

**Eat organic, save the planet / Whole Earth Foods Ltd.**

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## THE SYMBOL OF CONFIDENCE

There's a choice of organic symbols, at Whole Earth we've opted for the Soil Association. For a start, they actually started the organic food and farming movement in Britain, way back in 1947. Forty-five years on, we believe the Soil Association is still the ultimate guarantee of organic authenticity, because they certify every acre of the land on which the food is grown, via raw material stage right through to the finished product.

The Soil Association Symbol is an independent certification system. It maintains a complete audit trail that is a guaranteed record of authenticity. Which means that when we say a Whole Earth product is organic, we know - and you know - that it really is.

Sometimes you will see a foreign certification symbol on Whole Earth products. This is because they have been manufactured abroad, but always to a level equivalent to Soil Association standards, who have approved the standards behind these symbols. These may include EKO (Holland), Nature et Progres (France), or OCIA (the United States).

If you buy - and enjoy - organic food, why not help the organic cause further by joining the Soil Association? They campaign at U.K. and European government level to give British organic farmers a voice, and offer support and advice to growers and farmers who want to make the transition from conventional to organic farming. Joining the Soil Association will ensure that you're kept up to date with the latest news on the organic movement, and that your voice is heard where it matters.

For membership details, write to the Soil Association, 86 Colston Street, Bristol, BS1 6BB - and give the Soil Association your seal of approval.



## WHOLE EARTH ALWAYS MEANS:

- \*NO ADDED SUGAR
- \*NO PRESERVATIVES
- \*NO ARTIFICIAL ANYTHING
- \*NO HYDROGENATED FAT
- \*NO ANIMAL DERIVATIVES
- \*NO CRUELTY TO ANIMALS
- \*SUPPORT FOR ORGANIC FARMING
- \*AS DELICIOUS AS WE CAN MAKE IT!

Our attitude to health and diet is totally positive - we believe that your health is your greatest wealth and that good food is the key to attaining and maintaining good health. You are what you eat!

Write to us for more recipes:

Whole Earth Foods Ltd.,  
269 Portobello Road,  
London W11 1LR, ENGLAND

**FREE - PLEASE  
TAKE ONE**

"Eating organically grown food is the practical way that you can make a contribution every day to helping the Earth to survive. Be part of the environmental solution, not the problem - eat organic!"



**EAT  
ORGANIC  
SAVE  
THE  
PLANET**

## FOR EARTH'S SAKE, EAT ORGANIC...

Eating organic food is one of the most important contributions any of us can make to saving the planet. It's also the most direct action you can take: putting your money where your mouth is, to buy organic food. In terms of the planet's future (and the future of our species), organic food production is the most vital issue of all. At the heart of the environmental issue is the land, and whether we keep it and improve it or continue to destroy it. Of course, it's easier to sign a petition than vote with your purse. A criticism levelled at organic food is that it's expensive. It sometimes does cost more, on a **short-term** basis, than non-organic food. In the **longer-term**, conventionally farmed food costs us all a great deal more. Priceless soil is lost by erosion. Water companies charge us to remove farm chemicals from our water. EC subsidies and food mountains cost £26 billion a year. Environmental damage, drought and loss of biodiversity add to the hidden price you pay every time you buy non-organic food. Which would you rather save, a few pence...  
...or the Earth?

### HOW TO READ ORGANIC LABELS

Organic labels are changing. They now reflect the new EC Organic Regulations establishing uniform organic standards throughout Europe.

- To be called "organic" a product must contain 95 - 100% organic ingredients.
- If a product is less than 95% organic it should not be described as 'organic'. The ingredients list will state which ingredients are organic, and their percentage by weight.
- Below 50% there can be no mention of organic ingredients at all.
- All organic statements must be certified by an EC-recognised independent body - such as the Soil Association (UK), EKO (Holland) or Nature et Progrès (France), and display the symbol of that organisation

## WHAT YOU GAIN WHEN YOU EAT ORGANIC FOOD

**PROTECT FUTURE GENERATIONS** - the average child receives four times more exposure than an adult to the most widely-used, potentially cancer-causing pesticides in food.

**PROTECT WATER QUALITY** - agrochemicals are building up in Britain's water, underground and in rivers. They aren't filtered out by the kind of filters you can use at home.

**PREVENT SOIL EROSION** - by using 'instant' soil fertilisers, rather than truly enhancing soil structure (as organic farmers always do), modern agriculture is losing forever millions of tons of topsoil each year, washed into the sea.

**SAVE ENERGY** - modern farming uses more crude oil than any other industry, most of it to produce synthetic fertilisers and pesticides.

**KEEP CHEMICALS OFF YOUR PLATE** - up to 60% of herbicides, 90% of all fungicides and 30 % of all insecticides are now regarded by experts as being potentially carcinogenic. They're tasteless and invisible. If you could **see** pesticides, would you still buy sprayed food?

**PROMOTE NATURE'S TREASURE TROVE** - Organic farming is based on crop rotation. This maintains biodiversity, rather than planting huge tracts of land with a single (or 'mono') crop. Mono crops are more susceptible to pests too- so farmers have to use more and more pesticides.

**ENJOY SUPERB FLAVOUR** - all this and organic food tastes real too.

### NO MORE THROWAWAY LINES...

At Whole Earth, we always try to use recycled packaging as well as packaging you can recycle. At work, we recycle our paper and cardboard - (even our used tea leaves are composted in our 'Wormery'!)

## A WHOLE EARTH NEW WAY OF LIFE

At Whole Earth, we are constantly looking at ways to improve our range of delicious organic foods. For the past 25 years we've been sourcing organic ingredients from all over the world from committed producers. We hope you'll enjoy the following, **certified organic** Whole Earth products - from health food stores everywhere.

**PURE FRUIT SPREADS** - **APRICOT, STRAWBERRY, ORANGE, ROSE HIP, and CHERRY** - 5 delicious organic jams, a sweet and fruity blend of organic fruit and organic apple juice. **TOMATO KETCHUP** - now even more tomato-ey and tasty!

**ITALIANO SPAGHETTI SAUCE** - both the Original and Mushroom recipes are organic, ideal for a quick, Mediterranean-style meal.

**WHOLE EARTH CEREAL BAR** - the ideal lunch-box or tea-break snack, without added sugar or honey.

**PEANUT BUTTER** - **Smooth** and **Crunchy** - toasted and nutty.

**BAKED BEANS** - with an evocative new label.

**READY RICE** - a revolutionary new product: perfectly-cooked organic brown rice, in a can. Just heat - and eat!

**MUSTARD** - tasty, pungent, but not-too-hot - in its own reusable glass mug.

**WHOLEWHEAT SPAGHETTI** - ready-to-eat spaghetti. Try it on wholewheat toast, for a 3 minute dinner.

**HUMMUS** - a classic, Middle Eastern recipe: organic chickpeas and sesame in a creamy, delicious dip.

**CORN FLAKES** - the only wholegrain corn flakes - and organic too.

**WAKE CUP™** - tastes like coffee, wakes like guarana! With organic chicory, rye, chickpeas, barley, figs, and guarana.

**BARLEY MALT SYRUP, BROWN RICE SYRUP and MAIZE MALT SYRUP** - 3 Delicious natural sweeteners, made from nothing but organic whole grain.