

TRUSST in ME...



THE CONSUMER REVOLUTION ISSUE

BE THE CHANGE

Satish Kumar shares 10 ways we can all effect change and create well-being in our daily lives

TORCHING THE TEMPLATE

Hugh Fearnley-Whittingstall explains why now's the time to 'rejuvenate our entire culinary culture'

STAY NATURAL

Clean beauty isn't as straightforward as it should be: find out how to navigate the aisles

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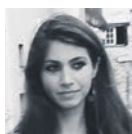


pukkaherbs.com

pukka



Welcome to MyGreenPod Magazine! A consumer revolution is about voting with your feet (and wallets). This issue looks at how to take control of everything from your health and wellbeing to where your money goes and how your energy's generated. Get voting!



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BE THE CHANGE

Peace and environmental activist Satish Kumar shares 10 ways we can all effect change and create wellbeing

It's not rocket science that there's more to life than economic growth. A sense of wellbeing is what really matters, and it should be at the heart of all politics. So how do we create greater wellbeing in our world?

It's up to each and every one of us to effect change and make our voices heard. Any political and corporate change will always remain superficial and inadequate without personal change. Without individual action, these larger changes can't – and won't – occur.

Political change will only happen when large numbers of people practise what they believe in. Only then will there be a sufficiently large groundswell of opinion and action to coerce governments to bring in laws and structural transformations.

Gandhi said, 'Be the change you want to see in the world'. Based on my own personal experiences of practicable, sustainable living, I would like to share 10 ways we can all, as individuals, help to effect this change.

10 STEPS TO WELLBEING

1 LIVE SIMPLY

Any fool can make life complicated; it requires genius to make it simple. A high living standard, measured by wealth and material acquisition, has become the be-all and end-all of modern society. For an eco-friendly life we need to seek quality of life. We need to live more simply so that others may simply live.



2 CHANGE OF ATTITUDE

Our industrial culture is human-centred and utilitarian. We value Nature because of its usefulness to us; we believe that we're in charge and can do what we like with the world's natural resources.

If we want a sustainable future we need to change this mindset: we need to recognise that all life has intrinsic value. Without this shift in our personal attitudes towards the natural world, no sustainable lifestyle can be achieved. In place of the utilitarian calculus, a reverential, respectful world-view is required, so we will destroy less, poison less, kill less.

3 CONSUME LESS

As Gandhi said, 'There is enough in the world for everybody's need, but not enough for anybody's greed.' 50 years ago the world's population was three billion. Now it has doubled to six billion and humans, at their present rate of consumption, are exceeding the capacity of the Earth – something

we all have to take personal responsibility for.

Someone living in the west consumes 50 times more than a person in a developing nation, meaning the western population is, effectively, multiplied 50 times. Therefore, live more lightly, taking from Nature only what is needed, so as to make a smaller footprint on the Earth.

4 WASTE NOT

Waste is a sin against Nature. Every day, millions of tonnes of waste are thrown into the natural world, which it simply can't cope with. The pile of old cookers, washing machines, fridges, computers and TVs is now accumulating at several million tonnes a year, and most of it ends up as landfill, wasting resources and posing risks to health and the environment.

Millions of plastic bottles and bags are cluttering and clogging the system, polluting rivers and oceans. Reusing, mending and recycling must be seen as great virtues. Waste-makers simply cannot call themselves responsible citizens.

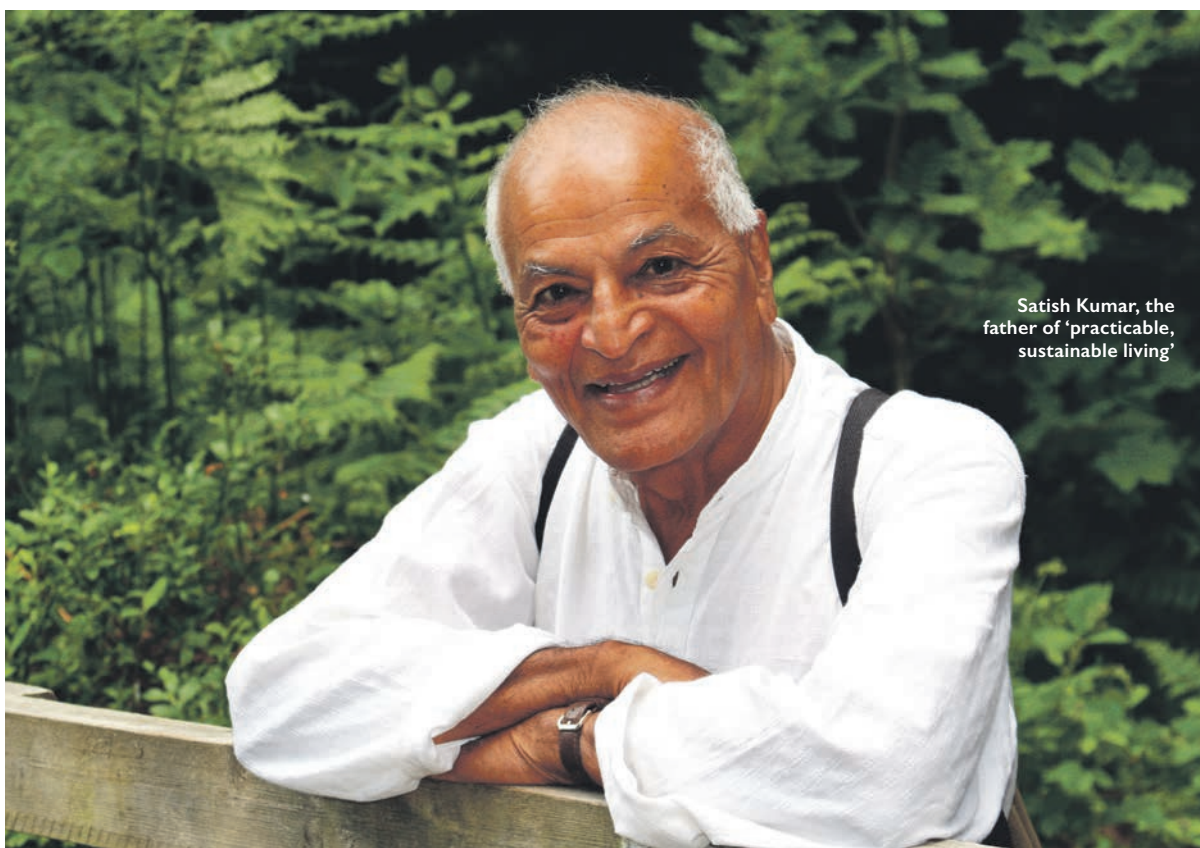


Use less harmful products when cleaning the house and washing clothes. Reuse plastic bags, or take a cloth bag when you go shopping. And rediscover the old maxim 'make do and mend': resist the temptation to replace utensils such as old cookers and washing machines and furniture when the old ones will do just fine.

5 WORK LESS

In spite of mass production, industrialisation, automation and mechanisation, westerners are overworked, often to the point of exhaustion. Too often by the time people come home they have no energy to do anything other than sit in front of the TV.

In spite of our wealth and unprecedented economic growth, our work makes us slaves. For a sustainable future we need to work less, do less, spend less and be more. From simply being will emerge relationships, celebrations and joy. Sustainable living is joyful living.



Satish Kumar, the father of 'practicable, sustainable living'

6

WALK

Our lives have become dependent on cars – even for short distances. We live in homes, drive around in machines and work in offices; we hardly ever come into contact with the natural world. But if we do not know, see and experience Nature, how can we love it? And if we do not love Nature, how can we protect it? Walking in Nature, taking walking holidays and walking to work can be a real doorway to wellbeing.

7

BAKE BREAD

Proclaiming the virtues of simplicity, Gandhi advocated spinning and weaving cloth at home as a way to defy consumerism and reconnect with tradition. For some of us, making our own bread can serve that purpose. Bread is an essential ingredient in the western diet.

When we bake our own bread mindfully, using organic wholemeal flour, we're aware of the quality of the ingredient, we're able to slow down and pay attention, to share and celebrate. If it's not home-baked, then our bread should come from a local bakery.



8

MEDITATION AND PRAYER

Our lives have become too busy and stressful. The pressure of work and to succeed, the pressure to cope with excess information – pressure all around.

To restore the balance we must take time to replenish ourselves and to develop soul qualities, for reflection and for our proper relationship with the natural world and the Creator, to develop and grow.

Every day, for at least half an hour, we need stillness and silence, so the rest of the day is founded on spiritual tranquillity.

9

PROTEST

Vested interests will always find ways to fool people and seek profit and power which damage the Earth. Therefore we need to be awake and alert to the exploitative actions of others.

But such protests cannot be made alone; we have to be in solidarity with organisations working for a sustainable future, such as Friends of the Earth, Greenpeace and Christian Aid. Choose an organisation that suits your temperament and work with your local community; form a local group and take an interest in local politics.

10

BE INFORMED

No one can lay down a blueprint for green living: each of us has to develop our own ideas. But we have to build on all the new thinking in this field. There are books, magazines and courses to help us. We need to make time to study.



FIND OUT MORE

- Satish Kumar will be giving a Resurgence Talk at 42 Acres, London on 24 January 2018
- Details of other events in the Resurgence Talk series, including talks from Jeremy Leggett and Soil Association's Helen Browning, are at resurgence.org/talks
- A short biography of Satish Kumar is at resurgence.org/satish-kumar



P.E.A.

AWARDS 2017

CELEBRATING GREEN HEROES

Our only chance of ending the sixth mass extinction – which is reportedly already underway – is by coming together, acknowledging our role and uniting to change the future. 2017's P.E.A. (People. Environment. Achievement.) Awards did just that.

At a glamorous green-carpet event in London's Banking Hall on Friday 13 October, green heroes were recognised in a Mexican Day of The Dead-themed celebration, presented by eco-architect and designer Oliver Heath.

At a sit-down dinner attended by 250 of the most ethical, prestigious and fabulous guests, the ceremony honoured those who have dedicated their lives to



ending the forces driving extinction – from deforestation abroad to over-consumption right here in the UK. Individuals and teams in sectors ranging from arts to money received spectacular skull awards, designed and created by vintage jeweller Katie Weiner.

A new Green Pioneer award, sponsored by green beauty pioneer Weleda, marked the awards' seventh birthday.

There was vegetarian food from award-winning caterers, goodies from The Raw Chocolate Co, Divine Chocolate, incognito and Re-wrapped, plus enough drinks from Juniper Green Organic Gin and Luscombe to sink an oil tanker. Here are the winners!

IN ASSOCIATION WITH **octopus**energy



2017'S P.E.A. CHARITY OF THE YEAR, which will receive money raised on the night of the awards ceremony, is the Findhorn Foundation, an experimental community that works with Nature to weave a new story for humanity.





OUR WINNERS!

THE GREEN PIONEER

SPONSORED BY

NATIONAL WINNER:

MACREBUR
Team award



INTERNATIONAL WINNER:

SHYAMSUNDER PALIWAL
Working for Eco Feminism



‘MacRebur is using a truly pioneering approach to pave the way for a future free from plastic waste and excess tarmac.’ P.E.A. judges

MacRebur has found a pioneering use for the waste plastics that, until now, couldn't be recycled and end up in landfill or our oceans.

Its patent-pending plastic product goes into roads, where it acts as a binder and replaces some of the oil-based bitumen. This creates road surfaces that meet British standards and have proved (in independent testing) stronger than the current asphalt mix. The product has many other potential uses across the construction industry.

As well as finding an innovative use for the millions of tonnes of waste plastics all round the world, MacRebur has created a new arm of recycling that feeds the circular economy.

[@MacRebur](#)
macrebur.com



In Piplantri, a village in Rajasthan, India, 111 trees are planted each time a girl is born in the community, with over a quarter of a million trees planted to date.

Each girl's financial security is ensured through community and parental contributions that can't be accessed until she turns 20. To make sure the girl gets a full education, the parents are made to sign an affidavit that forbids them from marrying her off before she reaches the legal age. This initiative celebrates the birth of a girl and is a model that, if extended, could help to address the currently imbalanced sex ratio in India.

[@piplantrimodel](#)
piplantri.com

‘This initiative fosters life in all forms and addresses social challenges at the same time. Planting 111 trees for every girl will make a huge difference.’

P.E.A. judges



RUNNERS-UP:

CLAIRE MORSMAN, MORSBAGS morsbags.com
QED, TEAM qedproperty.com



OUR WINNERS!

ARTS

SPONSORED BY



WINNER:

CLAIRE POTTER
Claire Potter Design



‘While others talk, Claire gets on with it – and brings a lot of people with her.’ P.E.A. judges

In the UK, around 16m plastic bottles are incinerated or sent to landfill daily. Claire Potter is tackling the problem of single-use plastics from both sides: reduce and reuse.

A savvy social networker, Claire leads Beach Cleans to recover ‘waste’ materials that are transformed into products in her studio. In one clean alone, the studio recovered 365 plastic sports drinks bottles that were re-processed, purified and turned into 30 LED-lit jellyfish.

Claire also founded the Plastic Free Pledge, which for now is focusing on getting people and businesses to ditch single-use straws.

[@ClairePotter](https://twitter.com/ClairePotter)
clairepotterdesign.com

RUNNERS-UP:

DR MARTIN KISZKO, THE UK’S GREEN POET
greenpoemsforablueplanet.com
PHIL STEWART, CREATIVE RECYCLING
creativerecycling.org.uk

BRITAIN’S GREENEST FAMILY

SPONSORED BY



WINNER:

CARRIE AND ADAM CORT
AND FAMILY



On Earth Day 2012, Carrie Cort, mother of then four-year-old Adam, launched Sussex Green Living out of a concern for her son’s future. Now, three generations – plus volunteers – are involved in this environmental awareness and education initiative.

Adam helps Carrie with green children’s groups and sessions, and his Climate Cartoon won 2017’s WWF Climate Challenge KS2 poster competition. Carrie’s 78-year-old mum, a ‘green’ interfaith minister, encourages eco-friendly funerals and helps with workshops.

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

‘The Cort family shows the kind of momentum that can be gathered – across generations and the wider community – when one person sets off to make a difference.’

P.E.A. judges

RUNNER-UP:

ZOE LEESON AND FAMILY
scentedsweetpeas.wixsite.com/scentedsweetpeas

ENERGY

SPONSORED BY



WINNER:

ASSIM ISHAQUE
Envirup



‘Envirup might not be cool, but it’s essential.’

P.E.A. judges

The beauty of Envirup’s external wall insulation is that, unlike any other cement-based system, it can be installed in any weather conditions.

The insulation shell – made from 75% recycled PVC – is especially suited to the most difficult to treat ‘non-brick built homes’, so it could save the most vulnerable residents £180-445 per year (depending on house size) and help put an end to fuel poverty, an entirely preventable problem that kills 31,000 people per year.

Scaled up to 40,000 houses, the savings add up to £250m over 25 years.

[@EnvirUPLtd](https://twitter.com/EnvirUPLtd)
envirup.com

RUNNERS-UP:

DAVID GREENFIELD, SOENECs
pothole-spotter.co.uk
SOLAREDGETECHNOLOGIES, TEAM
solaredge.com

PEA
AWARDS 2017

OUR WINNERS!

FOOD

SPONSORED BY



WINNER:

DANIEL WATSON
SafetyNet Technologies



‘We don’t need regulation and red tape – smart fishing is the future and will keep plenty of fish in the sea.’ P.E.A. judges

This UK tech startup designs and builds light-emitting devices that retrofit to fishing gear and attract and repel different species based on their behavioural response. The goal is to make the fishing supply chain more sustainable by helping crews catch only the right fish.

During trials with Young’s Seafood and Cefas last year, bycatch was lowered by up to 60% in a North Sea fishery. SafetyNet Technologies is now conducting further trials to find out which other fisheries could benefit from its devices, and has so far found 10.

@SNTechUK
sntech.co.uk



RUNNERS-UP:

TOAST ALE, TEAM toastale.com
OLIO, TEAM olioex.com

MONEY

SPONSORED BY



WINNER:

HUW DAVIES
Triodos Bank



Earlier this year, Huw Davies and his team at Triodos Bank UK helped launch the most sustainable personal current account ever brought to the UK market: the Triodos Personal Current Account.

Triodos only lends money to organisations and projects with a positive social, cultural or environmental impact. Social housing, organic farming and renewable energy are just some of the areas that have benefited from over £700m in Triodos loans, details of which are published online for transparency.

@triodosuk
triodos.co.uk/change

‘Triodos Bank’s Current Account is a breakthrough in high street banking: it makes ethical finance mainstream.’ P.E.A. judges

RUNNERS-UP:

DEBBIE CHETTLEBURGH, INVESTING ETHICALLY LTD investing-ethically.co.uk
IMPAX ASSET MANAGEMENT, TEAM impaxam.com

NATURE

SPONSORED BY



WINNER:

MARCUS TE REHORST
KorkAllee



‘What a corking idea: who knew sustainable cork is the link? This is a truly innovative way to restore forests.’ P.E.A. judges

Cork fashion products and accessories enjoy the same benefits as comparable leather or pleather products – and not a single cork oak tree is harmed during the cork harvest. In fact, the opposite is true: regularly harvested trees have a much longer life span than unharvested trees, and tie up four times as much carbon dioxide.

KorkAllee.de (CorkAlley.com) is Germany’s first online shop to sell a range of exclusive, premium cork products under one roof, helping to drive demand for a more ethical and sustainable approach from the fashion industry.

@korkallee
korkallee.de



RUNNERS-UP:

POPPY’S CRECHE, TEAM poppyscreche.org
NICHOLAS RIPLEY, PENNINE LANCASHIRE COMMUNITY FARM penninelancashirecommunityfarm.org

OUR WINNERS!

TRAVEL (TOURISM)

SPONSORED BY



WINNER:

THOMAS KLEIN
VeggieHotels



VeggieHotels is the world's first hotel directory for purely vegetarian and vegan hotels, B&B lodgings, seminars and health centres.

From about 100 locations at launch (September 2011), the portal has now grown to include over 500 venues across six continents – catering for travellers looking for a city break, a holiday in a monastery, a hiking or beach getaway and anything in between. VeggieHotels has spotted the fact 'vegan-vegetarian' is no longer a niche requirement, and recognises this is now a stable trend in the hotel business.

[@VeggieHotels](#)
veggie-hotels.com

'This is one to watch: it's not always easy being veggie, but VeggieHotels offers a straightforward way to choose what's right for you.' P.E.A. judges

TRAVEL (TRANSPORT)

SPONSORED BY



WINNER:

SIMON NASH
Green Oil UK Ltd



'Cycling may be green but could be greener – Green Oil is a great product that meets a need perfectly.'

P.E.A. judges

Green Oil UK was born in a garden shed from a single green chain lube, old machinery and a vision.

Simon Nash has since developed a whole eco-friendly bicycle maintenance range: technically formulated for performance, Green Oil products remain biodegradable after use and safe for your hands. This in a world where petrochemicals and PTFE pollution are rife from bicycles.

100% recycled plastic bottles are used for the 100ml products in the Green Oil range and everything is made in the UK, leaving no doubt that high performance can be green.

[@GreenOil](#)
green-oil.net

TRAVEL RUNNER-UP:

BIG GREEN COACH, TEAM
biggreencoach.co.uk

VEGAN

SPONSORED BY



WINNER:

LOUISE PINCHEN
Vegan Festival UK



Louise launched Vegan Festival UK back in 2014 while studying for a business degree. As a longtime vegan she wanted to spread the vegan word and share her knowledge on the subject, so she launched a vegan festival in her hometown of Newcastle upon Tyne. Vegan Festival UK now runs events from Aberdeen to Sheffield, and each attracts several thousand people.

[@Veganfestivaluk](#)
veganfestival.co.uk



'Louise is spreading the vegan word beyond the south and all the usual suspects.' P.E.A. judges

RUNNERS-UP:

ROB TROUNCE, WALDEN thinkwalden.com
APH KO, BLACK VEGANS ROCK
blackvegansrock.com



This Christmas, keep it ethical! Before you start shopping, have a look at these superstar products and services that have been crowned Heroes on MyGreenPod.com!

WELEDA SKIN FOOD

In 1926, Weleda introduced a totally natural, replenishing cream – and it's still going strong. No longer an industry beauty secret, this nourishing balm soothes skin battered by daily stresses ranging from poor diet to pollution. Its ability to perk up a complexion suffering from sleepless nights and jet-lag means Skin Food is a firm favourite among many high-profile models and celebrities.

[@WeledaUK](#)
weleda.co.uk



LOVE NATURE

This 4K Nature streaming channel features a treasure trove of content that will bring you and your family closer to Nature. Prepare to be immersed in the beauty and wonder of the natural world through high-quality, compelling and unexpected stories of animals and landscapes.

[@LoveNatureCa](#)
lovenature.com

MONKEE GENES ORGANIC FLEX CLASSIC SKINNY

The Classic Skinny has been Monkee Genes' bestseller for 10 years. These jeans are made from Organic Flex, a brand new fabric that's been put to the test by a team of skaters, bikers, dancers and gymnasts. It's a high-tech sports denim that's built to last across the seasons.

[@MonkeeGenes](#)
monkeegenes.com



THE RAW CHOCOLATE CO CHOCOLATE MULBERRIES

Vegan, raw, organic, Fairtrade and free from refined sugar, gluten and soy – what's not to love? Sun-dried organic Turkish white mulberries, which have a sublime chewy texture and caramel flavour, have been coated in award-winning dark, raw, organic chocolate. Bliss.

[@TheRawChocCo](#)
therawchocolatecompany.com



GRAIG FARM'S ORGANIC EVERYDAY MEAT BOX

Enjoy a selection of organic meat for any occasion at a great price! Free range, organically reared and fully traceable, it comes with animal welfare guaranteed. The Organic Everyday Meat Box contains everything you need for weekend and weekday meals, from burgers and sausages to roasts.

[@graigfarm](#)
graigfarm.co.uk



VALLEY FEST

Valley Fest prides itself on being a festival with heart – a celebration of organic food, farming, music and silliness, and a place to share in all of those things together. Every year the organisers create a little pocket of joy on their organic farm, which overlooks the stunning Mendip Hills and Chew Valley Lake, not far from Bristol. We can't wait for the family festival to return in 2018 – make sure you book your tickets (and order your glitter) early!

[@LoveValleyFest](#)
valleyfest.co.uk

MILESTONE ECO2 KITCHENS

This made-to-measure range has the best eco credentials available in the kitchens market. It's made from chipboard with high recycled content (70% or better), most of which is from post-consumer wood waste. The rest is FSC certified.

[@EcoKitchens](#)
milestone.uk.net



PO-ZU RESISTANCE SNEAKERS

These gorgeous high-top vegan lace-up sneakers are part of Po-Zu's latest range – a collaboration with *Star Wars* that features ethical footwear inspired by some of the films' lead characters (under license with Lucasfilm/Disney). The Resistance sneakers are made of organic cotton and feature a rubberised official Rebel Alliance badge. There's a quilted rear panel, cushioned tongue, removable memory-foam Foot-Mattress™ (allows orthotics placement) in latex and cork, and a high-performance grip natural rubber sole. Stylish comfort at its best.

[@Po_Zu](#)
po-zu.com

SUPER GREEN OCTOPUS TARIFF

Octopus Energy, a 'new breed of energy supplier', promises transparency, honesty and simplicity. Its Super Green Octopus Tariff offers 100% renewable electricity and full carbon offsets for gas so, from an energy point of view, your home is carbon neutral.

[@octopus_energy](#)
<https://octopus.energy>



A CORKING APPROACH TO FASHION

Cork is a durable and sustainable alternative to leather – and could be the answer to slowing down fast fashion

Cork is the best wine preservation system in history. In fact, a container from the first century AD, found in the ancient Greek city of Ephesus, was not only closed with a cork but also still contained wine.

The unique properties of cork – including lightness, impermeability, rot resistance and flexibility – make it a first-class material for fashion accessories as well as wine stoppers.

Cork 'leather' isn't cork as you know it. It's a velvety soft fabric with robust properties that make it a great ethical substitute for leather bags, belts, wallets, purses and even jewellery.

'Cork is one of the most natural and beautiful alternatives for fashion', says Marcus te Rehorst, pictured below, the managing director of KorkAllee.de (CorkAlley.com) and winner of 2017's P.E.A. Award for Nature (see page 10).

A GAP IN THE MARKET

Cork accessories are popular in Portugal, where Marcus first came across them, but he was surprised to find they're pretty much absent from the German market. 'I couldn't understand it', he says, 'and I got an urge to close the gap.'

Marcus founded KorkAllee.de in 2016. It's the first online shop in Germany to sell a range of exclusive, premium cork products, uniting various top brands and designers from Portugal,

such as Artelusa and Montado, with smaller labels such as GlamCork. 'We're proud that competition between our brands isn't the most important thing', Marcus says. 'We all want to unite to make cork a sustainable alternative to leather and to attract as many people as possible to this 100% renewable raw material. That's our philosophy: to inspire more people to use cork.'

KorkAllee.de's main customers are women and men who value sustainable and socially responsible fashion. The site's also popular with vegans; two of its brands, Artelusa and GlamCork, produce exclusively 'PETA-Approved Vegan' ranges.

'With cork we offer one of the most ecological alternatives to leather and other materials', Marcus says. 'The products are chic, sustainable and also have a positive ecological impact. Not a single tree has to die or be damaged for the extraction of cork. On the contrary, cultivated cork forests can bind four times as much CO₂ as cork trees that will never be harvested.'

CORK'S CREDENTIALS

Globally there are more than 2.14 million hectares of cork forest, and more than half of the world's unprocessed cork is found in Portugal. Various countries, including the USA, have tried to plant cork forests, but the special rain, wind and soil conditions in the Mediterranean seem to

be crucial if this material is to flourish.

When handled properly, cork is sustainable and renewable. When the tree has matured (after around 25-30 years), the cork can be harvested once every nine years until it's around 200 years old. At that ripe old age it's removed and two seedlings are planted in its place to ensure the forest continues to grow.

The Rainforest Alliance works with cork manufacturers to help them obtain FSC certification. Meeting the required standards helps cork producers protect the cork oak forests, which is imperative as they're home to the endangered Iberian lynx, the Spanish imperial eagle and many other rare bird and plant species.

For Marcus, the goal is to use KorkAllee.de to educate as many people as possible about the benefits of vegan, Fairtrade and sustainable fashion. In the meantime he's focusing on bringing new brands on board, including a label that produces shoes and baby shoes and a supplier of cork yoga products. 'We are currently planning various extensions, but I can't say anything exact!', he insists. Watch this space...

FIND OUT MORE

- For more on Marcus and the benefits of cork, visit www.korkallee.de or www.corkalley.com
- KorkAllee's products are available on the MyGreenPod Marketplace at mygreenpod.com



The range of cork products available on KorkAllee.de includes everything from caps to bags, purses and rucksacks

‘Often when we mention we are ethical advisers, the response is, ‘isn’t that a contradiction in terms?’”, says Lisa Hardman, one of the three directors and chartered financial advisers at Investing Ethically. The answer is a resounding ‘no’: together, the team – Lisa, Phil Cockrell and Andy Hockaday – has over 50 years’ experience helping clients who want to use their money to change the world for the better.

ETHICAL INVESTMENTS

Ethical funds support causes with ‘green’ or social benefits at their core, and assure investors that their cash won’t be used to fund industries or practices that harm people and planet, such as the arms trade and the fossil fuel industry.

The first ethical fund was launched in the UK 33 years ago. The market’s still tiny – ethical funds only account for 1.2% of total assets under management in the entire fund universe – but it’s growing: today, there are over 100 different ethical funds available in the UK.

‘The ethical market is getting bigger, but it’s always important to remember that for a mainstream fund manager to be able to buy an asset there has to be some liquidity’, Andy explains. ‘Investors have to be able to access their capital if they need to and the asset has to be ‘investable’ in, so a small crowdfunded project isn’t suitable for a fund manager. However, we encourage clients to look for small-scale, local projects they can support with a small proportion of their total capital.’

Ethically screened funds are available in mainstream financial institutions, though the criteria can vary wildly. ‘Some mainstream fund managers of ethical funds are extremely committed to, and have a deep understanding of, the ethical issues’, Andy tells us. ‘But a reasonable number of our clients told their previous advisers and wealth managers they didn’t want to invest in the arms trade or tobacco – and when analysing their portfolios we found companies involved in both.’

WHAT’S ETHICAL?

Lisa, Phil and Andy’s chartered status, which is enjoyed by only around a quarter of the UK’s financial advisers, cements their commitment and adherence to strict ethical codes. Some of their clients are vegan, some just want to avoid the arms trade or tobacco and some see nuclear power as the best way to combat climate change. ‘Everybody’s criteria are different’, Phil tells us, ‘we’re not there to judge what is and isn’t ethical.’

While points of view may differ, all Investing Ethically’s clients share a common starting point: they don’t want their money to do harm and they



Will ethical funds help investors save the world with their wallets?

want to use their investment as a way to effect positive change. ‘The new investor wants to use their personal wealth to benefit society’, Andy explains. ‘People want products that improve health and social care, protect the environment and bring local benefits, too.’

RISKS AND RETURNS

The feel-good factor is one thing, but can ethical investments offer similar returns to those of their conventional counterparts? ‘Absolutely’, Lisa says. ‘In fact, recent evidence suggests ethical investments offer better longer term returns than non-ethical funds.’

A recent report from *Moneyfacts* states that over the past year, ethical funds have posted an average growth of 16.8% compared with 15.2% from the average non-ethical fund. ‘Advisers who ignore the ethical fund sector are neglecting an opportunity for big and long-term returns for clients, according to *Moneyfacts* data for the last 10 years’, says Andy, ‘and ethical funds are no riskier overall. They may be more volatile in that whole sectors are excluded; 30-40% of the FTSE is screened out on ethical grounds, so if a sector performs well, an ethical fund may lag if it lacks exposure. But it works the other way, too.’

Equally, with ethical funds analysing companies on environmental, social and governance

grounds, you’ll see more companies in ethical portfolios where workers’ rights aren’t undermined and there’s a more transparent supply chain.

COLLABORATING FOR CHANGE

One average person’s investment can only make a small difference, but when we all chip in we can effect real change. ‘We are constantly battling as individuals – ‘what can I do alone?’ – but we can collaborate for change’, Lisa says. Fund managers spend a lot of their time talking to companies; they carry influence as shareholders and can put pressure on companies when it comes to issues around pay, transparency and sustainability. Through them we can create a positive change.

And change is coming: ‘new investors’ are taking control of their money, fund managers are using their influence to improve business practices and the era of investment in arms, tobacco and fossil fuels is drawing to a close – though Phil acknowledges there’s ‘a while to go still’. ‘We’re already seeing discussions about stranded assets, and institutions all over the world – from churches and universities to the Rockefeller family charity – are divesting from fossil fuel holdings’, he says.

Things can only get better, and the younger generation is demonstrating a stronger motivation to save and invest ethically. ‘They seek positive social and environmental outcomes, providing strong opportunities for the future’, Andy says. ‘There’s a level of scepticism with the older generation but with greater publicity, education and transparency in ethical investments – along with the data now available on the industry – we believe that will change.’

FIND OUT MORE

- More on Investing Ethically is at investing-ethically.co.uk
- See how an investment of just £5 can make a difference at goodmoneyweek.com
- Have a look at Investing Ethically’s advice process at investing-ethically.co.uk/our-advice-process/

REINVENTING COMMUNITY ENERGY

The UK's community energy sector is embracing new models to overcome barriers to development



At the end of June, Mongoose Crowd – the UK’s first dedicated community energy crowdfunding platform – launched its first green energy bond offers. For the first time, UK investors were able to buy community energy bonds that were also eligible for the tax benefits of an Individual Savings Account (ISA).

The bond offers – in Bath and West Community Energy (BWCE) and Bristol Community Energy (BCE) – closed at the end of July and August respectively, and both reached their minimum investment targets. Once the pending ISA transfers are complete, the offers should comfortably raise over £750k each, with a combined total of just under £1.7m when all the numbers are tallied.

The money raised will help BWCE to re-finance solar projects originally underwritten by a loan from SSE, replacing commercial debt with people-powered investment. The BCE bonds will be used to fund the first ever community-owned battery storage project to incorporate the latest Tesla battery technology. As well as enjoying the unbeatable feeling of putting their money where their heart is, investors will receive healthy returns of 4.5% (BCE) and 5% (BWCE).

THE STATE OF THE SECTOR

Community Energy England (CEE)’s recent State of the Sector report reveals community energy in the UK is widespread, significant, economically effective and beneficial to local communities. There were record levels of community energy activity in 2016, with 222 community energy organisations throughout England, Wales and Northern Ireland involved in 269 distinct energy activities.

Together, the organisations own 121MW of energy capacity, which has generated 265GWh of energy since 2002. A further 74 organisations are actively providing energy efficiency interventions in their communities. When combined with the Scottish sector, total community generation capacity in the UK is 188MW. As well as driving the shift to renewables, in 2016 alone these projects generated an income of £620,000 for community benefit funds for local economic, social and environmental benefit.

CARVING NEW ROUTES

Unfortunately, policy and regulatory changes have since impacted dramatically on this success, with many projects put on hold or even abandoned. But in the face of reduced support, the sector is responding with increasingly creative and pioneering approaches.

‘The strong skills base, organisation capacity and appetite for innovation is seeing community energy groups adapting to wider opportunities

The community energy sector has grown rapidly in recent years and is now well positioned to play a major role in the ongoing transformation of the UK’s energy sector, enabling greater local control and lower costs while providing a cost-effective contribution to meeting our collective obligation to reduce greenhouse gas emissions. Investing in community energy offers people the opportunity to make better returns than they would from traditional savings accounts and benefit from government incentives while supporting the creation of a more democratic, fairer, cleaner and more democratic energy system.’

Mark Kenber, chief executive of Mongoose Energy

in the energy sector’, says Jon Hall from CEE. ‘From system innovation to novel partnership approaches, communities are pioneering new routes to low-carbon development, in the context of an increasingly unsupportive political and economic climate.’

RAISING CASH

The community energy sector is increasingly self-supporting in terms of project funding and finance. With access to small amounts of early stage funding from regional, national and European sources, the community sector is able to secure finance through a variety of routes, including share offers, loans and bonds – and the sector’s very effective at raising funds. According to CEE, organisations have leveraged over £190m in project finance from £1.9m of project development funding.

Project financing is often a complex and challenging process for many communities, requiring expensive expertise and support. ‘We applaud the innovation and initial success of platforms such as Mongoose’s community energy ISA’, Jon tells us. ‘These mechanisms make it easier for individuals to invest in community energy projects, while at the same time receiving returns on their investment.’

INNOVATIVE FINANCE

Since 2015, Mongoose Energy has raised more than £90m in capital to finance the construction and management of 80MW of community-owned solar PV projects, generating enough renewable electricity to power over 20,000 homes. This includes the acquisition in July of England’s largest community energy project to

date, the 14.7MW solar array at Drayton Manor in South Warwickshire (pictured on opposite page). Typically, investors have received a 4.5-7% return on their investment, depending on the performance of their project.

As an FCA regulated platform, Mongoose Crowd is able to offer investors the choice of using their ISA allowance to invest in bonds, tax free, with the new Innovative Finance ISA (IF ISA). This is an ISA that the government introduced to sit alongside the existing cash and stock & shares options. The IF ISA is designed to give people the chance to invest in alternative finance and get the same tax benefit of the traditional cash ISA.

IF ISA investment has proved extremely popular, with close to 80% of the total investments being snapped up in the ISA wrapper, including transfers from existing ISA accounts. A transfer represents another opportunity for investors; they can transfer money that’s built up over the years in ISA savings in order to reap better returns – and support community-backed renewable energy projects at the same time.

Mongoose Crowd will be launching new equity and bond offers in the first quarter of 2018, so watch out for upcoming opportunities to get involved in community energy projects.

FIND OUT MORE

- Details of upcoming offers are listed on mongoosecrowd.co.uk
- More on Community Energy England is at communityenergyengland.org
- More on the Innovative Finance ISA is at mongoosecrowd.co.uk/ifisa



Octopus Energy – a ‘new breed of energy supplier’ – is helping to tackle air pollution as it drives the shift to renewables

Breathe life

The results are in: Britain is hurtling towards one of the worst environmental crises it has ever faced. Air pollution already causes 16,000 deaths a year – that’s over 300 people a week, which means that this silent killer is five times more deadly than road traffic accidents.

In London, air quality is already 50% worse than the safe limit mandated by the World Health Organisation (WHO), and other large cities are racing in the same direction. Air pollution is a major cause of heart attacks, cancer, breathing problems and allergies – and it’s the most vulnerable members of our society that are hit first: the elderly, the sick and young children, all those we share a responsibility to protect. ‘Experts agree: we’ve run out of time to talk about climate change’, says Greg Jackson, CEO of Octopus Energy. ‘It’s time to end this.’

SUPPLIERS HAVE A ‘DUTY OF CARE’

Octopus Energy is backing the United Nations Environment

Programme (UNEP) in a campaign for cleaner air. The best way to improve air quality would be to expedite the transition to carbon neutral transport – though the WHO states household fuel and waste burning, coal-fired power plants and industrial activities are also major sources of human-generated air pollution.

While we all have a responsibility for our own actions and their impact on air quality, energy suppliers in particular must accept a duty of care towards society. They need to work hard to drive the energy supply mix away from fossil fuels and towards renewably generated power.

Many energy suppliers now offer ‘green tariffs’ – often at a premium – and others only offer green energy options to their customers. Unfortunately, uptake is still limited at just 1% of the population. Renewable energy is not a luxury for those who can afford it, but a critical element of moving forward into a more sustainable future. ‘Every energy supplier can find a successful commercial model where they can organically invest in green’, Greg tells us.

LEFT

Octopus Energy planting trees with staff and children at St Andrew's CofE Primary School in Islington, with the help of the Arsenal Foundation (and its mascot Gunnersaurus), JLS singer (and CBeebies star) JB Gill and ex-*Blue* Peter gardener Chris Collins

GREEN POWER CAN SLASH BILLS

For Octopus Energy, a challenger energy company established in 2016, it was critical that every single customer, no matter which tariff they were on, would form part of the global movement towards renewables.

The supplier is backed by the Octopus Group, an investment firm which is also the UK's largest investor in large-scale solar generation, with over 150 solar farms around the country. Octopus Energy pledged that each and every one of its customers would have at least 50% of their electricity matched in the grid by renewably generated power.

Over the last year, Octopus Energy has worked directly with eight solar sites and six anaerobic digestion plants, generating nearly 70% of the energy it has supplied to customers from renewable sources. In fact, every customer has benefited from the majority of their electricity not only being green, but also being on average £200 a year cheaper than a standard variable tariff from a 'Big Six' energy supplier (British Gas, EDF, Eon, Npower, SSE and Scottish Power).

CONNECTING WITH NATURE

On 05 June this year, Octopus Energy celebrated UNEP's World Environment Day and its 'connect with Nature' theme by emailing a personalised impact statement to every single one of its customers. The statement detailed exactly how much CO₂ each customer had prevented from being emptied into the atmosphere as a result of taking their energy from Octopus. It also highlighted each customer's impact on trees and explained which of the Octopus renewables sites had contributed most to their personal supply.

Octopus Energy also promised that every customer who signed up with them on World Environment Day would receive a photo of their very own native broadleaf tree, which would be planted in their name.

Arsenal FC, also a champion of the environment and the first Premier League team to be entirely powered by renewable sources, joined representatives from Octopus Energy and UNEP to plant a tree outside the Emirates Stadium. This marked the beginning of a partnership supported by all three parties, underwritten by World Environment Day's 'connect with Nature' theme.

'We've been incredibly lucky over the last year that customers have invested their trust in us as a challenger energy supplier', Greg tells us. 'A renewable energy future is the only option for a sustainable energy future, and we are passionate about the protection of our environment.'

the UK, London is the first major pilot city to raise awareness of this work, with the joint support of Octopus Energy and the London Mayor's office. The initiative will then be taken to scale in other cities across Britain and around the world.

As well as supporting UNEP with the launch of Breathe Life London, Octopus is now delivering on its own commitment to plant a tree for every customer who signed up with the supplier on World Environment Day.

This winter, the energy supplier will be funding and planting over 1,000 trees at schools across the UK. It's asking customers to nominate schools that might like to engage their pupils in this initiative by helping to plant and nurture the trees and learn about their critical part to play in protecting the environment.

'We hope that we can help to amplify the clear air message through the Breathe Life initiative, and get people thinking about what they can do to make our air better', Greg tells us. 'I'm also looking forward to rolling up my sleeves and getting planting some trees.'

FIND OUT MORE

- See why Octopus is a 'new breed of energy supplier' at octopus.energy/about-us
- Join My Green Collective for an energy deal that's fairer to you and kinder to the planet at octopus.energy/mygreencollective
- Read Octopus Energy reviews on Trustpilot at uk.trustpilot.com/review/octopus.energy



BREATHE LIFE

In recognition of the fact air pollution is the biggest public health risk on the planet right now, this October Octopus Energy is continuing its commitment to improving air quality by supporting the launch of the UK's Breathe Life initiative.

Breathe Life is a global effort to get cities to meet the global ambition of making air safe for citizens to breathe by 2030. In

CHANGE THE

WE'RE BRINGING TOGETHER A COMMUNITY OF PEOPLE STRIVING FOR

How many times have you been baffled by global political decisions made over the last two years?

Brexit.

Trump.

Most of Trump's decisions – like pulling the US out of the Paris Agreement.

The UK's snap election.

Then there's the constant stream of headlines exposing unjust decisions made by the 1%, that make the 99%'s lives harder.

How is it possible that, according to a Competition and Markets Authority report, **we're paying a total of £1.4bn more than we should be to keep our homes lit and warm?**

Anyway, we're not trying to pull you into a black hole of political despair.

We're reaching out to tell you **we've had enough of feeling out of control.**

We've had enough of reading headlines about a major energy company CEO getting a **72% pay rise**, then turning the page to learn we're paying over the odds for our energy.

We've had enough of watching our planet – and the people on it – fall apart as a result of climate change, then hearing politicians renege on commitments to environmental issues.

So we're doing something about it.

**We're using our had-enoughs as a vehicle for change:
My Green Collective.**

ENERGY

CHANGE, AND OUR FIRST MISSION IS TO CHANGE THE ENERGY.

Our first mission: ditch mick-taking energy suppliers and support the good guys, Octopus Energy, instead.





Octopus is the UK's largest investor in solar farms, and it's offering everyone in the My Green Collective a deal that **will slash over £200 off a medium household bill** (compared with the average Big Six Standard Variable Tariff).

The more of us who switch, the greater the positive impact – and our savings – will be.

Enough is enough. **Say no to Big Six energy companies** that tease us with irresistible deals, only to squeeze us when we're tied in and under their thumbs.

LET'S CHANGE THE ENERGY. JOIN MY GREEN COLLECTIVE

There are 4 easy steps

-  Register your interest
-  **octopus** makes you an offer
energy
-  Accept or decline the offer
-  **octopus** does the rest
energy

#MyGreenCollective
www.mygreencollective.com
@mygreencollective

JANEY LOVES

Natural beauty expert Janey Lee Grace reveals
how to keep the autumn glow

I love autumn. It's a great time to enjoy nourishing foods and hole up by an open fire, but as the weather changes it can play havoc with your skin and hair.

Keep that autumn glow by exfoliating! It's easy to make your own gentle exfoliating scrub by mixing a handful of fine oatmeal with a little water and sea salt – you can add a little honey, too.

Once your skin is clean, it's important to put the moisture back. Being in centrally heated rooms can quickly make your skin dry and flaky and your hair brittle and frizzy. One answer is to get oily!

MOISTURE-LOCKED LOCKS

I love facial oils and serums, body oils and indeed hair oil. Even if your hair is greasy, applying oil could, surprisingly, be the answer to all your hair prayers.

Post-summer hair really needs moisture. Leading and award-winning organic hairdresser Tabitha James Kraan believes many of us have been 'stripping the life out of our hair for years', and says the simple act of putting the protective seal back onto the hair shaft with a natural oil treatment can change everything.

We must remember to brush our hair, too – if you're a die-hard comb gal think again! Women of old knew this wisdom; 100 strokes a day was the average, but this level of time-sapping indulgence – however lovely – is probably not realistic today!



Give your hair a good brush (use a brush with natural bristles) then use a pre-wash treatment. Try the Scented Organic Hair Oil from Tabitha James Kraan (£38, 30ml) – it's 100% natural and delivers a fine layer of oil that doesn't feel greasy but creates a harmonious equilibrium, keeping the hair underneath it happy and healthy. It smells

amazing, and helps rebalance the scalp to slow down the over-production of sebum that makes roots look greasy.

HEALING PLANTS

For your face try the Aloe Ferox Serum from Africology UK (£22, 30ml). It's a great skin treatment from a company whose beauty products are inspired by the wisdom of Africa's traditional healers, vibrant heritage, communities and plant life (see next page). It's good for skin that needs instant hydration, and even damaged skin that's in need of a quick, deep dose of moisture.

Vitamin A, minerals and a potent mix of honey and tripeptides replenish the lost moisture and rehydrate, giving you back that glow. A little goes a long way.

TAKE TIME OUT

Of course beauty comes from within – and they say once you get to a certain age your happiness and fulfilment will show on your face – so allow yourself time to relax and recuperate.

Light a natural candle or enhance the energy of the space in your home with an aromatherapy spray mist. Sacred Earth mist from Findhorn Flower Essences (£17.50, 100ml) can help to harmonise and balance a space. It blends all five elemental essences (earth, water, air, fire and ether) with gorgeous essential oils so you have the double whammy of stress relief from the sensory stimulation of aromatherapy and vibrational energetic healing!

I like wearing autumnal colours, too; even if we have an 'Indian summer', there's joy in seeking out those wonderful red, gold and orange fabrics.

You'll see me coming: I'll (hopefully) be the one with glowing skin, swishing through the autumn leaves dressed in red and orange and holding a pumpkin...

LEFT TO RIGHT
Tabitha James Kraan's Scented
Organic Hair Oil; Africology's Aloe
Ferox Serum; Sacred Earth by
Findhorn Flower Essences



FIND OUT MORE

- Tabitha James Kraan's divine Scented Organic Hair Oil is at tabithajameskraan.com
- Have a look at Africology's Aloe Ferox Serum at africology-uk.com
- More on Findhorn Flower Essences is at findhornessences.com

Is it possible to bottle Africa's ancient wisdom and export it to our bathrooms?

From humble beginnings in a Johannesburg kitchen, Africology – the luxury skincare brand inspired by the wisdom of Africa's traditional healers, vibrant heritage and indigenous plants – is highly respected by natural beauty aficionados all round the world.

'African healing has existed for centuries', says Taryn Rule, UK distributor of Africology skincare products. 'It considers the physical, psychological, spiritual and social elements of individuals, families and communities. It's a holistic approach that's interwoven with religious and cultural beliefs.'

The use and prescription of native medicinal plants is an essential part of traditional African healthcare; in many rural parts of Africa they're the most easily accessible and affordable – and sometimes the only – health resource available. 'It's estimated that up to 80% of South Africa's population uses traditional ancestral medicine and treatments for their primary healthcare', Taryn tells us. 'However, it's not as commercially known as other ancient ancestral healing techniques like yoga, massage, meditation and acupuncture, which are increasingly accepted in modern society. The traditional healing practices of Africa are often seen as comparable with voodoo or witchdoctor practices.'

PLANTS AS MEDICINE

Through extensive research, underpinned by a passion for wellness and healing, Africology harnesses the power of native plants and herbs that are beneficial to the skin, body and mind as a whole. These amazing ingredients are enhanced with nutrients, vitamins and minerals that have the same structure as certain cells within the body and skin, so they're easily recognised, absorbed and processed. The result is a range of products that indulge the senses and work actively on the skin, with effective results.

'Ingredients sourced directly from Nature, such as botanical extracts, essential oils and plant-derived oils, are incredibly beneficial to the skin and make a significant difference to its condition', Taryn tells us. 'We use sustainably sourced



FIND OUT MORE

- View the full Africology range at uk.africologyspa.com
- Get the latest Africology deals and news at facebook.com/ukAfricology

African ingredients straight from Nature, including rooibos, aloe ferox, marula and, rather unusually, African potato.'

Africology's best-selling products are its serums; prices start at £22 – for the Aloe Ferox Serum, Balancing Serum, Skin Hydrating Oil and Vitamin Skin Booster Serum – to £43 for the Renewing Facial Therapy, which actively protects against external elements while restoring moisture and firmness. Other key sellers include Hand Wash (£20), Body Wash (£23), Marula Conditioning Body Oil (£22) and versatile body balms (£18-£29) that can even be melted in an aromatherapy burner.

CONNECTED HEALING

In Africa, there's a philosophy of *Ubuntu* – 'I am because of you'. It advocates humane acts to others and to Nature in general, and enshrines the concepts of interconnectedness, community and communal caring for all. With acceptance and a feeling of being part of a community come great healing powers, not only to the body but to the mind, too.

'Africology believes that great products can only go so far towards creating radiance', Taryn tells us, 'but by respecting the individual, the planet and animals, we can create something truly special.'

AFRICA'S BEAUTY SECRETS



AFRICAN POTATO Full of sterols and sterolins, which help to treat acne, eczema and psoriasis. It helps boost the immune system and has powerful anti-inflammatory and antioxidant properties.

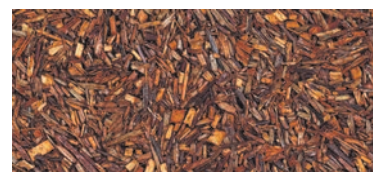
ALOE FEROX Native to southern Africa, aloe ferox leaves contain a

gel with a variety of uses, including calming, soothing and hydrating sunburnt, irritated and sensitised skin. Rich in nutritional and healing compounds and minerals, amino acids, lipids, monosaccharides, phytosterols, vitamins E, B and C and zinc. Stimulates cell regeneration and helps replenish lost moisture.



MARULA SEED OIL Known as 'miracle oil', marula is considered one of Africa's botanical gems. Rich in antioxidants including vitamins C and E, it helps protect against free radical damage and promotes the production of collagen and elastin. Marula seed oil contains high levels of essential fatty acids that help to nourish the skin, reduce redness and hydrate by preventing trans-epidermal water loss.

ROOIBOS Naturally contains alpha-hydroxy acid, a compound



that's beneficial for maintaining healthy skin. It's rich in iron, potassium, copper, manganese, magnesium, calcium, zinc and sodium. A potent antioxidant, with anti-inflammatory and antimicrobial properties. It's useful in the treatment of skin problems such as eczema and acne.

STAY *natural*

It's not as straightforward as it should be – but here's why it's worth the effort

We wouldn't dream of eating the vast majority of the stuff we slap on our bodies, but our skin gobbles those chemicals down far faster than our mouths ever could – without any of our gut's defence mechanisms.

Your skin absorbs about 60% of anything you put on it, and estimates suggest that some of the chemicals found in everyday toiletries can reach your organs in less than half a minute. When you consider the sheer volume of products we use to get clean, smell nice and live in hope of rediscovering That Youthful Glow, you won't be surprised that studies have found the average British woman absorbs around 2kg of cosmetic ingredients every year.

SELLING A LIE

Our skin is drinking a toxic soup of chemicals from the beauty and personal care products we use daily. It's a shocking truth that's entering mainstream discourse; an April article on the *Mail Online* suggests the average woman's daily personal care routine exposes her to 168 different chemicals; a 2009 piece in the same publication cites research that puts the figure at 515.

The reality's sinking in almost as quickly as those chemicals, and we're responding by voting with our feet. Shoppers are shifting brand allegiance and seeking healthier alternatives, and the natural and organic beauty sector is booming as a result. The reasons driving the shift range from sensitised skin or the birth of a baby to a consideration of the environmental impact of

chemicals and microplastics that are washed down the plughole and into our oceans.

But the mainstream beauty industry has always made money from selling false promises, and the growing demand for natural and organic products has led to widespread greenwashing as companies compete for new customers.

Deep down we probably know that one swish of a mascara wand won't magically create the long, thick, curled, extended, gravity-defying lashes the packaging suggests, but in real terms it doesn't really matter. When the same myth-making is transferred to the natural beauty industry it's a very different story.

If you don't get it right, that 'natural' product you pick up could have some serious impacts on your health as well as the environment.

PIONEERS OF GREEN BEAUTY

Jayn Sterland, MD of Weleda UK, has just claimed the top spot in the 'Who's Who in Natural Beauty' list of industry movers and shakers – for the second year running. Weleda has been a pioneer of green beauty since 1921; it has remained so popular across the generations because truly natural beauty products just work. Combine this with the no-nonsense branding – Skin Food is a deliciously nourishing wonder balm that can perk up the hungriest, thirstiest and most jet-lagged skin – and you'll see why Weleda is a trusted favourite among those in the know.





WHAT'S IN BEAUTY PRODUCTS

Most moisturisers on the market – including those you'd think are 'natural' – contain byproducts from the crude oil industry. Mineral oil and petroleum – which also go by the names petrolatum, paraffin oil and petroleum jelly – create a barrier because they can't be absorbed by the skin, but this also means your skin can't breathe or heal. In fact, these crude oil products may be completely counterproductive: some believe chemicals and sweat get trapped under this waterproof barrier and actually degrade the skin's natural defences.

Parabens, the synthetically produced preservatives used in toiletries, are an even bigger worry. Many of us are exposed to them on a daily basis; in the EU, 18 different parabens are permitted for use in cosmetics and personal care products, the most common being ethyl paraben, methyl paraben, propyl paraben and butyl paraben.

A 2004 study by Darbre found at least one paraben in every single tissue sample taken from 20 women with breast cancer. Breast Cancer UK supports the long-term phase-out of parabens in products designed to be applied to the skin or used in food.

Then there are nitrosamines. In 1998, the Department for Trade and Industry said 'it has been demonstrated that nitrosamines are carcinogenic in more animal species than any other category of chemical carcinogen.' Yet they

are commonly used in cosmetics – and not listed on product labels because they are classed as impurities. However, DEA, TEA and MEA – the chemicals in which the impurities can occur – will appear on the ingredients list.

ARE 'NATURAL' PRODUCTS DIFFERENT?

The list goes on (see box, next page) – and the worst part is that, even when you make a conscious decision to avoid these harmful ingredients by choosing a product clearly labelled 'natural', you could still be exposed to them.

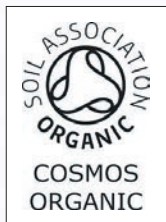
This is because there's currently no harmonised standard for – or official regulatory definition of – 'natural and organic cosmetic products';

Toxic chemicals in everyday cosmetics are poisoning us and damaging the natural world. A lack of regulation and consumer awareness allows 'greenwashing' to thrive. It's time for honesty and transparency and 'big beauty' brands need to clean up their act. We all have a part to play by demanding truly authentic natural and organic cosmetics.'

Jayn Sterland, MD of Weleda UK

while all cosmetics on the European market must comply with the EU Cosmetic Regulation, 'natural and organic' remains an officially undefined sector of the otherwise tightly regulated European industry. This means brands can use the terms 'natural' and 'organic' to cash in on growing consumer interest in the sector, without being held to account over how the terms are used, and whether they accurately reflect the products beneath the label.

In 2012 the Advertising Standards Authority (ASA) ruled that an advert on boots.com for 'Little Me Organics Oh So Gentle Hair and Body Wash' was misleading because the organic ingredients – which were all certified – made up less than 5% of the total product. Boots UK



Don't trust the image of a product that's painted by the brand. Read the label, check the ingredients and look out for the COSMOS and NATRUE logos. If you're putting something on your skin, make sure it's good enough to eat – because eat it it will.



If you want to go natural, avoid beauty products with any of the following ingredients. There are others, but these are the key ones to watch out for:

Alpha hydroxy acids	DMDM hydantoin	Padimate – O or octyl
Ammonium laureth sulphate	Disodium EDTA	dimethyl PABA
Bentonite	Elastin	Perfumes or aroma
BHT (butylated	FD&C or D&C	(synthetic)
hydroxtoulene)	Fluorocarbons	Petrolatum (mineral oil,
Bronopol (or 2-bromo-	Formaldehyde	paraffinum, baby oil, Vaseline)
2-nitropropane-1,3-dio)	Glyceryl lauride	Phenoxyethanol
Butyl, ethyl, methyl or	Imidazolidinyl urea	Phthalates
propyl paraben	Isopropyl	Polyethylene glycol (PEG)
Cocamidopropyl betaine	Kathon CG	PVP/VA C
Collagen	Lye	Quaternium 15
DEA olet-3 phosphate	Methylchloroisothiazolinone	Sodium laureth sulphate
DEA-cetyl phosphate	Methylisothiazolinone	Timerosol
Diethanolamine (DEA)	Mineral oil	Toluene
Dioxins	Monoethanolamine (MEA)	Triclosan

The agreed standard – COSMOS Organic – requires 'organic' products to contain 95% organic ingredients. COSMOS also provides certification for products that say they're 'made with organic' ingredients, if 20% of the ingredients in leave-on products are organic (or 10% in rinse-off products). All COSMOS Organic-approved products use only natural colour and fragrance, use traceable and sustainably sourced ingredients and are never tested on animals. 'COSMOS Natural' products don't have to contain any organic ingredients – though many do. This logo is more for products like toners, bath salts or face masks that contain lots of ingredients that can't be organic, such as water, salt or clay. The logo guarantees no animal testing and no GM ingredients, controversial chemicals, parabens, phthalates or synthetic colours, dyes or fragrances.

These standards, agreed between the Soil Association, BDIH (Germany), COSMEBIO (France), Ecocert Greenlife (France), ICEA (Italy) are used by over 1,600 companies manufacturing and selling over 25,000 products in more than 45 countries – which adds up to about 85% of the certified cosmetics market.

Ltd was told that the ad must not appear again in its current form, but no company has a legal obligation to take the ASA's advice.

CONSUMER CHOICE

Customers have the right to choose whatever beauty products they want, but they can't make informed decisions if they're not given enough – or sometimes even correct – information at the point of sale.

In a bid to clean up 'natural' beauty's dirty secret, some pioneers have created their own standard to help shoppers navigate the aisles. Products carrying the NATRUE logo, for example, have met the requirements of a standard that sets three certification levels:

'Natural Cosmetics', 'Natural Cosmetics with Organic Components' (at least 70% organic) and 'Organic Cosmetics' (95% or more organic). The certification process is carried out by third party and independent organisations that verify product compliance to the standard. Products from over 230 manufacturers in 30 different countries now carry the NATRUE label, which can now even be found on natural nail polish and BB and CC creams.

Likewise, most people now know to look for the Soil Association's stamp of approval on certified organic food, but the charity is also one of five European organisations that, in 2002, came together to harmonise their individual standards for organic and natural cosmetics.

FIND OUT MORE

- More about Weleda's pioneering approach to natural beauty is at weleda.co.uk/your-wellbeing/natural-beauty
- Watch *Stink!*, 'the movie the chemical industry doesn't want you to see', at stinkmovie.com
- More on NATRUE certification is at natrue.org
- More on the COSMOS standards is at cosmos-standard.org

Natural BEAUTY



High street cosmetics can contain cheap (and nasty) ingredients – here's how to avoid them

We've been putting poison on our skin since the Elizabethan era; today we know a lot more about chemistry and biology, so why do we still do it? 'Unless we develop a problem, many of us trust cosmetics brands and just don't think about it', says pharmacist Michelle Sutton, who founded Butterflies Healthcare with her optician husband, James. Earlier this year, a study by Groupon revealed British women spend on average £70,294 on their appearance in their lifetime – with £33,615 of that going on the face alone. You'd think we'd be getting premium products for that kind of money – wouldn't you? 'High street cosmetics are branded as aspirational so we feel good when that's reflected in our bathrooms', Michelle says. 'The best explanation I have read is to think about the cost of advertising, packaging, beauty counters and consultants and where the money comes from to pay for them. Profit margins have to be high, so cheaper ingredients are often included to lower the cost price.'

Those cheaper ingredients include anything from the chemical fixers that give makeup its staying power to parabens, nickel, chrome, alcohol, SLS and MI. 'The complete list is long', Michelle tells us. In the short term some of these ingredients can cause an intolerance, leading to sore, watery eyes or red, blotchy skin. As well as completely ruining an evening out, the long-term risks include hormonal imbalances. 'Paraben preservatives seem to cause a problem for many women and are known hormone disruptors', Michelle says. 'Nickel allergy is becoming more common, too. Cosmetics labels have to conform to INCI standards so these are easy to spot on the labels.'

The skin has natural defences to sensitivity; while mainstream cosmetics gradually strip them away, increasing the risk of reactions, natural beauty products can actually boost them.

NATorigin: the first range of natural cosmetics to respect the Earth and protect skin and eyes

GOING NATURAL

According to Michelle, everyone can benefit from natural and allergy-friendly makeup: it prevents reactions developing in the future and improves skin condition in the meantime. 'It can take a few weeks for any previous skin blotches to calm down, but reduced mascara sensitivity is immediately noticeable', Michelle says. 'Within a month, many women notice small imperfections fading and see their complexion generally improve, meaning they can use less makeup!'

Natural and organic cosmetics were created to respect and preserve the environment, not to protect our skin or eyes. NATorigin is the first range of natural cosmetics created to do both: it's kind to the environment and even the most sensitive skin and eyes. 'NATorigin cosmetics are formulated and tested by pharmacists, dermatologists and ophthalmologists using a unique process called bio-inertia', Michelle tells us. 'They leave no adverse effects on the skin or in the eyes or contact lenses – and their Allergy UK approval also sets them apart.'

Bio-inertia avoids known irritants and gently mills the cosmetics particles into tiny spheres. Compared with the large, jagged particles normally found in cosmetics, these spheres are less likely to cause a reaction. Known irritants are avoided and replaced with gentler alternatives, so sensitised women can try wearing makeup again.

WHEN 'NATURAL' ISN'T 'GOOD'

The most obvious way to avoid irritation and protect sensitive skin is to go for chemical-free cosmetics, but some brands that are marketed as

'natural' are in fact anything but. 'Green-washing is rife', Michelle tells us. 'Usually a few natural ingredients are mixed with lots of others, yet the end product is labelled 'natural'. There isn't enough industry regulation so consumers need to check the labels carefully.'

But it's not that simple: even some genuinely natural products can cause problems for sensitive skin. 'Natural doesn't always mean good', Michelle explains. 'Some natural ingredients, such as talc, have been linked to ovarian cancer and others, such as palm oil, are not always sourced responsibly. Some essential oils can irritate sensitive skin, too – meaning even natural fragrances can cause reactions.'

For Michelle, it's sometimes better to use a very small amount of an effective chemical product than a lot of an ineffective natural one. 'A small amount of synthetic perfume has been added to the NATorigin eye makeup remover and hand and nail cream, to avoid a higher amount of a natural fragrance', she explains.

ARE WE COMPLICIT?

Many of us are aware of the risks of blind trust in beauty brands, but Michelle is concerned about younger girls wearing eyeliner, and fears they'll become sensitive much earlier because limited budgets lead them to the cheaper, more potentially irritating brands. There are plenty of natural brands available now, though you'll rarely see them in high street retailers. Step into an independent health shop and it's a different story – you'll get recommendations from knowledgeable staff who aren't paid to sell you a lie. 'Education helps', Michelle says, 'but many of us are loathe to give up the big brands. There's still a long way to go!'

FIND OUT MORE

- More specialist eyecare information is at butterflies-eyecare.co.uk
- See what is (and isn't) in NATorigin products at natorigin.co.uk/key-ingredients and natorigin.co.uk/freefrom
- Advice for allergy sufferers is at allergyuk.org

KNOW YOURSELF INSIDE OUT

Lab tests could revolutionise the
health sector and may extend –
or save – your life



Want to feel better, live longer, exercise harder or understand the inner mysteries of your body? Simple health tests can tell you all sorts of things about what's going on beneath your skin – right down to the health of your heart, the state of your liver and how well your thyroid's functioning. The goal is to empower you to take control of your health and make any necessary lifestyle changes before problems kick in.

'My decision to start a direct to consumer blood testing business grew, like many start-ups, out of wanting the service for myself', says Helen Marsden, director of Medichecks. 'I wanted tests for homocysteine, inflammation, IGF-1 and more, and had no idea how to get them. I figured if I wanted that level of detail then others would, too – so I left my job in the City and pursued my passion for health with Medichecks.'

HOW IT WORKS

Health tests are extremely straightforward, and that's one of the key draws. If you live in London you can simply walk in to a Medichecks partner laboratory to have your blood drawn. Otherwise, it's a case of browsing online to find the test you want, ordering it and then waiting for the postman. 1,200 Medichecks tests are available – from overall health screens (covering over 50 different markers for £149) to a sports range and male and female hormone tests (from £29). The kit that comes through your letterbox contains everything you need to take your sample – and in most cases you won't need to do anything more than prick your finger.

'The test results come back to us and one of our team of doctors interprets them based on information you gave when you logged in to your account', Helen explains. 'Your results are often back within a day or two of taking the test, along with an explanation from one of our doctors about what your results mean. That sort of speed and convenience has real appeal to the time-pressed 'want it now' generation.'

As well as the convenience, the anonymity of the service has a certain appeal; 'Lots of men put off going to their doctor, partly because they don't want the conversation and partly because of the hassle', Helen tells us. 'If they are worried about low libido, for example, it's much easier to order a quick hormone check from us than to have to go and explain symptoms to a doctor.'

**'rather than passively accepting your doctor's
advice in the old paternalistic model, you're actively
participating in your own wellbeing'**

TAKING CONTROL OF YOUR HEALTH

Over the last three years, Helen has watched the market in health tests explode as people take an increasingly proactive approach to health. 'To take control of your health, you need to be educated and informed about health risks, which in turn provides the motivation to proactively manage those risks', she tells us. 'This is turning the traditional healthcare model on its head: rather than passively accepting your doctor's advice in the old paternalistic model, you're actively participating in your own wellbeing. Our customers are very likely to go to their doctor with their blood test results in hand, with a very good idea of what outcome they want from the appointment.'

These tests can be the next step for anyone who has come to the end of the line with their GP and still doesn't have the answers they're looking for. 'We have a big market in thyroid testing, for example', Helen says. 'In many parts of the country the NHS restricts which thyroid tests GPs can order, whereas we offer extensive profiles which may provide answers.'

As well as helping with specific conditions, the goal at Medichecks is to optimise customers' overall health by providing a detailed picture of what's going on inside their bodies. 'Our customers are often surprised by their results; they may be supplementing with vitamin D yet still find that they are 'insufficient' in this important vitamin, or they may have felt fatigued for several years, only to find that they have low vitamin B12. Even if you are completely well, a health check-up can provide useful insights.'

Anyone who's embarking on a new diet or lifestyle change can use lab tests to check before and after stats, and those who have targets outside the average ranges can monitor areas they're trying to fine tune. 'We test a lot of athletes who are looking to optimise performance', Helen tells us. 'I think we've all been in the situation where the GP's receptionist has called to say everything is 'normal', but for our customers that isn't nearly enough detail. Sometimes, what is normal for the average person isn't optimal for someone looking for a new personal best.'

PREVENTION TRUMPS CURE

Many of the conditions that are likely to cause premature death are lifestyle related, and they often have no symptoms – especially in the early stages. Getting a picture of your inner health gives you the chance to take preventative action.

'We are all about giving people insights which help them to prevent disease at a stage in their life when they might still be able to manage it through lifestyle changes', Helen says. 'It's much better to identify prediabetes in your 30s and reverse it through diet than to get a diagnosis of full-blown diabetes in your 50s and face spending the rest of your life on medication. We want to give people much more control over their health and wellbeing, provide information in a non-alarmist way and help them to make steps in their lives that will hopefully prevent them from turning up in their doctor's surgery with a life-changing illness.'

LEFT
Helen
Marsden,
director of
Medichecks

BELOW
Taking
control of
your health
could be
the key to
a long and
happy life

One example is liver disease: we know it's on the rise and that it's also lifestyle related. A check-up highlighting some liver inflammation may well be the kick you need to start moderating your diet or alcohol consumption. 'We all know about these risk factors but I'm constantly surprised by how few people actually know their own numbers', Helen tells us. 'Our vision is to make having a health test as routine as going for your annual dental check-up. By building a long-term picture of what is normal for you, you can see immediately when something changes – which may be your cue to take action or seek treatment.'

Helen sees the market for health optimisers growing rapidly – in sports, anti-ageing and straightforward wellbeing – and wants to build the range of Medichecks tests to help people get in the best health they can for their particular goal, whether that's living to 100, beating their personal best or defying their family medical history through lifestyle changes.

This could also be a way to take pressure off the NHS; 'If we can get someone to reverse a condition before it takes hold, and prevent that stroke, heart attack or diabetes, then we can hopefully keep them out of hospital and long-term disease management and medication', Helen says. 'That has to be a good thing.'

FIND OUT MORE

- View the full range of Medichecks tests at medichecks.com/categories
- More about the testing process is at medichecks.com/how-it-works
- Details of Medicheck's walk-in clinics (London) are at medichecks.com/private-blood-tests-london



ENZYMES: 'the most overlooked link to good health'



Dr Michael Murray, 'the voice of natural medicine' and Enzymedica's chief science officer, on why digestive enzymes might be the answer to common digestive symptoms

Wind, bloating, irregular bowel movements, abdominal cramps and other gastrointestinal symptoms may be associated with improper digestion. One of the reasons this might be happening is that you lack certain digestive enzymes, which are vital for a healthily functioning gut.

Enzymes are molecules that either build or break down chemical bonds. Digestive enzymes break down food particles into smaller, preferably single, molecules.

Insufficiency – or a complete lack – of a digestive enzyme can lead to impaired digestion. For example, many people lack the enzyme lactase that digests lactose in milk. This makes them

'lactose intolerant.' When they eat a food that has lactose in it, like milk or ice cream, it leads to symptoms such as wind, bloating and maybe even diarrhoea.

Taking the enzyme lactase as a dietary supplement can allow those who are lactose intolerant to break down the lactose and completely avoid the digestive consequences.

A HEALTHY MICROBIOME

Undigested food particles can wreak havoc on our digestive function, leading to digestive symptoms and discomfort. Digestive enzymes are critical in maintaining the proper intestinal environment and feeding the microbiome and microbes we harbour in our body. The number of microbiota – bacteria, viruses and fungi – that live on or in the human body is huge. It's estimated that approximately 100 trillion microbial cells from 1,000 different species of microorganism live within or on us, in a truly symbiotic relationship. To a

BELOW

Enzymedica's award-winning digestive enzyme supplements can help with specific food intolerances, like lactose or gluten, or provide all-round digestive support



very large extent, the human microbiome plays an integral role in our overall health.

In an effort to improve the microbiome and thus improve our health, many people look to probiotic supplements. Digestive enzymes are not yet as well known as probiotics, yet they are vital to our gut when it comes to effective digestion.

INCREASE YOUR INTAKE

Digestive enzymes have to be taken as a supplement, and in my experience, the best enzyme formulas to use are from Enzymedica. Taking a broad-spectrum multiple enzyme formula, like Digest Gold™, can provide tremendous support in the digestion of all types of food components such as proteins, fats and carbohydrates.

Most enzymes are effective or active within a very narrow pH range; since the pH of the human gastrointestinal tract varies from very acid to alkaline, most enzyme supplements are not effective throughout the entire gastrointestinal tract. So, while an enzyme supplement may be helpful in one part of the digestive system, it may be totally inactive in another.

Enzymedica uses a proprietary process called Thera-Blend™ that provides a mixture of digestive enzymes in the formulas so that there will be enzymatic activity throughout the pH range of our entire gastrointestinal tract.

When choosing an enzyme supplement, read the ingredients label and avoid any products that contain fillers such as magnesium stearate, apple pectin or rice starch. Looking at the label of a high-quality enzyme product, you will find measurement units you may not be familiar with. For example, the enzyme protease is measured in HUTs (Hemoglobin Unit on an L-Tyrosine basis). With most supplements, we are used to comparing products based on weight. However, with enzymes we are interested in the activity and potency available. It's important to know there's no direct relationship between weight and enzyme activity.

PROBLEMS DIGESTING GLUTEN?

If you have digestive health problems when you eat foods containing gluten, like bread, pasta, cakes and biscuits, then it is extremely important to pay attention to your

enzyme intake. Approximately one in every three adults is reducing or avoiding gluten consumption. Gluten is the main protein complex primarily found in grains including wheat, barley, spelt and rye. Many people have an intolerance to gluten along with casein, a protein found in milk and dairy products. When ingested by intolerant individuals these proteins can produce gastrointestinal discomfort, particularly wind and bloating.

The popular solution for gluten and casein intolerance is to follow a gluten-free, casein-free diet, but hidden sources of gluten or casein in foods can still lead to discomfort. Beneficial grains for replacing sources of gluten include amaranth, quinoa and a variety of rice, such as brown, red, black and wild rice.

When avoiding gluten and casein it is very important to read food labels carefully. Supplemental digestive enzyme preparations can help people tolerate lower levels of gluten or casein intake, especially during the initial phase of gluten or casein avoidance.

GlutenEase™ combines the Protease Thera-blend™ enzymes (G1) along with dipeptidyl peptidase IV (DPP-IV). This enzyme targets both gliadin and casein and is resistant to breakdown by other digestive enzymes.

DPP-IV is thought to be one of the key enzymes responsible for the digestion of these proteins and is known to be found in lower amounts in the intestinal lining of individuals with gluten sensitivity and intolerance. In fact, there is an inverse relationship between the level of DPP-IV and intestinal damage in people with gluten sensitivity. In other words, the lower the DPP-IV, the more significant the damage to the intestinal lining.

OTHER DIGESTIVE SUPPORT

I'd recommend the digestive enzyme supplement Acid Soothe™ for occasional heartburn and indigestion. Most often people reach for acid-blocking medications to deal with indigestion, but this approach is somewhat shortsighted as they usually only treat the symptoms rather than dealing with the cause. Also, these types of medication typically have a long list of possible side-effects. They seem to block digestive symptoms only to cause even more severe health issues.

A healthier alternative to dealing with indigestion is to take a natural supplement that contains digestive enzymes to support the digestion of the foods that trigger heartburn and indigestion in the first place. Acid Soothe also includes zinc carnosine, a special form of zinc that has been shown to soothe and help strengthen the mucosal lining of the stomach to allow it to act as a buffer to gastric acid.

Dr Michael Murray is the author of over 30 books, including *The Encyclopedia of Natural Health*.



FIND OUT MORE

- Ask for Enzymedica at your local independent health store
- See the full range of enzyme supplements at enzymedica.co.uk
- Connect with Enzymedica UK on Facebook (facebook.com/EnzymedicaUK) or Twitter ([#EnzymedicaUK](https://twitter.com/EnzymedicaUK))

THE NEW WAY TO TRACE FOOD



Soil Association's Hayley Coristine explains why the future of food is going digital

We're in an age of food scandals – at a time when shoppers are increasingly interested in health and wellbeing. It has never been more important to know exactly where our food came from.

Research has found that mistrust significantly impacts the relationship consumers have with the foods and products they buy. Combine this with heightened media interest in food scares – like the recent incident in which Dutch eggs were contaminated with the pesticide Fipronil – and you'll see why many people have been left feeling sceptical about the food industry. This at a time when demand for nutritious, fresh and seasonal produce is on the rise.

As a nation, we want to know the precise journey our food made – from field to fork.

SMART TECH

To bridge the gap, Soil Association has been working with tech start-up Provenance to help people find out exactly how their food was produced. In a brand new pilot – the first of its kind in the UK – shoppers have been able to trace organic food from supplier to shelf with a simple scan, using nothing more than their mobile phone.

The information is made available through blockchain technology, a secure method of information verification which is also the cornerstone of the bitcoin digital payment system.

During Organic September, shoppers were able to visit selected As Nature Intended stores to scan and trace the journey of organic bacon from the shop shelves back to its production at Eversfield Organic Farm in Devon.

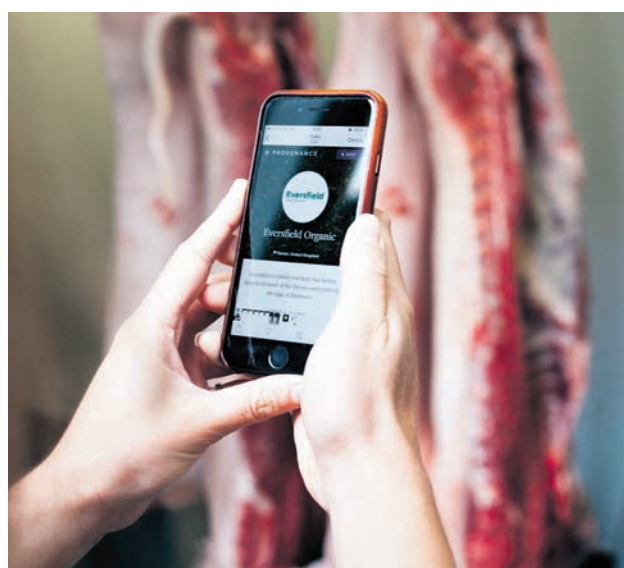
Combining blockchain with the technology used in the Oyster card to 'tap' and pay, customers could simply scan or hover their smartphones to discover the unique journey behind their food.

Information including origin, ingredients and any special attributes – such as organic, gluten-free, dairy-free and more – appeared on their screens, along with photos and farmer or producer profiles.



ABOVE
New tech allows customers to scan food to verify claims and check ingredients

RIGHT
The technology provides provenance information alongside company details



A REVOLUTION IN SHOPPING

This cutting-edge tech brings a revolutionary dimension to the way we shop, letting customers discover the journey of their food through an interactive label. Shoppers can see where it was grown, reared or harvested, and how, when and by whom it was processed and transported. It also gives producers an opportunity to share the story behind what makes their products so great.

Is this the future of food? Some of the world's biggest brands think so. This summer, Nestlé and France's leading retailer, Casino Group – among others – confirmed that they will be starting to use blockchain technology for their supply chains, and engaging shoppers with meaningful purchasing experiences.

While the pilot was time-limited, ending once the specially marked bacon was sold, it has proved an exciting example of the possibilities around the way we interact with our food.

FIND OUT MORE

- More on the Soil Association is at soilassociation.org
- Join the good food revolution at soilassociation.org/support-us
- Discover the benefits of going organic at soilassociation.org/organic-living



Keep it in the FAMILY

The future of farming could depend on simpler practices inherited from the past

‘If you look after nature, it will look after you.’ These were the words Richard Clothier’s grandmother used when she taught her family about the importance of sustainable farming.

The Clothiers have been farming and making award-winning Wyke Farms cheddar in the heart of Somerset for over 300 years. The cheese is still made in individual batches to Grandmother Ivy’s secret recipe, which is so special it’s locked in a safe on the farm.

Wyke is one of the UK’s largest independent cheese producers, and its success – which runs parallel to MD Richard’s passionate advocacy of a return to sustainable practices in modern agriculture – explodes the myth that industrialisation and intensification represent the future of profitable farming.

NOT ALL CHANGE IS FOR THE BETTER

‘At least 500 million of the world’s estimated 570 million farms are managed by families’, Richard tells us. ‘But the farms still owned by families or individuals are becoming more like corporations. The demands of high production and a growing population mean labour-intensive tools were set aside for faster, energy-guzzling machines. Sustainability has somehow been forgotten.’

Remembering and nurturing a connection to the land is key for Richard, who wholeheartedly believes farmers have the power to change the world. ‘Thoughtful and simple sustainability measures, such as embracing natural fertilisers, processing waste through anaerobic digesters to reduce the carbon impact and feeding cows

to minimise the production of methane would all make it possible to meet somewhere in the middle’, he says. ‘Simpler farming practices of the past can be used to meet the high demands of the future – ones that respect the environment and grow businesses for future generations.’

GREEN IS GOOD FOR BUSINESS

In 2012 Wyke launched a sustainability programme called ‘Wyke Farms 100% Green’, which challenged the team to run the business in a way that created a positive impact on the environment and community.

The company’s first step was to fit solar arrays to farm buildings and secure planning for a green biogas plant, powered by farmyard manure and dairy waste. Wyke Farms soon became a glowing pioneer of energy independence as it transitioned its operations to home-generated renewable power.

The farm has also been able to use a nitrogen-rich byproduct from the biogas plant as an organic fertiliser, ending any need for artificial chemical alternatives on the farm and elsewhere in the region.

In recognition of its successes, Wyke Farms was named Dairy Company of the Year – and Richard Personality of the Year – at 2013’s Food Manufacturing Excellence Awards.

Wyke Farms now upgrades the gas from its biogas plant so it can be sold to the National Grid as well as being used to run the cheesemaking operation and the farm. A water recovery plant has also been commissioned, allowing up to 90% of the cheese dairy’s wastewater to be reused. As a result, it’s the first cheddar company to achieve triple certification to the Carbon Trust Standard for improving environmental performance across carbon emissions, water use and waste.

SAVING THE WORLD

Over the last year, the family farm has spent another £3m on increasing the capacity of its anaerobic digester so it can process more waste from local companies, such as apple pomace from local cider mills, and turn it into gas for the farm and its customers.

‘Food and farming is still responsible for around a quarter of the world’s greenhouse gases’, Richard acknowledges. ‘Over the next 15 years we’ll see around a billion people across Asia entering the middle classes and consume more energy, meat and dairy. We have to use the natural assets on farms and our skills from the past to make these products in a way that respects the environment and also creates a positive impact. Farming can actually save the world.’

FIND OUT MORE

- More on Wyke Farms’ sustainability policy is at wykefarms.com/green
- Find out why Wyke Farms Cheddar is a MyGreenPod.com Hero at mygreenpod.com/heroes
- Buy the award-winning cheeses from wykefarms.com/shop



GREEK STYLE Somerset stile.

Our Greek Style yogurt is naturally thick & creamy. As we say in the West Country, it's 'gurt lush'.*



PHOTOGRAPHED BY LOUIS, JUST DOWN THE ROAD FROM OUR SOMERSET FARM
*Frankly, delicious



TORCHING THE TEMPLATE

One thing we could all do to be healthier, feel more energised and have a better relationship with our environment, is this: eat more veg. It's a no-brainer, right? We all know we're supposed to eat our greens; veg is incredibly good for us – full of the vitamins, minerals, antioxidants, fibre and complex carbs that our bodies need. But there's more to it than that. There are several compelling reasons why a plant-based diet isn't just a good thing to aim for – it's absolutely imperative.

HOW PLANTS SAVE LIVES

For a start, there's the simple fact that consuming more health-boosting plants leaves less space in our diets for foods that actively harm us. More veg means less sugar and processed foods, for example, and cutting back on those, it turns out, is pretty essential. Refined sugars and 'empty carbs' are now widely recognised as leading causes of the obesity and ill health that overshadow millions of lives worldwide.

More veg also means fewer animal-based foods, meat in particular – and the consequences of eating less meat, for the entire planet, could be colossal. Not only is livestock farming massively resource-hungry, swallowing up great quantities of crops, power, fuel and water, but meat production is a key factor in climate change. The farming of animals – particularly in an intensive system – releases huge volumes of greenhouse gases into the atmosphere. Last year, researchers at Oxford University concluded that a global switch to plant-based diets could 'save up to 8 million lives by 2050, reduce greenhouse gas emissions by two-thirds, and lead to healthcare-related savings and avoided climate damages of \$1.5 trillion (US)'.

a plant-based diet isn't just a good thing to aim for – it's absolutely imperative' *Hugh Fearnley-Whittingstall*



Hugh Fearnley-Whittingstall explains why it's time to 'rejuvenate our entire culinary culture'

CULINARY INSPIRATION

But we shouldn't be eating more veg just because it's The Right Thing to Do. We should do it because it's life-enhancing in every way: veg is glorious, colourful, full of flavour. It expresses the seasons, anyone can grow it and it's easy to cook. I am not vegetarian. I still enjoy animal foods. But I am, these days, very much veg-led. I did need to make a few adjustments to my thinking along the way. And if we're to eat more veg as a nation, we'll need a shift in attitudes, too.

MAKE WAY FOR NEW HEROES

Many of us grew up seeing vegetables as things that were boiled then put on the side of the plate: gravy-smothered adjuncts to the meaty main event. A lot of vegetarian cooking has sought to fit into the same paradigm, creating 'substitutes' that slot into the traditional meat-and-two-veg template. I say: let's torch that template.

Why not feast on a heap of three or four different veg, roasted with spices, trickled with a lovely dressing and scattered with nuts? Or garlicky, herby broad beans tumbled over hot baby spuds? Or a bubbling, oat-topped winter veg gratin, served up with nutty, earthy lentils? Let's make vegetables the tasty, tummy-filling heroes on our plates.

A NEW CULTURE

Welcoming more veg into your life can change how you eat, as well as what you eat. It's certainly led me to question the convention that says one main dish must dominate at every meal. Led by the example of Mediterranean and Middle Eastern cuisines, I frequently lay out a few different veg dishes to be shared and passed around. The mezze-model, as I think of it, is an incredibly sociable, enjoyable way to eat. Eating more veg could rejuvenate our entire culinary culture.

It's not difficult to make this happen; we just have to set aside the old conventions and put plants first in our kitchens. Think of it as reflecting their role in the natural world. Thrusting, fast-growing and abundant, plants form the basis of the food chain: they are the bedrock of our ecosystems – in our gardens, in agriculture, in Nature itself.

The American journalist Michael Pollan summed up the best approach to a good diet: 'Eat food. Not too much. Mostly plants'. The tenet sank into my consciousness when I first read it and it's remained there ever since: brilliantly simple and, in my view, incontrovertibly right. In recent years I've come to see it's also an invitation to the most healthy, vibrant, varied, planet-friendly cooking you'll ever enjoy. Dig in!

FIND OUT MORE

- Master the art of veg cookery with a River Cottage course rivercottage.net/cookery-courses/veg
- Explore River Cottage recipes at rivercottage.net/recipes
- See what's on at River Cottage at rivercottage.net/calendar



Natural sparkle

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Suma

A REVOLUTION IN DESIGN

Will young designers drive the
shift to a circular economy?

Brighton's
Waste House,
designed
and realised
by Duncan
Baker-Brown
(front row,
orange
T-shirt)



On a university campus just off Brighton's busy Grand Parade, the Waste House could – to an unsuspecting visitor – be a simple university outbuilding.

But it's Europe's first permanent building made almost entirely from discarded materials.

Two tonnes of denim, 4,000 DVDs and 25,000 toothbrushes are just some of the everyday 'waste' items used in this carbon negative building, which was erected by over 360 design and construction students.

Described as a 'live laboratory', the Waste House was commissioned by the University of Brighton and realised by Duncan Baker-Brown, the project's architect and designer, with the help of over 35 different partners including the Mears Group, which ran the building site, and City College Brighton and Hove, which supplied the construction students. Freegle UK's Cat

Fletcher also played a huge role in sourcing waste materials for the building.

Young student designers – and anyone else who uses the building – can't fail to notice the everyday products in the walls and think about the problems associated with their manufacture. 'The 4,000 VHS video tapes, the floppy discs – these things are long gone from our homes, our consciousness even, but they are still very much on planet Earth', Duncan tells us. 'Remember there is no 'away' when you throw something away; most of the plastic manufactured over the last 100 years is still with us.'

HOW WE GOT HERE

Somehow, over the last century, we've simply come to accept a system in which materials are used and then thrown away. Before this linear economy took hold products and buildings were constantly reused and adapted. Nothing was

thrown away: 'dustmen' got their name because our bins contained nothing but dust.

Duncan acknowledges this 'is a big topic', but traces it back to the birth of the American Dream. 'After the second world war, US oil barons, politicians and big advertisers convinced the American people to buy lots of poorly made oil-based plastic and steel products that had built-in obsolescence and needed to be replaced again and again', he explains. 'The consumer culture – and more importantly the dream that we could have whatever we wanted, whenever we wanted it – spread around more affluent countries like wildfire. Before we knew it we had wrapped our wonderful planet with plastic and other toxic waste. It's very inspiring to see Parley for the Oceans partner with Adidas to produce everyday training shoes and sports kit out of it.'

This is just one example Duncan came across while researching his new book, *The Re-Use Atlas*.

The book provides insights into how a circular economy would – and in some cases already does – work. ‘Within a circular economy there is no such thing as waste’, he says. ‘Waste from one system is ‘food’ for another – just like in the natural world.’

GETTING IT RIGHT

In a circular economy ‘dumb’ materials with no end-of-life strategy, such as the plastics invented in the 20th century, would have been replaced by more sophisticated materials that can be composted. ‘All products would be designed for re-assembly: they would be material stores for future projects, and would be reused rather than recycled,’ Duncan explains. He notes that BMW cars are 80% recyclable, but rather than being turned into new BMWs their parts are mainly used as aggregates for new roads.

Duncan admits he was ‘surprised’ to find some of the most inspiring examples of closed loop design in larger, established companies; ‘Phillips Lighting now offers an option to ‘Lease Lux’ instead of buying light fittings that you’d have to throw away one day’, he tells us. ‘The customer

has a lease agreement with Phillips, which must replace the the light fitting itself as well as any broken bulbs.’ Because Phillips is responsible for disposing of the products it manufactures, it’ll make sure the returned, redundant fittings are a resource it can reuse.

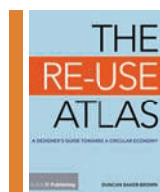
‘Interface currently makes some of its carpet tiles from old fishing nets collected by fishing communities in the Philippines’, Duncan continues. ‘At one level these communities are part of the Interface supply chain, at another they are cleaning up their natural environment and being paid to do it.’

STEPPING UP

In order for a circular economy to work, we all need to understand what the concept means. We also need legislation; in December 2015 the

EU Circular Economy Package was published, highlighting the huge potential for jobs and wealth that genuine closed loop systems present.

But for Duncan, designers need to ‘step up’ to the challenges and design the systems, supply chains, materials, products and buildings that will supply a circular economy. ‘Many omnipresent materials have no end-of-life strategy beyond being toxic waste’, he says. ‘This will change. Designers will make sure that the things they design can be disassembled and reused again, and again and again. If designers can become more aware of the (sometimes) negative consequences of their decisions, then I believe that they will unpack the way they do things now and then literally reassemble their supply chain so that it is ethical, environmentally sensitive and, crucially, a closed loop.’



FIND OUT MORE

- Duncan's new book, *The Re-Use Atlas*, is available at ribabookshops.com
- More on Duncan Baker-Brown's design work is at bbm-architects.co.uk
- To learn more about the Waste House, visit arts.brighton.ac.uk/business-and-community/wastehouse

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Lynda Brown, executive director of the Biodynamic Association, on farming's best-kept secret

What do Wholefoods USA, top chef Skye Gyngell, Compassion in World Farming's Philip Lymbery, Michel Roux Jr, the Hemsley sisters and the world's most influential wine critic, Robert Parker, have in common? They all advocate farming's best-kept secret: biodynamics.

But now the secret's out. The number of top wine critics flying the flag for biodynamic wines is on the rise, as is the stable of chefs who lust after fresh biodynamic produce that sings with health and vitality (the new benchmark of quality). Weleda Skin Food, like so many of the green beauty pioneer's products, is made from plants homegrown in Weleda's biodynamic gardens. Lauded by top models and fashionistas alike, a tube's sold every 30 seconds.

Headlines like 'Long story short: biodynamic is the new organic, and you need to get behind it, like, yesterday' are bringing biodynamics and its quirky practices out of its esoteric shadows and into the limelight. Which means we'd all better find out a bit more about it (like, yesterday).

HOW IT ALL STARTED

Biodynamic farming began in Europe almost a century ago; it's the oldest form of what we now call organic farming. Both began as a reaction to the intensification of farming, and were fuelled by the unshakeable belief that our health begins and ends with healthy soil. Like organic farming, biodynamics forbids the use of synthetic fertilisers, harmful pesticides and GMOs; its standards are regulated in exactly the same way as those for organic produce.

But biodynamic farming goes further – up to the heavens and back, in fact. Inspired by the visionary philosopher Rudolf Steiner, the biodynamic approach is holistic and spiritual.

'THOUGHTFUL AGRICULTURE'

The interconnectedness between Nature, human consciousness and the 'realm beyond the material' lies at the heart of everything biodynamic. That and a deep reverence and respect for all life forms. The quest for harmony and the ever-changing dynamic that creates and sustains life shapes its approach.

Dubbed 'thoughtful agriculture' by *Vogue*, biodynamics advocates a more intimate 'mindful' connection with the land, and embraces not

Biodynamics

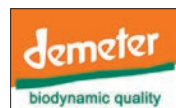


BIODYNAMICS: THE ESSENTIALS

Rudolf Steiner: Austrian visionary, philosopher, educationalist, social reformer and polymath. Founder of spiritual science (anthroposophy).

Biodynamic farming: emerged from eight agricultural lectures

given by Rudolf Steiner in 1924 – now a worldwide movement.



Demeter: Greek goddess of agriculture, presides over the harvest, grains and fertility of the Earth. International logo for

certified biodynamic food (see picture, left). One of Europe's leading organic brands.

Biodynamic Association (BDA): membership charity that supports and promotes biodynamic farming and gardening in the UK.

just earthly but the more subtle planetary and celestial forces and rhythms. Anyone familiar with eastern philosophies, complementary therapies or the mind-bending aspects of quantum sciences will find much in biodynamics that feels familiar, too.

Biodynamics thus views farming (and gardening) as a living, dynamic two-way conversation between ourselves and the Earth for the mutual benefit of both.

A SENSE OF PLACE

On a practical level, a couple of other concepts define biodynamic farming. First and foremost it seeks to produce the highest quality food that is

full of vitality and has a taste that resonates with a sense of place – *terroir* in wine-speak. That's why winemakers practice biodynamics.

Second, it's regenerative. For a biodynamic practitioner, the question is not so much 'what will my land produce and how can I get it to produce more?', but 'what does my land want to give, and how can I understand it better so I can help it realise its full potential and allow it to become self-sustaining and self-sufficient?' By any measure of sustainability, that's awesome.

YOU ARE WHAT YOU EAT

What else? Biodynamic practitioners use specific natural remedies (known as 'BD preps') to enliven biodynamic soils, composts and crops. They use lunar planting calendars, emphasise observation and focus on a farm's individuality.

If, like me, you feel there's more to life than reductionism – that you are what you eat, body, mind, and soul – then biodynamics may prove an interesting and fruitful journey of discovery.

FIND OUT MORE

- More on the Biodynamic Association is at biodynamic.org.uk
- Find out why biodynamic cows keep their horns at biodynamic.org.uk/why-cows-have-horns/
- See a great range of biodynamic wines at vintage.roots.co.uk

CLOCKWORK



We all thrive on performance, and when it comes to mountain bikes the Clockwork is a perfect example of the Orange philosophy of building the 'benchmark' hardtail.

A constant in our range, with nearly three decades of careful evolution, today it's packed with features that make it the ultimate fun, fast and future-proof trail tamer.

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Competitions

We've got our hands on a bunch of prizes from fantastic companies that are choosing to do 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 a selection of green pearls, from a first-class bike and a diet and lifestyle check to full natural skin and beauty ranges, to help you look and feel great this autumn.

No catch. No pressure. Just enjoy!

You can enter all our competitions and view more prize details, plus any terms and conditions, by visiting mygreenpod.com/competitions.

Share them with friends, spread the word and update us with your experiences if you're one of our winners.

Good luck!

To enter visit mygreenpod.com



WIN

WELEDA FULL EVENING PRIMROSE RANGE (FOR FACE AND BODY)!

There are nine gorgeous products (worth £200) in Weleda's full Evening Primrose collection – including the award-winning Evening Primrose Concentrate and the fragrance 'Onagre' from Weleda's Jardin de Vie collection. Rich in essential fatty acids, evening primrose protects against moisture loss; the NATRUE-certified natural facial care range restores radiance and firmness.

Deadline for entries: 31.01.18



WIN

MEDICHECKS DIET AND LIFESTYLE CHECK PLUS!

This Medichecks test provides deeper insights into how your diet and lifestyle are affecting your health, and we've got four to give away! The winners will receive an easy-to-use kit to collect their blood sample, and will just need to post it back (in a prepaid envelope) for analysis at a Medichecks lab. Results will appear on a secure personal dashboard.

Deadline for entries: 31.01.18



WIN

2018 ORANGE RX9 BIKE, WORTH £1,250!

The RX9 is back, and it's more fun, more versatile and basically better than ever. This is the bike for really taking flight, whether that's on road, off road or even over your shoulder when you want to go wild. The RX9 is at home on the tarmac, towpath or tropical dirt roads. Built for the rough stuff, it's a bike for adventurers – and an Orange through and through.

Deadline for entries: 31.01.18

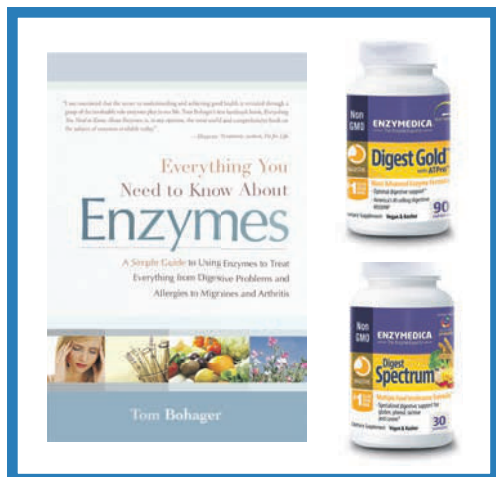


WIN

THE RAW CHOCOLATE CO RAW CHOCOLATE SELECTION BOX!

10 winners will receive six of The Raw Chocolate Co's very best raw chocolate goodies – three snacks and three bars, including the sublime Salted Vanoffee Hazelnut bars. The selection box packs three Great Taste Award Gold Stars. Organic, vegan and free from refined sugar, this would make a perfect present for any palate (including yours!).

Deadline for entries: 31.01.18



WIN ENZYMEDICA DIGESTIVE ENZYME PACKAGE!

Six lucky winners will receive a package of digestive enzyme goodies from Enzymedica UK, including the award-winning Digest Gold (90 capsules) and Digest Spectrum (30 capsules). The natural plant-based enzymes are vegan and contain no fillers. The prize also contains *Everything you need to know about Enzymes* by Tom Bohager, enzyme expert and Enzymedica founder.

Deadline for entries: 31.01.18



WIN PO-ZU RESISTANCE SNEAKERS (BLACK), WORTH £110!

These stunning vegan high-tops are part of an incredible collaboration between ethical footwear brand Po-Zu and *Star Wars*, under license with Lucasfilm/Disney. Made from organic cotton, they feature a rubberised official Rebel Alliance badge, a quilted rear panel, a cushioned tongue and a removable memory-foam Foot-Mattress made from latex and cork. May the Force be with you!

Deadline for entries: 31.01.18



WIN GREEN OIL ECO RIDER DELUXE SET!

We've got our hands on three sets of everything an eco-conscious cyclist could need to keep their bike in top condition without relying on toxic chemicals. The set includes Green Oil's Ecogrease and the fantastic Wet Chain Lube, plus lots more. The skin-safe, plant-based products lubricate, clean and protect bicycles all round the world – and yours could be next!

Deadline for entries: 31.01.18



WIN £160 OF SUSTAINABLE CORK FASHION FROM CORKALLEY.COM!

Now's your chance to discover the softness of pure, sustainable cork fabric. One winner will receive a gorgeous, cruelty-free and 100% vegan fashion set, including a cork bag, cork purse and cork earrings from CorkAlley.com. The outer bark of the cork oak tree regrows, which makes cork – when it's harvested correctly – one of the most sustainable products in the world.

Deadline for entries: 31.01.18



WIN SAVE UP TO £4,500 ON ETHICAL INVESTMENTS!

Whether you've never invested before or already have a robust portfolio, here's your chance to receive no initial fees for the first £150,000 of new investments (a saving of up to £4,500) with Investing Ethically. The chartered independent financial advisers will guide the winner on investments, retirement, protection and inheritance tax planning.

Deadline for entries: 31.01.18



WIN NATORIGIN COSMETICS AND SKINCARE, WORTH £250!

We've got complete sets of NATorigin cosmetics and skincare to give away to two winners. This award-winning, hypo-allergenic range is enriched with organic oils and waxes to nourish and soothe the eyes and skin. Allergy UK has approved NATorigin is beneficial for allergy sufferers, and The Vegetarian Society has certified it's cruelty-free.

Deadline for entries: 31.01.18



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