



SEPTEMBER 2021

WHY ORGANIC IS THE ANSWER

ORGANIC FASHION

Model twins Brett and Scott Staniland explain why the fashion industry needs to find alternatives to cotton

RHS CHELSEA'S ORGANIC GARDEN

RHS Chelsea Flower Show will get one of its first completely organic show gardens this September

YOU NEED TO KNOW YOUR FISH

The man who brought organic values to wild fishing says seafood can be sustainable

THE BUSINESS WITH ORGANIC ROOTS

Inside the company where organic principles go hand in hand with award-winning taste



**IMAGINE A
WORLD WHERE
YOU COULDN'T
BUY TOXIC
PRODUCTS**



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THE UK'S ETHICAL MARKETPLACE
#HangOnToWhatYouBelieveIn**

Welcome to My Green Pod Magazine!



Katie Hill, EDITOR-IN-CHIEF
katie@mygreenpod.com

It's Organic September! This is a really exciting time because it gives shoppers lots of opportunities to try organic products and find out about their benefits.

At a Soil Association webinar in the run-up to this year's Organic Beauty & Wellbeing Week (06-12 September), the charity revealed research that suggests a big chunk of shoppers aren't making the connection between organic and the environment. 92% of respondents said they would be prepared to spend more on environmentally friendly products, but just 50% said organic products are 'worth paying more for.'

Organic products are better for you, the soil, the water, the air, the farmers and essentially all life on Earth – and there has never been a better time to give them a go. Don't be put off if they cost a bit more than mainstream rivals; organic products are almost guaranteed to be more effective, so you'll end up using less and saving money that way. Look out for offers and events this Organic September and get ready to revolutionise the way you wash your hair, clean your kitchen and so much more!



ABOUT US

My Green Pod Ltd is an independent, family-run UK business, founded by Katie Hill and Jarvis Smith. We want to share the real stories behind the brands and people working tirelessly to offer ethical alternatives to mainstream products and services. You might not see these options on the high street and they may not be the first to appear in online searches. But they are on mygreenpod.com. Search our Marketplace for conscious lifestyle inspiration – and you could save some cash along the way!

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In 2020,
£50 million
was spent
each week on
organic food
and drink in
the UK



Farming land
conversion to
organic decreased
14.7% in 2019

Conventional
cotton farming
is responsible
for **16%** of global
insecticide use

Are you looking for a property with potential?

These bats have found one...



Photo: Greater horseshoe bats ©Andrew McCarthy

To the delight of conservationists, a pioneer colony of greater horseshoe bats has been discovered breeding in a derelict stable block in West Sussex. This is an extraordinary turn of events after an absence of 100 years and 100km east of the bats' current stronghold in southwest England. It is a sign that this very rare bat species is on the rise and expanding into pastures new. After a catastrophic 90% decline during the 20th century, this is **species recovery in action**. It is a biodiversity good news story that with your help will run and run.

Please donate to the **SUSSEX BAT APPEAL** and help Vincent Wildlife Trust and Sussex Bat Group raise **£350,000** to safeguard this derelict stable block. By purchasing and renovating the building, we can create the best conditions for the bats and provide a focal point for the return of the greater horseshoe bat to southeast England.

Read more in this edition of *My Green Pod* and visit www.vwt.org.uk/sussex-bat-appeal



Vincent Wildlife Trust — conserving threatened mammals

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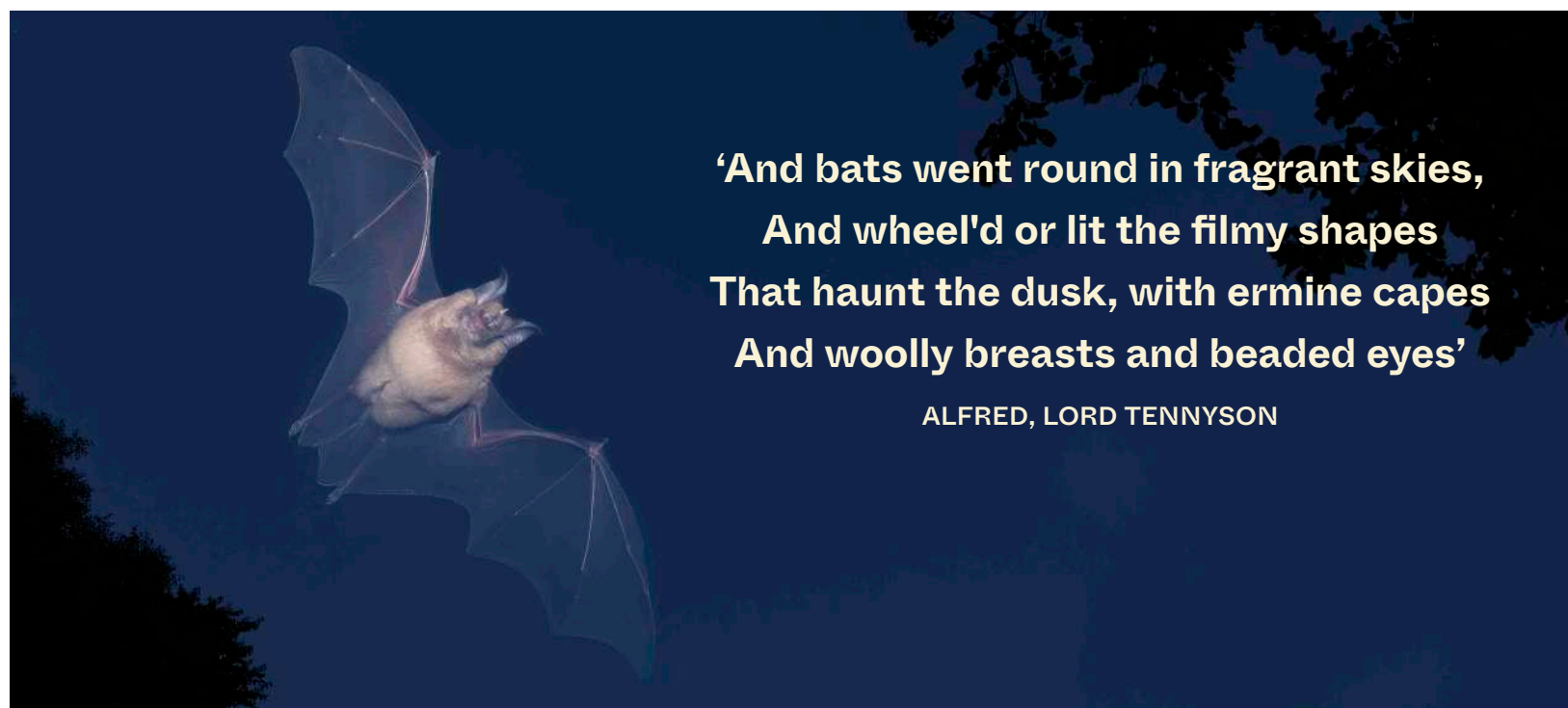
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**‘And bats went round in fragrant skies,
And wheel'd or lit the filmy shapes
That haunt the dusk, with ermine capes
And woolly breasts and beaded eyes’**

ALFRED, LORD TENNYSON

PHOTOGRAPHY ANDREW MCCARTHY, FRANK GREENAWAY

Take them under your wing

Vincent Wildlife Trust’s Hilary Macmillan reveals how we can bring Britain’s horseshoe bats further from the brink of extinction

Tennyson’s reference to ‘ermine capes’ suggests he is talking about horseshoe bats and their peculiar habit of snugly wrapping their wings around their bodies as they hang freely, dangling by their spindly legs – a quirk that’s not seen in other British bats.

Tennyson must have been familiar with horseshoe bats, yet they no longer breed in any of the English counties in which he once lived – until now.

I am standing in a bed of nettles in the yard of a derelict Victorian stone stable block in West Sussex, surrounded by woodland and grazed pasture – not far from Tennyson’s Blackdown home. It is a victim of weather and neglect, but the structure has a new purpose: with just a handful of residents, it is probably the most important greater horseshoe bat maternity roost in Britain.

A WEST SUSSEX HOME

An extraordinary journey has been undertaken by a small number of pioneering bats. A breeding colony of this rare species has recently been discovered here in West Sussex – 100km east of its south-west England stronghold.

It is 100 years since greater horseshoe bats bred anywhere in south-east England, after an alarming decline in numbers in the 20th century. By some estimates, the population in Britain fell by a catastrophic 90%, the result largely of habitat loss and a lack of suitable roost sites.

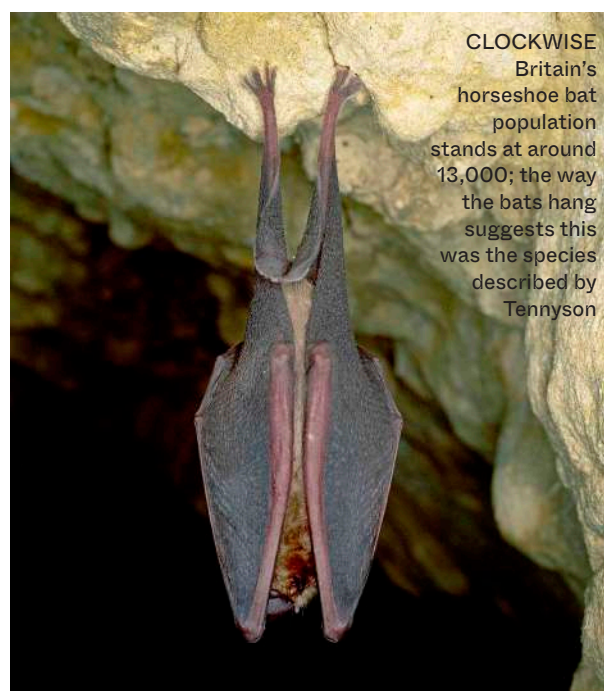
Since the 1980s, Vincent Wildlife Trust has been buying up and conserving roost sites of the horseshoe bat; today the wildlife charity now has around half of all greater horseshoe bat roost sites under its wing.

SPECIES RECOVERY IN ACTION

The work of the Trust, alongside the introduction of legal protection in 1981 and a series of mild winters over this period, has resulted in a reversal of the bats’ decline. Today, numbers have grown from a 1980s low of around 4,000 to an estimated 13,000.

That may sound a good number, and it is certainly a success story, but compare it with around 3 million pipistrelles, our commonest bat, and you get the picture.

To find this outlier breeding colony in the south-east is a welcome sign that this bat is outgrowing its stronghold in south-west England and spreading into pastures new.



CLOCKWISE
Britain’s
horseshoe bat
population
stands at around
13,000; the way
the bats hang
suggests this
was the species
described by
Tennyson

This is species recovery in action – a biodiversity good news story – and we are in desperate need of those right now. But the bats need a helping hand. They are not easy to please.

HOW YOU CAN HELP

Originally cave dwellers, the bats need a range of temperatures and humidity – a natural air-conditioning system. Often old mansion houses and their outbuildings fit this bill. The bats also require access to their favoured dung beetles, cockchafers and larger moths; no building is suitable without a source of food nearby.

The bats have decided that this stable block has potential, even though rain pours through the roof. This is why Vincent Wildlife Trust and Sussex Bat Group are coming to the bats’ aid.

If the two groups can raise the purchase price of the building and fund the renovation costs, this redundant stable block could be transformed into a five-star residence for breeding females. The optimal conditions would boost the population of greater horseshoe bats in Sussex and help this species to return to south-east England.

The Sussex Bat Appeal has just been launched to raise an ambitious £350,000. This includes £200,000 to buy the stable block and a further £150,000 to renovate the property and provide the bats with all they need for a long-term future in the south-east. If the result is a species moving further from the brink, it has to be a real bargain.

Find out more

■ Support the Sussex Bat Appeal at
vwt.org.uk/news/sussex-bat-appeal/

HERO PRODUCTS

Introducing our September Heroes!

We've hand-picked these products, which we believe are best in their class, to provide simple, sustainable switches that will help keep you, your home and your pets healthy – while supporting wildlife and cutting carbon!

View all our Heroes at mygreenpod.com/heroes

FOOD & DRINK



NOBLE LEAF PEPPERMINT TEA

Award-winning loose-leaf peppermint tea in a recyclable and reusable cardboard tube, with a home-compostable inner bag.

nobleleaf.co.uk



ORGANICO OLIVE OIL

Lovingly created by a small, family-run producer based in Tulette, this organic oil will bring even the most basic meals to life.

organicofoods.com

FASHION



BARE KIND BAMBOO SOCKS

10% of profits from these bamboo hedgehog socks go to the British Hedgehog Preservation Society.

barekind.co.uk

HOME & GARDEN



YORA FOR CATS

This ethical and sustainable insect-based food provides a complete and balanced meal for adult cats.

yorapetfoods.com



YORA COMPLETE ALL BREEDS

A complete and balanced pet food that will help to reduce your dog's carbon footprint! It combines nutritious insects with oats, potato, seaweed, herbs and botanicals.

yorapetfoods.com

TOP 5 SEPTEMBER SWITCHES

1

Switch to eco cleaning products like Delphis Eco Anti-Bacterial Kitchen Sanitiser to reduce the toxic load in your home and on the planet.

[@DelphisEco](https://twitter.com/DelphisEco)
delphiseco.com

2

In its centenary year, Weleda has won a Marie Claire Sustainability Award for Best Supply Chain Initiative.

There has never been a better time to try this clean beauty pioneer's gorgeous products! If you're new to Weleda, give Skin Food a go.

[@WeledaUK](https://twitter.com/WeledaUK)
weleda.co.uk

3

If you like dairy, make one of the simplest switches and go for Yeo Valley Organic milk. The family-run farm puts nature at the centre of its business, with a strong focus on soil health and biodiversity.

[@yeovalley](https://twitter.com/yeovalley)
yeovalley.co.uk

4

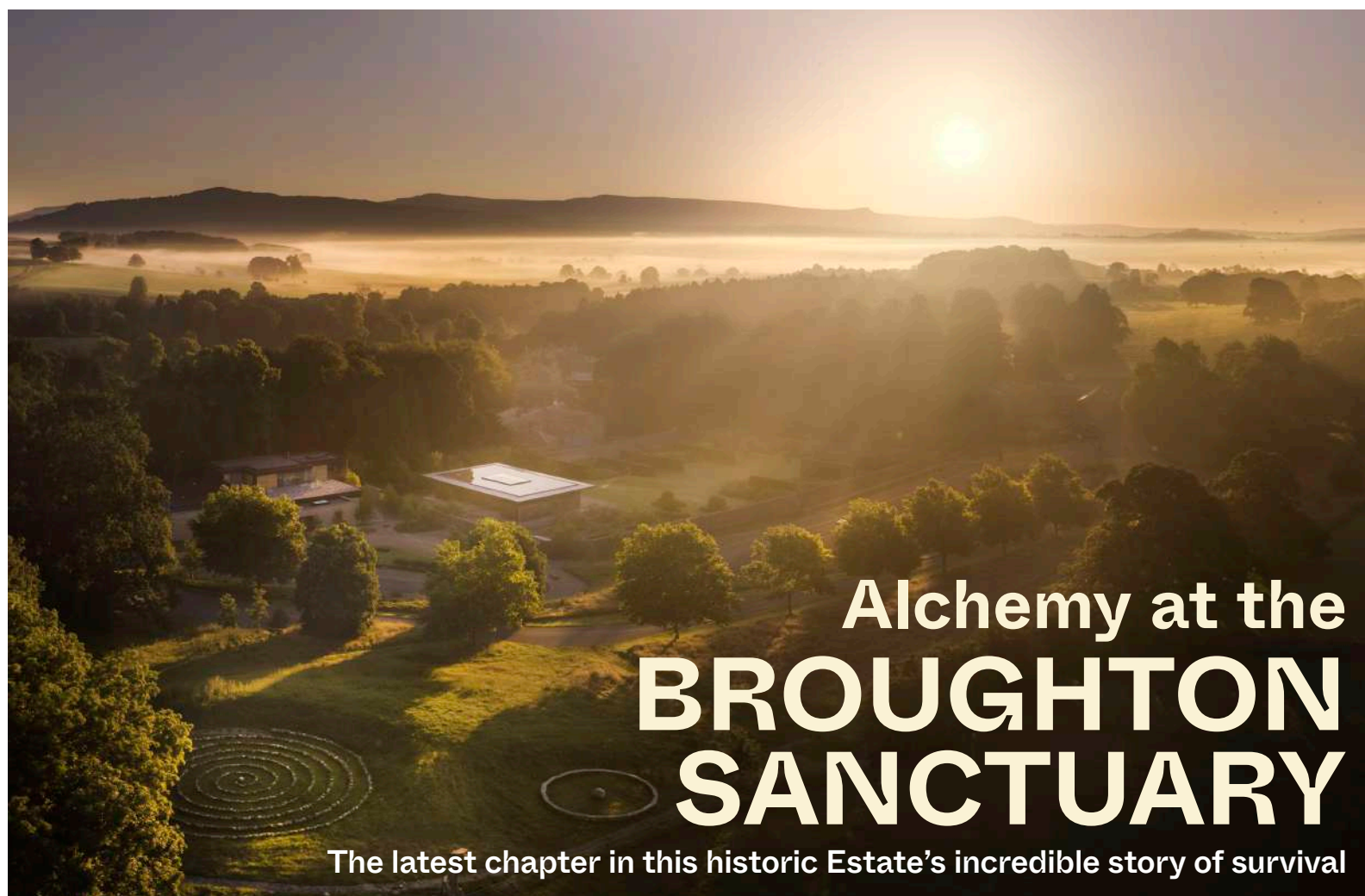
Think about switching to a renewable energy supply from Octopus Energy. As well as sleeping better at night, you'll almost certainly save money on your energy bills.

[@octopus_energy](https://twitter.com/octopus_energy)
mygreenpod.octopus.energy

5

If you're about to buy a product you don't really need, you can satisfy your craving (and save some money) by putting it back and planting a tree instead!

[@treesisters](https://twitter.com/treesisters)
treesisters.org



Alchemy is a fascinating process: something becomes something else in a mysterious chemical transformation. In the case of Broughton Hall, a 1,000-year-old traditional English Estate has been transformed into the Broughton Sanctuary – ‘an island of spiritual refuge’.

Today the 3,000-acre Estate and Hall, still owned by the 33rd generation of the original family, is based on transformational work concerning the mind, body and spirit, against a backdrop of sustainability and nature recovery.

AN INSTINCT FOR SURVIVAL

The Estate sits in an incredibly beautiful part of the country – in the foothills of the Yorkshire Dales – and has a history that is as fascinating as the transformation itself. It's understood that the Estate was gifted to the original Roger Tempest by William the Conqueror in the 11th century. The Tempests looked after the land and have been involved with community life on many levels over the last 10 centuries, with war and national politics interwoven with their stewardship.

The Tempests fought in the battle of Agincourt and in both world wars, yet their Catholic recusant status – which carried the threat of heavy taxes, fines and being hanged, drawn and quartered – drove the family near extinction and at times underground.

But the centuries passed and the family's strong survival instinct remained intact – even when Cromwell seized the main Hall, the grandfather of current custodian, Roger Tempest, was injured at the Battle of the Somme and his father survived being shot in the head in 1944.

After this long and turbulent history, it was the taxes on capital in the 1970s that brought this historic Estate to a standstill – and to the very edge of survival – by forcing huge sales and cutbacks.

For Roger, there was only one way to save the Estate: it involved a break away from the old hierarchical system we'd recognise from *Downton Abbey* and a complete redefinition of its purpose.

AN UPWARD SPIRAL OF CHANGE

Change began in the 1980s, when redundant buildings on the Estate were converted into workspace to attract employment. The result was that working from the countryside finally became a valid commercial option as well as being a good lifestyle choice. Today the grounds host 52 companies, and around 700 people now work in the small rural parish of Broughton.

Employment brought an earthquake of change at a parish level; suddenly the pub was busier and could thrive, the school reopened, the milk round became sustainable and the church got busier. The spiral of change had a new direction and was now soaring upwards.

New enterprises kept appearing and a strong hospitality and holiday homes sector evolved. This meant historic architecture was restored, preserved and maintained; everybody was a winner.

Broughton's sense of purpose was back and, true to its history, its *raison d'être* came with a high social output for the community.

Find out more

■ View upcoming retreats and accommodation at broughtonhall.co.uk

INNER TRANSFORMATION

Most recently, Roger and his partner, Paris Ackrill, have introduced a new layer of change that has caused Broughton to become a house of transformation. It hosts year-round retreats and work pertaining to the mind, body and spirit, with a focus on strong subject matter and life-changing work that can transform people and groups.

The refurbished buildings have created capacity for 100 guests at the Broughton Sanctuary, which is now complete with Avalon, a state-of-the-art Wellbeing Centre co-founded by Paris.

The world-class facilities include the Cosmic Garden, a woodland sauna, indoor and outdoor swimming pools, a wild swimming spot, a fire temple, moon baths and a sweat lodge.

NATURE RECOVERY

A nature recovery programme is also taking place at Broughton, where 230,000 trees have been planted this year alone. The tree-planting project is the largest of its kind in England. ‘The root of today's environmental issues – and many of the current crises – is all about humanity's inner nature’, Paris tells us, ‘so the outer nature is inevitably going to reflect this.’

William the Conqueror was the surprising initiator of a remarkable Sanctuary fit for the 21st century and beyond. What a journey through the centuries – but an extremely rich and worthwhile one that calls out to be experienced.

Floral innovations

Jane Bradley, owner, floral designer and stylist at Brook & Earl, on sustainability in floristry



As a relative newcomer to the business of flowers, I was shocked by how slow and backwards the industry is. In my previous life I worked in the greetings cards and fashion sectors; I'm not saying they are in any way perfect, but at least they are moving in the right direction.

Card manufacturers are beginning to use only FSC board, while fashion brands are introducing sustainably grown fibres and recycled materials to their clothing. In comparison the floristry industry is lagging far behind – on many levels.

DEFYING CONVENTION

The good thing about being a newbie is that it's easier to break the mould, and in any case I've never been one for conforming.

I am now navigating my way round sustainable floral mechanics – using only seasonal flowers, finding out more about their sources and buying locally grown where I can. I'm just about to start growing my own cutting garden on the Broughton Sanctuary, where my business is based.

On Valentine's Day you won't find a single red rose in our studio. Why fly a rose halfway across the world – from Kenya, Ethiopia or Latin America – just to tell someone you love them? I have used red roses in the past, but now I feel a responsibility to educate my customers by instead offering beautiful British-grown Smith & Munson tulips, stunning ranunculus or – my favourite – hellebores.

The decision to use seasonal flowers and foliage has been really liberating for me; limiting my choice has improved my creativity and defined my floral handwriting and style. Working with the seasons is so rewarding; using what nature gives us as the year unfolds keeps my work fresh and interesting.

SUSTAINABLE FLORISTRY RULES

Sustainable floristry can be a bit of a minefield – I have certainly lost sleep over what's right, what's wrong and whether I am buying from the right sources – so I have given myself some rules.

I will (and do) buy seasonal flowers from the Netherlands to get the choice and the quality I require. The overall impact is far less than flying flowers around the world and probably not much greater than buying from Cornwall or Scotland.

I support local growers including Flowers by Season, a Yorkshire grower with the most beautiful blooms and foliage. They are reminiscent of the flowers in the garden of my childhood home: *Antirrhinum majus*, *Alchemilla mollis* and *Eremurus stenophyllus* – lots of cottage garden favourites.

I forage from the woodland at the Broughton Sanctuary, which throws up an abundance of foliage, twigs, sticks, berries, cow parsley and grasses.

Our business cards are made from recycled T-shirts from moo.com, the paper we use to wrap our flowers is recycled and recyclable and our plant-based tape contains zero plastic. Even the cleaning products we use in the studio are from Bower Collective, which vets products and suppliers according to sustainability criteria.

INSPIRED BY CONSTANCE SPRY

I have pledged never to use floral foam, which is made from synthetic, non-recyclable plastic and created using a combination of carbon black, formaldehyde and phenolic foam – all of which are toxic. I can't believe that some colleges are still

teaching floral foam techniques to students! Instead, I opt for chicken wire and moss mechanics, with baked bean tins, fresh soup containers and jam jars placed to hold the water.

A huge inspiration and role model for me is Constance Spry, the British educator, florist and author of the mid-20th century.

One of the many ways Constance brought innovation to floristry was in the way she used balled chicken wire to hold plants and flowers in a way that resembled their natural growth. Her unconventional designs continue to be a massive influence on today's florists, and the fact she even used vegetables and weeds in her work fills me with joy – I love a bit of dock flower in a design!

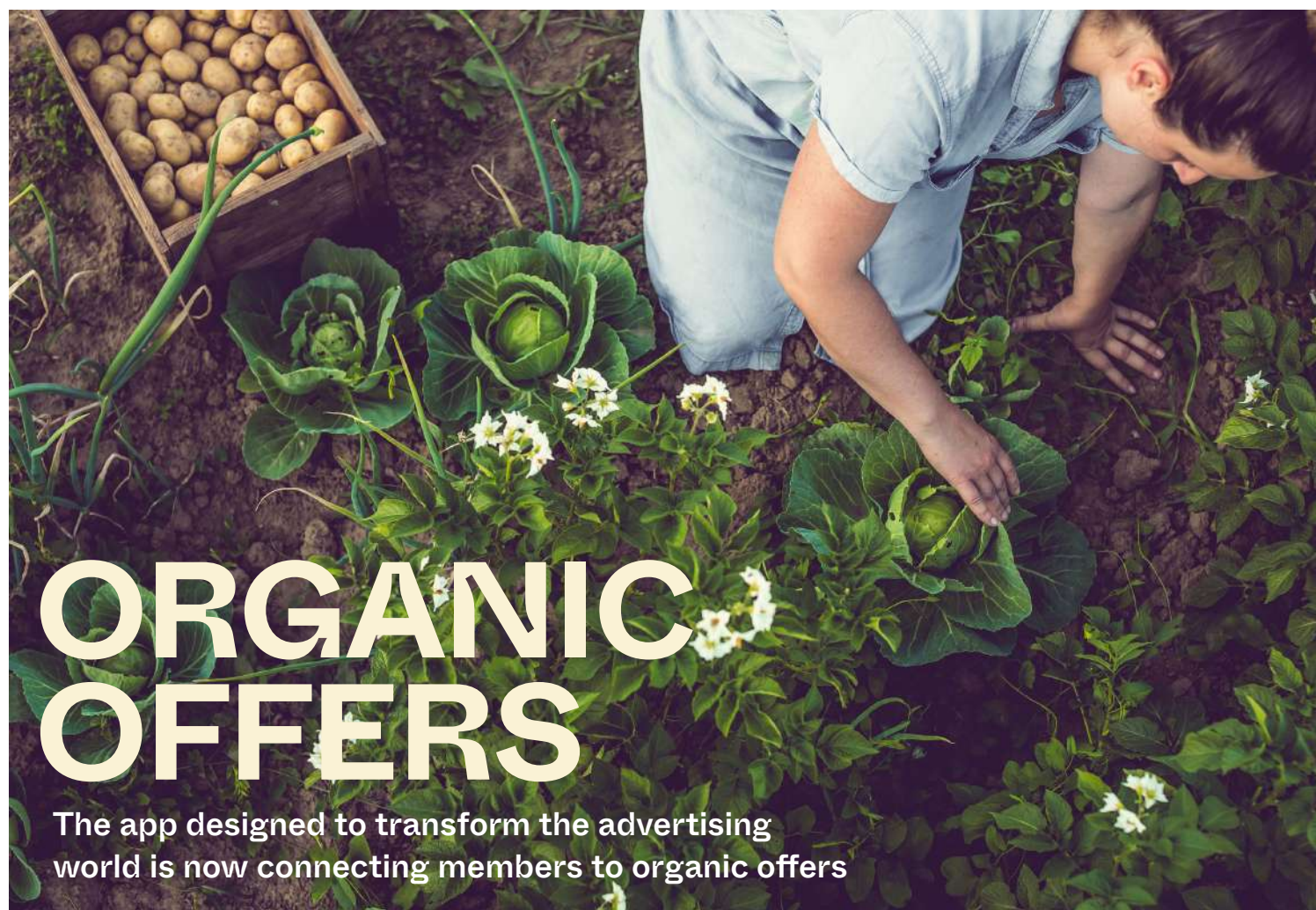
YOU CAN'T EAT AN ELEPHANT

By using my imagination in wild and wonderful ways I can create new structures for my work and designs and keep pushing the boundaries. I'm particularly proud of the mechanics I dreamed up for a woodland funeral I was asked to do earlier this year. I made a structure out of willow, criss-crossed and tied with jute string and filled tightly with moss. It worked perfectly and looked beautiful – plus it was completely biodegradable.

A great friend of mine often uses the phrase 'you can't eat an elephant', and I agree. I am moving in the right direction and every little bit helps. I will carry on learning and pushing the boundaries when it comes to how I approach my work; I'm certainly no guru, but I'm doing my best to save our beautiful planet in my own small way.

Find out more

■ Discover Brook & Earl workshops and mindful floral designs at brookandearl.co.uk



Organic September is a time to step back and look at how you can make more ethical choices. A simple way to discover new organic products is through Get My Slice, a game-changing app that puts the consumer and the environment first.

The easy-to-use app is taking on big advertising companies and putting more money back into its members' pockets.

Get My Slice connects members directly to brands and offers rewards – including free trials, discounts, cashback and freebies – for shopping or engaging with them. The app currently features over 2,000 offers.

Members save more money because Get My Slice gives back 80% of the money retailers would normally spend on advertising to them, as well as any other usual discounts.

SHOP ORGANIC AND SAVE MONEY

Small lifestyle changes can add up to make a big difference, so Get My Slice has partnered with



Find out why **Get My Slice** is a **My Green Pod Hero** at mygreenpod.com/heroes

companies offering straightforward alternatives that support the wider organic movement.

Members will be encouraged to swap their coffee for organically sourced beans from Volcano Coffee Works, a proudly independent South London coffee roaster, switch to an organic drink, like Vita Coco's coconut water, or try Pai Skincare's completely organic, vegan and cruelty-free range.

The app features offers in a variety of categories spanning electronics, fashion, beauty, food, travel, home and fitness; the goal is to ensure there is something for everyone.

Members also get access to special offers from the My Green Pod Marketplace, and a tree will be planted for every new user who signs up using My Green Pod's unique link (see right).

POINTS THAT PLANT TREES

Through a partnership with My Green Pod and the charity TreeSisters, Get My Slice has committed to planting at least 1,000 trees a month – and members are encouraged to get involved, too.

Everyone who downloads the free app gets automatic access to the Get My Slice Founders Club, where they can earn points for referring friends and completing activities. The points are linked to the future value of the company, but they can also be redeemed to plant trees.

As a startup Get My Slice still has a way to go, which is why the team is working hard to launch new features that will help its members choose ethical and sustainable brands. There has never been a better time to give it a go.

Find out more

- Start planting trees! Download the free Get My Slice app from the App Store or Play Store at getmyslice.com/mygreenpod

‘At Get My Slice, our mission is to help both people and the planet. We know a lot of consumers care about shopping with ethical brands but often find they have to pay a premium. At Get My Slice, we’re changing the landscape of advertising; consumers get better deals, see the value of their data and help save the planet.’

OLIVER SOUTHGATE, GET MY SLICE FOUNDER AND CEO

Cotton, estimated to make up 33-40% of global textile production, is the most widely used fibre in the fashion industry. It's used in denim, flannel, canvas and many other fabrics, for everything from dresses to comfy sweats and jeans.

The problem? Cotton is thirsty! In fact, it's one of the world's most water-intensive plants. Studies suggest that 2,000-3,000 litres of water are required to produce the cotton required for just one T-shirt.

Another issue with conventional cotton is the way in which it's grown: cotton farming is responsible for 16% of all insecticide use. These chemicals can harm the environment in many ways; they contaminate water sources, poison farmers, harm animals and transform into greenhouse gases (GHGs) that are a lot more dangerous than CO2! Crops also develop a resistance to pesticides, meaning more are required and therefore more are produced.

IS ORGANIC COTTON THE ANSWER?

Organic cotton, which accounts for less than 1% of all cotton production, is not grown using synthetic pesticides or insecticides and is not genetically modified.

However, the natural pesticides used for organic cotton may not be a foolproof solution; they can also be harmful and, if less effective than chemical versions, used in greater quantities.

Another issue with organic cotton is around yields, which speaks to our consumption issues! Due to its genetically enhanced features, farmers can grow more conventional cotton in a smaller area; more land and plants would be required to grow the same quantity of organic cotton. As a result organic cotton requires even greater volumes of water.

It is worth noting that water isn't really 'used'; depending on the water system it can be 'borrowed' and reused, so long as it's not contaminated, or come from rain water.

With cotton farms mostly situated in tropical and subtropical environments there's a heavy dependence on irrigation, which brings its own issues.

This is all before we consider the distance cotton travels before ending up in our wardrobes. It's far.

SLOW IT DOWN

While organic and non-virgin cotton is the way to go for now, we must question why we are so dependent on this one material.

It might be soft, durable and breathable, but surely there are less impactful alternatives. We've highlighted a few we feel are worth a look (see right).

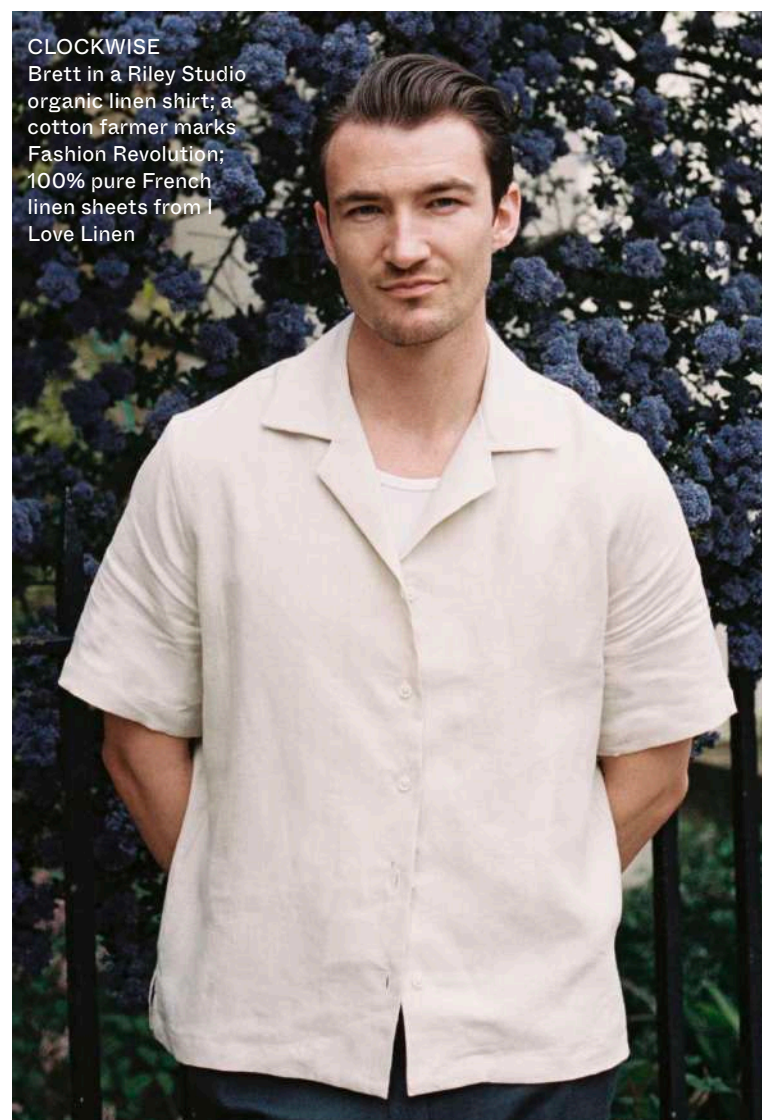
The bottom line is *shop less, but better* – and buy non-virgin materials wherever possible. Slow it down!

Find out more

■ Stay up to date with Brett and Scott on Instagram @twinbrett and @twinscott

Organic FASHION

Model twins Brett and Scott Staniland talk organic cotton, and why it might not be the answer for ethical fashion



CLOCKWISE
Brett in a Riley Studio organic linen shirt; a cotton farmer marks Fashion Revolution; 100% pure French linen sheets from Love Linen



ALTERNATIVES TO COTTON

Linen

Certified organic European flax linen is naturally resistant to bugs; it needs no pesticides and minimal fertiliser. It is not genetically modified and doesn't require irrigation or defoliants, creating a 'zero waste' aspect. Grown in France, the Netherlands and Belgium, it doesn't have to travel as far, either! It can be used in many garments and, of course, in bedding and upholstery.

Hemp

Don't be mistaken: your clothes won't get you high. Hemp is technically a weed – and it grows like one! It requires far less water than cotton, grows quickly and naturally resists insects. Hemp is also a regenerative plant, which enriches the soil rather than depleting it. The fibres are long, strong, durable and biodegradable.

Bamboo

Bamboo can be harvested without killing the plant and is one of the fastest-growing plants on Earth. It also consumes more CO2 than trees and can survive on rainfall alone. Be sure to look out for the 'organic raw bamboo' label as some other forms are treated using toxic chemicals, or are semi-synthetic versions with rayon/viscose.



MARKETPLACE

Our Marketplace is full of alternatives to mainstream products, whether you want to clean up your diet or your skincare routine. Here are just some of the products currently available – all with free shipping! Use the search bar at mygreenpod.com to find what you need.

PLASTIC FREE

Many of the products on our Marketplace come in plastic-free packaging, or are designed to be refilled and reused again and again.

NATURAL PRODUCTS

All the products we list harness

the power of nature to get the job done – whether you're cleaning the house or taking care of your skin.

GO ORGANIC

Organic products aren't just better for you, they're better for the soil, the water and

the people who grew the ingredients. They are also more familiar to your body, making them tastier, comfier and more effective.

ETHICAL BUSINESS

Many of the companies we feature are doing great things

for nature and society behind the scenes; with your support they can do even more.

PLANT A TREE

For every transaction, we plant a tree in the tropics (with charity partner TreeSisters) as a way to say thank you.

FOOD & DRINK



PURO COFFEE

This four-month supply of organic Puro Coffee will save packaging, deliveries and 80m² of rainforest

£80



PRIMROSE'S KITCHEN MUESLI

Delicious gluten-free oats with fresh carrot and harmonious cinnamon

£4.49



ATLANTIC DISTILLERY RING OF FIRE

Chilli-infused gin with an intense but flavoured heat, refreshing when taken long

£24-40

ARTS & FASHION



WHERE DOES IT COME FROM? ORGANIC SHIRT

Made with *khadi* from co-operatives run according to Gandhi's principles

£75



ARTFUL SONDER ORGANIC TOTE BAG

Two trees will be planted for every purchase of this climate-neutral organic tote

£13



KIKI HEALTH ORGANIC RAW COCONUT OIL

Fresh, moist coconut meat, cold pressed to produce the finest virgin coconut oil

£13.95



VINTAGE ROOTS GIOL PROSECCO FRIZZANTE

This light, organic prosecco is great fun and great value

£11.75



LVL NINE TURMERIC SUPER BLEND

A delicious organic blend of coffee and turmeric, with maca and lucuma

£10



NOAH ALICIA

A biodegradable organic slipper that's classically chic, light and leather free. Manufactured without glue

£54



UNOA LEXI SWEATPANTS

100% organic cotton sweatpants with French terry lining and ribbed cuffs and waistband

£42



STUDIO NOODLES ECO CARD SET (X8)

Printed on luxurious
350gsm FSC eucalyptus
card with vegetable inks

£6



OCEAN BOTTLE (500ML)

Keeps drinks hot or cold.
Each bottle sold funds the
collection of 1,000 plastic
bottles (in weight)

£40



THE SEEP COMPANY SPONGE & SCOURER (X4)

100% plastic-free and
compostable cellulose sponge
with loofah scourer

£8.50



HUSKUP

Reusable coffee cup in
Art Deco Diamond design –
made from the humble rice
husk, not plastic

£11.40



JO WOOD ORGANICS USIKU CANDLE

A natural soya wax candle
with a warm, sensual scent.
Burns for 40 hours

£44



VESTA LIVING ORGANIC COTTON DISH SCRUBBIE

100% organic cotton with
hessian backing, filled with
offcuts to save waste

£5



SHUI ME UPLIFT REED DIFFUSER

Contains pure organic
essential oils of spiced
cedarwood and bergamot

£35

HEALTH & BEAUTY



KIND2 THE HYDRATING ONE

Use this award-winning
shampoo bar on normal,
dry or coloured hair

£12.50



AIRBON HEXAGON AIR PURIFIER

Naturally cleans odours,
fumes and emissions from
the air inside your car

£12



SCENCE BODY BALM

A vegan, cruelty-free
moisturiser that's great
for massages. Packed in a
plastic-free recyclable tube

£12



GEORGANICS ACTIVATED CHARCOAL TOOTH SOAP

Entirely non-toxic
ingredients, flavoured with
organic peppermint oil

£8.90



ALTEYA ORGANICS LIP BALM, LAVENDER & MINT

Intense hydration and
reliable protection for
sensitive lips

£3.60



UPCIRCLE FACE SERUM

A hydrating face serum
with arabica coffee grounds
sourced from artisan
coffee shops

£14.99



NATRACARE ULTRA PADS (X12)

Made from only certified
organic 100% cotton and
plant cellulose

£2.39



JÄSÖN ORGANIC COCOA BUTTER

A non-greasy, botanically
rich daily lotion for dry skin
on the hands or body

£7.49

Janey LOVES AUTUMN 2021

Natural beauty expert Janey Lee Grace reveals some of the highlights from this year's Platinum Awards shortlist



A big thanks to My Green Pod, our media partner for the Janey Loves Platinum Awards! This year there are too many amazing natural, organic and sustainable brands to mention, but here's a taste of some of the products on our shortlist. They will help ease stress and tiredness and revitalise skin and hair – all while helping you to dip your toe into a more natural version of everything this Organic September.

SOOTHE YOUR SKIN

Start with your tired feet, which have no doubt worked hard all summer. Exfoliate using the Dajan Organics Peppermint Foot Scrub (£8.50, 100g) to remove dead skin cells, improve circulation, soften and moisturise.

One of our esteemed judges for the Platinum Awards is organic hero Jo Wood. We won't allow her to judge her own stuff, but we love her body oils. They contain a lovely blend of oils to soften, soothe and restore. Try the Jo Wood Organics Usiku Body Oil (£39, 100ml); it has a warm and sensual fragrance that is great for both men and women.

GET RESTED

Struggling to get your beauty sleep? A unique Cooling Mattress Topper (£400, single) from Health and Her has been entered into our Menopause category. It's a great alternative to air

conditioning, which can dry the air, so it could help you save money and reduce your energy consumption!

Saffron is known for its beneficial effects on low mood, stress and sleep, so the innovative brand The Naked Pharmacy bottled it! Try Saffrosun (£19, 30 capsules), which contains three saffron extracts at a clinically effective strength, with 100% natural prebiotic and food-sourced vitamins D3 and B12.

REPAIR AND RESTORE

To revitalise a tired complexion, try the Seaweed Peel Off Face Mask (£15, 90g) from Conscious Skincare. It's made from natural alginates, which give the mask an elastic feeling, and is rich in minerals that can help to repair damaged skin cells.

Rhythm of Beauty's revolutionary Seasonal Day Cream (£55, 60ml), with vitamin A and Q10, uses the power of seasonal flower essences to access facial meridians and release tiredness, facial tension and stress. It's a nutritious cocktail of skin superfoods to purify, uplift and boost skin radiance and clarity.

Keep your locks luscious with the 100% natural Tabitha James Kraan Scented Hair Oil (£38, 30ml). The nutrient-rich organic oil will restore, protect and polish, and the signature Amber Rose scent feels like a big hug for your hair!

Find out more

■ Discover more about the Janey Loves Platinum Awards at platinumawards.co.uk



LEFT TO RIGHT
Health & Her Cooling Mattress Topper;
Dajan Organics Peppermint Foot Scrub;
Jo Wood Organics Usiku Body Oil;
Tabitha James Kraan Organic Scented Hair Oil



**HERO
PRODUCT**Find out why **Wharfedale Soaps** is a **My Green Pod Hero** at mygreenpod.com/heroes

A wash with nature

These natural, plastic-free soaps are packed with botanicals

Rachael Robson was making bath bombs with her children when she started thinking about the soap-making process. 'I was inspired to do some research and realised luxurious soaps don't need the long list of chemicals found in mainstream soap', she tells us.

Sodium laureth sulfate (SLS) is one example of an ingredient to avoid; it is used in lots of personal care products to create that foamy lather we have come to expect from soaps and shampoos. 'It's known to irritate and dry out skin, which conversely can make skin oilier as it overcompensates for the loss of its natural oils', Rachael explains.

BUBBLY BARS

With a career as a secondary school science teacher under her belt, Rachael was well equipped to experiment with oils, butters and other natural ingredients until she found the perfect formulation for her own handmade Wharfedale Soaps.

'I use a combination of castor oil and coconut oil to get a luxurious, creamy foam that also nourishes and protects the skin', Rachael reveals. 'I knew I wanted to create a long-lasting and

bubbly bar, so my starting point was unrefined cocoa butter, which smells amazing and contributes to bar hardness, with castor oil and coconut oil, which both help to create bubbles. Then I added shea butter and avocado oil for their moisturising powers.'

It took lots of trial and error before Rachael found the perfect balance of oils and butters, and the testing period required time and patience because soap takes six weeks to cure. 'It was definitely a long, slow process', Rachael remembers, 'but it was well worth it!'

NATURALLY EFFECTIVE

Natural soaps contain glycerin, a by-product of the saponification process, which is a natural moisturising agent.

On top of that they can be just as effective as mainstream rivals when it comes to killing germs. 'My Himalayan salt soaps are naturally antibacterial', Rachael tells us, 'but the hand soaps are just as effective. The mechanical action of rubbing your hands together during handwashing removes the majority of dirt and germs, so there is no need for harsh chemicals that strip the skin's natural protective layers of oil.'

BOTANICALS AND OILS

Rachael is always on the lookout for new ingredients and confesses to spending 'far too much time' online looking for unusual botanicals, oils and essential oils. Wharfedale Soaps contain everything from sea buckthorn oil, added to create a vibrant orange, to black pepper essential oil for a hint of warmth and spice.

'I was drawn to add bladderwrack and kelp to my soaps because of the impressive list of minerals they contain', Rachael reveals. 'I also use orris root powder, which I found by accident; it holds scents well and supports skin elasticity.'

The deep purple in the Lavender and Rosemary Soap is from ground alkanet root, while nettle leaf powder gives a lush green to Rachael's formulations and ground calendula petals add a deep yellow to the Gardener's Hand Soap. Clays are added for colour and to create a lovely creamy lather.

MINIMAL PACKAGING

'I really dislike packaging of any kind', Rachael tells us. 'Even recyclable cardboard and paper require energy for recycling, so why use it if we don't really need it? For that reason I don't individually box my soaps where possible.'

In addition to the collections of Hand Soap and Himalayan Salt Soap, Rachael has created a range of solid moisturiser bars that are also produced using natural ingredients and botanicals. 'I package these using my own homemade beeswax wrap', Rachael tells us, 'which can then be reused indefinitely in place of kitchen wrap.'

MARKETPLACE

Browse and shop the **Wharfedale Soaps** range at mygreenpod.com

Rachael makes all her Wharfedale Soaps by hand in small batches, using only natural ingredients





CELEBRATING THE UK'S ONLY ORGANIC AWARDS!

The Best Of Organic Market (BOOM) Awards 2021 was a glitzy and highly engaging hybrid ceremony hosted by Food Writer and Broadcaster Andy Clarke, attended by a small live audience in London, with hundreds joining in online.

The event – which included a cocktail making masterclass, interactive DJ and presentation of the 35 award winners, alongside commentary from the judges – provided a much needed celebration for the organic industry which has seen many challenges throughout the pandemic, but has come out BOOMing!

Run by Soil Association Certification, this year in partnership with Ocado, the BOOM Awards honour the brands, businesses and people behind the UK's organic food and drink industry, championing innovation and celebrating excellence in organic.

This year, the BOOMs expanded to include categories for organic farming, beauty & wellbeing and fashion & textiles, reflecting the range of certified organic businesses working to restore nature, health and a safe climate.



WINNERS SPOTLIGHT

FOOD & DRINK AWARDS

Best of New Organic Food & Drink Products

Willy's Live Organic Fire Cider with
Freshly Ground Turmeric, Ginger,
Garlic & Horseradish



Best of Organic Vegan Products
Dragonfly Foods – Dragonfly
Organic Marinated Tofu

Best of Organic Fresh Produce
and Ocado Winner of Winners
Maddocks Farm Organics –
Organic Floral Salad



BUSINESS AWARDS



Best of Organic Farms
(over 10 hectares)
Godminster Farm

Best of Organic Innovations
UpCircle Beauty





**Best of Organic
Sustainable Packaging**
Abel & Cole

**Best of Organic
Skin Care Brands**
Neal's Yard Remedies



**Best of Organic
Fashion Brands**
Frugi

PUBLIC VOTE AWARDS

**Nation's Favourite Organic
Food & Drink Product**
Zaytoun – Organic Extra
Virgin Olive Oil



Best of Organic Ambassadors
Julian Dunkerton

ALL OTHER WINNERS

FOOD & DRINK CATEGORY WINNERS 2021

Chocolate: Patisserie Conseil
– Premium Organic Single Estate Zorzal Dominican Republic 81% Cacao
Snacks: Organico Realfoods
– Organico Organic Rosemary Ciappe
Alcoholic Drinks: Dunkerton's Organic Cider – Black Fox Organic Cider
Free-From: Good Grain Bakery
– Organic Sourdough
Store Cupboard: Huntly Herbs
– Hot Lemon Relish
Meat & Poultry: Rare & Pasture
– Fowlescombe Longhorn Beef Bresaola

Bakery: Hobbs House Bakery
– Organic Light Rye Sourdough
Dairy: Cropwell Bishop Creamery
– Organic Blue Stilton
Non-Alcoholic Drinks:
Hampstead Tea – Organic Fairtrade English Breakfast Tea Bags
Baby & Children's Food & Drink:
Pip Organic – Sparkling Apple
Chilled & Frozen – Savoury:
Daylesford Organic – Lamb Massaman Curry with Speckled Lentils
Chilled & Frozen – Sweet:
Luscious – Organic Peppermint Choc Chip Ice Cream

BUSINESS AWARD WINNERS 2021

Eating Out: The Wheatsheaf, Hungerford
Independent Retailer: Better Food Company
Online Retailing: Abel & Cole
Supermarkets: Waitrose & Partners
Box Schemes: Coombe Farm Organic
Marketing Campaign: Arla Foods (Yeo Valley Organic 'Put Nature First' Biodiversity Campaign)
Food & Drink Start Ups: Norlo
Home Brands: Skär Organics
Hair Care Brands: Tabitha James Kraan
Pregnancy & Baby Brands: Green People Organic Babies
Health & Personal Care Brands: Natracare
Farms (under 10 hectares): Falkland Kitchen Farm



In partnership with



CLEANER SOAPS

Introducing the new Eco collection from Heyland & Whittle

Back in 2003, Ursula Whittle and Paddy Heyland were 'looking for a new challenge' and bought a small fledgling business – a handmade soap-making enterprise – from a friend. Today the husband and wife team, Heyland & Whittle, is one of England's largest and most successful manufacturers of cold-processed soaps, famed for using traditional techniques to create luxurious products.

Earlier this year the company launched an Eco collection that builds on a legacy of artisan products made with natural ingredients such as olive oil, essential oils, herbs and spices. The collection is a celebration of all that is kind to our bodies and the Earth.

BETTER FOR HOMES AND THE PLANET

'What is not included is just as important as what is included', Paddy tells us. 'We launched our new Eco collection because we knew that customers were looking for products that were more than just paraben free. Our customers are very savvy about environmental issues; they were looking for products that would help to make their lifestyle choices better for their homes and the planet.'

Candles and diffusers in Heyland & Whittle's Eco collection come in recycled glass vessels, sourced by Paddy, that can be repurposed in the home. The soaps in the collection are free from palm oil – a commitment that will soon be rolled out across all Heyland & Whittle soaps.

'Thanks to the internet we now know about deforestation of the rainforests in South America and East Asia and the terrible things happening as knock-on effects of palm oil farming', Ursula says. 'We didn't want to be part of that.'

THE FEEL-GOOD FACTOR

Paddy and Ursula discovered it wasn't at all difficult to create eco formulations that delivered the same high quality Heyland & Whittle customers expect; 'It was a challenge we all embraced', Ursula says. 'Eco products can absolutely be luxurious – all the ingredients are nature's best – and there is the added feel-good factor of how they care for both the planet and the home.'

The team at Heyland & Whittle is working on other ways to improve its products – Ursula and Paddy acknowledge 'some things take longer than others to fix' – and constantly reviews its packaging, from the boxes to the print dyes and the product wrap.

'More and more of our glass vessels and containers will be recycled and recyclable', Paddy

MARKETPLACE

Browse and shop the Heyland & Whittle Eco collection at mygreenpod.com



tells us, 'and all our soaps can now be bought as a brick and cut into bars at home, which saves packaging completely.'

MAKING PLANET-FRIENDLY CHOICES

Ursula and Paddy share a vision to bring the Eco collection's sustainability credentials to all Heyland & Whittle products, so in the future there might not be a standalone Eco range.

'It is small steps – but they are going in the right direction', Paddy explains. 'It was a big commitment for us to launch an Eco collection in the middle of a global pandemic, but it is so rewarding to see that we made the right decision. Going forward we will strive as a business to make more planet-friendly choices – both for our customers and for our team.'

'Coming through the pandemic we have all enjoyed bluer, clearer skies', Ursula adds; 'I think deep down we all know that we need to protect this Earth for future generations.'





**FULLY CHARGED
OUTSIDE**

Visit the biggest festival
of electric vehicles and
clean energy

**GREEN
DELIVERIES**

DPD's plans to electrify
UK deliveries and
'plant trees for EVs'

**CHARGING
FORWARD**

How powerful software,
intelligent design and
great user experience
will support the shift
to clean power

SPECIAL ISSUE

ELECTRIC NATION

ELECTRIC DREAMS



Because driving electric shouldn't
cost the earth.

Save your employees up to 40%* on the cost of driving
an electric car with our salary sacrifice scheme

Find out more here




octopus
electric vehicles

* Savings achieved through a combination of reduced income
tax and national insurance. Salary sacrifice scheme. Subject
to availability and eligibility. Terms and conditions apply.
Visit octopusev.com





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Something's changed...



Robert Llewellyn, founder, presenter & joint-CEO of FULLY CHARGED, says now it's our time to change, too

It's been 18 months since the enormity of the coronavirus crisis engulfed Europe, and all the while, looming ominously in the background, is an even bigger threat: the climate emergency.

At FULLY CHARGED we choose to focus on some of the positives from the last year and a half. After all, we have been shown what the world might look like with less commuting and less flying; it's also made us take a long, hard look at supply chains and how we consume things. Perhaps above all, the global vaccine rollout has shown that we can science our way out of a tight spot.

With extreme weather-related events increasing in frequency and severity, now is the time to stop navel-gazing. We know what the available solutions are – now it's time to act, and at speed.

WELCOME TO THE ENERGY TRANSITION

FULLY CHARGED started life as a YouTube channel, but for many it's becoming a movement for those who are looking to reduce their impact. Our mantra is #StopBurningStuff as, while it has advanced civilisation immeasurably, combustion (alongside consumption) is the driving force behind a warming world.

Thankfully, there are cleaner technologies that don't rely on burning fossil fuels; they are better than what's been before – and they are better for us, too.

We are in the midst of the 'third industrial revolution' or, as some term it, 'the energy transition': a radical transformation from a fossil fuel-powered world to one that is run on post-combustion, sustainable technologies – like wind, solar, hydro and tidal – ably supported by energy storage (including batteries).

But we believe that the hero of this story is set to be the electric car. This is not to say that we believe in more cars (actually we believe in fewer, smaller, lighter and more shareable cars), but if you genuinely need your car we would urge you to choose a pure electric vehicle without an exhaust when you next need one.

The indisputable fact remains that cars stir emotions, and can act as the spearhead to advance an array of cleaner technologies. At FULLY CHARGED we are very familiar with the journey when someone gets their first electric car. Typically they are blown away by its superior performance and how much more convenient it is than they might have thought, and then before long they become increasingly engaged with the energy that goes into it, as well as the array of adjacent topics. In short, it asks the question: if driving electric is this liberating, what would *living* electric be like? We will aim to answer that question at the biggest ever festival of electric vehicles and clean energy – FULLY CHARGED OUTSIDE – this September.

FIND YOUR ELECTRIC CAR

Manufacturers have started to shift focus, so dozens of electric cars are now available. FULLY CHARGED OUTSIDE will be the only show in the UK this year to have every commercially available electric car on display – many of which you can try for yourself in our test drive programme.

While Tesla's Model 3 still sets the bar, there are some incredible cars now on offer, including Hyundai's Ioniq 5, KIA's EV6, Polestar 2, VW's ID.3 and ID.4 and many others. We will also have electric cars that are coming soon, as well as some

concepts and prototypes that we think are the future of transport. We will also look back with an incredible selection of classic cars that have been converted to electric, as well as a rarely seen electric car from 1906.

Visitors will have the chance to ask questions about running electric cars, and talk about all the charging options both at home and away. Our two theatres will be packed with useful information for beginners, an understanding of running costs, myth busters and deeper dives into how batteries are being recycled and where the materials that make them come from. A day at FULLY CHARGED OUTSIDE should equip you with everything you need to embark on your electric journey.

OTHER ELECTRIC VEHICLES

One of the things we love about the electrification of transport is the range of smaller, lighter options that is emerging. From electric monowheels to skateboards, from scooters to bikes and trikes and from mopeds to motorbikes, you will be spoilt for choice at FULLY CHARGED OUTSIDE.

One of the assumptions often overheard about e-bikes is that they are a lazy alternative to pedal-powered bikes, but actually they provide additional power to your pedalling, meaning that you can cycle faster and further. E-bike sales are soaring, as they open up two-wheeled options to lots of people who haven't considered cycling of late. After all, if these smaller options can take cars off the road, that can only be a good thing.

At the other end of the spectrum, electrification is coming in for serious consideration for larger vehicles, like planes, trains and boats, too. At FULLY CHARGED OUTSIDE we will showcase lots of commercial electric vehicles, especially coaches, buses, trucks and vans, as businesses look to benefit from the cleaner, greener options coming to market.

CLEANER TECHNOLOGIES

Often we find that while people understand that transport – especially flying or driving – has a huge carbon impact, they tend to think less about their energy consumption at home. There is lots of talk about low-energy lightbulbs, switching off appliances overnight and even recycling as being the right thing to do. These are of course important steps, but their impact is small when compared with electricity and in particular heat and hot water. In fact, in UK households the carbon impact of heating and hot water is roughly equivalent to its flying and driving.

When it comes to electricity, the switch to sustainable energy is straightforward enough



now and there will be several energy suppliers you can talk to at FULLY CHARGED OUTSIDE. Beyond that, you might be interested to find out how you can best generate, store and maximise electricity at home, and again we will have some superb technology companies on show. However, heat and hot water will finally get a focus proportionate to the carbon that current technologies emit.

With live sessions on 'Beyond the Boiler' and 'Are Heat Pumps the next big thing?', FULLY CHARGED OUTSIDE will gather together all of the technologies that you need to consider. Whether it's cheaper measures like insulation, energy efficiency, smart thermostats or thermal storage – or bigger investments like air-source heat pumps, ground-source heat pumps or the newest zero-emission heating tech – it will all be on display.

SEE YOU IN SEPTEMBER

To find out what you should do differently and which technologies you should invest in, there's no better showcase in the world than FULLY CHARGED OUTSIDE, 03, 04 and 05 September. Come along for a day, and better still bring a friend you believe could also be converted to electric vehicles and clean energy. Going electric, and leaving fossil-fuelled products in the past, is an infectious feeling. In a world where negativity spreads like wildfire, surely it's time to spread positive energy instead?

Find out more

■ Book your tickets and discover the full programme at fullycharged.show/events/fully-charged-live-2021

Visit the biggest ever festival of electric vehicles and clean energy for live sessions, expert advice, test drives and hundreds of clean tech solutions





THIS IS WHAT **GREEN** DELIVERIES LOOK LIKE

DPD's Mandy Hamilton reveals the company's plans to electrify UK deliveries and 'plant trees for EVs'

Carbon neutral since 2012, DPD has long understood the need to go green – but in the last three years the delivery company has gone further than anyone to create the UK's cleanest, greenest delivery service.

By implementing a series of industry firsts and innovative initiatives, DPD has not only directly reduced its own vehicle emissions but also worked collaboratively to contribute to wider issues such as air quality monitoring and the circular economy.

THE 25-25-25 GREEN VISION

DPD has committed to all-electric deliveries in 25 cities by the end of 2025, 10 of which will be completed by the end of 2021. This vision will deliver 42,000 tonnes of CO2 savings – the equivalent of planting 170,000 trees.

The 25 cities set to get all-electric deliveries are Birmingham, Bradford, Brighton, Bristol, Cambridge, Cardiff, Coventry, Derby, Edinburgh, Glasgow, Hull, Leeds, Leicester, Liverpool, London, Manchester, Newcastle, Nottingham, Oxford, Plymouth, Portsmouth, Reading, Sheffield, Southampton and Stoke.

GREEN DELIVERIES IN OXFORD

In July 2021 DPD launched its all-electric delivery service in the city of Oxford; it is believed to be



CLOCKWISE FROM TOP The SAIC Motor Maxus 3.5t long wheelbase all-electric vehicle; Olympic champion Victoria Pendleton at the opening of cutting-edge Bicester eco depot; DPD Wareham Forest; DPD's air pollution tracker

the first initiative of its kind in any UK city. The plan to provide all-electric deliveries in the city of Oxford began over 12 months ago with the building of a new Bicester Distribution Centre (DC), which opened in June 2021.

This is DPD's first 'net-zero carbon in construction' building; it uses low-energy and zero-carbon design principles and includes 30 electric vehicle charging points. The new facility, with its larger electric vehicle fleet, enabled DPD

to go live with its first 'green city', served entirely by all-electric delivery vehicles.

The opening of the new DC was timed to coincide with the launch of Oxford's Zero Emission Zone, and signals DPD's willingness to support local authorities' green city plans.

The 25-25-25 strategy requires a significant investment; £111m is needed just to convert to an all-electric fleet in the 25 cities. However, DPD is fully committed to all-electric DPD deliveries in the remaining 24 cities by 2025.

THE JOURNEY TO ELECTRIC

Electric vehicles (EVs) are typically 40% more expensive than their diesel equivalents, but the drive to become an all-electric delivery company has issues beyond just cost. Supply of suitable last-mile all-electric delivery vehicles is undoubtedly one of the biggest challenges that companies face.

DPD now has over 1,000 all-electric vehicles on the road, delivering every day. This is a massive increase – from just 149 vehicles at the start of 2020 – that has required an innovative approach.

DPD was the first company in Europe to order from SAIC Motor, the largest EV carmaker in China. The fleet now boasts 500 of the Maxus 3.5t long wheelbase vehicles and 250 of the Maxus

e Deliver 3 vans. These replace diesel vans and their arrival was key to DPD's all-electric delivery in Oxford.

DPD has also invested in micro-vehicles from specialist Norwegian manufacturer Paxster; it was the first company to import this last-mile vehicle, which delivers parcels in the area immediately surrounding DPD's London micro-depots.

DPD has also assisted with the development of the EAV cargo bike, the only delivery vehicle in the world that is simultaneously suitable for pedestrian zones, roads and cycle lanes and can make 135 stops a day – the same volume as a 3.5t city-centre diesel vehicle.

MONITORING AIR QUALITY

Clean air is a basic human need, which is why DPD is doing everything it can to help improve air quality in our cities – starting with decarbonising its fleet.

At the same time, DPD is helping to build awareness around the issue of clean air. Following a successful trial in London in 2020, earlier this year DPD announced the roll-out of a major new air quality monitoring programme across six of the UK's biggest cities.

Mobile pollution sensors are fitted to the roof of delivery vehicles and DPD Pickup shops; they take readings every 12 seconds to monitor pollution at street level. The sensors measure the fine particles PM2.5, which are one-thirtieth the width of a human hair. They lodge deep in lung tissue and are linked to many diseases including cancer and asthma.

DPD now has over 400 sensors delivering 1.5 million readings daily, providing real-time data that help visualise air quality issues and identify hotspots. This information is available free of charge for anyone to view, but DPD is also working with local authorities, such as the team behind the Birmingham Clean Air Zone as well as other key stakeholders and academics, so that the data can help to inform further research and local decision-making.

TYRES THAT HELP COMBAT POLLUTION

DPD's whole approach to sustainability is about joining the dots and working with like-minded

innovators to help solve big challenges like air pollution. Through DPD's involvement with London FreightLab, the team got to know electric vehicle tyre company ENSO.

Traditional tyres are made mostly from fossil fuels that emit more air pollution than exhaust pipes as they wear down. Tyre particulate matter (PM) pollution makes up 28% of all primary ocean microplastics.

NEW TYRES FOR EVS

Tyre pollution is an even bigger problem for EVs; their increased weight and torque wears tyres faster, meaning EVs often emit more tyre PM pollution than standard vehicles.

DPD is joining forces with ENSO to conduct full road trials of an innovative new tyre for commercial EVs, which is designed to reduce air and microplastic pollution.

BE A DPD ECO SUPERHERO

DPD has developed an app that allows shoppers to take full control of their deliveries. The app also highlights when a delivery is being made on an all-electric vehicle; when 50 of those deliveries have been made, DPD will plant a tree on the customer's behalf.

DPD is encouraging all shoppers to join the

10 million people who have already downloaded the app and to take the first step towards becoming a 'DPD Eco Superhero'.

FUNDING RESTORATION

DPD's circular economy initiatives – including recycling wooden pallets and plastic shrink wrap – have helped fund a range of green projects. Perhaps one of the most impactful has been the planting of 79,000 trees at Wareham Forest – much of which is classified as a Site of Special Scientific Interest (SSSI) – following a devastating fire in 2020.

Anyone can apply for a grant from the Eco Fund via the DPD Green website (see below); in just over a year, DPD has donated £220,000 to community groups, educational facilities and startup companies to fund green, ecological or sustainable projects that benefit the environment.

COLLECTING PRE-LOVED CLOTHES

DPD's Eco Fund sits alongside other initiatives like ReLOVE which, in partnership with clothing company ASOS, sees DPD drivers collect pre-loved clothing on the doorstep and deliver it to one of five leading UK charities, free of charge.

It's all part of the company's wider drive to go the extra mile when it comes to delivering a clean, green service.

Find out more

■ Full details of all DPD's sustainability initiatives can be found at green.dpd.co.uk



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Best on the market according to comparison sites

'highest performing battery available on the market'

- Solar guide 2021



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Puredrive home battery storage systems come in a beautiful, elegant design with one simple enclosure.



British energy storage manufacturer showcase their system

Representing the UK at the Dubai World Expo 2021

We are proud to be representing the UK alongside the Esteem team. Our energy storage system will be showcased within the cutting edge solar-powered home designed and built by the university.

From October 20 to November 21, 2021, the Esteem team from Heriot-Watt University will represent the UK at the Solar Decathlon Middle East taking place at the world Dubai World Expo.

We will be competing against 10 solar-powered homes engineered by 10 international university teams. They will be judged on seven key elements presented through their design – sustainability, future, innovation, clean energy, mobility, smart solutions, and happiness.

At Puredrive we value the talent prevalent in the UK and we are proud to be supporting the homegrown talent who have made it to the final of this innovative competition.

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The new commute

How to get around London without paying the congestion charge or relying on public transport

As many drivers know, the London Congestion Charge (LCC) and Ultra Low Emission Zone (ULEZ) can make journeys in the capital expensive, but they are crucial for reducing emissions and improving London's air quality.

During the first Covid-19 lockdown, these charges were suspended to help critical workers get to work and allow essential deliveries to take place. This meant that those travelling in the congestion zones saved over £20 a day.

With Covid-19 vaccinations increasing and the UK returning to normality, more drivers are on the roads, emissions are on the rise and the LCC and ULEZ charges are back.

On June 22 last year the LCC fee increased from £11.50 to £15 per day and now operates seven days a week – between the hours of 07.00 and 22.00, rather than 07.00 and 18.00.

IS PUBLIC TRANSPORT THE ANSWER?

Use of public transport is on the rise, but it's still much lower than pre-lockdown levels. Many understandably remain cautious; buses and trains have multiple touchpoint surfaces and maintaining social distance can be a challenge.

This is one reason why city workers are still reluctant to return to their London-based offices. Add public transport delays and the average annual cost of commuting into London by train – £5,114, 18% of the average annual London post-tax salary – and it is no surprise that London workers are looking at other transport options.

One alternative is to drive an electric vehicle (EV). EV adoption is on the rise, with new vehicle registrations continuing to grow in number. In May 2021, there were 22,975

new registrations (13,120 battery electric vehicles and 9,855 plug-in hybrids).

HOW TO AVOID CHARGES

Until 2025, all pure electric cars, vans and other vehicles will be exempt from the congestion charge because they have zero tailpipe emissions. This means that if you purchase a fully electric vehicle and register it with Transport for London (TfL), you won't be required to pay the congestion charge in London. Drivers of electric vehicles are also exempt from paying the Ultra Low Emission Zone (ULEZ) charge.

The average list price of an EV is currently around £35,000, which is double the cost of a new conventional vehicle. For those who feel the purchase price of EVs is still too high, a lot of money can be saved by renting an EV.

As an example, renting a BMW i3 from EVision Electric Vehicles will cost £5,040 (including VAT) per year, based on a three-year rental period. That is £74 less per year than paying for public transport, with the added benefits of staying in your own bubble.

Renting a BMW i3 from EVision comes with other advantages, too – including a free charging cable and free EV charging point, which can be installed at your home address or place of work. It also includes a 20,000 annual mileage allowance and maintenance and service costs.

Find out more

■ Discover the range of EV rental options available at [evrent.co.uk](https://www.evrent.co.uk), or call EVision HQ on **01634 914063**

CHARGING FORWARD

Nick Wood, CCO of Hypervolt smart EV chargers,
explains why the future is electric



The UK and the world are switching to clean energy and transport, and electric charging is going to be the backbone of our clean energy system.

Today we're still at low numbers, but seeing an electric car in the street is no longer the 'wow' moment it was a few years ago – particularly in cities. Looking ahead to the next few years, all projections show the electric vehicle (EV) market is about to accelerate massively.

Did you know that more electric cars were sold in the UK in 2020 than in all previous years combined, and that in 2021 we're well ahead of schedule to more than double that? That's great news for our health, neighbourhoods, wellbeing and future – not to mention the raw pleasure of driving.

It's also a pattern that's repeating around the world; we're at the tipping point of a global transformation in several of the world's largest industries. This fourth industrial revolution, switching our energy and transport systems from fossil fuels to clean electricity, has some big implications for how we live our lives.

THE GRID NEEDS FIXING

To manage such a wholesale revolution at speed, we need a complete overhaul of the way we think about our electricity infrastructure.

Contrary to common belief, the National Grid – the core of our national electricity system – is probably going to be fine. It's made to last, with sufficient capacity and flexibility built in. At the

other end of the spectrum, homeowners and tenants are increasingly having their smart energy needs accounted for at home, in an increasingly digital, connected and smart world.

The missing piece is what's in between: the distribution network. The poles and cables you can see outside your window are the electricity grid's roads. Many were built 50 years ago for a radically different world, with much less power.

Electrifying heat and transport on a tight deadline means there's a growing market for new bits of hardware with high electrical loads, that can double or triple the power our homes use.

Some have estimated that, even if we wanted to and money were no issue, we wouldn't have enough time to dig up all the streets and

replace the cables if we're serious about getting to 100% zero-emission vehicle sales by 2030. So if we want to keep buying EVs, we need a solution that's smarter than digging up old cables – and that solution is software.

ON THE SHOULDERS OF GIANTS

The key to the best advances in most modern technology is software. Think about the best mobile phones or laptops, or the best buying experience or customer service from your favourite stores and brands. Part of it is build quality and design, but the majority is software.

While the rockets come in different shapes and sizes, years of progress in data, communications and computing make the difference between Apollo 11 on the one hand and SpaceX, Blue Origin and Virgin Galactic on the other.

So making advanced products that users love is about software. The same applies to electric vehicles – in particular to electric vehicle charging. There's a huge opportunity to use smarter tech in today's energy and transport revolution: we're standing on the shoulders of giants.

Instead of 'energy meters in a box', we should be thinking about 'computers in a box', with a powerful cloud directing electricity to where it's needed most. It's big data, real-time connectivity and intelligent control that's going to help us accelerate the switch to clean energy and transport, making a 100% clean power grid possible while reducing the cost of energy.

We also need to radically rethink how we use our cars; the average car is parked for 23 hours of the day and, where electrified, it is effectively a battery on wheels. At a national scale we'll have one giant storage resource to balance our clean power grid, and the charger is what will connect our energy and transport systems.

One of the exciting things about that is that it is a worldwide transformation, but one that is highly localised and personalised.

A PEOPLE-POWERED REVOLUTION

When we talk about solving problems on local grids we need local solutions. It's intelligent control of the battery in your car that's going to help keep the lights on in your neighbourhood, charging with a local surplus of renewable power and supporting your local energy system. So while each charger forms part of a giant intelligent network, the result is highly local.

EVs also put control back into people's hands. If I asked you how much you've spent on petrol in the last three years, or how much you used last Wednesday, would you be able to say? In the age of electrification, distribution, information and data, you can. Intelligent software enables us to quantify how much we're saving from going electric, visualise how much carbon we're saving and, with smarter energy tariffs, even who and



Hypervolt home chargers are compatible with over 100 different EV models

where we're buying the power from. Software means consumer empowerment.

To create a service we can really get excited about in the clean energy transition, we need powerful platforms. Accessible and intimate customer service, just-in-time manufacturing and same-day delivery can all be powered by software.

THE FUTURE IS ELECTRIC

It was just 10 years ago that I had my first ride in an electric car: a G-Wiz, one of just 5,000 sold globally. Purple and yellow and made of plastic, you could fit in the back seat if you sat sideways, and it could drive 50 miles on one charge, at up to 50mph.

Electric cars have come a long way since and are now faster, better to drive and getting

cheaper than their petrol and diesel counterparts. However, they're just one piece of our electric future. 2021 has already been dubbed 'the year of the electric van,' but we're talking about so much more than that.

The market leaders in driverless car technology are proposing 'level 5' autonomy from 2022 – that means driving with hands off the wheel, eyes off the road, reading a book.

Aviation and shipping are responsible for 12% and 3% of transport emissions and rising fast, but fully electric car ferries are already operational in Europe, with 'mega chargers' on either shore charging their batteries between legs. China is piloting fully electric container ships.

150-seater electric aircraft are touted for 2030, and Norway has banned short-haul fossil-fuelled flights from 2040. Even more excitingly, flying pizza delivered by zero-carbon eVTOL drones for last-mile delivery services is being piloted in the United States, while in the UK supermarkets are trialling wheeled delivery robots. Our first driverless aerial taxis for public use are planned for the middle of this decade.

Air travel today is all about long distances, large jets, large airports and a guilty conscience. In future it could be a complex network of many smaller vehicles with rooftop walk-on/off services.

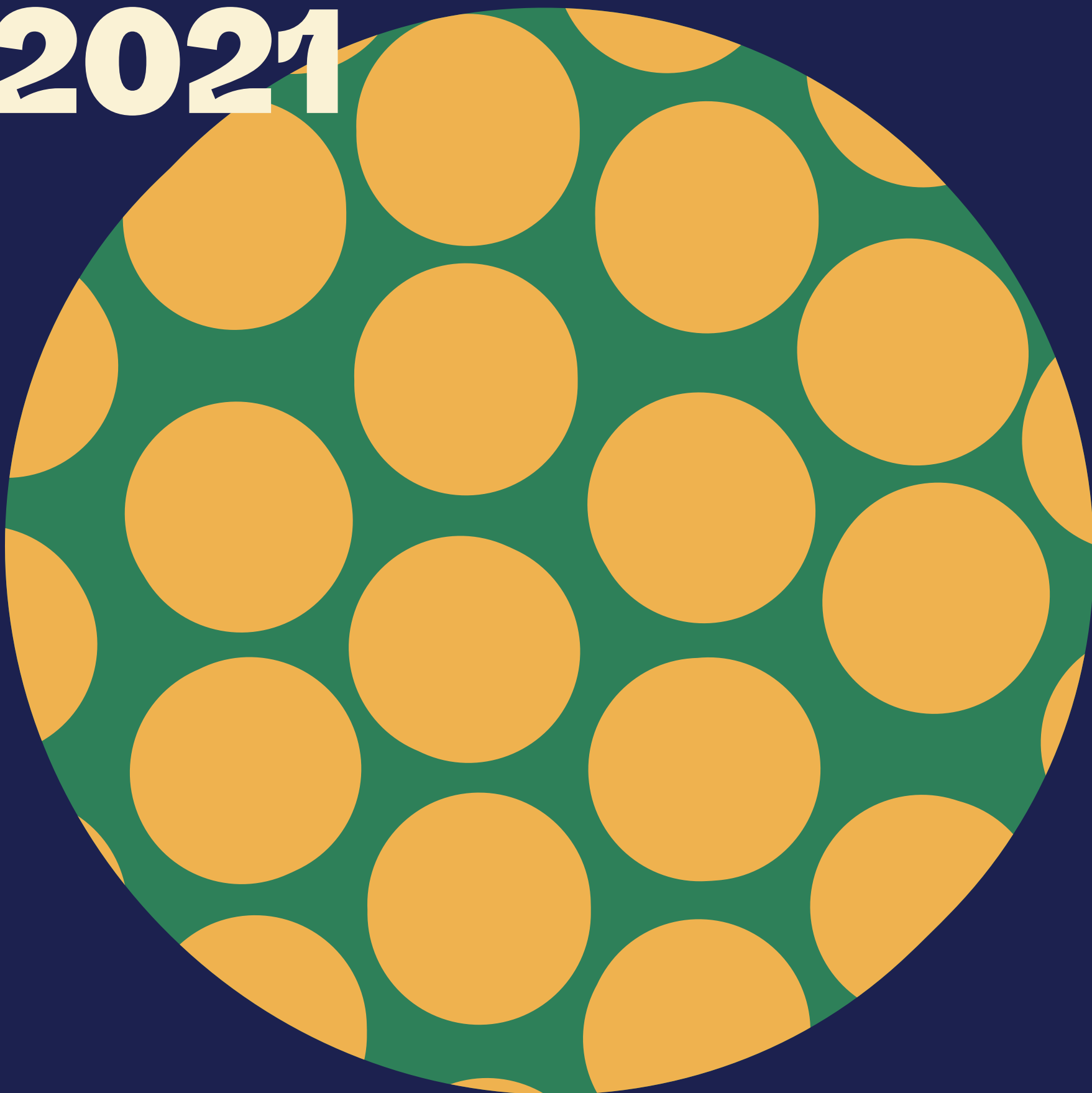
If it moves it can be electrified, and as the world goes electric only truly smart charging can balance a 100% clean power grid.

To keep accelerating the switch to clean power and providing products people love, we need to focus on powerful software, intelligent design and user experience – made in Britain.

Find out more

■ Discover more about Hypervolt's smart solutions for home charging at hypervolt.co.uk

P.E.A AWARDS 2021



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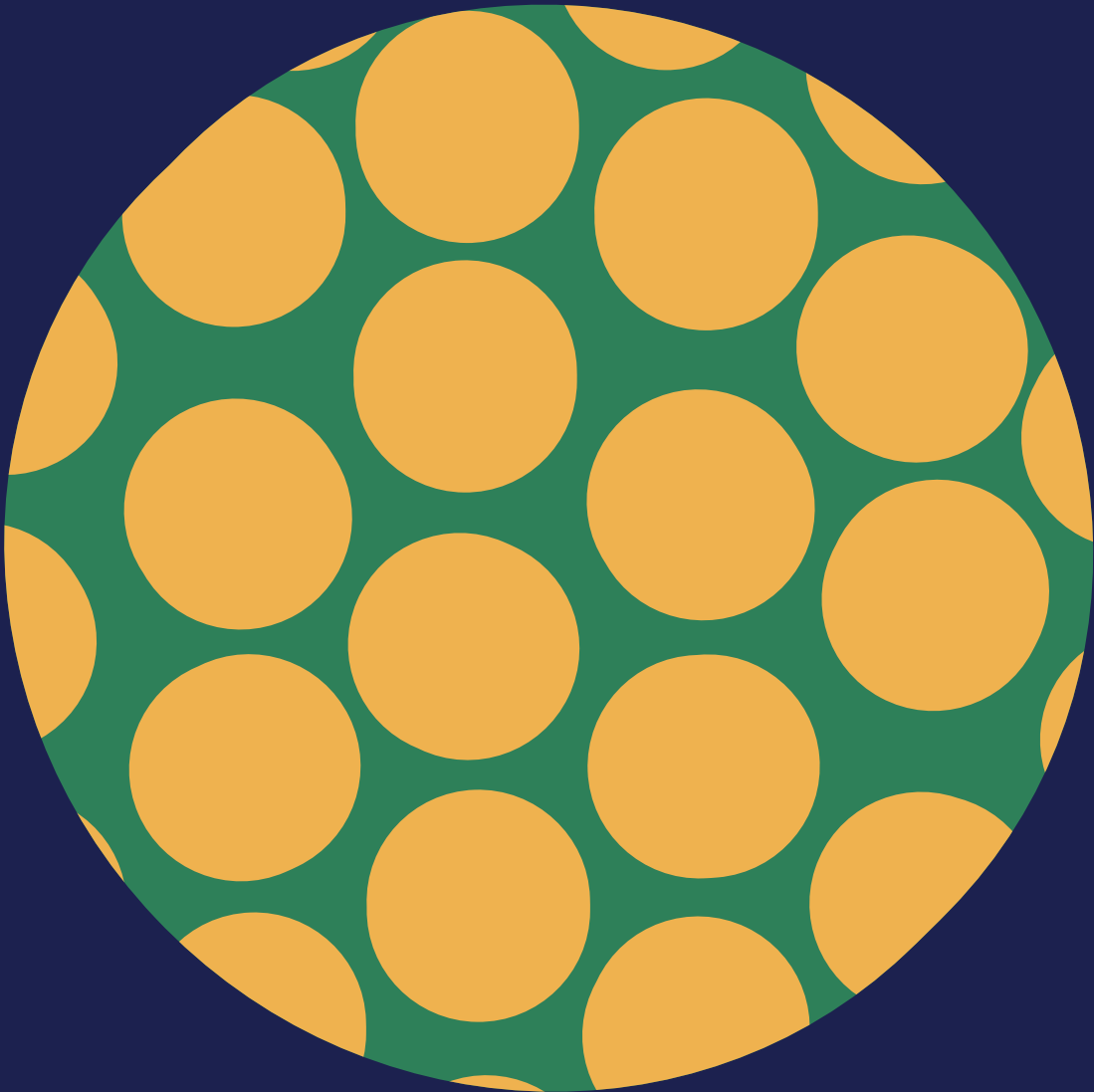
Nominations are open for 2021's P.E.A. (People. Environment. Achievement.) Awards!

Now in their 11th year, the UK's leading sustainability awards are looking for the individuals and teams who are pioneering change in their fields - whether they work for large multi-nationals or small NGOs.

Alongside the usual categories, this year nominations have opened for Climate Pioneers and Influencers - including bloggers and celebrities - who inspire their followers to live more consciously.

CATEGORIES

- ARTS
- CLIMATE PIONEER
- DIGITAL TECHNOLOGY
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- ENERGY
- FOOD & DRINK
- GREENEST FAMILY
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- INFLUENCER
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- PRODUCT
- TRAVEL
- VEGAN



**ENTER 2021's P.E.A. AWARDS:
Calling all EV enthusiasts,
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Electric vehicles (EVs) are the future, and people all over the world are wondering what's next for the sector.
Cars, bikes, boats, buses, trucks, surfboards and scooters all have electric counterparts, with a whole load of gadgets and gizmos to go with them.
If you designed, launched or sell a product or a service that is helping to accelerate the shift to EVs, we want to hear all about it.

Enter or nominate your EV or sustainability heroes at peaawards.com.
All entries are free. The closing date for entries is midnight, 07 September 2021.
Good luck!

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CLEANER THAN YOUR AVERAGE POLITICIAN



THE ETHICAL ONLINE STORE

Whitestones was a mixed family farm with sheep, cattle, barley and silage for feeding the stock. 'My Mum, Fiona, started Huntly Herbs as a diversification when my brother and I left home', explains Anna Wilson, partner in Huntly Herbs. 'She had an interest in herbs and was looking for a new project, I think.'

At the time organic herb growing was a niche enterprise; the gap in the market created a strong case for an organic herb business that chimed with Fiona's own beliefs around growing.

'My Mum had been researching food production, global agriculture and nutrition and was beginning to feel that organic was the way forward for a variety of environmental and health reasons', Anna explains.

FROM HERBS TO PRESERVES

The organic herb business flourished, but was in some ways a victim of its own success. 'We kept having customers saying the sage plant we sold them was fantastic and still going strong five years later', Anna tells us. 'They had given cuttings to all their friends, which wasn't ideal from a sales perspective!'

Preserve making presented an opportunity for an additional income stream; 'jams and chutneys have a good shelf life compared with potted plants', Anna explains, 'and if people like them they come back for more.'

The preserves were originally intended to tide Huntly Herbs over through the winter, when the herb plants were out of season. Soon the chutneys in particular became more and more popular, presenting greater potential for expansion.

ORGANIC GROWING AND PROCESSING

Despite the shift in focus, organic production remains central to the business and Huntly Herbs is registered with the Soil Association as both an organic producer and an organic processor.

'We wanted customers to know that we really are properly organic, not just 'natural' or 'chemical free' or any of the other slightly vague terms that are sometimes used', Anna explains. 'The Soil Association symbol is widely recognised by consumers and respected, too. Being Soil Association certified is a good discipline; it means we're always striving to improve in terms of our impact on the environment – whether that's our packaging or our growing techniques.'

The preserves have won lots of awards, the latest being the 2021 Soil Association BOOM Award in the Store Cupboard category. For Anna, the secret to success is always starting recipe development with flavour as the priority; 'It sounds obvious', she says, 'but if you start out with costings it's too easy to compromise on flavour.'

HANDS BEFORE MACHINES

Making each preserve by hand is also crucial for Anna, who feels 'handmade' is an overused term in the food sector. 'To me, 'handmade' means there's a real person behind every jar', Anna tells us. 'It irks me when I see preserves that I know are made in small factories being described as handmade; all they mean is that someone is using their hands to operate the



Anna Wilson with her father (Fraser) and daughter (Roisin)

Preserving tradition

The company bringing organic principles to authentically handmade jams, jellies and chutneys



Find out why Huntly Herbs is a My Green Pod Hero at mygreenpod.com/heroes

machinery.' The team at Huntly Herbs chops almost all the fruit and vegetables by hand, stirs the pans by hand and even pours the jams and chutneys by hand.

'It's not just a question of being needlessly antiquated or a luddite', Anna explains; 'I think the hand chopping and pouring gives a texture to the chutneys that you don't find in preserves that have been through a food processor and filling machine.'

GROW AND MAKE YOUR OWN

Lockdown has inspired many to try their hand at making jams and chutneys, in some cases to go with their first homemade loaves of sourdough. Preserves also make great gifts and the process itself can be both therapeutic and rewarding.

There's nothing more disappointing than finding the jam you slaved over has gone mouldy, so don't forget to sterilise your jars and lids. Once that's done, Anna's key tip for anyone who wants to give preserve making a go is to cook jams in small batches and boil them fast, and to cook chutneys in bigger batches, slowly.

'For me cooking the jams and jellies is all about capturing as much of the fresh fruit flavour as possible – cooking them in small batches, as fast

as possible, to avoid boiling away too much of that bright, fruity flavour', Anna explains. 'The chutneys are more creative in a way, assembling layers of flavours from the vegetables, fruit and spices and then finding out how the flavours work together as the chutney matures.'

When it comes to advice for successful organic growing, Anna says we must not be intimidated by social media perfection. 'It's great to look for inspiration', she tells us, 'but a garden doesn't need to be weedless and full of infrastructure to be productive. Also, have a compost heap and put as much material in as you can; that way you can add back to the soil what you remove in the form of crops and weeds.'

For Anna, organic growing is different rather than harder; 'You can't always reach for an easy solution in the form of a spray or plant food', she explains, 'but then it forces you to get to the root of the issue and adapt your system or techniques to deal with whatever problems you have encountered, which is probably a better solution in the end.'

'I have been saying for years', Anna adds, 'if you can grow or produce something organically, why wouldn't you?'

MARKETPLACE

Browse and shop Huntly Herbs chutneys and relish at mygreenpod.com

ORGANIC ROOTS

Genevieve Boast on why organic is 'non-negotiable' at Equinox Kombucha

Here at Equinox, we have always been organic. Ever since our business was founded in 2012, the benefits and ethos of organic food have been so central that they have never even been questioned.

To this day, we are still one of the only large-scale craft, organic kombucha brands in Europe – something we are incredibly proud of.

A NETWORK OF ORGANIC ADVOCATES

Organic certification means we are naturally making a positive impact by eliminating toxins and chemicals in our production processes and encouraging the growth of the UK's wider organic market.

Being organic also allows us to have a different conversation with our customers; we can talk more broadly about the role organic products play in people's health and lives.

Being fully organic is something that we passionately believe in, so we are certified organic through the Soil Association.

We chose to align our brand with the Soil Association not only because of its fantastic work as a champion of organic farming and practices in the UK, but also because the network of businesses that have chosen Soil Association certification creates an ecosystem of advocates



MARKETPLACE

Browse and buy Equinox Kombucha at mygreenpod.com

HERO PRODUCT

Find out why Equinox Kombucha is a My Green Pod Hero at mygreenpod.com/heroes

for the key social and environmental issues about which we are passionate.

AWARD-WINNING TASTE

Being an authentic organic kombucha is an important USP that contributes to our award-winning taste. We won three Great Taste awards in 2020 and have been winning them every year since 2016, making us a Great Taste Producer.

This is so important to our story and our ability to invite new shoppers to try and, we hope, regularly buy a living, healthy drink like ours. Having consistently great-tasting products opens the door for people who would be less likely to buy organic.

Find out more

Follow [@equinoxkombucha](https://twitter.com/equinoxkombucha) to stay up to date with Equinox Kombucha events during Organic September



In 2020 organic powerhouses Equinox and River Cottage joined forces to create a range of kombucha

It's a reason to try a product people often end up loving, and which has the potential to convert them to healthier eating and drinking habits.

SUPPLYING DEMAND FOR ORGANIC

According to recent research by the Soil Association, the UK's organic food and drinks market grew by 12.6% in 2020 to £2.76bn, with £50m now spent each week on organic products. For us, this represents a shift in the consumer narrative around 'organic'; more people appear to see their health – as well as the health of ecosystems – as a key priority when they shop.

Being fully organic does come with some challenges; for smaller UK farms it can be difficult to produce locally grown, organic herbs and botanicals in the quantities required to make this kind of farming cost effective.

As an example, when we were developing the River Cottage range of kombuchas in 2020 we struggled to obtain UK sources of key organic ingredients such as rhubarb, which is only currently available from Germany. We needed to source herbs such as lovage, meadowsweet and dandelion through Organic Herb Trading in Europe.

JOIN THE CONVERSATION

The truth is that currently the UK organic specialist herb farming system is lagging behind that of Europe; according to Defra, farming land conversion to organic decreased 14.7% in 2019.

There is a lot that brands like ours can do in this space to catalyse conversations that could introduce innovation. Organic September is always important to us and this year we will be hosting several Instagram Live conversations with key organic partners in our ecosystem, including the Soil Association, Planted Cities and River Cottage.

Our goal is to explore some of the challenges and opportunities around educating more people about the social and environmental benefits of organic products and businesses. We hope you will connect and share your views!

ORGANIC FARMING

HERO PRODUCT

Find out why the **Culinary Caveman** is a My Green Pod Hero at mygreenpod.com/heroes

PHOTOGRAPHY ISTOCK

The Culinary Caveman on why organic agriculture is crucial for healthy soils – and healthy humans

I'll never forget the day I was shopping in a supermarket in the Netherlands, and noticed the organic fruit was labelled 'biologisch'. It seemed peculiar; surely everything is biological?

This label demonstrated that vegetables grown with chemicals needed to be segregated from the biological, or natural, produce; the suggestion here was that non-organic was non-biological.

More than 30 years later, nothing has changed in the agricultural industry – though more and more people are cottoning on to a tragically ironic statement: the modern agricultural system is not only non-biological, it is actually *anti*-biological.

THE AGRICULTURAL REVOLUTION

Farming, defined as a way to domesticate certain plants and animals, has been with us for roughly 12,000 years. It sprang up in various places around the world – including south-east Turkey, South America, Papua New Guinea and China – whenever population pressure and local resources became dicey, or certain plants were favoured and a guaranteed harvest was required.

This transition from collecting wild foods to ownership of grain is known as the agricultural revolution, and with it began an epoch characterised by man's dominance and subjugation of nature (and other humans). It also marked the beginning of our disconnection from our true mother.

Nearly all farming was organic before the second world war, as for millennia it had proved a sustainable strategy. Then modern farming – or monoculture – became the dominant practice, with its massive machines, chemicals and sterile seeds. In less than 70 years this approach has revealed itself to be completely unsustainable and desecrating.

DRIVING DESTRUCTION

It has been estimated that crop loss from pests and weeds in 1940 was around 30%; today, after approximately 140 million tonnes of some of the most toxic chemicals ever invented by mankind have been freely and legally sprayed onto our food and the land, 37% of crops are lost to pests.

If that were not worrying enough, a 2019 survey from the International Food Policy Research Institute concluded somewhat alarmingly: 'the cost of the damage caused by agriculture is greater than the value of the food produced.'

The world experts also worryingly suggested that the £560 billion of subsidies – which is nearly £1m per minute – given out worldwide to farmers was actually driving the climate crisis and destruction of wildlife.

ORGANIC PIONEERS

This is where organic farming comes in; all it really means is a continuation of the farming practices that existed before monoculture wiped out our cultural knowledge, along with the life in the vital top layer of soil, and made farms dependent on machinery, fertilisers, seeds and pesticides.

As Jim Morrison from The Doors lamented, 'What have they done to the earth? What have they done to our fair sister? Ravaged and plundered and ripped her and bit her, stuck her with knives in the side of the dawn and tied her with fences and dragged her down.'

Of the many notable scientists, authors and luminaries who have pioneered organic farming and the concept of keeping it natural, four deserve a mention as a fantastic start to begin any further research: Eve Balfour, Rachel Carson, Albert Howard and Rudolf Steiner. They are all linked by a simple observation: a nation is only as healthy as the soil upon which it stands.

HEALTHY SOIL, HEALTHY PLANET

The agricultural and farming ideals that have arisen as a reaction to monoculture – including organic, biodiverse, biodynamic, complimentary, natural, sustainable or the new favourite, permaculture – all prioritise the regeneration of the soil and the land.

Respect for the soil has been woven into folklore all round the world, but today priceless knowledge about the local environment has been replaced with economies of scale and a monoculture that has ripped the soul, life and community out of the countryside.

The way forward is surprisingly simple: family-run, self-sufficient permacultural 10-acre smallholdings, supplying all the local food in an interconnected system that covers the entire country. This could dramatically improve the health of the land and everything that lives on it.

This common-sense concept of healthy soil providing healthy plants – and thus providing health for those consuming it – was perfectly encapsulated in Masanobu Fukuoka's 1975 seminal *The One Straw Revolution*: 'The ultimate goal of farming is not the growing of crops, but the cultivation and perfection of human beings.'

MARKETPLACE

Browse and shop the range of **Culinary Caveman** health supplements at mygreenpod.com

The man who brought organic values to wild fishing says seafood can be sustainable

KNOW YOUR FISH

HERO
PRODUCT

Find out why **Fish4Ever** is a My Green Pod Hero at mygreenpod.com/heroes



A number of reports have exposed the dark side of fishing, often suggesting we should all stop eating seafood. *Seaspiracy* revealed over 300,000 whales and dolphins are killed every single year as 'by-catch' – the collateral damage caused by industrial fishing.

Plastic pollution is another problem; 'ghost gear' – lost fishing gear, mostly plastic – adds around 1 million tonnes of waste to the ocean each year. Abandoned, lost and discarded fishing gear (ALDFG) causes 70% of marine animal entanglements and can be linked to 30% of some fish species' decline.

For Charles Redfern, founder of Fish4Ever, the version of sustainable fishing that most companies and many organisations support is far too weak, as *Seaspiracy* argued. But he says the documentary went on to conflate two very different moral issues: the issue of sustainability and the issue of eating – and therefore killing – animals.

For Charles, the idea there is no such thing as sustainable fishing is a falsehood that badly lets down many campaigning organisations and experts, some of whom were featured in the film, and the hundreds of thousands of small-scale fisheries that rely on fishing for food and income.

If we tar everyone with the same brush, Charles argues, we do a huge disservice to those who are trying to make a difference. '3 billion people in the world depend on fish as their primary source of protein', Charles tells us. 'That's a huge percentage of the global population of just under 8 billion. When fished sustainably – which in theory is possible – fish self-renew, making them an infinitely renewable resource.'

READER OFFER

Use code **GP0921** at organicrealfoods.com for **20% off Fish4Ever products**

WHAT IS SUSTAINABLE FISHING?

We can't untangle the notion of sustainable fishing without first asking who's responsible for its definition. The mainstream marker of sustainable wild fish is currently enshrined in the Marine Stewardship Council's (MSC's) blue tick.

Tuna is an iconic species in the world of fishing sustainability and in terms of volumes one of the top three fish species caught globally. 'When we started', Charles remembers, 'every can in the world had a dolphin friendly label. By and large it's a con.' The practice of 'setting on' dolphins was only really used off the coast of Mexico when fishing for yellowfin tuna. This represented less than 2% of the total tuna caught, and in the UK canned tuna is skipjack, not yellowfin. 'The logo might as well be on chocolate', Charles tells us; 'it's completely irrelevant.'

What is relevant is how the industry has changed since the 1960s; total annual catch is five times larger, and we use bigger boats and more sophisticated methods. Huge quantities of tuna – as well as endangered species such as turtles, whales, sharks, other fish species and a vast number of juvenile tuna – are caught in gigantic purse seine nets the size of football pitches. 'Back then it was dolphin friendly', Charles tells us, 'now it's MSC. 30% of the world's tuna catch is now blue tick certified – with a further 20% under assessment. But it's caught using the same boats, the same ownership and the same fishing methods that have been criticised over the last 20 years.'

Fishing by and large is predicated on the concept of maximum sustainable yields (MSY): 'You try to extract as much fish as you possibly can without crashing the stocks and try to row back when there are signs of overfishing', Charles explains. Yet with climate change, impacts on ecosystems and the notoriously complicated nature of modelling stock behaviour, fishing at MSY is no guarantee of sustainability.

In all discussions of sustainable fishing, the people doing the fishing are hugely important. 'We believe in a fishing system that values the fishers and protects traditional coastal communities', Charles says. 'For us it's their resource and they

should have prior access. With tuna we saw more powerful nations basically appropriating a resource that by right should belong to others.'

Charles feels that the focus on MSY shifts attention away from fishing methods; 'The MSC is proud to declare that it basically allows all methods', Charles says, 'yet it is clear that not all methods have the same impact or potential impact on other species or the ecosystem. We should be saying that only methods with as close to zero by-catch as possible are acceptable, especially given the huge decline in many species.' Concentrating on yields also ignores the crucial 'who' of fishing; '95% of that MSC tuna is caught by industrial vessels', Charles tells us, 'fishing far from home.'

ORGANIC VALUES IN FISHING

Fish4Ever was founded with a 'land-sea-people' approach, and brought organic values to wild fishing. 'This is our signature approach', Charles explains; 'we look at the problem as a whole.'

Fish4Ever visits all its suppliers in person, gets to know them and focuses on long-term relationships. It's the opposite of price-based transactional trade.

For Charles, keeping supply chains short, knowing your sources and buying for the story rather than the price is the most effective way to achieve sustainability. The company is strict on methods and on traceability; it pioneered a code that provides full back-to-the-boat visibility on each can, allowing shoppers to see detailed information on the fishers and the fishery.

Beyond this, it's Fish4Ever's integration of the social aspect of sustainability that really stands out. The company refuses long-distance water fleets and 'flags of convenience' – when a boat is registered in a no-questions-asked jurisdiction. Fish4Ever boats are managed where the fish are caught; they land to a local port, ideally locally owned and under the close supervision of the local fishing authorities. 'All this means we are anchored in the community and support positive developments', says Charles. 'Using organic ingredients adds another layer of responsible management in the factory itself.'

For Charles there is nothing wrong with industrial fishing *per se*; in some places he concedes it is the right option. 'Where the economies are advanced and the resource is far away from the coast, sometimes in choppy seas – if the stock is managed and has not historically been accessed by others and the method used is highly targeted, then industrial boats are a good answer', he says. 'In some cases bigger boats mean better facilities for the fishers, too, so you need to take a case-by-case view.'

SUSTAINABLE FISHING PROJECTS

Fish4Ever pioneered sustainable canned fish more than 20 years ago and has campaigned on the subject since the start, from action on marine parks to supporting slow foods. The company is currently involved with several new projects, including a pilot project in Morocco for fairly traded sardines and the Make Stewardship Count advocacy group. In the Azores, it has arranged the first tuna certification by Naturland, a German organic certifier with a wild fish standard. Fish4Ever is also sponsoring a plastic-positive project incentivising small-scale tuna fishers to collect discarded nets. The gear will be weighed in the ports where the fish is landed and disposed of safely.

'Our values-based approach – from the way the fish is caught and the care in the process to the ingredients we add – means we are selling really delicious products', says Charles. 'Canned fish is terribly underrated; it's healthy, very convenient and easy to turn into a quick and tasty meal.'

Find out more

■ Fish4Ever's sustainably caught and organic fish products are at fish4ever.co.uk

CLOCKWISE
Artisan pole-and-line fishing is anchored in the community; Fish4Ever buys from around 400 three- to four-men boats in the Azores; Charles Redfern, founder of Fish4Ever



Sip, sip, hooray!

The country's first carbon-negative gins are a blueprint for success in the race to net zero



CLOCKWISE
Cooper King
co-founder Dr
Abbie Neilson
distilling;
the wheat is all
grown in Yorkshire;
Cooper King
Dry Gin is now
carbon negative



Yorkshire-based Cooper King Distillery's award-winning Dry and Herb gins are now carbon negative, so you can now enjoy a guilt-free tipple by loving gin and the planet in equal measure.

In support of the government's target to achieve net zero greenhouse gas (GHG) emissions by 2050, for every bottle of gin sold, Cooper King removes more carbon from the atmosphere than is emitted in production.

THE GIN THAT PLANTS TREES

Each bottle of Cooper King gin also plants one square metre of native broadleaf UK woodland, thanks to the eco distillery's charity partnership with the Yorkshire Dales Millennium Trust.

Woodland creation promotes biodiversity, reduces flooding, sequesters carbon and creates beautiful outdoor spaces for communities to enjoy. Each square metre of woodland has the potential to lock away an extra 16.6kg of carbon over the next 50 years.

MARKETPLACE

Browse and shop the range of **Cooper King** gins at mygreenpod.com

**HERO
PRODUCT**

Find out why **Cooper King Distillery** is a **My Green Pod Hero** at mygreenpod.com/heroes

REFILLS AND RENEWABLES

Innovation is in the DNA at Cooper King; it is England's only self-built whisky and gin distillery and one of only a handful in the country to run on 100% green energy. It was also the first distillery in Europe to join 1% for the Planet.

Cooper King's lightweight bottles are made from 55% recycled glass and delivered in plastic-free packaging, using a clever origami-style recycled card box developed with a local manufacturer.

To further slash packaging, in 2018 Cooper King introduced the country's first gin refill scheme. The 'bottle for life' initiative reduces the use of new bottles, keeps waste out of landfill and helps raise awareness of the 'reduce, reuse, recycle' mantra.

KEEPING IT LOCAL

The wheat that forms the base of Cooper King's gin is all grown within Yorkshire, with some even grown in the field next to the distillery – just 20 metres from the gin stills. Buying close to home supports local farmers and significantly reduces the

environmental footprint of one of the gin's key ingredients.

'Now, if we opted for organic wheat, it would have to come from Europe, massively increasing its carbon footprint', explains Chris Jaume, Cooper King's co-founder and director. 'We are currently exploring how we can encourage more Yorkshire farmers to grow organic wheat, so we can use organic grain that doesn't have to travel 1,000 miles to get here.'

The distillery produces its own honey, basil and lemongrass from on-site beehives and gardens, with spent botanicals composted or sent to a local bakery to be upcycled into delicious breads. Zero waste is sent to landfill.

As part of its commitment to long-term sustainability, the Cooper King team also recently planted juniper bushes in the grounds to further reduce the carbon footprint of its future gins.

Turning its signature gins carbon negative is a significant step in the team's plan to become a carbon-negative distillery. We can't wait to see what this forward-thinking company does next.

Find out more

■ Read Cooper King's carbon report at cooperkingdistillery.co.uk



Organico

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At Organico we buy and sell good food. Good food is food that's well made and tasty but also that's good for the planet and fair to the people we work with and who work for us. We choose to work with grower-makers and co-operatives who believe in organic and utilise traditional artisan methods.

Organico



REDFERN'S



Coffee's social role is timeless – but new innovations reflect modern trends

REINVENTING COFFEE

**HERO
PRODUCT**

Find out why **Raw Bean** coffee
is a **My Green Pod Hero** at
mygreenpod.com/heroes

The first coffee houses have been likened to the internet or newspapers: they inspired a social revolution that brought people together to share views, ideas and information - while often also being entertained and having a good time.

Today we get together with friends to drink coffee in the same way; over lockdown we kept the social ritual alive by seeking to bring the café experience into our own homes and gardens.

Our surroundings may change but the coffee culture is here to stay, and the coffee we drink is constantly evolving thanks to new innovations and the quest for the ultimate caffeine hit.

'The coffee scene is always changing', says Alex Cox, founder of Raw Bean. 'The younger generation is definitely embracing new ways of drinking coffee with cold brew, iced coffees, whipped coffees and coffee cocktails. We are also seeing a move towards decaf from health-conscious coffee lovers.'

HEALTHIER COFFEE

Coffee occupies a strange space in that it remains on trend regardless of what's going on in wider society. The shift to healthier lifestyles is a perfect example: we see no contradiction in ordering a decaf latte with oat milk, even though the words have a (delicious) whiff of absurdity.

What we might be less aware of is the way that 'healthier' coffee is made. 'There are three ways to decaffeinate coffee', Alex explains. 'The most common way uses methylene chloride or ethyl acetate solvents, another method uses CO2 and the third simply uses water! The method we prefer is the Swiss Water Process.'

Raw Bean was one of the first companies to bring the Swiss Water Process to UK retail coffee. The process is environmentally friendly, very gentle on the coffee and arguably the best way to retain all the natural aroma and flavours of the coffee while removing 99.9% of the caffeine. The added benefit is that no traces of chemicals are left in the coffee.

'This method really resonates with our two key types of consumer', Alex tells us: 'those who are

MARKETPLACE

Browse and shop **Raw Bean** coffee at mygreenpod.com

interested in the best possible flavour and those who focus on what they put in their bodies. For shoppers who choose speciality coffees, it makes sense to pick a process that best preserves the origin's characteristics.'

The Swiss Water Process was discovered in the 1930s in Schaffhausen, Switzerland and was commercialised by the Swiss Water Decaffeinated Coffee Company Inc, founded in 1988. So why weren't coffee brands quicker to bring it to the retail space? 'It's a good question', Alex acknowledges. 'Decaffeination using solvents is a cheaper method; perhaps the retail market had to be ready to accept the premium price for a chemical-free process.'

MESS-FREE CONVENIENCE

Chemical-free decaffeination is just one of the innovations Raw Bean has brought to the coffee sector; in 2017 the company followed up with the launch of its pyramid coffee bags, Bean Bags.

'It's a sound idea', Alex explains. 'A cafetière basically does the exact same thing: it takes fresh coffee grounds, immerses them in water and filters them out.'

Coffee bags have been around for a while – reportedly since the 1970s – but haven't yet caught on in the way the tea bag has. Alex puts this down to the design of the bag and the quality of the coffee; he saw the fuss-free, mess-free advantages of coffee bags and set

out to create an improved product that combines the desire for top-notch coffee with the convenience of the humble tea bag.

Raw Bean's pyramid bags provide more room for the coffee to bloom and are packed full of speciality-grade premium coffee.

The Speciality Coffee Association (SCA) recommends 55-60g of filter coffee per litre, which translates to 12g for an average-sized UK mug, so each Bean Bag contains a 12g dose of ground coffee – 50% more per bag than the market leader.

'Having the correct ratio of coffee to water creates a full-flavoured coffee and means you don't need to resort to darker roasts that may mask the origin's characteristics', Alex explains. The bags themselves are biodegradable; they are made of a plastic-free biopolymer web, derived completely from renewable plant sources.

'Bean Bags mean that you can enjoy a speciality, freshly brewed coffee even when you are in a rush or don't have any brewing equipment available', Alex tells us. 'I think they will revolutionise hotel room coffee, too.'

COFFEE OF THE FUTURE

All Raw Bean coffees are traded in an ethical, environmental and socially responsible manner using traceable supply chains.

Once in the UK, the coffee is roasted using the most efficient equipment with the latest technology to optimise taste and flavour profiles while

minimising the impact on the environment, recycling heat and using catalytic converters to manage emissions.

This year Raw Bean has started the switch to recyclable packaging film and is working on a project with FareShare UK, so a donation from the sale of each pack will help to feed people in need. Raw Bean also supports World Coffee Research, which runs collaborative agricultural research and development projects designed to enhance farmer livelihoods and ensure coffee's future.

'We love coffees from South and Central America and our retail coffees are from Brazil, Nicaragua, Guatemala, Colombia, El Salvador and Honduras', Alex tells us. 'We work closely with our suppliers to find speciality coffees that taste great, are sustainably produced and have an interesting story.'

Like the business itself, the range at Raw Bean changes frequently to embrace new innovations, such as the launch of a new Organic Swiss Water Decaf anticipated for later this year.

As people begin to settle into new patterns for socialising and different working rhythms, it will be interesting to see what coffee's social role will look like in the future.

'The pandemic has changed our world radically', Alex says. 'With many people now working remotely, I would anticipate coffee houses will play a big role in providing valuable human interaction, a work hub and a break from the monotony of your own four walls.'





MUSHROOMS FOR THE MASSES

Meet the brothers on a mission to bring functional mushrooms to everyday rituals

HERO
PRODUCT

Find out why Dirtea is a
My Green Pod Hero at
mygreenpod.com/heroes

Simon and Andrew Salter were 'part of the generation who feared or just dismissed mushrooms.' That all changed when, after a period of stress, constant fatigue and poor sleep – with no antidote in sight – they were advised to attend a tea ceremony.

The tea master laid a panoply of ancient teas on the table, selected from some of the world's oldest trees. 'We drank black tea, white tea, oolong and green tea, slowly and mostly in silence', Simon tells us. 'At the end we were handed mushroom tea. Our first reaction was, are we going to get high?'

Simon and Andrew learnt that the tea was not psychoactive, and also that these mushrooms were packed full of health properties that can help the body to feel de-stressed, calm and focused, with a more resilient immune system.

'Through curiosity and feelings of calm, better sleep and greater focus, we commenced the journey to see how we could introduce these mushrooms into our daily rituals', Andrew explains.

MAKING MUSHROOMS MAINSTREAM

Simon and Andrew, serial entrepreneurs and brothers, were named in the *Forbes* 30 Under 30 list in 2020. They have been instrumental in the conception and growth of social movement Feeling Nuts, the management and promotion of heavy-weight champion David Haye; lifestyle concierge app Velocity Black; venture firm The Venture Collective; clean meat startup Mosa Meat and live events Indaba X and Letters Live.

The brothers' hectic lifestyles eventually led to chronic burnout; they founded Dirtea in 2020, in the midst of the coronavirus pandemic, as a way to help others combat stress, anxiety and fatigue while boosting creativity, wellbeing and connection to nature.

Simon and Andrew travelled the world immersing themselves in the ritual of tea ceremonies, meeting mushroom farmers in search of the best mushrooms to share with the world. They discovered how transformative drinking

functional mushrooms can be, and became fascinated with their long-term benefits. Now Simon and Andrew are on a mission to bring the powerful healing benefits of these potent functional mushrooms to the masses.

SUPPLEMENT YOUR DAILY RITUALS

Each type of functional mushroom contains a very different blend of properties and characteristics, but they all share an ability to help the body deal with any given stressors throughout the day, from sunrise to sunset.

The Dirtea range of mushroom extract powders is not intended to replace your daily routine, but rather to add to your daily rituals. 'Most will add Dirtea mushrooms to their favourite coffee, tea or protein shake', explains Simon.

Some compare lion's mane with a morning shower for the brain; these mushrooms have been shown to activate the production of more brain cells in the hippocampus, while also repairing nerve damage to reduce the chances of Alzheimer's disease. Other studies detail benefits ranging from increased focus and memory to improvements in overall brain health and mood levels.

Dirtea's Chaga mushroom is usually taken later in the morning; it is nature's greatest source of antioxidants, enhancing immune and skin health.

Cordyceps from Dirtea boosts oxygen supply to your muscles and improves lung capacity, making it a great pre-workout mushroom. Dirtea's Reishi nourishes the liver and calms the nervous system, helping you to unwind before bed. It also increases deep, non-REM sleep.

'We have very different tasting notes from our Dirtea community', Andrew tells us. 'For instance, our Lion's Mane is mostly compared with chocolate, miso or caramel; Chaga is described as light and earthy; Cordyceps nutty and Reishi slightly bitter, but amazing with a bit of oat milk.'

A HISTORY OF FUNGI USE

There is some evidence that Buddhist Shaolin monks would use lion's mane mushrooms in meditation practices, to enhance concentration and better cultivate *qi*, the mystical life force.

Reishi mushrooms were treasured by emperors, who called them the 'supreme protector'. When consumed as a tea, the mushroom allowed clarity of thought and was also believed to prolong life.

The oldest human mummy, dating back 4,000 years, was found with a birch polypore in his medicine kit; this mushroom, which is still in use today, was prized for its antibiotic and parasite-killing properties.

'Fungi are our closest ancestors, and as much as they heal our bodies they are healing our planet', says Simon. 'It's a symbiotic relationship that will allow us to live a healthier and happier life.'

Find out more

- Information about the benefits of mushroom tea is at dirteaworld.com
- Discover research and studies on functional mushrooms at mushroomreference.com

We all know the motto 'let food be thy medicine', but at what point does something move beyond being good for you and become medicinal? Many foods have nourishing and healing compounds, yet over the centuries certain herbs and fungi have been used more than others.

The word 'adaptogens' was coined by a Russian scientist in the '70s to describe plants and fungi that help our bodies naturally adapt to stresses, balance hormone regulation and keep our bodies within a natural homeostatic range.

POSITIVE SOCIAL CEREMONIES

Zoey Henderson was introduced to adaptogenic mushrooms about seven years ago and has been fascinated ever since. A foodie at heart (her first business was a juice bar), she has always been interested in how the foods we eat directly affect us – in terms of our behaviour, our health and the health of the planet.

Zoey launched Fungtional Brew Company in November 2020; her 'lockdown baby' was born from a desire to bring mushrooms to the mainstream and create more mindful drinks.

'After over 15 years in food and drink, I saw that the magic of these pastimes was in the social ceremony', Zoey tells us. 'Combining social ceremony with positive benefits – alcohol-free beer and my favourite adaptogen, medicinal mushrooms – seemed a perfect partnership.'

SUPERFOOD FUNGI

The company occupies an interesting space in cross-over markets: craft beer, alcohol free and functional drinks. 'First and foremost we are about great craft beer', Zoey tells us. 'This was really important to us, but we also hope the beers will appeal to people who are looking for great alcohol-free drinks and those interested in the benefits of medicinal mushrooms.'

In case you're wondering, no – the beer doesn't taste like mushrooms. The superfood fungi have a really interesting flavour profile that's bitter, earthy, nutty and sweet. It's very similar to hops, which is why the mushrooms work so well in beer.

LION'S MANE IPA

Zoey chose three of the best-known mushrooms – chaga, lion's mane and reishi – and paired them with loved beers lager, IPA and citra.

Lion's mane is a natural nootropic which, like all adaptogenic mushrooms, is rich in beta-glucans. These have been shown to potentially help protect against oxidative stress and contribute to overall cognitive health.

The neurotrophic factors found in lion's mane make it an amazing helper with the development, repair and function of nerves. Its nutty, almost walnut taste works really well in Fungt'n's earthy, hop-forward IPA.

MARKETPLACE

Browse and shop the range of Fungt'n beers at mygreenpod.com

Functional craft beers

Why adaptogenic mushrooms make the perfect partners for these alcohol-free beers



HERO PRODUCT

Find out why Fungt'n is a My Green Pod Hero at mygreenpod.com/heroes

CHAGA LAGER

Chaga, a bracket fungus that grows in birch trees in the northern hemisphere, is often consumed as a tea throughout harsh winters.

Studies have shown that chaga's wide-ranging benefits derive from its combination of unique polysaccharides and a compound called super-oxide dismutase. This enzyme has been found to reduce cellular damage caused by 'super-oxide', the most common free radical in the body.

Chaga has been widely researched for its role in supporting the immune system and keeping blood sugar levels in natural equilibrium. A dark, malty fungus, it's a great partner for a European-style lager that has hints of chocolate and liquorice.

REISHI CITRA

Reishi is a bitter mushroom that is naturally high in antioxidants; it has been described as the 'mushroom of immortality' in ancient Chinese texts. Rich in triterpenes, reishi has been used for centuries in traditional Chinese and eastern medicine to calm, aid sleep, help overall wellbeing and boost health.

Studies have found natural antihistamine qualities in reishi, which help to reduce inflammation, hypersensitivity and allergies. The bitter edge cuts perfectly with Fungt'n's juicy, naturally sweet citrus beer.

We have a lot to thank fungi for – from habitat restoration, soil regeneration and protecting bees from colony collapse to vegan leather and delicious foods. Now these alcohol-free beers can help to bring the benefits of adaptogenic mushrooms to everyday ceremonies that retain all their social magic – without leaving you with a sore head.

BRINGING ORGANIC TO CHELSEA

RHS Chelsea Flower Show will get one of its first completely organic show gardens this September

This Organic September will see the first autumn RHS Chelsea Flower Show (12-26 September) – and one of the first completely organic show gardens to be staged at the event.

Yeo Valley Organic, the family-owned organic dairy company, will feature an organic garden – approved by the Soil Association – at what is likely to be the only autumn RHS Chelsea Flower Show, postponed this year from its usual May date.

The team has wholeheartedly adapted its May garden plans – reusing as much as possible from the original design and donating plants that wouldn't make it – to stage a spectacular celebration of autumn colour and biodiversity inspired by the real Yeo Valley Organic Garden.

'It's a really exciting position to be in: the first and possibly the only RHS Chelsea Flower Show in September', said Sarah Mead, who designed the Yeo Valley Organic Garden in Blagdon, Somerset. 'We can't wait!'

THE GARDEN BEHIND THE SHOW

Tom Massey, an award-winning garden designer and second-time Chelsea garden designer – most recently seen presenting the BBC's *Your Garden Made Perfect* – has collaborated with Sarah to design the Yeo Valley Organic show garden.

'We feel very fortunate, under the circumstances, that our Chelsea design is inspired by a real place that changes with the seasons and has been designed by Sarah for year-round interest and colour', Tom said.

The garden was due to be built at the 2020 show before Covid-19 restrictions forced its cancellation. In March 2020, just before lockdown, Tom Massey jumped into action and donated the show plants that could not be reused to hospital gardens including Derriford Hospital, Plymouth and a small number of London hospitals.

A GARDEN FOR WILDLIFE

The modified 2021 autumn design combines some plants from the original show with a new palette of autumn flowering plants to create a diverse range of habitats that will encourage wildlife and support pollinators. The garden mirrors the diversity of life found on the organic dairy farm and garden in Somerset.

The design includes biochar logs and rammed earth walls as boundaries, highlighting the importance of soil health. A wooden egg-shaped, stem-bent hide has been handcrafted for the garden by celebrated Cornish sculptor Tom Raffield. It provides a wonderful elevated view of the garden and a place from which to observe attracted wildlife.



Find out why Yeo Valley Organic is a My Green Pod Hero at mygreenpod.com/heroes

A PIONEERING SHOW GARDEN

Yeo Valley Organic considers its impact on the environment in everything it does, and taking on a show garden is no exception. For Sarah it was crucial that the garden would be built on the same organic principles as her Soil Association certified garden in Somerset – and that's not easy for a show garden, says Tom Massey.

'I've learnt a huge amount from the Yeo Valley Organic team and the Soil Association in the process of designing an organic show garden and I've seen first-hand how growing organically can positively impact the environment', Tom said. 'With the exception of the large specimen trees and shrubs, the plants for the garden are being

grown completely organically – a big challenge for a main avenue Chelsea show garden, which needs to look its absolute best for one week of the year.'

Sarah Mead says she wants to give Chelsea visitors a real slice of organic country life; 'We've been quietly growing and farming organically for many years now and we know it has huge benefits for the environment, particularly by safeguarding our soil and supporting pollinators and wildlife', Sarah explained. 'We're excited about bringing our organic credentials to the world's greatest flower show. Now is the perfect time to start shouting a bit louder about the benefits of growing and buying organic and putting nature first.'

All plants and garden materials will be rehomed after the show, ensuring nothing goes to waste.

Find out more

Further details about the Yeo Valley Organic Garden are at yeovalley.co.uk/chelsea



Tom Massey and Yeo Valley Organic's Sarah Mead have designed a completely organic show garden for September's RHS Chelsea Flower Show



Each year, the UK's plastic packaging generates approximately 2.2 million metric tonnes of waste. The problem has been exacerbated by our need for PPE; campaigners have warned that the Mediterranean could soon contain more single-use face masks than jellyfish.

The most obvious way we can all help to reduce plastic pollution is by opting for plastic-free alternatives that biodegrade instead of persisting in the environment – but not all biodegradable products are made equal.

MATERIALS AND THE ENVIRONMENT

'The term biodegradable is very often misused to market and advertise products and materials that are not actually environmentally friendly', explains Julie Cook, founder of Eco Green Living.

Traditional plastic bags and biodegradable plastic bags are both synthetic and classified as plastics. A 'bio' bag or product does not mean it is plastic free; to avoid plastics you need to go for products that state 'no polyethylene', or 'no PE'.

'It is essential to understand that we should really be looking for products made from biodegradable materials, rather than synthetic plastics', Julie explains. 'Biodegradable plastics take three to six months to decompose fully. That is much quicker than their synthetic counterparts, which take several hundred years.'

BIODEGRADABLE OR COMPOSTABLE?

'Biodegradable' refers to a material's ability to break down and return to nature. For packaging products or materials to qualify as biodegradable, they must completely break down and decompose into natural elements within a short time after disposal – typically a year or less.

When disintegrating in compost-testing environments, the packaging must decompose into tiny pieces so that, after 12 weeks, at least 90% of it can pass through a 2x2mm mesh.



These compostable, biodegradable bags provide easy swaps for the home



Eco swaps

The easy way to switch everyday products for compostable alternatives

For biodegradation, at least 90% of materials must break down by biological action (into CO₂, water and minerals) within six months.

If a material is compostable, it is automatically considered biodegradable and it can be recovered in a composting process.

CERTIFIED COMPOSTABLE

A biodegradable material will break down under the action of micro-organisms but can leave residues after one composting cycle and no guarantee for toxic residues can be given. This means a biodegradable material cannot automatically be considered to be compostable before proof of its compostability has been given according to existing standards (EN 13432).

Products that show the European standard EN 13432 and American Standard ASTM 6400 will eventually biodegrade into carbon dioxide, water and biomass when metabolised in the soil, and will degrade under standard conditions.

'This is why we use the term 'compostable' when describing our products', Julie explains. 'When we say our products are compostable, we mean that they have been certified as such by a third party.'

COMPOSTABLE FACE MASKS

Eco Green Living launched the world's first compostable face mask as part of its range of bags, sacks and films. The products are all certified compostable and biodegradable according to the European Standard EN 13432, the US Standard ASTM D6400 and the Australian Standard AS4736.

'Our products also hold other specialised

HERO PRODUCT Find out why Eco Green Living is a My Green Pod Hero at mygreenpod.com/heroes

certifications, such as the GMO-free certificate', Julie tells us.

EASY, EVERYDAY SWAPS

Eco Green Living was founded in response to requests from customers of its sister company, Eco Green Communities, which provides councils with environmental stations that dispense EN 13432-certified compostable dog waste bags to local communities.

These bags are so popular that users contact Julie directly for their own supply. 'From there, we ran surveys and found that people wanted more everyday swaps for their home', Julie explains. 'Eco Green Living was created in November 2020 with a view to offering these items.'

For Julie, everything in the home has an eco alternative – from the overflowing recycling bin to the car – and some things are much easier to swap than others.

'Awareness is growing among eco-conscious shoppers', Julie tells us. 'For us, awareness of the damage that litter and plastic produce every day is high. We work with local authorities, volunteers, charities and beach clean groups, so the cause and effect of plastic across the environment is in our everyday work. On top of that, we're keen dog walkers and an outdoor family; we see the damage and want to do something about it.'

MARKETPLACE

Browse and shop the range of Eco Green Living products at mygreenpod.com



THE PIONEER OF ECO CLEANING

These cleaning products come in the UK's first recycled plastic bottles and 'work as well as their nasty competitors'

HERO
PRODUCT

Find out why **Delphis Eco** is a My Green Pod Hero at mygreenpod.com/heroes

'It was right about the time the documentary *Blue Planet I* was released. I was in Italy, on the coast, watching a woman pour dirty cleaning water down a storm drain. The reality of how damaging cleaning products were to the environment seemed so obvious to me, and I thought: I need to go and do something that is good for me, and for my soul, and for the world. So Delphis Eco was born.'

Back in 2007 Mark Jankovich, CEO of Delphis Eco, had a simple aim: to take eco-friendly cleaning to the masses. In the early years the sector's biggest challenge was the broad consensus that eco cleaning products did not clean as well as their mainstream, chemically loaded competitors, so Mark focused on converting the professional cleaning sector first. 'I needed to create a product that worked in the very toughest of environments while also being kinder to the planet', he tells us.

Today, Delphis Eco offers the UK's first wholly sustainable, professional-strength cleaning product range that is still formulated with marine life in mind. The certified B Corp pioneered the first

100% recycled plastic bottle and was the first UK manufacturer to receive EU Ecolabel accreditation.

The products are so effective that they are the only ecological cleaning brand to hold two Royal Warrants – from both HM the Queen and HRH the Prince of Wales – and the products are used everywhere from hospitals to palaces.

PLANT-BASED POWER

Delphis Eco products are as easy to use as their mainstream competitors, but get the job done without the unnecessary toxins. The entire range is biodegradable and developed from plant-based ingredients such as sugar beet, sugar cane, natural citrus and rapeseed oil. 'The UK produces millions of tonnes of sugar beet each year', Mark explains. 'When you ferment sugar beet, or any sugary root stock, it produces the disinfectant lactic acid plus bi-ethanol, the active ingredient in a high-performing sustainable product.'

The Delphis Eco Anti-Bacterial Sanitiser and Cleaner kills 99.999% of germs and bacteria, and is approved by EN standards EN1276, EN13697, EN1650 and EN14476, which prove kill rates against viruses and bacteria. Delphis Eco is also proven to kill enveloped viruses such as coronavirus. The range is free from carbon-intensive ingredients, harsh chemicals and any nasty toxins that can have long-term health effects for users.

For Mark, there is no excuse for any cleaning product to contain ingredients that are toxic and don't biodegrade; 'if we can do it then every major brand can, and absolutely should', he tells us. 'Currently there is no legal obligation to stop using harsh chemicals and nasties. For instance, Britain has yet to outlaw bleach, even though it's banned from use across Europe and the personal and environmental impacts are well documented.'

HOW TO AVOID GREENWASH

Demand for natural cleaning products is growing, and companies are trying to keep up with demand. If you want to avoid greenwash in the sector, Mark advises looking for independent accreditations and finding out where the product was made.

'Check for EU Ecolabel and B Corp', Mark advises. 'These two accreditations will mean your eco cleaning product works as well as traditional cleaners, that it is possibly vegan and cruelty free and that the company itself is championing people and the planet. The 'Made in Britain' accreditation is important because it means the cleaning product has not been shipped halfway around the world.'

Other things to look out for are colours and scents, both of which biodegrade very slowly, and virgin plastic bottles with triggers that can't be recycled. 'What a waste of time for consumers who believe they are cleaning green', Mark says. 'They end up disappointed with the result and have actually made a net-negative impact.'

THE 'HOLY GRAIL OF GREENNESS'

All Delphis Eco's commercial customers buy concentrated products and refill and reuse on site; a 5l Anti-Bacterial Sanitiser is enough for 166 trigger bottle refills.

All bottles are made from 100% recycled plastic; this was something Mark wanted from the start, so he chased down waste collectors, rubbish dumps and plastic suppliers – only to be told his dream wasn't possible. Mark found a small, supportive business that was recycling London's plastic milk bottles, but the company inconveniently went bust.

This left Mark with an even stronger desire to succeed – and the idea to reuse 'home-grown' waste products rather than plastics that had been sent round the world to be processed. 'In the circular economy, keeping production in the UK is the holy grail of greenness', Mark says. 'Of course, waste collection firms thought I was mad, but when they realised I was serious they agreed to separate used milk bottles for me.'

Delphis Eco's bottle blower also needed convincing, as he felt the quality of the plastic wasn't good enough to go into his plant. After several conversations around molecule length, Mark persevered and opted to make the bottles slightly thicker. 'Sure, they are slightly heavier as a result', he tells us, 'but UK recycling and manufacture means zero carbon miles, which far outweighs the emissions cost of importing recycled materials from China.'

PIONEERING PERSEVERANCE

As a pioneer in the eco cleaning – and ethical business – sector, Mark's journey has involved some 'interesting learnings'. He discovered that the whole recycling arena is 'one of smoke and mirrors', where current packaging waste regulations essentially incentivise companies to watch plastic waste being exported to poorer nations for recycling.

'Given the UK is fast running out of landfill space, it's no surprise the government is happy to see plastic sent abroad', Mark says. 'But we are not fooling anyone if we think recycling facilities in Indonesia, Vietnam or India are more efficient than they are here. Thousands of miles away, mountains of rubbish are building up – and being burned – so we don't have to deal with the problem.'

Perseverance has also proved an important trait; 'When it comes to the environment, you encounter plenty of old-world thinking', Mark says. 'Asking to do new stuff in different ways will typically be met with a shake of a head or a sharp intake of breath; the secret is to have thick skin and a total belief that you are doing the right thing.'

Mark has pushed boundaries and changed opinions by convincing suppliers to work with Delphis Eco – mostly by paying more to get the technology up and running and showing how it will be financially beneficial for everyone in the long run. He has always made the tough decisions from the start, rather than waiting for shoppers to demand change. As an example, Delphis Eco uses the world's most ethical printer to produce training guides and information sheets. 'It costs slightly more but it is a choice we made', Mark tells us. 'If every other business followed, prices would fall and infrastructure behind eco ideas like refill stations would become more accessible.'

MARKETPLACE

Browse and shop Delphis Eco products at mygreenpod.com



CLOCKWISE
The UK's first sustainable, professional-strength cleaning product range; Mark Jankovich, CEO of Delphis Eco

COMPETITIONS

We've got our hands on a bunch of prizes from fantastic companies that are doing things differently. We love them all and we want to give you a chance to get to know them, too – so we're running these competitions so you can have a go and see for yourself!

We've hand-picked this bumper selection of green pearls – including natural cleaning sets, tea, coffee and drinks bundles and a hamper packed full of organic products – to help set you up for a lighter lifestyle.

To enter, visit mygreenpod.com



WIN

A BOX OF ORGANIC KOMBUCHA!

Equinox Kombucha has teamed up with the Organic Trade Board to offer three readers the chance to try its delicious organic kombucha.

Deadline for entries: 15.12.21

WIN



A SEEP MEGA SUSTAINABLE BUNDLE!

Transform your kitchen into a plastic-free cleaning zone with this fantastic starter pack! Each product contains only natural materials.

Deadline for entries: 30.09.21

WIN

A SIX-MONTH SUPPLY OF ORGANIC CHUTNEY!

One lucky reader will get to choose 12 jars from Huntly Herbs' award-winning range of chutney and relish.

Deadline for entries: 15.12.21



WIN

A 12-MONTH SUBSCRIPTION TO RAW BEAN COFFEE!

One lucky winner will get to choose from Raw Bean's range of beans, ground, pyramid coffee bags and Nespresso-compatible coffee pods to tailor a 12-month subscription worth £20 per month. Two runners-up will receive a tailored Raw Bean coffee bundle.

Deadline for entries: 15.12.21



WIN

A NOBLE LEAF TEA BUNDLE!

Get your hands on the full range of Noble Leaf teas – plus a flask, a glass teacup and infuser, a measuring spoon and a tea timer.

Deadline for entries: 15.12.21



WIN

A DIRTEA PACKAGE!

One reader will receive the Dirtea set of Lion's Mane for focus, Chaga for skin health, Cordyceps for physical performance and Reishi to calm and destress – plus a recipe booklet and a tote bag!

Deadline for entries: 15.12.21



WIN

A DELPHIS ECO CLEANING BUNDLE!

This cleaning set is loved by professionals and approved by the planet! The award-winning range is made from plant-based ingredients, all in entirely recycled packaging.

Deadline for entries: 15.12.21

WIN

A MONTH'S SUPPLY OF NATURAL SKINCARE!

This is your chance to win a collection of three all-natural skincare products, created by hand at Wharfedale Soaps.

Deadline for entries: 15.12.21



WIN

AN ECO SWAP-OUT BOX FROM ECO GREEN LIVING!

Ditch the plastic with this range of products from Eco Green Living. One reader will receive a full set of everyday alternatives to the plastic products used in the home, including cling film, foil, bin bags, dog bags and freezer bags. 10 runners-up will receive a pack of 25 biodegradable and fully compostable face masks.

Deadline for entries: 15.12.21



WIN

THE ULTIMATE ORGANIC HAMPER!

Fish4Ever and Organico have put together the ultimate organic hamper, and we have four to give away! It's packed with organic Mediterranean staples - from pasta and sauces to cold-pressed olive oil - and canned fish you can trust.

Deadline for entries: 15.12.21

WIN



A 12-MONTH SUBSCRIPTION TO FUNGNTN!

Win a year's supply of adaptogenic alcohol-free beer from Fungtn, plus an original artwork hoodie and a copy of *Entangled Life*!

Deadline for entries: 15.12.21

WIN



A HEYLAND & WHITTLE ECO BOX!

One reader will receive a home fragrance box from Heyland & Whittle's new Eco collection, with a 100% natural candle, diffuser and soaps!

Deadline for entries: 15.12.21

LET'S BUILD A CLEANER,
GREENER BRITAIN



octopusenergy

