Sourly	Stimulant
ORGAN	Spleen	Lung	Spleen	Heart	Liver
PLANET	Saturn	Mars	Mercury	Venus	Jupiter
EMOTION	Worry	Anger	Fear	Love	Joy
TASTE	Sweet	Bitter	Sour	Salty	Bitter
PROPERTY	Moistening	Drying	Lightening	Acrid	Refrigerating
DISEASE	Dampness	Dryness	Cold	Wind	Heat

lated as "Black Haired Mister He." According to Upton, the Chinese tell the story of an old general who was locked in a cave by the enemy and left to die. Six months later his troops returned to find him not only alive and well, but looking younger than before—his white hair had turned black. He achieved this amazing feat by eating a vine that grew in the cave. The vine was then named in his honor. The roots, stems and leaves are all used. The taste is bitter and sour, with warming effects.

Application: A blood tonic, also used to nourish the kidney. Upton says it is essential this herb be cooked in a black bean sauce before administering, or all the beneficial qualities will be lost. Many companies will sell the herb in this processed form.

■ **Lycii berries (*Lycium chinensis*):** This herb is greatly renowned for its longevity properties because it was used by Li Ch'ing Yuen, a man whom modern scholars have verified lived to be over 200 years old. When Li Ch'ing Yuen was 50 years old he met a man who was much older and who could out-walk him. Upon asking the older man's secret, Li Ch'ing Yuen was told to daily consume a soup of Lycii berries, which he proceeded to do. Only the fruit is used, and it is sweet with neutralizing properties.

Application: A kidney and liver tonic said to nourish the eyes and cause them to sparkle.

■ **Rehmannia (*Rehmannia glutinosa*):** Claimed to prolong life, quiet the soul and confirm the spirit, this herb is common in longevity formulas. Only the root is used, and it is sweet with warming effects.

Application: A kidney tonic, used to nourish the blood and maintain vitality.

■ **Schizandra (*Schizandra chinensis*):** This herb has been greatly favored by the wealthy class in China—particularly emperors and royal women—due to its reputation as a youth preserver and beautifier. Only the berries are used, and they are sour with warming effects.

Application: A kidney tonic, used to preserve tissue and slow down the aging process. If used for 100 days, Schizandra is said to purify the blood, rejuvenate the kidney, brighten the mind and cause

the skin to become radiant.

■ **Tang Kuei (*Radix Angelicae sinensis*):** Although mainly known as a women's herb, Tang Kuei is also useful for men. Only the root is used, and it has a sweet-pungent flavor with warming effects.

Application: The most highly praised blood tonic in the East.

Putting Longevity Into Context

Although Superior Herbs are extremely safe, there is a note on effectiveness. "A lot of people try for the miracle elixir," Upton says. "They want a longer life by taking a few herbs, but in order for (continued on page 128)

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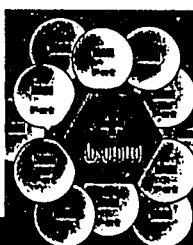
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CHINESE HERBS

from page 127)

Chinese remedies to be truly effective for them they need to follow an entire regimen including meditation and exercise. When they are used out of cultural context a person only receives partial benefits."

One way to put things in cultural context is to follow an essential rule of Chinese longevity—moderation. "The Chinese have moderation in their diet and sleep," Upton says. "They also have moderation in their work and include exercise in their daily regimens."

"It was discovered long ago that in order to help the body assimilate the energy obtained from food, specific physical exercises were beneficial," adds Dharama. "These include breathing exercises (Ch'i Gong), which aid the body in

foods chosen "as much for their therapeutic qualities as for nourishment and taste."

In accordance with this, the Chinese have assigned therapeutic values to foods with the intent of using them to balance the bodily systems. Cold foods, for example, are things such as fruit, vegetables and seafood, while hot foods are those high in protein such as fatty meats, eggs, and fried and spiced foods. Depending on whether the body has an excess of cold or heat, certain foods can be eaten to alleviate the condition.

To be consistent with Chinese philosophy it is also important not to eat too much nor too late in the day (no later than 8:30 p.m.), and it is good to eat within the season, says Upton. In the winter, for example, people should eat warming foods

THE CHINESE HAVE MODERATION IN THEIR DIET AND SLEEP.

THEY ALSO HAVE MODERATION IN THEIR WORK AND

INCLUDE EXERCISE IN THEIR DAILY REGIMES."

using the energy of air and the essence of food and herbs, and physical exercise (Ch'i), which strengthens the lower abdomen."

The whole idea of exercise, says Upton, "is to get in touch with the energy of earth and heaven. People need to connect with universal energy and allow it to flow through them. This raises both physical and spiritual prowess and aids longevity."

Food is also used to promote longevity. "Survival is taken 'not just for sustenance but, also to constantly balance and regulate and tune up both physical and mental health,'" Reid says. Food and exercise are interrelated, he says, with

such as nuts, squash and grains, and drink warming teas with ginger or cardamom.

In the spring they should lean toward fresh greens and bitter foods that increase the production of bile and elimination—to rid the body of the storage from winter.

During summer it is best to eat more fruits and drink more fresh juices, both of which are cooling. "The diet stays similar all year round," Upton says. "People should basically eat whole grains and fresh vegetables all the time, then added to these are the secondary foods with more of a seasonal focus."

"People can always do well eating complex carbohydrates and foods that are bland and slightly sweet," adds Bill

CHART 2

CREATION CYCLE



CHART 3

CONTROL CYCLE



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Brevoort, president of a company in Eugene, Ore., that manufactures Chinese herbal products. "When in doubt, eat in the center—not too hot nor too cold."

The Chinese have actually taken the idea of medicinal eating to the point of commercialism—there are some restaurants in China where people can go to treat their ailments, Nolting says. When the waitress comes up, you simply tell her your problem and the proper food/treatment will be provided. "You could probably go in and order life-extension stew," he says.

Although longevity is never quite so simple as that, retailers who incorporate Chinese herbs and tonics into their stores will have a sure-fire way to draw customers searching for a healthier old age. Explaining some of the philosophies surrounding the Chinese concept of longevity will allow the herbs a greater chance of working, and the customers will be that much more satisfied.

If nothing else, retailers may be lucky enough to have a customer like one who told Brevoort about the success of his product. The woman, who had been married four times, took one of Brevoort's blood tonics to calm her emotions and raise her energy. "If I had taken this earlier," she said, "I would still have been on my first husband." ■

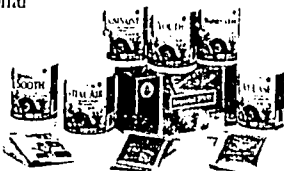
Concentrated Power...

The Essence of Chinese Herbs

Dozens of companies sell Chinese Herbs and other health products in the United States, but there's one company that only sells concentrated Chinese herbal extracts: **Min Tong Herbs**.

Our mother company in Taiwan, Republic of China, has been studying and producing Chinese herbal extracts for 50 years. Through our unique extraction process, we can offer a selection of highly potent traditional Chinese herbal extracts, in tablet and granule forms, to the American market.

Some of our most popular traditional formulas in tablet form are: **Women's Ease™** for relaxation and better sleep, **Vital Air™** for relief of sinus congestion from allergies, **Middle Soothe™** to aid digestion and soothe the stomach, **Slim Saint™** for weight loss, **Women's Ease™** for daily women's health and PMS, and **Youth™** for beauty, energy, and fitness. **Circula™** helps pain caused by Qi and Blood stagnancy.



Our new product **Imperial 2000** granule extract for tea is the most popular tonic formula in China (Bu Zhong Yi Qi Tang), having been used for centuries to enhance the metabolism and food nutrient absorption.

Min Tong uses the traditional Chinese methods of preparing and combining herbs to increase their synergistic activity to produce superior and effective herbal remedies.

We've known about Reishi for a long time. Reishi is the most powerful healing mushroom in the world. Min Tong Herbs in Taiwan has been selling wild and organically cultivated Reishi extract for over a decade. Our **Siberian Ginseng Extract for Tea** provides easy absorption and delightful drinks for people who desire endurance and stamina.



Min Tong's products are being introduced through a nation-wide advertising campaign in many consumer magazines such as Natural Health, New Age, Vegetarian Times, Better Nutrition, Delicious, Body and Soul, and others. Our colorful Free Floor Display offers you discounts and brochures for quick sales. For further information, please contact:



MIN TONG HERBS

318 7th St.
Oakland, California 94607
Tel: 1(800) 562-5777
Fax: 1(800) 875-0798





Ancient Secret For Modern Times

A "Cultured" Herb Beverage

The Story: Ying-Yang Harmony Drink was developed by Prof. Fann from an ancient Chinese home-brew known as "Kombucha": a sweetened tea fermented with a bacterial culture (*Acetobacter Xylinum*). For centuries it was a well kept secret known and enjoyed only by the very rich. Due to civil turmoil the process was lost in China but was re-discovered by a Japanese teacher in some Caucasus villages where it had become an established home-brew. Since then it has become popular throughout the Orient and parts of Europe.

The Improvement: Prof. Fann didn't like the fact that tea (which has caffeine) and sugar were in the traditional recipe. He improved it by replacing tea with Yin Yang balanced herbs and sugar with honey or grape juice. Surprisingly the culture ferments even better in his blend than in tea. As one reviewer described the resulting product: "The most striking impression is that of quality. The goodness, obvious wholesomeness, and sheer good taste virtually leap out of the bottle". (Frank Mackay, *Natural Health Products Report*, Vol. 1, No. 3)

The Ingredients: Ying-Yang Harmony Drink is hand-made in small batches with whole herbs: hibiscus, rosehips, hawthorne berries, honeysuckle, chrysanthemum, spearmint, lemon grass, camomile and licorice roots. Most herbal drinks are made with extracts which inevitably loses some potency and tastes medicinal. 7 grams of herbs is used to make each 10 oz. bottle of the drink. (Most herb tea bags contain less than 2g/bag). There are two flavors: Harmony Drink with Honey and Harmony Drink with Grape Juice.

100% Natural: No preservatives, caffeine, sugar, sodium, artificial color or flavor added. No alcohol or carbonation.

The Ancient home-brew remains a home-brew.

Made in Canada by **Ying-Yang Natural Products Ltd.**

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PERFECT BALANCE



A



THE JACKER

*Journal of the
Globe*

HERBS



Italian Parsley

Thyme

Oregano

Tarragon

Cilantro

Basil

Marjoram

Chervil

Chives

Mint

Bay Leaf

Arugula

Sage

Rosemary

Savory

Baby Dill

Sorrel

Herbs

AVAILABILITY

ANISE

Anise has a mild licorice flavor and is the traditional fish herb. Leaves can be added to fish stews, soups and casseroles. It also works well in lamb dishes, omelets, salads and herb breads. Stalks can be used in any recipe that calls for celery or in creamy celery soup. Popular uses include seasoning pork, lamb, seafood and beans.

ARUGULA

Also known as rocket, this Mediterranean salad plant is a member of the mustard family. Arugula has a peppery taste that complements such Mediterranean foods as olives, garlic, tomatoes, peppers and olive oil.

BASIL

This is a commonly used herb that adds a clove-like aroma and pungent taste to tomatoes, squash, cabbage, beans, pasta, poultry or seafood. Leaves vary in color from green to red-purple. Leaf size also varies, ranging from small common basil leaves to the larger leaves of lettuce leaf basil.

BAY LEAVES

With long, dull-green leaves about 2-inch wide, this aromatic and pungent herb is used to season soups, stews and sauces. It is a traditional ingredient in split-pea soup and spaghetti sauce. Greek Bay and California Bay Laurel are the two types of bay leaves. Encourage shoppers to try threading the pliable

leaves with marinated swordfish in a seafood kabob. Remove the leaves before serving.

CHERVIL

This herb has a sweet taste, similar to tarragon. Add near the end of cooking to flavor stews, fish and steamed vegetables. Chervil can be used in sauces calling for tarragon. Use in salads, salad dressings, meat dishes, savory sauces, egg dishes or as a chopped garnish.

CHIVES

A mild, onion-flavored herb, chives will enhance the flavor of almost any savory dish. Sprinkle liberally over fish, chicken, egg dishes or a steaming baked potato. Chives enhance almost any buttered vegetable such as carrots, beans, sweet corn, squash, peas, cauliflower or mushrooms.

CILANTRO

Also known as coriander or Chinese or Mexican parsley, this herb has an assertive, sage-citrus flavor that can be addictive for some people. Use sparingly to season squash, eggplant, snow peas and onion. It is used extensively in Southwest fare such as guacamole, chili, salsa and ceviche (cold seafood salad). Cilantro also is important in Indian, Chinese and Thai cuisines.

DILL

The anise-parsley-celery flavor of dill goes well with fish, vegetables, soups and salads. It also complements poached salmon and potato salad. Crown dill, a stronger-tasting

item, is used for making pickles while baby dill is primarily a seasoning. Dill plants have feathery leaves. When purchased fresh, plants should be selected on the basis of their resemblance to fresh salad greens. Dill seed also is a popular seasoning item.

FIDDLEHEAD FERN

This is not a species of fern but a growth stage of any fern — when the tip pokes up through the soil but has not begun to uncurl. Look for jade-green ferns and select small sprouts with no more than a 1/2-inch diameter. Serve steamed or lightly cooked as a side dish with meat or fish.

HORSERADISH ROOT

This can be blended with vinegar and used as a condiment or added ingredient in mustard. It is known for its hot, spicy taste.

MARJORAM

Sweet marjoram is a strong accenting herb used in egg dishes, soups, vegetables or on lamb. Its taste is similar to oregano, only milder. Like basil, marjoram is a member of the mint family.

MINT

A sweet-flavored, aromatic herb, mint is a classic garnish and flavoring for summer drinks such as lemonade and punch, or a natural garnish for mint juleps, fruit platters and frozen desserts. Mint is a fundamental ingredient in lamb dishes and many Middle Eastern dishes. Like most herbs, mint can be tossed in green salads or mixed into soft

OLBAS products give you and your family **FAST RELIEF** from a wide variety of common complaints:

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| ♦ Arthritis | ♦ Neuralgia (simple) |
| ♦ Backache | ♦ Rheumatism |
| ♦ Bruises | ♦ Sprains |
| ♦ Muscular Strain | ♦ Thed Sore Feet |

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3. **OLBAS BATH** - Refreshing and fragrant herbal bath that soothes and relaxes aching and painful muscles after a strenuous day of work or sport. Add to tub or use as a liquid soap when you shower or shampoo.

4. **OLBAS SPORT** - Extraordinary Swiss massage and vitamin skin care oil which tones and conditions muscles. relieves sunburn, windburn, and sore, chapped or dry skin.

5. **OLBAS COUGH SYRUP** - A pleasant tasting and effective combination of herbal extracts and wildflower honey. Adults praise it! Children love it!

6. **OLBAS AROMATIC INHALER** - Provides a soothing feeling of relief while it makes nasal passages feel clearer. Favored by those suffering from colds, allergies and hayfever. Contains NO decongestant drugs and is non-habit forming.

7. **OLBAS PASTILLES** - Maximum strength menthol cough suppressant lozenges. Help clear the head while they soothe the throat. Excellent for singers, smokers and public speakers too!

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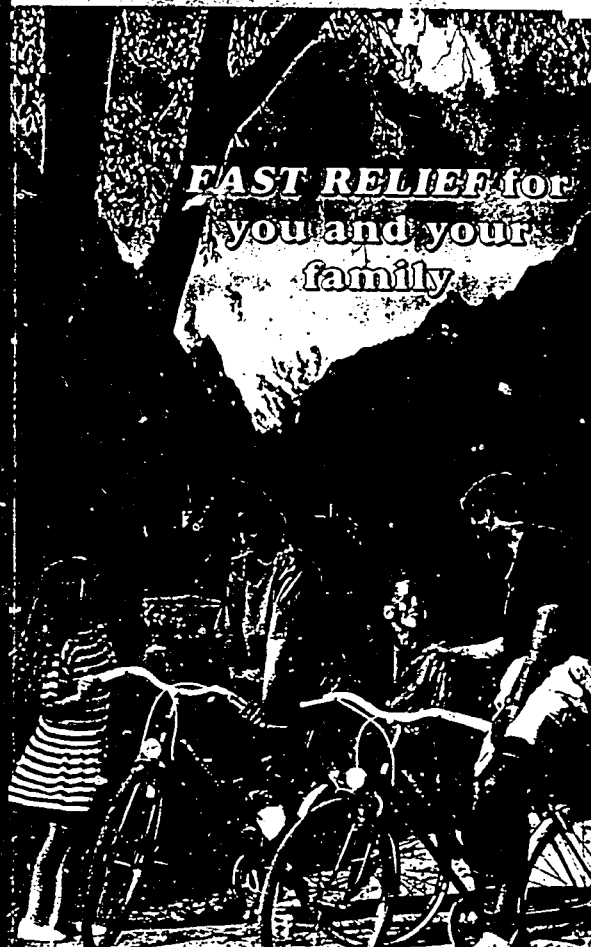
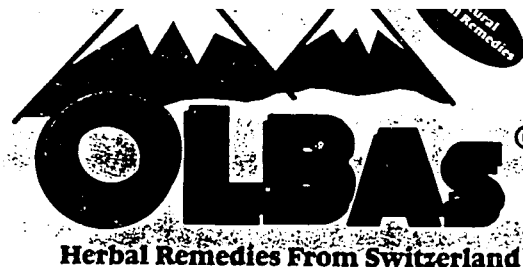
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What Makes OLBAS Special

The Swiss, learning from the wisdom of the ancient Chinese and Egyptian herbalists, have formulated a unique blend of essential oils called OLBAS. The oils found in OLBAS are extracted from medicinal herbs and plants that have been the basis of healing in cultures around the world for centuries. Over the years, these essential oils have been well known to have many beneficial uses. Listed here are some of these historical uses:

Peppermint, the source of Menthol, is the world's most consumed single herb. It has been valued for centuries as a carminative (expels gas, relieves griping) and aromatic stimulant. Menthol is used extensively

as an ingredient in preparations for the nose and throat, relief of aches and pains, and in ointments to relieve local irritations, burns, itching, scrapes and cuts. Historically, it was also used for the relief of nasal congestion, headache and neuralgia. Eucalyptus, once viewed as an antiseptic in the volatile oil group, was often used as an inhalant to relieve symptoms associated with the common cold. It is still used today in many popular cough remedies.

Cajeput, (pronounced ka-ju-pu), was considered useful for various minor skin conditions.

Derived from the southern yellow pine, oil of turpentine was formerly used as a diuretic, expectorant and antiseptic. Today it is an approved counterirritant used to relieve pain in muscles and joints. Clove, a strong stimulant

and aromatic, was formerly viewed as a useful carminative and a local anesthetic. Wintergreen, containing methyl salicylate, is often used as an aid in relieving aches and pains of arthritis and rheumatism.

World famous for their skill in using plants and essences to promote healing, the herbalists and botanists of Switzerland have carefully blended these pure essential oils into the following OLBAS PRODUCTS:

1. OLBAS ANALGESIC OIL is a favorite European household remedy that originated in Basel, Switzerland in the early 1900's. It contains nothing artificial, no alcohol, or other synthesized chemical substances. Used externally, OLEUM-BASILEUM (OLBAS) is truly remarkable in its ability to aid in relieving the discomforts of a wide variety of common ailments. Provides FAST, temporary relief as it penetrates deeply to relieve aches and pains associated with simple backache, arthritis, rheumatism, muscle strains, bruises, sprains and tired sore feet. Although longer recognized by the FDA as an approved decongestant, many continue to remark how the fresh, aromatic properties of OLBAS enable them to breathe easier when suffering from a cold, hay fever or allergies. The natural essential oils in OLBAS ANALGESIC OIL are non-greasy and will not stain most fabrics. However they may be harmful to synthetic fabrics, wood finishes and some plastics. Avoid getting in eyes.

2. OLBAS HERBAL BATH is a refreshing and naturally fragrant bath from Switzerland. It will soothe and relax your aching and painful muscles on any given day. Blended with eucalyptus, OLBAS HERBAL BATH acts as a natural deodorant while it tingles, stimulates and invigorates - a truly exciting experience! Add to tub or whirlpool or use as a liquid soap when you shower or shampoo. Marvelous after a hard day at work or sport. Excellent for a footbath for tired, aching feet. Refreshing as a sponge bath for bed patients, too. A favorite in sports and European health spas. Contains: Sodium Laureth Sulfate (from coconut oil), Eucalyptus Oil, Peppermint Oil, Citric Acid Diethanolamine (from coconut oil), Cajuput Oil, Turpentine Oil, Menthol, Chlorophyll, Fragrance, Wintergreen Oil, Clove Oil. Available in 4 & 8 fl. oz. bottles.

3. OLBAS COUGH SYRUP is a pleasant tasting combination of natural herbal extracts of Thyme, Licorice, Plantain, Pine and Chestnut, combined with Wild Flower Honey and Essential Oils, which makes this formula unsurpassed. A favorite with children, adults and smokers. Available in 4 fl. oz. bottles.

4. OLBAS INHALER is a convenient, pocket-sized nasal inhaler. Aromatic vapors provide a pleasant cooling sensation to dry, inflamed nasal passages due to colds, allergies, hay fever, low humidity and other nasal irritations. Provides a soothing feeling of relief while it makes nasal passages feel clearer. Many praise the OLBAS INHALER when suffering from the effects of air pollution or smoke filled rooms. Contains NO decongestant drugs. Carry one with you when traveling or whenever you want that cooling feeling of nasal relief that the OLBAS INHALER provides! All natural formula: Menthol, Oils of Peppermint, Cajuput and Eucalyptol.

5. OLBAS PASTILLES are Maximum Strength menthol cough suppressant lozenges that help control coughs and make nasal passages feel clearer. Excellent during times of minor throat and bronchial irritations that are associated with the common cold. Active ingredient: Menthol. Other ingredients: Oils of Eucalyptus, Juniper Berry, Wintergreen, and Clove in a sugar and crystal gum base. Available in a 1.6 oz. box (45 grams), approx. 27 lozenges.

6. OLBAS SPORT (Swiss Massage and Vitamin Skin Care Oil) is an extraordinary massage and vitamin rich skin conditioning oil for the entire family. Soothing and relaxing for aching and painful muscles. Relieves sore chapped hands, lips and nose, tired aching feet, sunburn, windburn and dry skin. OLBAS Sport gives a delightful cool feeling and imparts a pleasant fragrance.

SPORTS & EXERCISE: OLBAS SPORT helps tone and condition muscles BEFORE and AFTER engaging in exercise, sports or strenuous activity. Praised by European masseurs and professional athletes. Contributes to warm up activity BEFORE jogging, tennis, cycling, skiing and racquetball which can help avoid strains, aches and pains, and improve performance. Take OLBAS SPORT along with you to your health club or fitness center!

7. OLBAS ANALGESIC SALVE is a Swiss formula which provides soothing relief from coughs and colds. Rub it on the chest and throat area, and feel the soothing warmth and vapors soothe your throat. Excellent for children. Also provides a measure of relief for the aches and pains of muscles and joints associated with arthritis, strains, bruises and sprains. Active ingredients: Menthol. Other ingredients: Hydrogenated Peanut Oil, White Soft Paraffin, Cetyl Palmitate (from palm oil), Ceteareth (from coconut oil), Benzoic Acid, Eucalyptus Oil, Cajuput Oil, Wintergreen Oil, Turpentine Oil. Available in 1 oz. (30 g) tube.

8. OLBAS ESSENTIAL OILS are pure essential oils extracted from medicinal herbs and plants. They are used in a variety of ways to relieve aches and pains, soothe irritated skin, and provide a pleasant fragrance.

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Eucalyptus



Wintergreen



Peppermint



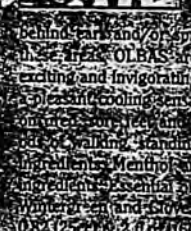
Pine



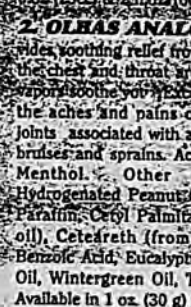
HOME & WORK - Apply OLBAS ANALGESIC OIL to soothe and relax your aching and painful muscles on any given day.



Apply OLBAS ANALGESIC OIL to soothe and relax your aching and painful muscles on any given day. Blended with eucalyptus, OLBAS ANALGESIC OIL acts as a natural deodorant while it tingles, stimulates and invigorates - a truly exciting experience! Add to tub or whirlpool or use as a liquid soap when you shower or shampoo. Marvelous after a hard day at work or sport. Excellent for a footbath for tired, aching feet. Refreshing as a sponge bath for bed patients, too. A favorite in sports and European health spas. Contains: Sodium Laureth Sulfate (from coconut oil), Eucalyptus Oil, Peppermint Oil, Citric Acid Diethanolamine (from coconut oil), Cajuput Oil, Turpentine Oil, Menthol, Chlorophyll, Fragrance, Wintergreen Oil, Clove Oil. Available in 4 & 8 fl. oz. bottles.



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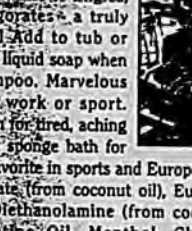
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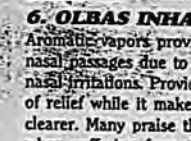
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OLBAS ...each drop means relief!

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DISCOUNT**

TRADITIONAL TEA BLENDS

	<u>Sugg Wsl</u> (no discount)	<u>Sugg Rtl</u>
All OTC and regular teas with the following exceptions	\$ 2.19	\$ 3.29

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French Vanilla After Dinner Mint		
Cinnamon-Spice Morning Brew	\$ 1.99	\$ 2.99

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Echinacea Plus	American GinZing	
	\$ 2.53	\$ 3.79

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	\$ 1.59	\$ 2.39

FLOOR DISPLAYS (72 count)

Special Wsl 20% Disc

Sugg Rtl
w/20% disc.

Allergy/Hayfever, Cold Season Care, Herbal Tea Formulas, Weightless & Women's Health Center	} \$126.69	
		\$ 2.59
Herbal Excellents (72count)	\$132.99	\$ 2.99/2.59
Gourmet International (48 count)	\$ 76.60	\$ 2.39

MASTER CASES

BE, GCC, TC, SM, NN, GT, PMS	\$42.23	\$ 2.64
(Echinacea Plus & American GinZing)	\$48.62	\$ 3.04

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Open Stock: 5 single herb teas	\$ 1.33	\$ 1.99
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EarthDay		\$.55 ea
Envision Natural T.P.	\$ 45.39 (.44ea)	.55 "
Envision White T.P.	\$ 45.49 (.44ea)	1.05 "
Envision Paper Towels	\$ 26.82 (.84ea)	.76 "
Envision Facial Tissues	\$ 19.62 (.61ea)	3.82 "
Envision Napkins	\$ 52.23 (3.06ea)	1.59 "
Green Forest T.P.	\$ 32.99 (1.29ea)	1.07 "
Green Forest P.T.	\$ 27.35 (.86ea)	2.03 "
Green Forest Napkins	\$ 20.87 (1.63ea)	

TEA PRICING: is figured on margins of 33.3% for distributors and 50% for retailers. Areas with high freight factors may be priced a few cents higher.

PAPER PRICING: is figured on margins of 20% for distributors and 20% for retailers.

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At the First Sign of a Chill

To Restore
 Energy and Vigor

Before Traveling

After Fasting

When It's Cold and Damp

Good for Smokers

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Sensational Iced

When Hands & Feet are Cold

Ginger Aid™ is a unique yet simple blend of quality ginger, blackberry leaf and just a hint of lemon. Your coworkers may choose this ginger tea for the benefits of the herb, but they will come back for the flavor of the tea. Ginger Aid™ is the best tasting ginger tea we have ever made and we're sure you will agree.

Printed on Recycled Paper

It is one of the most widely used herbs ever discovered. The Chinese, Arabs, Indians, Greeks, Romans and other Europeans have used ginger for centuries, but never before has a full powered ginger tea tasted so good. Now you can recommend ginger tea for more than just the benefits. Now it will be the choice of many just for the taste.

TRADITIONAL

NEW!

From Traditional Medicinals.

Ginger Aid™

An herbal tea blended with ginger, blackberry leaf and just a hint of lemon.

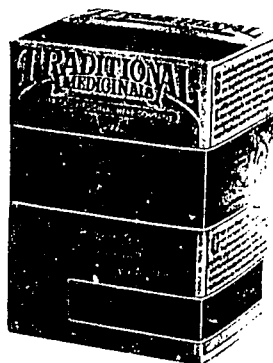
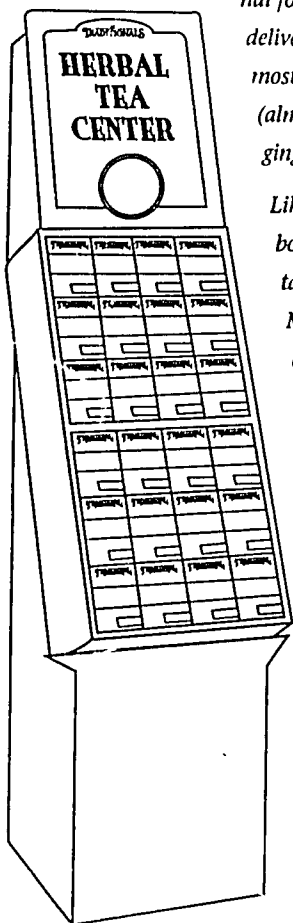
At Traditionals®, ginger has always been considered one of the most important herbs in nature's grab bag of gifts to man. It's included in many of our medicinal formulas because it is such a powerful carrier herb, helping to deliver the active ingredients of the tea blend to where they are most effective in the body. Now Ginger Aid™ features ginger (almost) on its own. Each tea bag is a powerful source of ginger's active properties.

Like garlic and cayenne, ginger has a warming effect on the body's extremities and gets things moving. Likewise, when taken before exercise, it aids in opening pores and increasing circulation. Most of us know about the positive effects of ginger on the stomach and digestive system, and new research continues to validate this and many other therapeutic uses of ginger.

Traditional Medicinals® has been a leader in the medicinal tea industry for 20 years. The name Traditionals® has become a highly respected and trusted products standard bearer. It is with the guaranteed assurances of freshness, safety, and good taste that we encourage you to try Ginger Aid™. Our unbleached tea bags, 100% recycled carton materials, and individual moisture proof teabag envelopes are all part of Traditionals' standard of excellence.

Ginger Aid™ is available in open stock or included in one of our seven different floor displays.

As advertised in: *Natural Foods Merchandiser, Whole Foods, Vitamin Retailer, Delicious, Natural Health, New Age Journal, The Utne Reader, and Vegetarian Times.*



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Master Cases contain
24 boxes of tea.

Use Master Cases
in stacks.

Use one as a
counter display.

Our best sellers are
available in Master Cases.



BREATHE EASY® is a comforting herbal tea that temporarily relieves bronchial and nasal congestion, stuffy nose and wheezing associated with the common cold, hay fever, sinusitis and other respiratory allergies.

COLD CARE P.M.® is a comforting night-time herbal cold medicine that temporarily relieves congestion, stuffy nose, and coughs due to minor throat and bronchial irritation associated with the common cold. Take Cold Care P.M. for night-time relief to help you sleep.

GYPSY COLD CARE® is a comforting herbal tea that temporarily relieves nasal congestion and stuffy nose and helps relieve coughs due to minor throat and bronchial irritation associated with the common cold.

PMS™ TEA is a unique blend of diuretic herbs indicated for the relief of temporary water weight gain and swelling associated with the premenstrual period. The herbs in this blend also supply calcium, so essential for female well-being.

SMOKER'S™ TEA is a natural herbal smoking deterrent which is useful as an aid to stop smoking. The active ingredient, obeline, helps curb the craving for nicotine, thus supporting any conscientious effort to stop smoking.

SMOOTH MOVE® is a sweet tasting and comforting herbal laxative tea for use in relieving occasional constipation with a gentle regulating action.

THROAT COAT® is a comforting herbal tea that provides temporary relief from minor discomfort of sore, irritated, and raw throats due to colds, smoking, prolonged speaking, or exposure to dampness. It also protects irritated sore throat areas.

AMERICAN GINZING™ combines the dynamic qualities of the powerful ginseng root with the complementary aspects of licorice, ginger and cinnamon. Two excellent restorative herbs complete the formula—sarsaparilla and dong quai.

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CHINACEA PLUS™—A blend of two species, organically grown* Echinacea angustifolia and organically grown* Echinacea purpurea, including the leaf, flower, and root. This valued Native American botanical has been used for centuries.

FEMALE TONER®—This uniquely balanced herbal blend is formulated for women in all cycles of life. Feminine folklore has long favored raspberry and strawberry leaves.

MOTHER'S MILK®—A soothing herbal blend formulated to enhance the nursing experience. As Mother's need for liquids increases, this good tasting beverage may be enjoyed often.

NIGHTY NIGHT®—A gentle blend of quieting herbs. The soothing qualities of passion flower, chamomile, and hops combine with the cooling taste of spearmint to make this a perfect evening tea. Many herbal tea drinkers find that their favorite cup of the day is a warm bedtime drink.

PAU D'ARCO tree bark use dates back to the ancient Incas and appears in the folkloric traditions of Central and South America. The tea has a slightly bitter but clean and refreshing taste.

PREGNANCY TEA®—In dedication to the creative journey of motherhood, we have gathered the treasured herbs of yesteryear. Treat yourself to a delicious old wives' tale and enjoy Pregnancy Tea® every day.

RASPBERRY LEAF is a renowned herb for women and helps temper the effects of natural feminine changes. Its robust and distinctive flavor is reminiscent of fine imported black tea.

WEIGHTLESS® TEAS are all natural, good tasting herbal teas that may be particularly enjoyed by dieters. It is wise to increase your liquid intake while dieting and Weightless® Teas are a satisfying way to do this. As part of a calorie-controlled diet, these healthful beverages are both refreshing and light. Enjoy a cup before meals and in-between. Five flavors include Cinnamon-Spice, Cranberry, Lemon-Orange, Sweet Mint, and the original "Weightless Tea".

WOMEN'S LIBERTY® combines the stimulating and woody taste of dong quai and angelica roots and the sweet and pungent flavors of licorice, ginger, cinnamon and cloves. Fo ti is added for its unique and warming qualities, so favorable to a woman's changes.

FOURME™ HERBAL TEAS are available in four delicious flavors! After Dinner Mint®, French Vanilla, Cinnamon Spice and Morning Brew®.

TRADITIONAL CLASSICS® TEAS available in classic Chamomile Flowers and organically grown* Peppermint Leaf.

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TRADITIONAL ATHEASY	TRADITIONAL THROAT COAT	TRADITIONAL GYPSY COLD CARE	TRADITIONAL COLD CARE P.M.	TRADITIONAL ECHINACEA PLUS	TRADITIONAL WEIGHTLESS TEA	TRADITIONAL WEIGHTLESS TEA	TRADITIONAL WEIGHTLESS TEA	TRADITIONAL WEIGHTLESS TEA	TRADITIONAL WEIGHTLESS TEA
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Just Traditionally

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- FOR USE ALL YEAR OR FOR SEASONAL PROMOTIONS
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- 6 GYPSY COLD CARE®
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- 6 FEMALE TONER®
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- 3 WEIGHTLESS® ORIGII
- 3 WEIGHTLESS®
- CRANBERRY
- 6 GINGER AID™

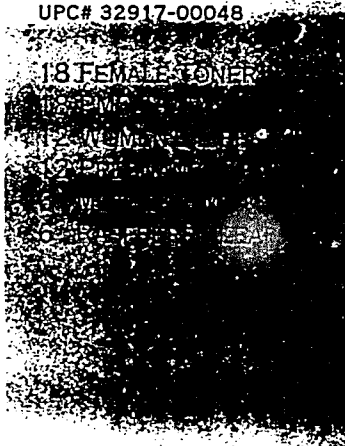
WEIGHTLESS TEA DISPLAY

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- 18 CRANBERRY
- 18 WEIGHTLESS®
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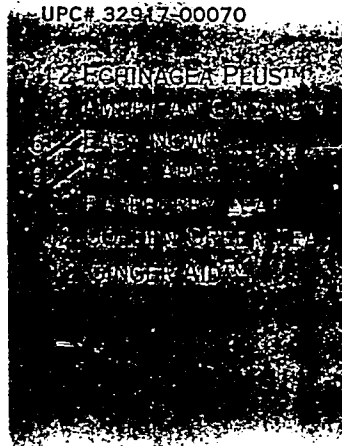
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GOURMET INTERNATIONALS

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- ~~24 AFTER DINNER MINT®~~
- ~~24 FRENCH VANILLA~~
- ~~CINNAMON SPICE~~
- ~~16 MORNING BREW®~~

(48 COUNT)

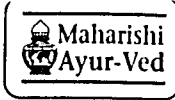
UPC# 32917-00039

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- 16 FRENCH VANILLA
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The science of how herbs can help improve our health and happiness was practiced thousands of years ago as part of the world's first system of natural health care. Today, this comprehensive system has been established as Maharishi Ayur-Ved. It includes an international network of physicians, health education centers and a wide range of natural therapies and self-care programs.

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Research

Dozens of studies from research institutions around the world have demonstrated the effectiveness of these products for nourishing the physiology and helping to bring balance. Recent research on antioxidants—substances that neutralize free radicals—shows the potency of these traditional preparations. Free radicals are highly unstable molecules that attack other molecules and damage your cells. They cause metal to rust, food to spoil and the body to decay. Free radicals are generated by stress, toxic chemicals in our food, air and water, smoking, alcohol and over-exposure to the sun. Researchers estimate that each cell in your body is bombarded by more than 10,000 free radicals every day.

Nature provides us with the best antioxidants—naturally occurring enzymes in the body, such as superoxide dismutase (SOD). They are thousands of times more effective against free radicals than vitamin C or E, which are woefully weak in comparison. A single enzyme can neutralize thousands of free radicals. But a molecule of vitamin C or vitamin E can only handle one or two such molecular sharks.

Antioxidant Breakthrough

Four Maharishi Ayur-Ved formulas were compared with vitamin C, vitamin E and Probuco (a free radical scavenging drug) by scientists at The Ohio State University, College of Medicine and were found to be as effective as the body's own enzyme, SOD.

According to the study, published in *Pharmacology, Biochemistry and*

Behavior (Vol. 43), the Ayurvedic formulas were "at least 1,000 times more potent than ascorbic acid (vitamin C), α -tocopherol (vitamin E), and Probuco!" In scavenging free radicals. One of the herbal products tested in this 1992 study was the Maharishi Ayur-Ved coffee substitute, *Raja's Cup*.

Modern Insight Into Ancient Wisdom

It has taken just a decade to make an entire ancient system of health care available for the benefit of our modern

society. Maharishi Ayur-Ved herbal preparations are age-old formulas, based on a deeper knowledge of nutrition that goes far beyond the common understanding of vitamins and minerals, fats and cholesterol. In accord with the original Ayurvedic texts, Maharishi Ayur-Ved herbal products do not contain isolated or concentrated "active" ingredients. They are natural mixtures, utilizing the synergistic effect of whole herbs. Now the antioxidant research on Maharishi Ayur-Ved preparations offers a western understanding of how

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With our complete line of herbal supplements, teas, spices, foods, beverages and personal care items, you can satisfy all your customers' requests for Ayurvedic products. Our packaging is self-explanatory so your customers can easily select the products they need. Contact your distributor or broker. Or call our account executives at 1-800-255-8332, Ext. 167.

THE ANTIOXIDANT Coffee Substitute

Raja's Cup

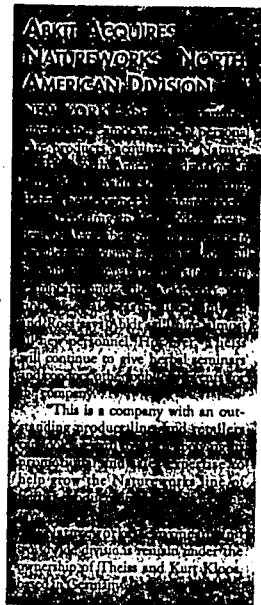
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GROUP ASKS SUSPENSION OF PROPOLIS PRODUCTS

(from page 3)

by BPA to better determine lead content.

Once BPA manufacturers have had their products tested, they will contact distributors and retailers about product safety. According to Bassett, retailers may also contact their suppliers directly.

BPA is a newly formed association created at the NNFA show in July. The trade group represents suppliers, manufacturers and marketers of bee pollen, royal jelly and propolis. The group offers services to its members, including the development of quality standards and labeling practices; the promotion of bee products; advice on legal, regulatory, political and legislative issues; and information on economic and commercial export issues and opportunities.

"Our members have a strong commitment to delivering quality products to our consumers," Bassett says. "To that end we have united together as an industry to develop quality standards and testing methods which will assure confidence in bee products."

Newly-elected BPA officers are: president, Gordon Campbell of Premier One in Omaha, Neb.; vice president, Linda Graham of Beehive Botanicals in Hayward, Wis.; secretary/treasurer, Madeline Balletta of Bee-Alive in Valley Cottage, N.Y.; and trustees Les Brooks of Montana Natural International Inc. in Arlee, Mont. and Michael Taylor of Tree of Life Southwest in Cleburne, Texas. Loren Israelsen, an attorney in Salt Lake City, serves as counsel.

For questions or information, contact: BPA, 2046 East Murray Holladay Rd., Ste. #204, Salt Lake City, UT 84117, 801-273-1889, FAX 801-273-1890.

Ayurvedic Products Suppliers Association To Meet At EXPO EAST

BALTIMORE—The Association of Ayurvedic Products Suppliers (AAPS) will meet on September 8, 1994, from 6 to 8 p.m. in Room 323 of the Baltimore Convention Center during the NATURAL PRODUCTS EXPO EAST here.

Top on the agenda for the association is setting quality standards with the help of

the NPQAA and creating a database of information on Ayurvedic products, suppliers and practitioners. These issues were the subject of a meeting held at the NNFA show in Las Vegas on July 30.

Attendees at the NNFA meeting also proposed drafting a mission statement and logo for display at industry conferences

and trade shows. In other business, P.K. Dave of Nature Care Products in Guilderland, N.Y., was elected chairman and Rick Levine of NPQAA was elected as co-chairman of the association.

For more information on the EXPO meeting, contact Rick Levine at 206-861-8408 or P.K. Dave at 518-464-6002.

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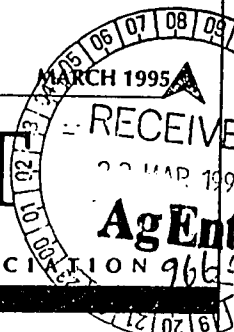
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NATURAL FOODS MERCHANTISE • SEPTEMBER 1994 19

The Organic! REPORT

THE NEWSLETTER OF THE ORGANIC TRADE ASSOCIATION



What's Ahead for Certifiers?

Issues & Challenges of the New Organic Law

by Peter Starr

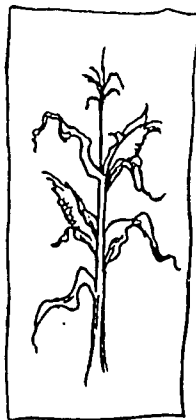
Though the Organic Foods Production Act (OFPA) will not become law until the USDA's final rules have been posted in the Federal Register, the act is already having a substantial effect on the organic certification community.

Better Certification Tools

One of the key provisions of the federal law is the Farm Management Plan, which requires each farm to submit a plan covering crops, rotations, amendments and other soil fertility and maintenance programs. According to inspector and recently named Quality Assurance International (QAI) vice-president Joe Smillie, this has already changed the face of the inspection process.

"Before the federal bill was introduced, certifiers used to be concerned primarily with harmful chemicals. It used to be that for a farm to be certified all they had to show was that they farmed without chemicals, used green manures, and had a crop rotation. If they didn't grow corn in the same field for ten years in a row, that was often enough in many instances for certification. If the guy didn't use bad practices, they were probably certified."

A classic example is Florida orange groves that continue to be certified, even though they are basically abandoned, or 'organic by neglect.' Says Smillie, "Now, as a result of the law, the discussions,



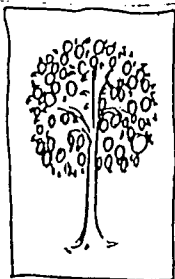
and the working groups, we have standards to measure positive organic practices. With the passage of the national legislation and development of specific federal laws, the finished organic product has become less important than the organic process by which that product is raised. This is good, and it has had a positive effect. The Florida Department of Agriculture just released a bulletin saying that farmers couldn't certify by neglect."

More Work, Increased Commerce

The five years that those in the organic community have been waiting for implementation of the law may seem like an eternity, but news of mandatory certification is just reaching many processors. Joe Smillie is seeing more inquiries from both natural foods processors and major conventional manufacturers alerted by the national law.

"Once you get major manufacturers or distributors realizing that there is a demand for organic, word filters down to suppliers, other manufacturers, and on down the line. Brokers ask for organic, packers do also. It is a trickle-down effect. An initial result is that we are doing more education for both health food and conventional manufacturers who want to go into organic. The net result of all this is more work for certifiers."

Smillie expects that workload to increase further. "When the National Organic Program is finally enacted and be-



continues on page 4

Organic! TRADE ASSOCIATION

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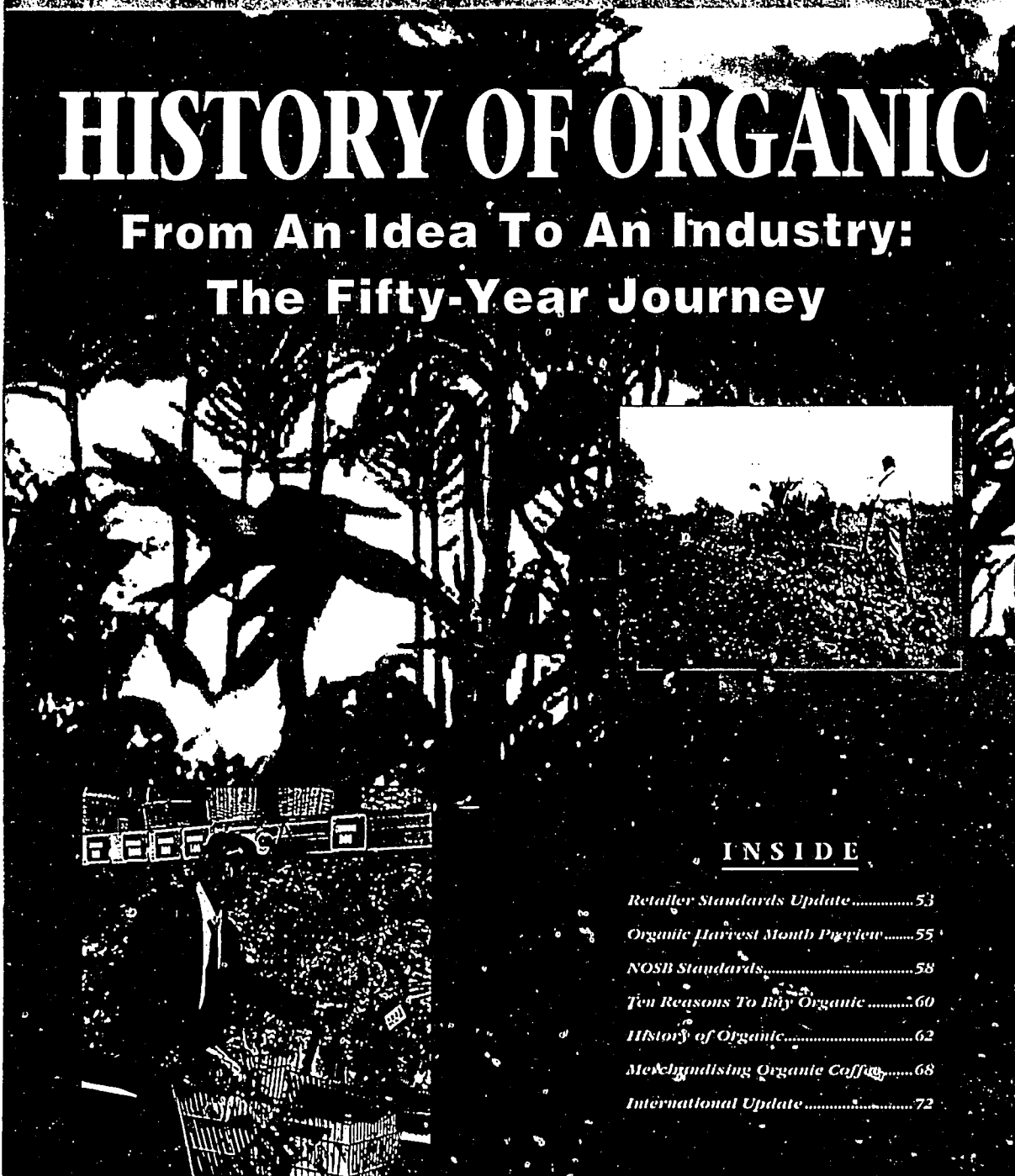
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Natural Foods Merchandiser's 1994

ORGANIC TIMES

HISTORY OF ORGANIC

From An Idea To An Industry: The Fifty-Year Journey



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IN A NUTSHELL: UNDERSTANDING THE NOSB RECOMMENDATIONS

By Hal Richer

SANTA FE, N.M.—At a meeting of the National Organic Standards Board (NOSB) that concluded here June 5, the board approved a number of recommendations to Secretary of Agriculture Mike Espy, clearing the way for USDA to begin the rulemaking process for the National Organic Program. Following is a highly condensed summary of those approved recommendations. Leaders should be cautioned that NOSB recommendations are subject to modification by the secretary.

■ **Organic Farm Plan.** The keystone of organic certification, the Farm Plan allows the producer to plan and evaluate farm management practices and make tangible improvements to the farming operation. The plan addresses key elements of organic crop and livestock production.

■ **Split Operations.** Split farming operations (conventional and organic) are allowed, providing appropriate measures are taken to ensure organic integrity.

■ **Planting Stock.** Seeds, seedlings and planting stock are to be untreated and organic whenever possible. Seed originating from recombinant DNA technology shall be prohibited.

■ **Emergency Spray.** Organic products subjected to sprays from government emergency spray pest eradication programs shall not be sold as organically produced for a period of three years.

Excerpts from a summary of the current proposed national organic standards presented to the Secretary of Agriculture



■ **Spray Drift.** Provisions for sprays that drift onto a certified organic farm are similar to those under the Emergency Spray program.

■ **Small Farmer Exemption.** Farmers earning less than \$5,000 need not apply for certification.

■ **Residue Testing.** The certifying agent shall conduct periodic residue testing in cases of pesticide drift, emergency spray, in response to complaints, or when there is suspicion of residue problems or soil or rainwater contaminants.

■ **Organic Handling Plan.** Includes a general description of the handling/processing operation with procedures for handling organic foods and maintaining organic integrity.

■ **Labeling.** Method of calculating the total percentage of organically produced ingredients was approved as well as rules for labeling "organic foods" (more than 95 percent organic ingredients) and those "made with organic" ingredients (50 to 95 percent organic ingredients).

■ **Processing Aids Versus Ingredients.** A processing aid is defined as a substance that is added to a food during the

processing, but does not remain in the food. An ingredient is defined as any substance used in the preparation of the food product that remains in the product.

■ **Livestock Production Farm Plan.** Incorporated into the Organic Farm Plan.

■ **Livestock Health Plan.** Contains general provisions for the treatment and management of animals. Use of antibiotics and parasiticides is prohibited for slaughter stock, restricted for breeder stock, and restricted on dairy stock with a 90-day withdrawal period.

■ **Breeder Stock.** Defines conditions for production of organic breeder stock.

■ **Livestock Sources and Records.** Each animal/flock must be traceable throughout the life cycle with documented records.

■ **Feed Availability.** Feed, including supplements, given to organic livestock shall be certified organically produced. An emergency availability provision was approved.

■ **Accreditation of Certifying Agents.** The program to accredit private certifying

bodies includes identification of the competencies, transparency and independence required of agents to certify under the national program.

■ **Peer Review Panel.** An 11-member panel will review applicants to the secretary to become Certifying Agents for the national program.

■ **Recommendation on Costs.** The board asks for appropriated funds to cover the first round of accreditation and for administrative costs beyond accreditation in subsequent years.

■ **International Policy.** The board approved procedures for the import of organically produced goods and the export of imported products that have been handled (processed) within the United States.

■ **Definition of Allowed Synthetic.** 1) The chemical structure is unchanged. 2) No solvents are left in the end product. 3) Solvents are on the approved list.

■ **Petition Process for Materials.** Preliminary discussions were held on the petition process to add or delete materials to/from the National List.

Remaining Work

The next NOSB meeting is scheduled for October 11 to 16 in California. Major activity left for the board includes developing recommendations for the National List of prohibited natural substances and allowed synthetic substances. The board is also working on amendments to cover specific commodities or species not adequately provided for in its current recommendations. Several phase-in or implementation recommendations need to be developed.

Hal Richer is staff director for USDA's National Organic Program.

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ORGANIC TIMES

SALES TIPS

TOP TEN REASONS TO BUY ORGANIC

1. Protect Future Generations

"We have not inherited the Earth from our fathers, we are borrowing it from our children." — Lester Brown

The average child receives four times more exposure than an adult to at least eight widely used cancer-causing pesticides in food. The food choices you make now will impact your child's health in the future.

2. Prevent Soil Erosion

The Soil Conservation Service estimates that more than 3 billion tons of topsoil are eroded from United States croplands each year. That means soil is eroding seven times faster than it is being built up naturally.

Soil is the foundation of the food chain in organic farming. But in conventional farming the soil is used more as a medium for holding plants in a vertical position so they can be chemically fertilized. As a result, American farms are suffering from the worst soil erosion in history.

3. Protect Water Quality

Water makes up two-thirds of our body mass and covers three-fourths of the planet. Despite its importance, the Environmental Protection Agency (EPA) estimates pesticides—some cancer causing—contaminate the groundwater in 38 states, polluting the primary source of drinking water for more than half the country's population.

4. Save Energy

American farms have changed drastically in the last three generations, from family-based small businesses dependent on human energy to large-scale factory farms highly dependent on fossil fuels.

Modern farming uses more petroleum than any other single industry, consuming 12 percent of the country's total energy supply. More energy is now used to produce synthetic fertilizers than to till, cultivate and harvest all the crops in the United States.

Organic farming is still mainly based on labor-intensive practices such as weeding by hand and using green manures and crop covers rather than synthetic fertilizers to build up soil.

5. Keep Chemicals Off Your Plate

Many pesticides approved for use by the EPA were registered long before extensive research linking these chemicals to cancer and other diseases had been established. Now the EPA considers that 60 percent of all herbicides, 90 percent of all fungicides and 30 percent of all insecticides are carcinogenic. A 1987 National Academy of Sciences (NAS) report estimated that pesticides might cause an extra 1.4 million cancer cases among Americans, while a 1993 NAS study found that pesticide regulations inadequately protect children. The bottom line is that pesticides are poisons designed to kill living organisms, and can also be



harmful to humans. In addition to cancer, pesticides are implicated in birth defects, nerve damage and genetic mutation.

6. Protect Farm Worker Health

A National Cancer Institute study found that farmers exposed to herbicides had a six times greater risk than non-farmers of contracting cancer.

In California, reported pesticide poisonings among farm workers have risen an average of 14 percent a year since 1973, and doubled between 1975 and 1985. Field workers suffer the highest rates of occupational illness in the state.

Farm worker health also is a serious problem in developing nations, where pesticide use can be poorly regulated. An estimated 1 million people are poisoned annually by pesticides.

7. Help Small Farmers

Although more and more large-scale farms are making the conversion to organic practices, most organic farms are small, independently owned and operated family farms of less than 100 acres.

It's estimated that the United States has lost more than 650,000 family farms in the past decade. And with the USDA predicting that half of this country's farm production will come from 1 percent of farms by the year 2000, organic farming could be one of the few survival tactics left for family farms.

8. Support A True Economy

Although organic foods might seem more expensive than conventional foods, conventional food prices do not reflect hidden costs borne by taxpayers, including nearly \$74 billion in federal subsidies in 1988. Other hidden costs include pesticide regulation and testing, hazardous waste disposal and clean-up, and environmental damage.

9. Promote Biodiversity

Mono-cropping is the practice of planting large plots of land with the same crop year after year. While this approach tripled farm production between 1950 and 1970, the lack of natural diversity of plant life has left the soil lacking in natural minerals and nutrients.

Single crops are also much more susceptible to pests, making farmers more reliant on pesticides. Despite a tenfold increase in the use of pesticides between 1947 and 1974, crop losses due to insects have doubled—partly because some insects have become genetically resistant to certain pesticides.

10. Taste Better Flavor

There's a good reason why many chefs use organic foods in their recipes—the taste better. Organic farming starts with the nourishment of the soil which eventually leads to the nourishment of the plant and, ultimately, our bodies.

This article was excerpted from one developed for Aljafa's Market in Boulder, Colo.

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Purchasers and consumers of organically-grown products have realized the need for independent third party certification to document the authenticity of organically grown and processed foods. The Organic Foods Production Act of 1990 requires the certification of all organic foods sold in the United States. The organic market place, which often commands a premium price for these products, must now have certification in order to assure consumers and avoid potential liability from undocumented claims.

Unique from its beginning, the Quality Assurance International (QAI) organic certification program originated in the laboratory where technical agricultural chemistry and practical field experience have been combined to provide a service to the organic foods industry. This beginning set a quantitative agenda for the comprehensive program which was to be developed. Through the addition of specific skills and with appropriate technical and legal advice, the program has been carefully developed into a complete organic certification service.



QAI has the capability to certify that an organically grown and processed food complies with state, provincial, national and international organic standards. The specific qualifications are determined by the application parameters.



Quality Assurance International

... is an independent service organization developed specifically for the purpose of verifying the authenticity of foods and food products which are organically grown under a management policy of sustainable agriculture; and which are processed under goals of protecting, enhancing and extending the value invested in the organic product.

QAI's certification program has been developed with the objective of verifying that each certified product has been grown and processed in accordance with the requisite standards.

Each participant in the QAI program is viewed as an unique entity. Because QAI recognizes that no two operations are identical, each entity is provided with the greatest level of individualized service possible within the parameters of the program's uniformly high level of integrity.



Following the structured guidelines of the QAI program, each participant acquires the opportunity to benefit from a valuable long-term service, with a cost-effective fee structure, which will enhance the integrity of its organic products.



The Organic Trade Association offers:

POWERFUL LEGISLATIVE REPRESENTATION

The association speaks out aggressively on your behalf, communicating the industry's interests and concerns to executive, legislative and regulatory agencies.

EXCITING PROMOTIONAL PROGRAMS

Organic Harvest is the organic industry's only generic promotion and education program. Organic Harvest's positive messages reach consumers across the continent through newspapers, television, radio, and magazines and educational materials.

EFFECTIVE COMMUNICATION

Timely and useful organic industry information is distributed to members through Legislative Action Alerts, Industry Updates and a quarterly publication, *The Organic Report*.

INFORMATION, RESOURCES AND REPORTS

The Organic Trade Association responds to hundreds of calls or letters each month from consumers, businesses, government agencies and the media. The association's widely distributed *Membership Directory* places information about members and their businesses in the hands of potential customers.

A VITAL LINK TO OTHER ORGANIC INDUSTRY MEMBERS

The association's councils, committees and meetings bring together representatives from every segment of the industry to explore common concerns and identify emerging issues which are shaping the organic industry. An active membership contributes to a thriving and growing industry.

STRONG ALLIANCES WITH AGRICULTURE AND INDUSTRY ORGANIZATIONS

A cooperative agreement with the National Nutritional Foods Association (NNFA) enhances and expands the benefits received by members. Our work with the National Sustainable Agriculture Working Group and the Canadian Organic Task Force involves the association in redefining farm policies to benefit organic agriculture.

GLOBAL REPRESENTATION

Membership in the International Federation of Organic Agriculture Movements (IFOAM) and participation in the delegation to the United Nation's Codex Committee on Food Labeling ensures that North American interests are represented in the organic community worldwide.

SEMINARS, WORKSHOPS AND SPEECHES

The association educates and informs the industry and the public about the technical and legislative aspects of organic production, and communicates the benefits of organic agriculture.



The Organic Trade Association

represents the organic industry in Canada and the United States. Members include growers, shippers, retailers, processors, certifiers, farmer associations, brokers, consultants, and distributors. Established in 1985 as the Organic Foods Production Association of North America (OFPANA), the Organic Trade Association promotes organic products in the marketplace and protects the integrity of organic standards.



Our mission

To provide leadership consistent with organic principles and values, and to create and expand market opportunities for the industry.



Our goals

- Promote awareness and understanding of organic production.
- Increase purchases and consumption of organic products.
- Promote the sustainability of a balanced ecosystem.
- Provide a unified voice on legislative, regulatory and policy issues affecting the business of organic production.
- Protect the integrity of the organic guarantee.

Our strength is the members we serve

The Organic Trade Association's network of advisory boards, committees, and councils represent all sectors of the organic industry working together to enjoy the power and benefits only a unified association can provide.

The vitality of the association comes from all sectors of the organic industry, each sector bringing its own perspective to create unified standards of excellence for the entire organic industry.

"The Organic Trade Association has provided the critical focus for grower, processor and retailer efforts to expand consumer awareness of organic food and sustainable agriculture. The growth of the organic products industry over the last few years is unimaginable without the contribution of the Organic Trade Association."

GREG LEONARDI, CORPORATE DIRECTOR OF MERCHANDISING, TREE OF LIFE, INC.



Who belongs to the Organic Trade Association?

"I consider our membership in the Organic Trade Association to be as important as our marketing strategy and our production plan."

"For long term success in the organic industry you need all three."

RICK STEWART, CEO, FRONTIER COOPERATIVE, NEBR.



Why should you join?

Since 1985, the association has been recognized as the voice of the organic industry, articulating unified messages that educate consumers and legislators

about organic agriculture and production. As a member, you too can define those messages and provide leadership for your industry! Let your voice be heard!

The association provides timely information about issues, events and trends that impact your business. You need that information!

The association's marketing program promotes organic food so that your product messages work harder. You can shape those programs!

The association provides a full line of in-store merchandising and educational materials. You can use these materials!

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	Code 2	\$100,000-\$500,000	100		Code 2	\$500,000-\$1 million	150	
	Code 3	\$500,000-\$1 million	250		Code 3	\$1-\$2.5 million	350	
	Code 4	\$1-\$2.5 million	500		Code 4	\$2.5-\$5 million	700	
	Code 5	\$2.5-\$5 million	1,000		Code 5	\$5-\$10 million	1,000	
	Code 6	\$5-\$10 million	1,500		Code 6	\$10-\$20 million	1,500	
	Code 7	over \$10 million	2,000		Code 7	over \$20 million	4,000	
DISTRIBUTOR	Code 1	under \$500,000	\$100	CONSUMERS, BROKERS, AGENTS, and CERTIFIERS			\$200	
	Code 2	\$500,000-\$1 million	250		FARMER ASSOCIATIONS	Code 1	under 300 members	\$75
	Code 3	\$1-\$2.5 million	500			Code 2	301-1,000 members	150
	Code 4	\$2.5-\$5 million	1,000			Code 3	over 1,000 members	300
	Code 5	\$5-\$10 million	1,500		SUSTAINING MEMBER			\$4,000
	Code 6	\$10-\$20 million	2,000			Please indicate category and code		
	Code 7	over \$20 million	4,000					
MANUFACTURER/SUPPLIER	Code 1	under \$500,000	\$100	Non-Voting Memberships	ASSOCIATE			
	Code 2	\$500,000-\$1 million	250		Educational, environmental, public interest			
	Code 3	\$1-\$2.5 million	500		Other associations, organizations, non-profits			
	Code 4	\$2.5-\$5 million	1,000		and individuals		\$75	
	Code 5	\$5-\$10 million	2,000		SUSTAINING		\$1,000	
	Code 6	over \$10 million	4,000					

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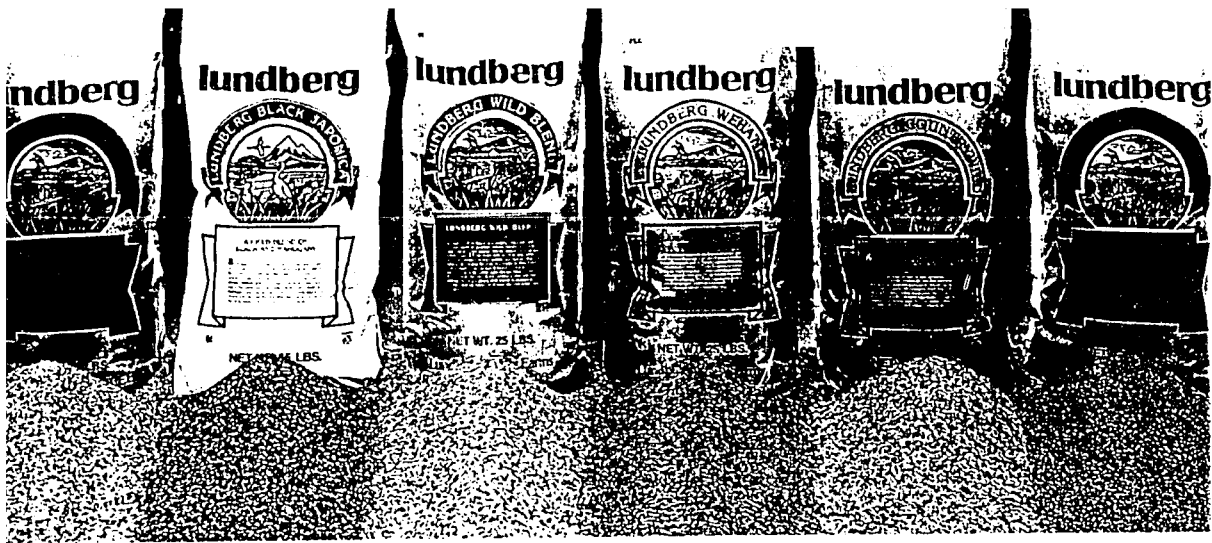
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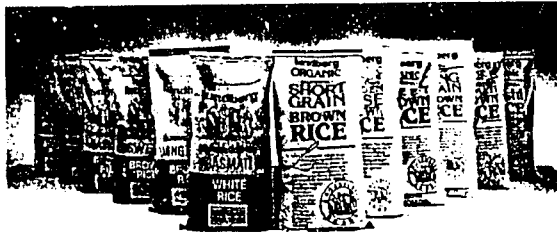




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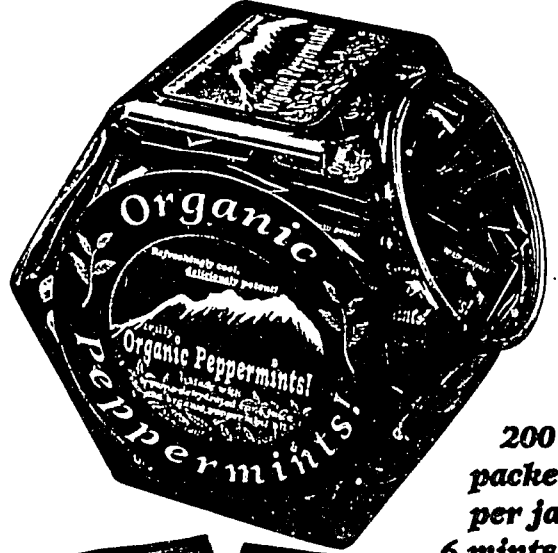
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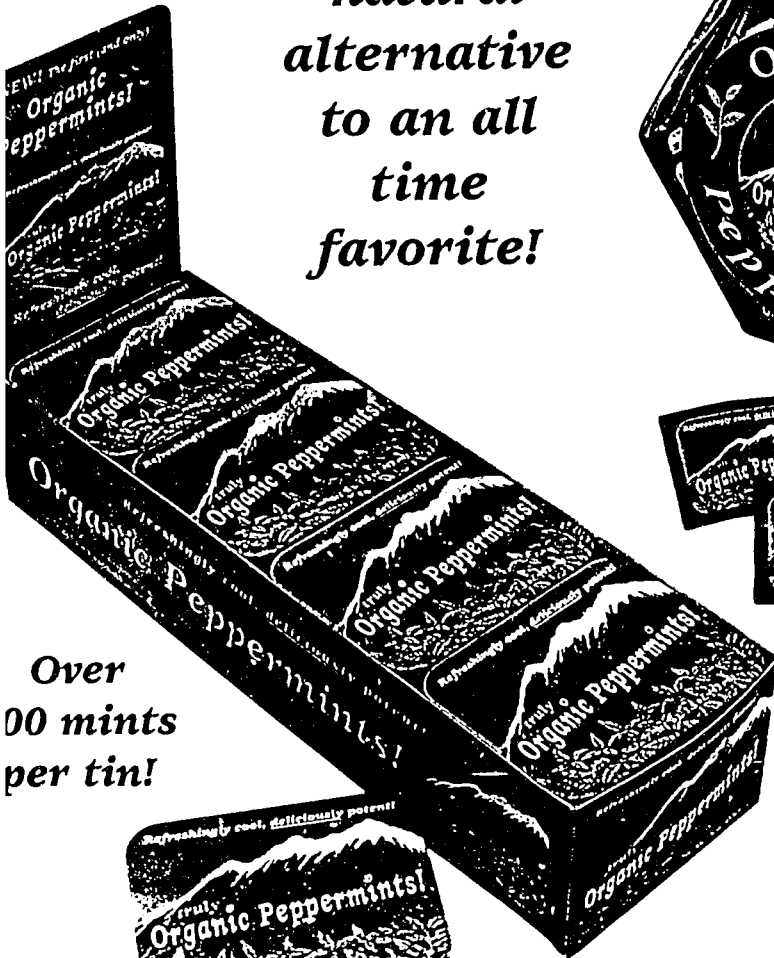


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MARKET UPDATE

Organic Certification Issues Could Stunt Market Growth

Susan Haeger

LIVINGSTON, Mont.—The organic food industry has seen tremendous evolution during the last five years, and tremendous sales success, represented by more than a billion dollars in retail sales. Today, a large percentage of the sales growth in organic food comes from value-added, multiple-ingredient grocery products. And it is the value-added manufacturers who face some of the biggest hurdles in bringing third-party certified products to market as will be required under the Organic Foods Production Act of 1990 (OFPA).

Cost Of Certifying Multiple Ingredients

In addition to complications involving product segregation, multiple-facility operations and processing aids, manufacturers can face chaotic policies and spiraling costs to certify the many ingredients that make up a product. The simple example of an apple pie illustrates how a manufacturer may—in order to stay cost competitive at retail—source ingredients from around the world. Many of these ingredients are processed in a country other than the country of origin before reaching the United States. Depending upon the policies of that manufacturer's certifier, the manufacturer may have to pay to recertify a product with ingredients that were already certified by another internationally or nationally recognized agency. Recognition of one certification agency's standards by another—reciprocity—is minimal at best in today's

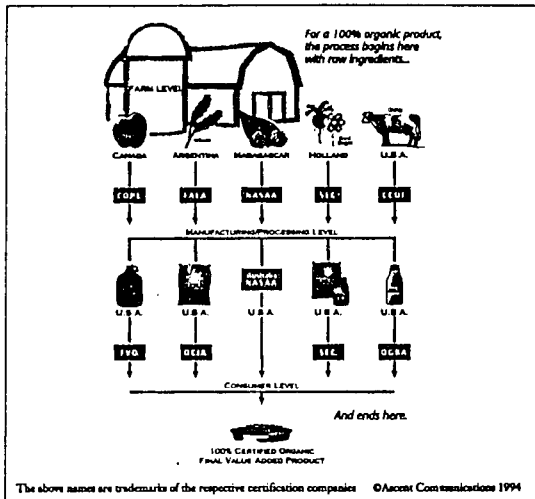
market. It could be argued that such policies have constrained the trade of fully certified products. The intent of the 1990 OFPA legislation is not only to ensure certification but to nurture trade.

The lack of reciprocity has also caused costs to soar for value-added manufacturers. One organic manufacturer has seen its certification management, certifier services and field inspection costs increase more than 100 percent per year since 1991, from \$12,000 to a projected \$45,000. These costs are hidden from the consumer, who perceives that third-party certified goods often carry a higher price than those without the certification but may not fully understand the reasons behind the added cost.

Avoiding Third-Party Certification

A review of organic grocery products reveals that many manufacturers are avoiding the increasing costs of certification of multiple ingredients by labeling their products "produced in accordance with California law" rather than showing specific certifier seals. The rapid sales of these products suggest that consumers rely on the brand equity of the manufacturer and have little understanding of what third-party certification really means. It could be argued that the lack of a single certifying seal has created market fragmentation and consumer confusion.

While many industry insiders believe that implementation of OFPA—which requires third-party certification—will force reciprocity among certifying agen-



Multiple ingredients from around the world are third-party certified by various international and nationally recognized certifiers. Because many certifying agencies will not recognize other third-party certifiers, manufacturers often pay to recertify the same ingredient—often both at the raw and processed stages.

cies, it is worth noting that the law does not require it. Many manufacturers question the assumption that OFPA will be a panacea for the current challenges they face in bringing competitively priced organic products to market. In fact, at NATURAL PRODUCTS EXPO WEST,

March 10 to 13, a group of the industry's largest organic manufacturers held informal discussions about the possible formation of a manufacturer's cooperative.

The intent of these manufacturers is to assure procurement of the best raw ingredients at the best price, which would include recognition of multiple third-party certification for agencies meeting international, federal and state laws. These manufacturers recognize that it is the mass market, and not other organic traders, that is their competitor. Their premise is that relief from constraint of trade and global procurement of the best available ingredients at the best available price is what will create true competitive advantages for the organic industry.

Ensuring Continued Market Growth

To implement OFPA, the USDA established the NOSB to draft regulations for implementing the law. All organic manufacturers should know that their direct involvement with the NOSB is essential to ensure that the unique and legitimate needs of manufacturers are addressed. And to contain costs, manufacturers need to demand that legitimate multiple third-party certification be recognized in the sourcing and processing of organic ingredients, both nationally and internationally. Such actions will ensure that organic's current sales base is not at risk and that the future does not relegate organics to the small niche market it once was. ■

Susan Haeger is president of Ascent Communications, a marketing and public relations firm specializing in the natural products industry, based in Livingston, Mont.

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THE NUMBERS ARE UP ON PERSONAL CARE

CEDAR KNOLLS, N.J.—Health and Beauty Care (HBC) is one of the most competitive categories in natural products and mass market stores. For natural products outlets, there is fierce competition from mainstream supermarkets that are in turn looking over their shoulders at supercenters and drug chains. And

everyone is watching the performance of specialty boutiques such as The Body Shop, based in Cedar Knolls, N.J., which has more than 1,000 stores in 43 countries.

Fortunately for everyone, the category is growing overall, so there are more dollars to share. The total HBC market in the United States is worth \$43 billion, but only \$268.2 million of that comes from natural products stores. That figure, however, is up 24 percent from 1992's \$215 million, a growth rate that has held for the past three years in the natural products industry.

The June 1994 issue of *Drug & Cosmetic Industry* (DCI) reports that overall retail sales of HBC products in 1993 increased by 4 percent. DCI goes on to say that 1993 was a good year compared to those years between 1989 to 1992—when average annual growth was in the range of 1.1 percent to 2.8 percent—but was down substantially from the boom years between 1965 to the mid-1980s, when average annual growth was 8.4 percent.

According to DCI, the top-growth HBC items were hair coloring products—up 19 percent, (*Brandweek*, April

New products and new outlets are increasing market size overall. Are you taking your share?

Monica Emerich

1994); shaving preparations and facial makeup—up 11 percent; and facial skin-care products—up 9 percent.

The DCI report contributes much of 1993's high sales growth to the alpha hydroxy acids phenomena and to sunscreen-enhanced makeup. In fact, the magazine says that the poor sales performance of sunscreens in 1993 might be due to the "perception by female consumers that they might not need conventional sunscreens if they use [sunscreen-enhanced makeup] in foundations and lipsticks and keep the rest of their body skin covered."

In natural products stores, the top-growth HBC products were the high-end personal care lines (see related story on pg. 31).

The following shows the breakdown of HBC sales in the United States:

- ♦ Total U.S. retail sales of health and beauty care—\$43 billion (*Ward's Business Directory*, for standard industrial code—SIC 2844, Toilet Preparations). The \$43 billion figure includes sales of these products: bath salts, bath powders, perfumes, creams, lotions, oils, cosmetics, dentifrices, deodorants, depilatories, cosmetic dressings, make up, hair color, hair

care, home permanent kits, manicure, mouthwash, suntan products, soap, sachets, talcum, toothpaste and tooth powder, towelettes and washes.

- ♦ Health and beauty care sales, grocery stores only—\$15.1 billion (*Supermarket Business*).
- ♦ Drug chains—\$9.8 billion (*Chain Drug Review*).
- ♦ Personal care sales, natural products stores—\$268.2 million (1993 Market Overview, *NFM*, June 1994). Average gross profit margin—37.8 percent. Average annual turns—6.8 turns
- ♦ Alternative markets—direct mail, specialty boutiques, in-home sales—\$9.2 billion (*Drug & Cosmetic Industry*, June 1994).
- ♦ Other mass merchandisers—\$6.6 billion.

*The Annual Industry Overview, published by New Hope Communications Research, contains breakdowns of personal care product categories shown as a percentage of total department sales. For more information, call New Hope Communications Research, 303-939-8440.



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San Francisco Natural Skin Care Shelf Schematic



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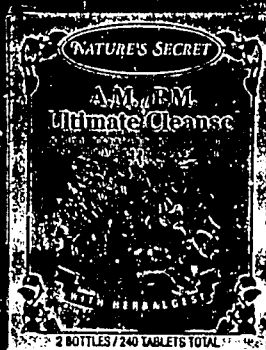
"INTERNAL CLEANSING IS THE KEY TO YOUTH, VITALITY, ENERGY & VIBRANT HEALTH."

Dr. Bernard Jensen, Ph.D.

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Nature's Secret invites you to revolutionize your store's Internal Cleansing Department with the addition of our powerful new *Internal Cleansing Center* display. Our cutting-edge formulas focus on cleansing and detoxifying the entire internal body. Give your customers the gift of health with this dynamic display that includes our best-selling cleansers, *A.M./P.M. Ultimate Cleanse*TM, *Super Cleanse*TM, *Ultimate Fiber*TM and *Ultimate Oil*TM, as well as in-depth educational literature. Join Nature's Secret in helping to educate consumers on the benefits of internal cleansing... the wave of the future in disease prevention and optimum living!

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We have been carrying Nature's Secret formulas since January of 1992. We have tried virtually every body purification and colon cleansing product on the market. The incredible results we have experienced with Nature's Secret products have been miraculous. By April of 1992, the Nature's Secret cleansing line was our store's best seller, and still is. Customers who use it keep coming back to re-purchase, many times buying product for their family and friends. We highly recommend these products to retailers and consumers alike. Nature's Secret's integrity, quality products, and the importance they place in product education add up to a winning combination! We encourage you to experience the benefits and satisfaction of carrying Nature's Secret products in your store. Sincerely,

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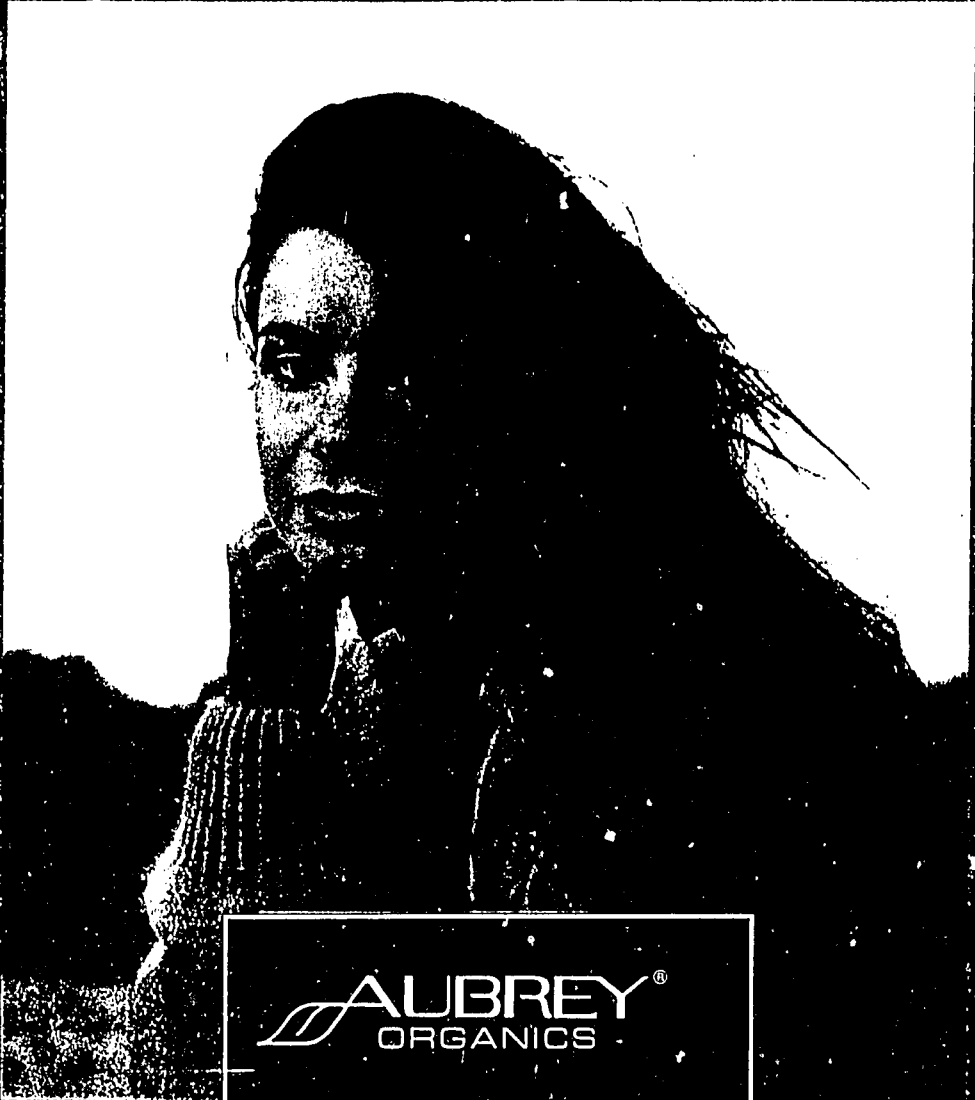


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To place an order, or for more information, call 1-800-525-9696

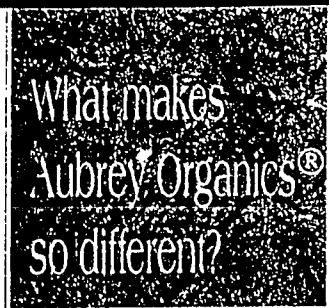
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I hope you enjoy this catalog and learn something about taking care of your hair and skin naturally.

Aubrey Horner



Small is Beautiful

At Aubrey Organics® we mix our products every day. Herbal extracts, amino acids, vitamins and soaps arrive every day from all over the world and are thoroughly scrutinized by our quality control department. Only the finest organic ingredients in their most natural form find their way into our hair and skin care products.

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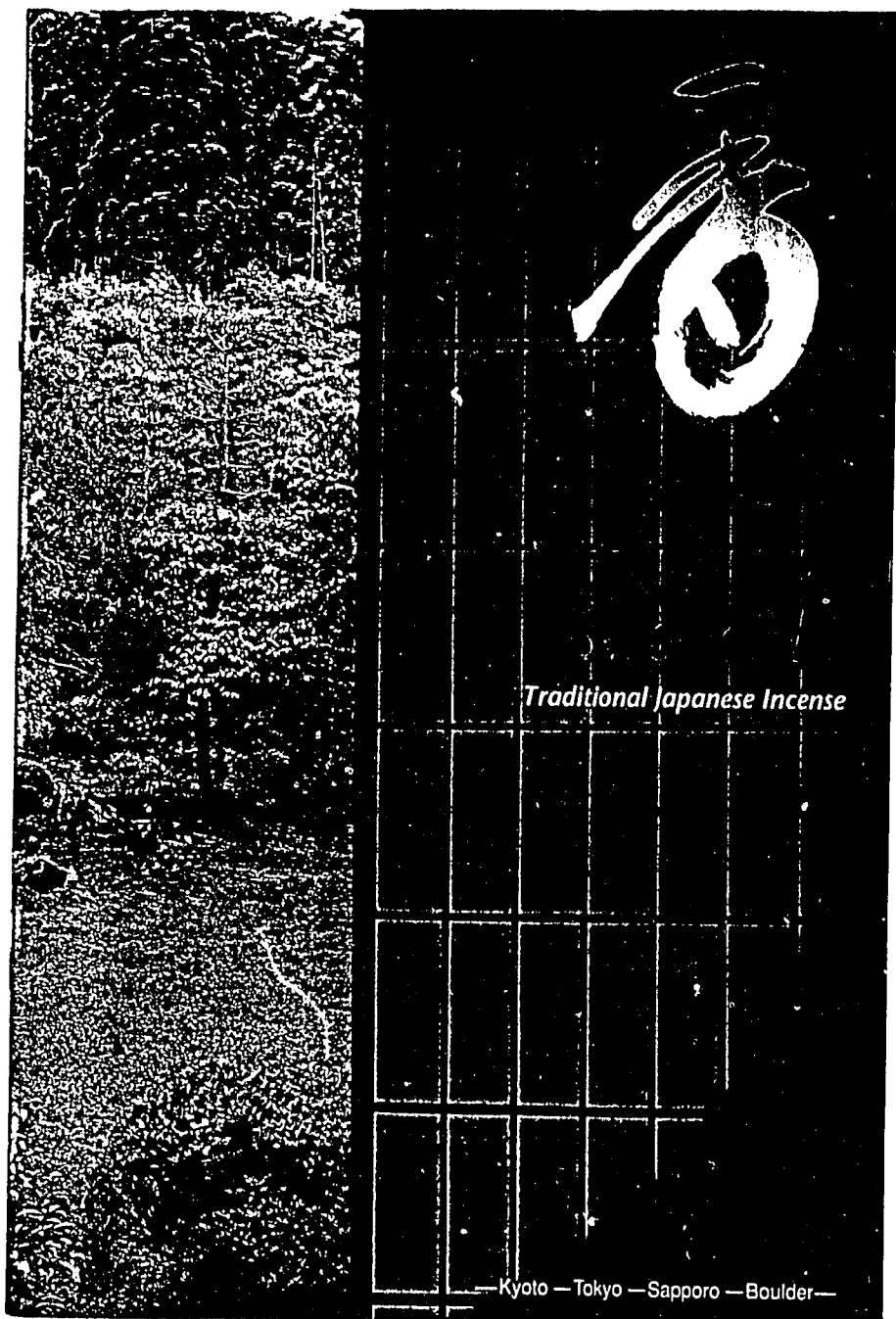
Since 1967, ten years before the Cosmetic Labeling Act made full label disclosure mandatory, Aubrey Organics® has been letting consumers know *exactly* what they're getting. Starting with our very first product, *Relax-R-Bath*, every product in the Aubrey Organics® catalog lists all ingredients. Check out our brief dictionary on pages 32 & 33 for some of the ingredients we use—and some we recommend you avoid.

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At Aubrey Organics® we don't believe in throwing money away—and that's what you do every time you toss an empty bottle or box into the trash. That's why we keep our packaging simple—green and white bottles made of recyclable plastic and boxes made from recyclable cardboard. Plus all our product literature is printed on recycled paper.

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When you call our toll-free number (1-300-AUBREY H), your order is shipped via UPS within 2 business days of your call.



Traditional Japanese Incense

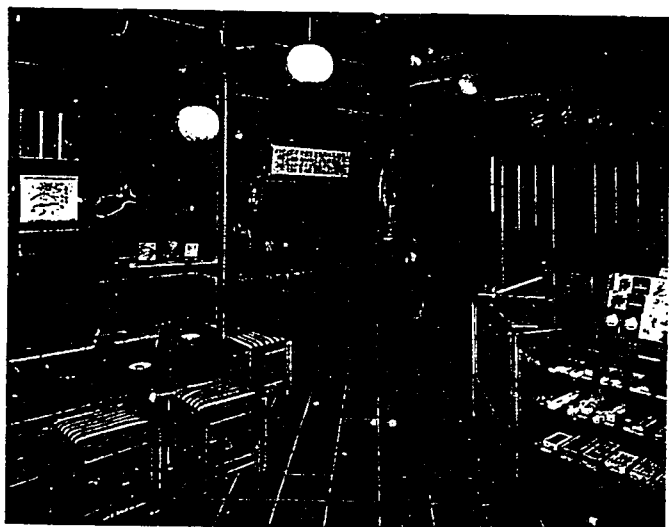
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SHOYEIDO — Eleven Generations of Excellence

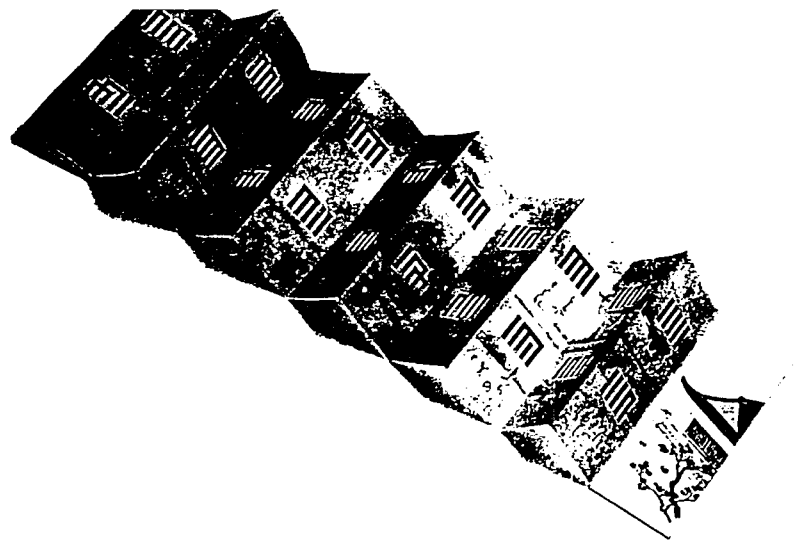
In 1705, Rokubei Moritsune Hata began creating incense using the methods he learned while working at the Imperial Palace in Kyoto.

He utilized the court's secret traditions of blending incense wood that had been previously used exclusively by royalty.

The Hata family continues the legacy left by their innovative creator by offering their unique hand-blended incense in a variety of styles.



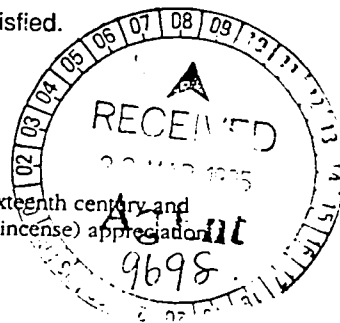
Shoyeido, Kyoto



TEN VIRTUES OF KOH

- It brings communication with the transcendent.
- It purifies mind and body.
- It removes uncleanness.
- It keeps you alert.
- It can be a companion in the midst of solitude.
- In the midst of busy affairs, it brings a moment of peace.
- When it is plentiful, one never tires of it.
- When there is little, still one is satisfied.
- Age does not change its efficacy.
- Used everyday, it does no harm.

These virtues were compiled in the sixteenth century and continue to capture the spirit of Koh (incense) appreciation.



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"Listening to Incense"

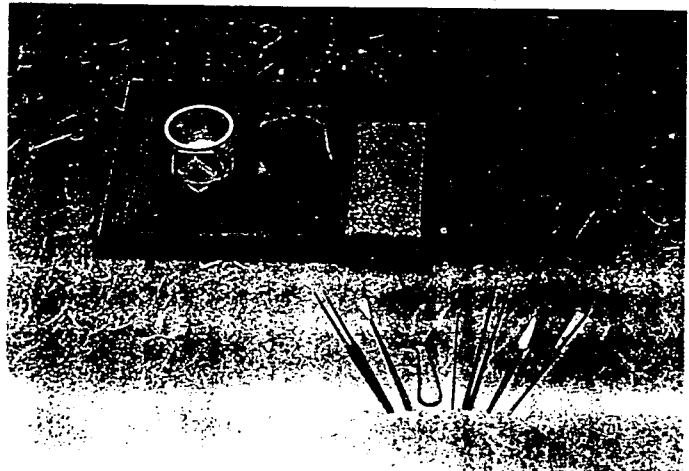
Among the many delights and surprises of nature is fragrance. Whether entering a pine forest, or coming upon a fragrant jasmine or wild rose, one is often amazed at the subtlety and joy of scent.

Fragrance creates mood. It can be relaxing and soothing to the psyche or provide clarity and energy. Opening oneself completely to the fragrance is called "Listening to Incense" in Japan. With the variety of scents available, one can discover an unexpected world of pleasure.

For centuries, man has used the natural aromas of nature to soothe, to create atmosphere and to enliven space. In ancient Japan, only the nobility enjoyed incense as an elegant pastime.

Whether for meditation and quiet reflection or for creating an elegant environment to be shared with others, the opportunity for enjoyment awaits those ready to further explore the worlds of scent.

Today, a wide range of incense and sachets are available to the West for the first time. These remarkable aromatics have been created by SHOYEIDO INCENSE COMPANY (Founded 1705), Kyoto. Our products are blended according to traditional recipes and methods, using the finest fragrant woods and spices from around the world.



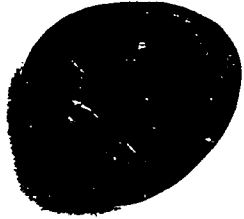
Utensils for Traditional Koh (Incense) Ceremonies



Koh room - Shoyeido, Kyoto

115

Traditional Japanese Incense from the Finest Ingredients



Sandalwood

An evergreen tree grown in India and China; it is mentioned in the old Sanskrit and Chinese books. Its persistent woody, spicy scent has made it widely used in religious ceremonies and medicines for thousands of years.



Benzoin

The sweet, balsamic resin from a unique wild tree found in tropical Sumatra. It yields a warm, mild scent.



Kara-mokkoh

Roots of trees grown in northern India and China.



Jinko (Aloeswood)

A very unusual process of nature creates jinko. This resinous wood has been buried for hundreds of years. It is highly valued for its refined and aged aroma.



Clove

Native of the Molliques Islands. Its hot, spicy scent has made it one of the most well-known spices in the world.



Rei-ryokoh

The entire plant is dried and used in the creation of the scent.



Cinnamon Bark

One of the oldest spices known to man. It was first used between India, China and Egypt over 4,000 years ago. Cinnamon is mentioned in the Bible, as well as Greek and Roman pharmacopela. A spicy, warming aroma.



Kansho

From China & Northeast India, this root has been used as a spice for centuries.



Frankincense (Olibanum)

One of the most highly prized substances in the ancient world where it has been used in the ceremonies of many religions.



Star Anise

Considered one of the main medicinal plants in China, India, Egypt and Rome; it has a lively, sweet and herbaceous scent.



Kyara

One of the 6 kinds of jinko (Aloeswood) - Kyara is the most valued.

Borneo Camphor

Derived from the camphor tree, it is a crystalline substance with a characteristic scent. A natural insect and moth repellent. Also known as Dragon Brain.



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The Poetics of Fragrance

This article continues the exploration of the links between incense and tea begun in the last issue.

Concomitant with the use of incense in eighth century Buddhist ceremonies was the use of fragrant wood incense as a practical item for scenting rooms and clothing. However, in the Heian Era (794-1192) a particular type of compound incense called *nerikō* became the dominant form of scent. *Nerikō* is blend of fragrant woods, roots, leaves, flowers, animal products such as seashells and musk bound together with charcoal dust and honey. Heian aristocrats used this type of incense for its practical aspects. At the same time the poetic possibilities of fragrance became increasingly important. As noted in the previous article, incense has always been enveloped in a cloud of poetic association. Chinese connoisseurs set the precedent for the creation of a poetic vocabulary to describe fragrance. A brief history of the use of incense in China will offer a better understanding of the use and appreciation of incense in Japan.

The History of Incense in China

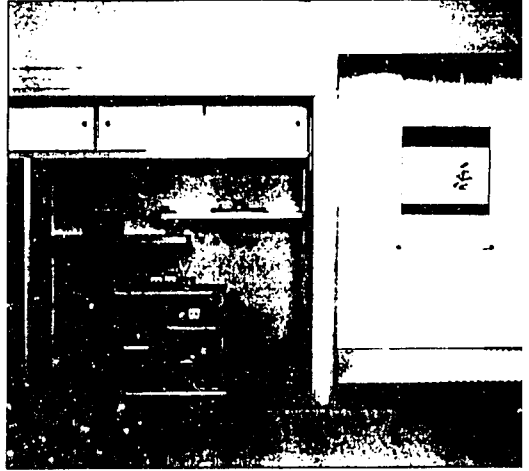
The use of incense in China can be divided into three categories; religious, medicinal, and secular. First, within the context of Confucian, Taoist, and Buddhist ceremony, incense fulfilled an important religious function by serving as an offering and as a means of delineating sacred space. Second, compounds of

fragrant material were used for their medicinal benefits. Whether ingested, applied to the skin or used as an aromatherapy, incense materials played an important part of Chinese herbal medicine. The therapeutic qualities of scent extended to the realm of psychology as well. For example records show that blends of fragrant compounds were used to dispel the cold of winter and the heat of summer.

Third, the Chinese used incense as a form of cultivated accomplishment.

Chinese connoisseurs compiled a list of one hundred and one varieties of aromatic substances, including compounds. These substances were classified into six groups based on the sentiments each evoked when burned. When in seclusion, Chinese connoisseurs burnt incense of the Recluse type to purge their minds of earthly thoughts. Incense of the Tranquil variety was enjoyed at dawn while watching the lingering moon, and was thought to flood the soul with peace. Incense of the Luxurious type was burnt to dispel drowsiness. When lovers met, incense of the Beautiful type was used. After long hours of study, incense of the Refined type was burnt to relieve mental fatigue. While enjoying clear moonlit nights incense of the Noble variety was used to keep evil spirits at bay.

There were many other occasions which the Chinese felt incense would add to the esthetic effect. For instance, incense was often burnt next to flower arrangements. However, there was a wide variety of opinion about the use of scent with flowers and not all connoisseurs were in agreement.













Room prepared for Koh at Shoyeido Kyoto

The History of Neriko

For the Heian courtier as well as the Chinese connoisseur, incense was an indispensable part of the practicalities of daily life and a form of polite accomplishment. The art of compounding incense reached its peak early in the Heian era. Heian courtiers held incense in such high esteem that they made it themselves. And like the other accomplishments of calligraphy, poetry, and music, which defined the character of a Heian aristocrat, incense blends were often closely held secrets.

The first record of a competition to determine the best from several submitted varieties of incense was held under the auspices of Prince Kaya. Kaya was both patron and talented blender of incense during the reign of Emperor Nimmyo (r. 833-850). Kaya, along with Fujiwara Fuyutsugu, selected and codified six categories of scent and their seasonal appropriateness. Their system of classification may reflect earlier Chinese models. However, at this time Chinese blends were losing favor over blends which better suited Japanese tastes.

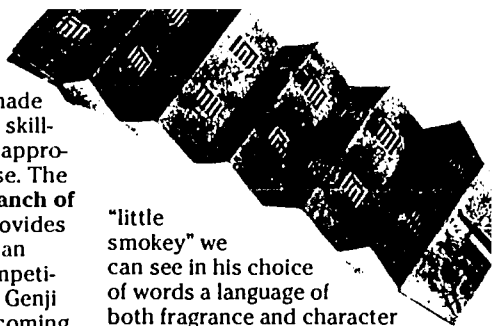
Continued on page 2

	<i>Byakudan</i> , sandalwood is an evergreen tree native to India.
	<i>Ansokukō</i> , benzoin is the resin from a Sumatran tree, and has a warm, mild scent.
	<i>Kyara</i> , of the six types of aloeswood this is the most highly valued.
	<i>Jinkō</i> , aloeswood has a refined fragrance. While living, the tree has no fragrance. The scent develops slowly over hundreds of years when the wood becomes buried under the earth.
	<i>Chōji</i> , cloves have been valued for their spicy fragrance for centuries in both East and West.
	<i>Keihi</i> , cinnamon a common spice in the West that was used by the ancient Egyptians and Romans for its scent and medicinal properties.
	<i>Kanshō</i> , spikenard is a root from China and Northeast India.
	<i>Nyūkō</i> , frankincense, well known in the West as a religious offering, comes from the resin of an African tree.
	<i>Daiuikō</i> , star anise has been prized for its medicinal qualities for centuries, and still figures prominently in Chinese herbal medicine. It has a grassy, fennel like scent.
	<i>Ryūinō</i> , camphor, also known as Dragon Brain. The scent of camphor is well known for its ability to repel insects.

As readers of the Tale of Genji know, often a character's reputation could be made or broken depending on how skillfully blended and seasonally appropriate was their use of incense. The first part of Chapter 32, **A Branch of Plum**, in the Tale of Genji provides an excellent example of a Heian period incense gathering/competition. The chapter opens with Genji preparing for his daughter's coming of age ceremonies. Naturally, there is much concern with the preparation of incense. Genji orders all the Rokujo ladies to prepare incense blends. The ladies also apply their talents to the creation of the censors, storage jars and boxes that will accompany the incense. Here we sense the importance the courtiers held for the overall esthetic presentation of incense. At Genji's request his brother Hotaru serves as judge for the event. Hotaru is selected for his abilities to discern subtle shades of scent. Murasaki Shikibu reminds us that "...the finest perfumes are sometimes just a shade too insistent or too bland." Genji holds the competition on a rainy evening during the second month.

In the five categories open for competition there are ten entries, two for spring, autumn, winter, summer and one sachet. As Aileen Gatten, in her excellent article **A Wisp of Smoke** points out, those characters who are most closely associated with a particular season win in their category. More importantly, Gatten suggests Hotaru's use of words describes both properties of fragrance and the personality of the characters.

Murasaki, associated with spring, wins for her Plum Blossom. Hotaru describes the scent as *hanayaka*. Gatten translates *hanayaka* as bright, stylish, and a bit sharp. All are qualities which accurately describe Murasaki. Genji wins for his Chamberlain, an autumn scent, described as being *namamekashi*. Gatten translates *namamekashi* as warm, gentle, possessing a fullness of fine breeding and a certain degree of sexiness. Although Hotaru admits his judgement might be a



"little smokey" we can see in his choice of words a language of both fragrance and character which sums up the Heian ideal of elegance in personage and fragrance.

Between 1159 and 1166, the poet-priest Jakuren (d. 1202) composed the *Kunshū Ruisho*, **Selections from the Incense Anthologies**. Jakuren, also known as Fujiwara Sadanaga, was a contributor to and compiler of the *Shinkokinshū*, **Imperial Anthology of Poetry**, dated 1201. It is from the *Kunshū Ruisho* that the six categories of scent as defined by Prince Kaya come down to us. The six scents are:

- *Baika*, plum blossom, spring
- *Kayō*, lotus leaf, summer
- *Jiju*, chamberlain, autumn
- *Kurobō*, black, winter
- *Kikka*, chrysanthemum, autumn
- *Rakuyō*, falling leaves, deepening autumn

As the title of Jakuren's book suggests, it was probably based on earlier sources. The **Anthology** is divided into two volumes. The first is a collection of secret recipes of famous incense connoisseurs. Volume two is taken up with advice on seasonal appropriateness, ingredients, and practical details of manufacture.

Much like court poetry, incense blends were grounded in rules and conventions. Each of the six scent categories were compounds of the same six ingredients: aloeswood, cloves, seashells, amber, sandalwood, and musk. Different scents were produced using varying amounts of each of the ingredients. In addition, each scent is further defined by the addition of a final seventh ingredient. For example, the addition of frankincense yielded a scent in the black category. The addition of spikenard resulted in a scent from the lotus leaf category.

To make *nerikō*, Heian courtiers first pounded the ingredients in an iron mortar. The order of the ingredients was important. Aloes and cloves were mixed first, then sandalwood and seashells, and finally musk. The mixture was formed into a cohesive mass with the addition of plum pulp, honey or arrowroot sap and shaped into marble sized balls. They then sealed the incense in an earthenware jar and buried it under three to five inches of earth. The incense was left to mature for about a month. Once opened, the incense was used within a few days.

The methods of preparing the censor and burning the incense were as strict as those of its manufacture. An early 14th century treatise, *'Go-Fushimi-In Shinkan Takimono no Hō', Treatise on Incense in the Hand of the Retired Emperor GoFushimi*, details the proper way to burn incense. Paramount was the gradual warming of the ash bed in the censor and the slow roasting of the incense. According to the *Treatise*, if correctly prepared the aroma should last for four to five days.

With the collapse of Heian court culture and the rise of a culture dominated by a warrior class during the Kamakura period (1192-1336), *nerikō* was eclipsed by a growing appreciation for wood incense. The term *monkō*, listening to incense, is used to describe the form of incense appreciation which employs only chips of fragrant wood. However, we should keep in

mind that *monkō* forms are based on earlier Heian models.

Neriko and Tea

In the 15th century a form of tea was being developed that incorporated both Chinese and Japanese utensils. Prior to this time, the *furo*, portable brazier, was the only means of boiling water in the tea-room. The *ro*, an alternative heat source was created based on a type of sunken hearth found in Japanese farmhouses. Originally, there was no fixed season for the use of the *ro*. Gradually, it was felt that the *ro*, being a larger source of heat, better suited the colder months of the year. *Nerikō* is used in the *ro* season. Both the *ro* and *nerikō* are Japanese inventions and as such seem most compatible. The Chinese origin of the *furo* is reflected in the use of sandalwood as companion scent. Rikyu is credited with saying "With the *ro* use a gourd for a charcoal container, and *nerikō* in a ceramic container. But for the *furo* use a Chinese vegetable basket, sandalwood, and a lacquered incense container."

During the *ro* season, in the course of a full tea gathering, the host adds *nerikō* to the charcoal fire three times. Incense is placed along with the lit charcoal in the *ro* shortly in advance of the guests entering the tearoom. This initial burning of *nerikō* serves as a silent greeting from the host. Before serving of the *kaiseki* meal, the host will build up the fire and place more incense in the *ro*. At this time the guests request to have a closer look at the incense container. After looking at the container, the guests ask about the poetic name of the incense, who gave it the name, and the place of manufacture.

The skillful incorporation of the names of various *nerikō* into a tea gathering is both a delight and challenge for host and guest alike. *Wakamatsu*, Young Pine, a blend favored by the present head of Urasenke. Hounsai Oiemoto, is especially suitable for auspicious occasions like the first tea gathering of

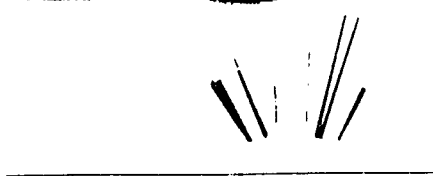
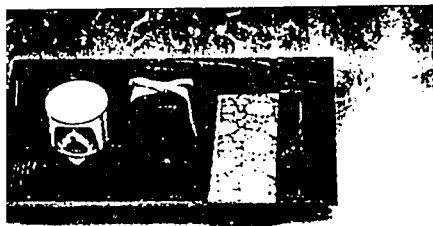
The Urasenke Tradition of Tea

Urasenke Kōnichian of Kyoto, Japan has nurtured the rich cultural tradition of chanoyu since the early 17th century. Its organization as a foundation occurred more recently, with the hope of fostering international goodwill through cultural exchange. With the belief that a world of peace can start with just two individuals, fifteenth generation Head Tea Master Soshitsu Sen has traveled extensively to introduce the culture of chanoyu since his first visit to the United States in 1951. He lectures at many universities, and three of his books, *Tea Life Tea Mind*, *Chado*, and *Chanoyu: The Urasenke Tradition of Tea* have been published in English. As head of the Urasenke Foundation, he has established branches in cities around the world, founding the New York Foundation in 1964 and the San Francisco Foundation in 1981.

the new year. *Shibafune*, Brushwood Boat, a blend named by Tantansai, the previous head of Urasenke, captures the slight melancholy of autumn. *Umegaka*, Fragrance of the Plum, alludes to the scent of the plum and the cries of the bush warbler, whose nascent call heralds the advent of spring. Although the use of *nerikō* in the tearoom is less extravagant than its Heian antecedents, the poetics of fragrance are still appreciated by tea people today.

This article was inspired by a lecture given by Ishikawa Sojin gyotei sensei. Additional sources include: A Wisp of Smoke: Scent and Character in the Tale of Genji, by Aileen Gatten, Monumenta Nipponica 32:1, spring 1977. Incense and the Japanese Incense Game, by Harriett E. Dickinson, Osiatische Zeitschrift, April 1922. The Way of Incense, by Sanjonishi Kinosa, Chanoyu Quarterly nos. 20 & 21, 1977.

All photographs for this article are courtesy of Shoyeido, Kyoto, Japan and Shoyeido, Boulder, Colorado



Utensils for Kō ceremonies.

Shoyeido Corporation

Our company is "new" in the U.S.A. (since 1990) but "old" in Japan (est. 1705, Kyoto).

Shoyeido is a very interesting company. Owned by the same family, in the same location for 300 years, we purchase all our raw materials ourselves. We create, blend and manufacture all of our incense. We have a level of pride, involvement and commitment which is rare today.

Education, study and practice of the traditional arts are emphasized at *Shoyeido*. At our headquarters in Kyoto, Tokyo and Sapporo classes in tea and incense ceremonies are given 5 days a week.

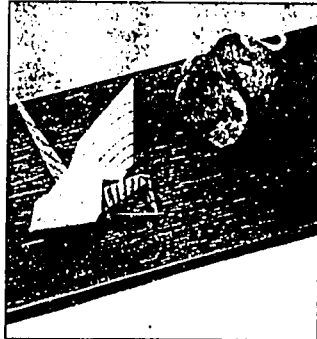
Included here is a small "ad" of our company from a Kyoto cultural guide. We were de-

lighted with its "spunk", and the direct statement of *Shoyeido's* desire to weave the traditional and the contemporary.

Shoyeido today makes much of its incense (cones, sticks and sachets) by hand. Rows of committed ladies package our incense and make traditional sachets. Their patience and intricate hand work are awesome. We are a small, very established company in Japan, who is committed to education,

artistic culture and quality. And we do respect the future, which is one reason we have established a branch in the U.S. We want to bridge the quality and artistic commitment of the past with the taste and needs of the present and future. We feel that there is a niche, a desire for, and an appreciation of the natural, artistic and traditional.

Shoyeido Corporation
1700 38th St., #101
Boulder, CO 80301
800-786-5476



In the chamber of meditation, koh resides there. It is also used in religious ceremonies, for festivities and for private pleasures like the tea ceremony.

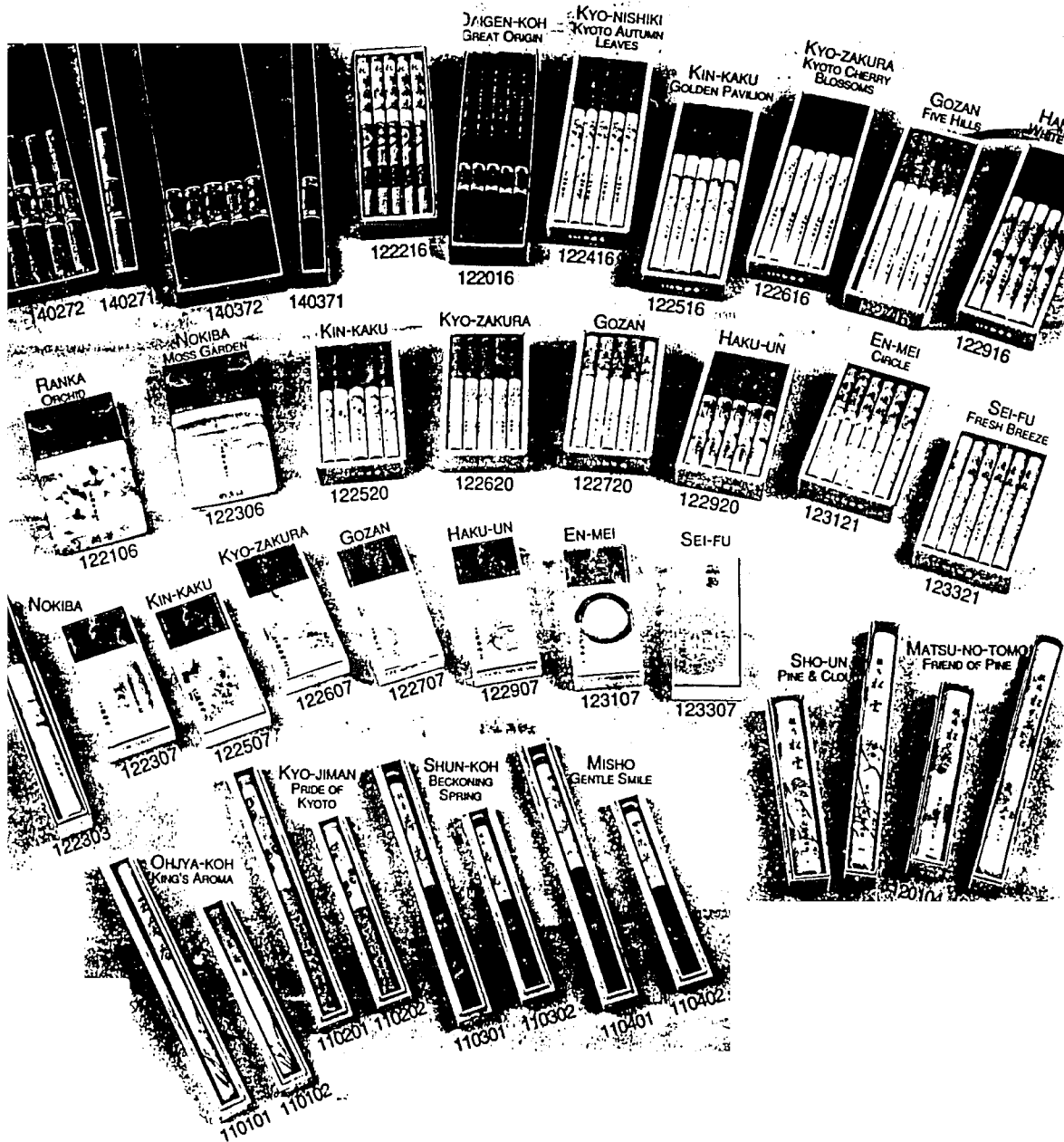
Incense has been our business since 1705, and we're not done yet: we keep discovering and rediscovering the possibilities and varieties of scent.

Generations of skill go into the technique of SHOYEIDO.

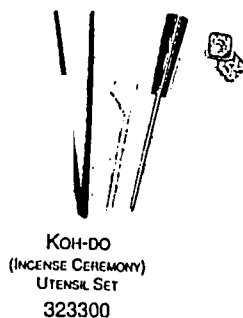
香老舖 松紫堂

**INCENSE:
AROMADITATION**

Shoyeido Corporation
Manufacturer of Japanese Incense,
Joss Sticks and Sachets
1700 38th St., #101 Boulder, CO 80301
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Shoyeido Incense



KOH-DO
 (INCENSE CEREMONY)
 UTENSIL SET
 323300

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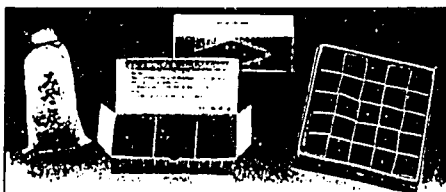
Shoyeido Incense

1-800-786-5476

8:30 a.m. to 5:30 p.m. MST Monday-Friday

Wholesale
Price List

Item Code	Item Name	English Name	Approx. Length	Approx. # of Sticks	Approx. Burning Time*	Price
140271	MORNING ZEN 1 bundle		13"	30	2 hrs.	\$4.60
140272	MORNING ZEN 5 bdl		13"	30 x 5	2 hrs.	20.80
140371	EVENING ZEN 1 bdl		13"	30	2 hrs.	5.40
140372	EVENING ZEN 5 bdl		13"	30 x 5	2 hrs.	25.00
122216	HO-YEI-KOH 10 bdl	ETERNAL TREASURE	8.75"	35 x 10	55 mins.	6.70
122016	DAIGEN-KOH 10 bdl	GREAT ORIGIN	9.75"	30 x 10	80 mins.	8.30
122416	KYO-NISHIKI 10 bdl	KYOTO AUTUMN LEAVES	8.75"	35 x 10	55 mins.	8.30
122516	KIN-KAKU 10 bdl	GOLDEN PAVILION	8.75"	35 x 10	55 mins.	12.50
122616	KYO-ZAKURA 10 bdl	KYOTO CHERRY BLOSSOMS	8.75"	35 x 10	55 mins.	16.70
122716	GO-ZAN 10 bdl	FIVE HILLS	8.75"	35 x 10	55 mins.	25.00
122916	HAKU-UN 10 bdl	WHITE CLOUD	8.75"	35 x 10	55 mins.	41.70
122106	RANKA loose	ORCHID	5.5"	300	20 mins.	\$2.50
122306	NOKIBA loose	MOSS GARDEN	5.5"	200	30 mins.	6.70
122520	KIN-KAKU 10 bdl	GOLDEN PAVILION	5.5"	45 x 10	30 mins.	12.50
122620	KYO-ZAKURA 10 bdl	KYOTO CHERRY BLOSSOMS	5.5"	45 x 10	30 mins.	16.70
122720	GO-ZAN 10 bdl	FIVE HILLS	5.5"	45 x 10	30 mins.	25.00
122920	HAKU-UN 10 bdl	WHITE CLOUD	5.5"	45 x 10	30 mins.	41.70
123121	EN-MEI 12 bdl	CIRCLE	5.5"	40 x 12	30 mins.	70.00
123321	SEI-FU 12 bdl	FRESH BREEZE	5.5"	40 x 12	30 mins.	100.00
122303	NOKIBA large 1 bdl	MOSS GARDEN	9.75"	80	55 mins.	\$5.00
122307	NOKIBA lucite, loose		5.5"	150	30 mins.	5.00
122507	KIN-KAKU lucite, loose	GOLDEN PAVILION	5.5"	150	30 mins.	6.70
122607	KYO-ZAKURA lucite, loose	KYOTO CHERRY BLOSSOMS	5.5"	150	30 mins.	8.30
122707	GO-ZAN lucite, loose	FIVE HILLS	5.5"	150	30 mins.	12.50
122907	HAKU-UN lucite, loose	WHITE CLOUD	5.5"	150	30 mins.	16.70
123107	EN-MEI lucite, loose	CIRCLE	5.5"	150	30 mins.	20.80
123307	SEI-FU lucite, loose	FRESH BREEZE	5.5"	150	30 mins.	29.20
110101	OHJYA-KOH long, 1 bdl	KING'S AROMA	9.75"	29	55 mins.	\$8.30
110102	OHJYA-KOH short, 1 bdl	"	7"	37	40 mins.	"
110201	KYO-JIMAN long, 1 bdl	PRIDE OF KYOTO	9.75"	29	55 mins.	12.50
110202	KYO-JIMAN short, 1 bdl	"	7"	37	40 mins.	"
110301	SHUN-KOH long, 1 bdl	BECKONING SPRING	9.75"	29	55 mins.	16.70
110302	SHUN-KOH short, 1 bdl	"	7"	37	40 mins.	"
110401	MISHO long, 1 bdl	GENTLE SMILE	9.75"	29	55 mins.	25.00
110402	MISHO short, 1 bdl	"	7"	37	40 mins.	"
120203	SHO-UN long, 1 bdl	PINE & CLOUD	9.75"	90	50 mins.	5.80
120204	SHO-UN short, 1 bdl	"	7"	120	40 mins.	"
120103	MATSU-NO-TOMO long, 1 bdl	FRIEND OF PINE	9.75"	90	50 mins.	10.00
120104	MATSU-NO-TOMO short, 1 bdl	"	7"	120	40 mins.	"
718201	RAKU CUP green					\$30.80
718203	RAKU CUP cream					"
323200	KOH-DO (INCENSE CEREMONY) UTENSIL SET					44.80
751101	WHITE ASH 1.9 oz.					\$1.30
750111	CHARCOAL 48 pcs.					2.50
329100	CEREMONIAL CHARCOAL (KOH-TADON) 25 pcs.					5.80



Shoyeido Corp. Box 20340, Boulder, CO 80308 Tel.: (303) 786-8000 Fax: (303) 939-9652

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Oriental Mushrooms Provide Taste, Category Benefits

Heather Breuninger

NEW YORK—Offering a wide variety of textures and flavors, Oriental mushrooms are poised to make a distinct mark in the fresh and dried produce area, according to a New York-based writer.

Michael McLaughlin, author of *The Mushroom Book* (Chronicle Books, San Francisco, 1994), says with the proper exposure these fungi could catch on with consumers much in the same way fresh herbs have. "It took awhile for people to adjust to using fresh herbs, but now they are accepted and enjoyed for the flavor they offer," McLaughlin says.

Besides flavor and texture, Oriental mushrooms also may offer surprising health benefits (see related story, page 49). However, deciphering which mushroom is which can prove difficult.

Natural products retailers have a special edge in this category, as the pioneers who have traditionally introduced "fringe" foods that later become widely accepted. By first educating yourself on the uses for Oriental mushrooms and then introducing them to your customers, you can make these savory products a point of distinction in your produce area.

Introducing Asian Mushrooms

While retailers may be interested in stocking Oriental mushrooms, some may be put off by the price outlay or need for education. Both are valid concerns, McLaughlin says, but the benefits may well outweigh them.

"This may never be a profit-gaining area," he says, "but it is certainly something for well-roundedness in a store." And as customers examine their growing field of options among natural products

stores, any added benefit could be the one to push a consumer in your direction.

McLaughlin says the key to introducing the Oriental mushrooms is to be generous with educational materials. Arranging recipe cards is crucial, because each mushroom has a specific flavor and texture that makes it suitable for one recipe, while it may be wrong for another.

"These are not like carrots," he says. "Everyone knows how to cook carrots and what they taste like. It is your job to introduce customers to something new."

The easiest way to introduce people to the taste of fresh Oriental mushrooms is also the most effective. Just sautéing them in a little soy sauce with ginger and garlic helps bring out the flavor without overpowering it. McLaughlin suggests serving enoki mushrooms in a light vinaigrette, perhaps with sesame oil.

"The key is to get people to know what these mushrooms taste like cooked," McLaughlin says. "From that point, they will start experimenting and continuing to buy."

Sorting Mushrooms

There are many varieties of Oriental mushrooms, McLaughlin says, but some of the best known include shiitake, enoki, straw, wood ears, matsutake and maitake. Each has a distinct appearance and flavor and can be used in a specific way.

"The Asian mushrooms are not as interchangeable as the European mushrooms," McLaughlin says. "You can't just tell a consumer to pick out any type and try them in their favorite mushroom recipe."

While each type has specific traits to look for, generally any type of mushroom should be firm and plump, not

soft or slippery. In addition, you can tell when mushrooms are going bad by the smell—a very rotten stench.

Following are some tips to look for when selecting different types of Oriental mushrooms, as well as a look at how they are produced.

Shiitake: The big star of Oriental mushrooms is this Oak Mushroom, so named because it grows on rotting oak. Because it can also be used in non-Oriental cooking, it is perhaps the best known of the Asian mushrooms.

The shiitake has been cultivated for more than 400 years, resulting today in a uniform-looking mushroom, though the size will vary between 1 1/2 inches and 5 inches in diameter. Shiitakes have a dark tan cap with ivory flesh and skinny, wooden stems. They are available dried and fresh, and each has its purpose.

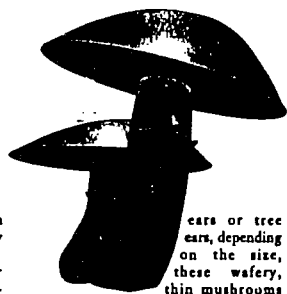
"There is a distinct difference in taste and texture between dried and fresh shiitake," McLaughlin says. "But it's not that one is necessarily better. Perhaps you live in an area where only dried is available, or you want a specific flavor. It's like the difference between fresh and dried pasta—each has its place."

Enoki: Also spelled enoki, these tiny mushrooms are sold in clumps and sealed tightly in plastic to ensure their freshness. They have long, thread-like stems and tiny caps, and should appear white, not ivory.

Unlike the other Oriental mushrooms, enoki are best served uncooked or only slightly warmed to maximize their crunchy, almost fruity taste. McLaughlin's advice is to use them much like sprouts in salads.

Straw: These mushrooms with the appearance of tiny parasols are primarily sold canned and are very soft with a mild flavor. They are widely cultivated throughout Asia and grown on straw.

Wood Ears: Also known as cloud



ears or tree ears, depending on the size, these wafery, thin mushrooms are mostly sold dried. According to McLaughlin, they are used more for texture than flavor. They are gelatinous and chewy and with a dark, smoky gray or black coloring, add an extra dimension to stir-fry dishes.

Matsutake: This Pine Mushroom carries a reputation worthy of a diamond or truffle. Grown in Japan and the Pacific Northwest, these mushrooms are only found in the wild and are very rare. They are sold fresh or dried, with the fresh containing the most flavor and valued especially for their uniqueness.

Most rare are the Japanese Matsutake, which are given as stans gifts. When promotion time comes up, a Japanese employee may give his or her boss a small pine box containing three perfect matsutake to court favor, McLaughlin says. The mushrooms start out looking like a sprout wrapped in a veil. As the mushroom matures, the veil drops away until it ends up as a cap on a stem.

Fresh Matsutake have a piney, garlicky taste that is best served by doing almost nothing to it. McLaughlin says the mushrooms are either brushed with soy and grilled or simmered lightly in a broth. Dried Matsutake are more readily available and reasonably priced, but lose some of the unique flavor.

Maitake: Maitake are primarily available dried. They grow wild in northeastern Japan and are about the size of footballs. The mushrooms are known as either "king of mushrooms" or "dancing mushrooms" because of their health benefits—they contain a large number of vitamins and minerals as well as a high content of polysaccharides, an organic compound that has been found to possibly enhance immune function. ■

