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AVEDA

the art and science of pure flower and plant essences

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EDITORIAL



Last month's Slow Food conference in Turin had been billed as a mere food tasting – albeit a giant one with all kinds of exciting things for the middle classes to take home – but everyone who attended recognised in the event something much more profound.

Slow Food is as much about celebrating threatened foods as it is about protecting threatened food producers. It's as much about human health as it is about the health of the environment. It's as much about the process as it is about the finished product. In a very real sense Slow Food represents the polar opposite, the antidote to

the fast food approach that utterly dominates the global food system.

And though the Slow Food Movement was only initiated a few years ago as part of a campaign to prevent the opening of a McDonalds in Rome, it has already attracted nearly 100,000 members in 100 countries, and is an ever growing force.

It's an exciting movement. And when news surfaced at the event that there was to be an address by the Prince of Wales, it seemed at last that the campaign would benefit from widespread publicity. That feeling of optimism was heightened further when Prince Charles stood to speak on the final day of an event he described as 'a small but significant challenge to the massed forces of globalisation, the industrialisation of agriculture and the homogenisation of food.'

His speech was radical. 'Why do we continue to promote systems of agriculture,' he asked in reference to one of Claire Short's more malignant 'poverty alleviation' projects, 'that seem bound to contribute to further human misery and indignity?' 'It's all very well talking of the need for "globalisation with a human face", but the reality is somewhat different. Left to its own devices, globalisation will sow the seeds of ever greater poverty.' No one would claim to have the answer, he continued, 'but surely the first step to finding solutions is being willing to face up to both the causes and the scale of the problem.'

From where I was sitting, the five thousand or so, mostly non-English audience reacted to the Prince not as the future king of someone else's country, but as a spokesman for a vital movement of which they were all a part. People nodded their heads in support, and not a little amazement. Very few of them had been aware until then of his commitment to these issues.

But when the British papers surfaced the following day, there was barely a mention of either the conference or the Prince's speech. Where he was mentioned, it was only in reference to his youngest son's recent scuffle with photographers outside a London nightclub.

We have reproduced his speech in full on page 17. By any standard it is newsworthy. So why wasn't it properly reported? Why did the *Guardian* choose to ignore it? Why did the *Daily Mail* choose to focus, again, on Prince Harry's nightlife? Both papers have a history of dipping in and out of issues surrounding Slow Food.

The answer is that Britain's newspapers have been fighting a campaign against the Prince for a long time, and some of the very people who ought to be supporting him – in the environmental movement – have for too long remained silent. Some have even gone so far as to attack him for expressing views without a 'license'. I remember watching one prominent environmentalist, having been given a rare five-minute slot on Newsnight to discuss GM, choose instead to attack the 'un-elected' Prince for daring to express views on the issue.

It goes without saying that all this falls directly into the hands of the multinationals. And if we're at all serious about dealing with the problems covered over and over again in this magazine, then we need to recognise that the Prince of Wales is perhaps the environment's, and by extension our, greatest ally. He is virtually unique in his ability to force the establishment to debate issues it would rather keep quiet. If GM, nanotechnology, organic food and small farmers are the subject of any discussion at all in Britain's media, that is at least partly due to his tireless campaigning.

The ancient Greeks made a distinction between licensed authority of the sort that you earn nowadays when you give New Labour a big cheque, and natural authority, which comes with wisdom and experience. Like the monarchy or hate it – it's hard to deny that the Prince of Wales has an abundance of both.

Zac Goldsmith



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SPECIAL OFFER



Subscribe to The Ecologist before 30 December 2004 and receive a free copy of Green Cuisine – the organic cookbook.

SEE OFFER ON PAGE 19

The water from the Grand Prismatic Spring, one of the most spectacular hot springs in the Yellowstone National Park, Wyoming, USA, issues at a temperature of 80 degrees centigrade. Siliceous sinter, or geyserite, a deposit in the water that overflows the edge of the basin, has crystallized and then been dyed orange and brown by mats of heat-loving bacteria and algae containing carotene.

Taken from *Earthsong, Aerial Photographs of our Untouched Planet*, by Bernhard Edmaier. Published by Phaidon Press, November 2004, £35.00

Tetra reactions

A short while ago I entered into correspondence with the Cheshire police force, which is one of the early users of the police's new telecommunications system Tetra. I registered my concerns about safety and was given the usual patronising response by a chief inspector Derbyshire, who obviously had no idea and – worse – didn't seem to care whose responsibility safety was in the event of illness being directly linked with Tetra.

I pointed out that a number of officers had already complained of illness resulting from the use of Tetra sets in Lancashire and Yorkshire. This was dismissed first as being totally untrue and then as the result of questions deliberately chosen to elicit such responses. I mentioned to the chief inspector that a report detailing the complaints was on the Police Federation's own website. Within a few days the article in question had been removed. Coincidence?

After a correspondence lasting several weeks, the chief inspector passed me on to the area PR person for the telecommunications company mmO2, who advised me that the signal was not pulsing at 17.6 Hz (the type of signal associated with health risks), but was a 'near continuous wave form'. When pressed for an explanation as to the difference between a 'near continuous wave form' and a pulsing wave, I was ignored.

I was incensed a few weeks later to read in the local paper that an inspector Crewe of Cheshire Police had publicly announced that Tetra had now been proven to be safe and that there was no longer any reason for concern over the siting of its base stations. As this was patently untrue, I wrote to the chief constable asking for information about the research that I had, perhaps, overlooked and which enabled inspector Crewe to make his statement. A few weeks later I received a letter from chief inspector Derbyshire in which he said that he would advise inspector Crewe over the matter and that the Cheshire police force would henceforth be more selective and careful over its choice of words. (No mention of being open and honest, of course.)

Part of the problem with Tetra seems to be the advice being given out by local planning authorities, and this is aggravated by the ignorance of committee members who have not even the basic understanding that something that you cannot see could hurt you. One councillor was stupid enough to say, 'We have had Jodrell Bank Observatory for years and no one has died as a result of that'.

It has been observed before that young police officers are probably among the fittest of UK residents and yet even they are apparently, susceptible to damage from Tetra. So what chance do the elderly, the infirm and young have?

Ian Hawkes, Congleton, Cheshire

I have just read your Tetra article. I am a serving police officer and now head off to work a very worried man. I think loads of cops are worried about this thing, but our 'get the job done' attitude and the discipline of the service inhibit our voicing our worries. Many don't want it, including me now, but are afraid to say so. Thank you for your jaw-dropping insight into Tetra.

Anonymous police officer, By email



+ Dear Hugh

I have read your article on the health risks of mobile phones. I am a serving police officer and I am worried about the health risks of mobile phones. I have read your article on the health risks of mobile phones. I am a serving police officer and I am worried about the health risks of mobile phones. I have read your article on the health risks of mobile phones. I am a serving police officer and I am worried about the health risks of mobile phones.

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MORE REASONS FOR MEAT

Your interesting debate about vegetarianism ('Should we all be vegetarian?', October 2004) did not raise some of the emerging findings about habitat, soil and health benefits of diverse, organic livestock farms. Looked at in terms of the whole system, farm animals play a vital role in habitat and soil improvement, pest and weed management, and composting and tilling. Additionally, human immune systems develop better when exposed to traditional farm animals. And evidence suggests that eating pastured animals is highly nutritious (see www.eatwild.com/health.html). I am proud to be part of a system that allows these animals to exist.

Janet Clark, Steady Lane Farm, Massachusetts

Are we quite sure that meat is not a required component of a healthy diet? I spent five years as a vegetarian but found that with each year my health steadily declined. Even though I was taking great care to consume a balanced and organic vegetarian diet (including getting regular nutritionist assessments) my health continued to plummet.

I found a source that links a person's blood type to either a meat-eating or vegetarian diet and decided to eat according to my blood type, which, not surprisingly, included meat. I was amazed at the steady and quick rise in health and vitality that I felt and continue to feel four years later. I believe that some people can thrive on vegetarian diets and others simply cannot. Therefore, I strongly

support all efforts toward organic farming, ethical and pain-free slaying and conscientious meat-eating.
Chaieohmie O'Connor
Kendal, Cumbria

HOMEMADE TOOTHPASTE

Thanks for the analysis of toothpaste ('Behind the label', October 2004). You suggest some alternatives, but I would like to suggest the best one of all: homemade. Mix three quarters of a cup of baking soda with a quarter of a cup sea salt; add enough water to make a paste and two teaspoons of glycerine; rinse and gargle well after use.

Theresa Wolfwood, By email

FOOD AND EDUCATION

I cannot agree more with Joanna Blythman when she states, 'politicians... lack the principles and bottle to stand up to the food industry' ('The new tobacco', November 2004). Eating food is one of the most important things we do to keep ourselves alive, and we all take it for granted. Learning about nutrition and cooking should start at an early age, ideally at home. It should enter the school curriculum and be taught by a qualified individual in an instructive, appetising, fun, creative manner through practical, 'hands-on' experiences.

Our children would then be well equipped to discern the lies of multinationals and make intelligent decisions about what they consume. But what infuriates me more than politicians' apathy is how they allow fast food restaurants and takeaways to be built next to or near schools,

colleges or universities. Like Blythman, I think 'we need to eat less processed food and start cooking'. I will even go further: we need more time to cook. Politicians are greedy and self-centred: they do not serve us, the people, so why should we sell our precious life-time to such ungrateful un-cooperative beings?

Anna Job, By email

GOODBYE SUPERMARKETS...

I would say to Vicky Cummings of London N10 (Letters, October 2004), once you have gone cold turkey (organic and free-range, naturally) and given up using supermarkets you will never look back.

I have been supermarket-free for about two months and it has had some interesting knock-on effects. First, I am spending slightly less because I am not making impulse purchases, trying to get enough 'points' for whatever the latest offer is or buying stuff that I can really live without (such as clingfilm, room fresheners, etc).

Second, I have lost a small amount of weight, which must be due to the fact I am only buying and eating what I need and not filling a weekly trolley with special offers, 'treats' and over-processed food that is full of unnecessary additives. Quality rather than quantity is obviously having a beneficial effect.

Third, and possibly most importantly, I am only filling one carrier-bag-sized bin of non-recyclable rubbish per week and there are four in my family. This is due to the fact that the food from our local farmers market and our box scheme

has the very minimum of packaging.

And lastly, I am really enjoying shopping now. I am getting to know the people who produce the food I buy, and I find the whole process far more relaxing than battling round the supermarket with a trolley and queuing up for ages. And my children, who hate going to the supermarket, really look forward to going to the farmers market every fortnight.

Patricia Soar, By email

...BUT OLD CRAFTS, AS WELL

Your issue on supermarkets (September 2004) was inspiring and strengthens my resolve to shop locally. I do feel that the tide is turning as several members of my family who previously would not have given any thought to such issues have mentioned them independently. (I have been able to produce *The Ecologist* to consolidate their interest.)

On another issue, I am 34 and recently had my second baby and have consequently been sent beautiful hand-knitted and crocheted items, including one made from wool that had been hand-spun as well. But all these garments were from people of my parents' generation and above: these skills are, in the main, lost to younger generations. I wonder whether some research into the loss of the skills needed to clothe and warm ourselves, and the implications of that in terms of loss of rural employment, animal husbandry and local economics, would make an interesting article in your magazine.

**April Richer
Westerham, Kent**

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E-mail: editorial@theecologist.org
The Ecologist reserves the right to edit letters as necessary**

HUNTING DEBATE OVERSIMPLIFIED

I feel I have to reply to the unbalanced views published in the November issue of *The Ecologist* with regard to hunting with dogs. One pro-hunting letter was published on the letters page and Zac Goldsmith gave his own views in his editorial without any balancing comments from the other side.

In the October issue of *The Ecologist*, an article by Aidan Rankin (The sterility of single issue politics) made reference to the adversarial nature of discussing contentious issues, and hunting with dogs falls firmly into that category.

To me, the issue of hunting is in no way political, and I do not support any of the three traditional political parties. But from the adversarial way the matter is treated it would appear that all farmers and people living in the countryside support hunting and all urban dwellers and socialists oppose it.

This is not wholly true. Communities are not so easily categorised. But because those who oppose hunting (very many of whom oppose *all* animal cruelty) have successfully lobbied the Labour Party, the subject has taken on the divisions of 'class' politics.

When all the facts are fully exposed, hunting is revealed as a leisure pursuit that involves the literal hounding, terrorising and killing of living creatures. Such a practice is despicable, whether it be by rural or urban dwellers, Conservatives or socialists, or any other group or community.

As it is a leisure pursuit, hunt

servants are required to ensure, and if necessary provide, 'quarry' for the hunt. This is hardly in keeping with the hunters' claim that they are doing a service of 'pest control'. For the young hounds to be prepared for what is expected of them later in the season they are taught their trade on young cubs ('cubbing').

Sadly, some animals exceed the carrying capacity of their territory, in which case control of their numbers should be swift, painless and humane, such as would be provided by a trained marksman.

I have no quarrel with those who wish to ride horses in the countryside, and fully support drag hunting, in which a route can be as long and include as many jumps and other obstacles as the participants may wish – without involving cruelty or trespass. However, one huntsman famously said that 'drag hunting is like kissing your sister'. It would appear from that comment that what hunters want is the extended chase of a live animal followed by the ultimate thrill of the shedding of blood from the unfortunate victim.

I am as concerned about the welfare of farm animals as I am about wild animals. But that any creature should literally be 'hounded' to death as part a leisure pursuit (sometimes claimed as a necessary service) is to me an abomination. Bull and bear baiting were also once considered 'recreational sports' but were subsequently outlawed as cruel. Sport and recreation should involve competing skills without recourse to the deaths of other living creatures.

Delaine, By email

SPECIAL REPORT supermarkets



check out

The necessity to endlessly parrot 'do you have a Clubcard?' sapped any willingness left to engage, given superficially with customers. Even if you wanted to try to be pleasant... it was impossible to keep it up

Life on the checkout

It's a job that has long been a staple of the retail sector, and one that is now being taken over by mystery shoppers. As a result, the checkout is no longer just a place where you pay for your goods, but a place where you are being watched. The mystery shopper is a person who is hired to evaluate the service provided by a company. They are often used to test the effectiveness of advertising campaigns, to identify areas for improvement, and to ensure that the company is providing a high level of customer service. The mystery shopper is a person who is hired to evaluate the service provided by a company. They are often used to test the effectiveness of advertising campaigns, to identify areas for improvement, and to ensure that the company is providing a high level of customer service.

BRIEF HISTORY OF MEDICINE

- 2000 BC: Here, eat this root.
- 1000 AD: That root is heathen. Say this prayer.
- 1850 AD: That prayer is pure superstition. Here, drink this potion.
- 1940 AD: That potion is snake oil. Here, swallow this pill.
- 1985 AD: That pill is ineffective. Here, take this antibiotic.
- 2000 AD: That antibiotic doesn't work any more. Here, eat this root.

US chemical weapons irregularities

Another month, another weapons cock-up. Only this time it isn't in Iraq. According to an article in the newspaper *USA Today*, America is missing treaty deadlines for getting rid of its own chemical weapons. Since signing the International Chemical Weapons Convention in 1990, the US has only managed to dispose of 32 per cent of its arsenal of 31,000 tons of 'deadly nerve gases and skin-blistering agents'. It is obliged to destroy them all by 2012.

Perhaps the US military is still reeling from the cost of



invading Iraq, which at the time of *The Ecologist* going to press had cost America more than \$144 billion, according to www.costofwar.com. That's three and a half times what the UN estimates it would cost to meet all the basic needs of the world's poor. But then, Britain and the US had to invade Iraq for the safety of the Iraqi people, who are now 58 times more likely to die a violent death than before the invasion, according to a study published in the medical journal *The Lancet*.

Waste opportunity

Composting has taken off in a big way in San Francisco. Back in 1996, 19 per cent of the city's landfill matter consisted of discarded food. Then a company called Norcal Waste set up a composting programme, collecting discarded food from around the city and processing it into organically certified 'Four Course Compost'. Norcal sells its compost on to organic farms and vineyards, and sales have increased by 23 per cent for each of the last two years.

The scheme has proven particularly popular with San Francisco's catering industry. 'It's increased the morale in the kitchens,' says Jonathan Cook, who supervises operations at eight restaurants in the city. 'People feel they're not throwing things out, they're doing something good for the environment while they're working.' Restaurants also benefit through reduced refuse costs.

OUTSOURCING 1: Farmers to Africa

The Indian state of Andhra Pradesh is to send hundreds of farmers to east Africa to cultivate farmland in countries including Kenya, Tanzania and Uganda. The state is arranging with the Kenyan government to lease 50,000 acres of land and send about 1,000 farmers there to work. In India, agriculture is in a terrible state, with at least 502 farmers having committed suicide since the general elections in May. Such a move might help the Indian farmers exported to pastures new, but how equally impoverished African farmers will welcome 1,000 new immigrant competitors is yet to be seen.

OUTSOURCING 2: Robots to Qatar

Organisers of camel racing in Qatar have paid a Swiss firm to develop human-shaped robot jockeys. The move is a response to protests from human rights groups who have pressured the Qatar government to end the practice of bringing children as young as six over from the Indian subcontinent to serve as jockeys and then underfeeding them to keep them lightweight.



DUMB ANIMALS?

NEIGHBOURHOOD CRAB WATCH

Australian fiddler crabs have been found to operate a sort of crustacean neighbourhood watch scheme and help each other defend their territories from intruders, say researchers at the Australian National University (ANU) in Canberra. Fiddler crabs live in mixed-sex colonies with males using their one enlarged claw to both attract females and ward off adversaries from their territory, which consists of a central burrow. Males will defend this territory against any wandering crab on the lookout for a new burrow. The ANU researchers discovered that often when a resident crab is fighting off an intruder, its neighbour will come to his assistance. They suggest fiddler crabs may have an understanding of the advantages of living next door to animals they know.



SPINELESS PARENTS

Certain species of leech have been found to brood like birds and mammals, carrying newborns and nurturing their young. Scientists at Australia's Monash University have found that the Australian leech carries its young for up to six weeks, collecting food for it and fending off predators. It is the first example of an invertebrate displaying the parenting skills normally associated with vertebrates.



CHIMPANZEE TOOLKITS

Chimpanzees have been shown not only to use tools, but to maintain toolkits as well. The journal *The American Naturalist* reveals how some chimps were filmed employing three different kinds of stick for different purposes: a heavy puncturing stick used for digging holes in the ground, a lighter perforating stick for poking holes and locating food in objects like termite mounds, and a light, flexible fishing stick for extracting prey from holes and mounds.

Plus ca Change?

Re-reading old copies of *The Ecologist* you realise that many of today's biggest environmental headlines – climate change, nuclear power, GM – are far from new. The difference now is that we are not the only magazine writing about

10 YEARS AGO...

NGOs filed complaints with the EU against GM patents on soya... Indian activists fasted in protest against the Sardar Sarovar dam in the state of Madhya Pradesh... A report on climate change was issued putting different economic values on the lives of people from different countries: Americans were deemed to be worth \$1.5m each, Russians \$300,000, and Africans and Chinese just \$150,000; the value of a British life was not given.



And now...

The EU granted GM corn the first patent in the UK in October... On 13 March the Narmada Control Authority allowed the raising of the Sardar Sarovar's height to 110 metres, meaning that at least a further 10,000 families in the Indian state of Madhya Pradesh will have their homes submerged and themselves be displaced without any resettlement plans... And at the end of this year the controversial Danish author Bjorn Lomborg published his latest book *Global Crises, Global Solutions*, in which he puts relative economic values not on individual citizens, but on different global problems such as climate change, education and hunger.

20 YEARS AGO...

A special report reveals for the first time the shocking devastation caused by large dams... Norwegian philosopher Arne Naess explains the concept of deep ecology, in which 'all organisms including humans are part of a total field, not separate or even discrete from the



rest of nature'... And an article on information technology comments: 'At present, we have a superabundance of information which we are unable to digest. As a society we are over-informed and under-enlightened.'

And now...

Dams continue to be built, on a bigger and bigger scale... In 2003 Naess, then aged 88 and still writing, campaigning and spending much of the year living in a mountain hut in Norway, took up rollerblading... Apple launched its latest Ipad: the size of a cigarette packet, the music system has 41,943,040 kilobytes of memory; Apple's first Macintosh, launched in 1984, had a 128-kilobyte memory.

30 YEARS AGO...

'Can we afford lead pollution?' asks *The Ecologist*, breaking the story of a link between lead poisoning and increased criminality... The contemporary education system is attacked for being



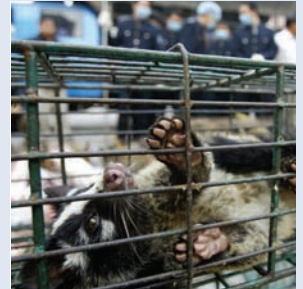
overspecialised and resulting in a 'paradoxical absurd civilisation, which has lost direction and meaning because the parts no longer function for the ultimate good of the whole'... And an advert in the back of the magazine promises 'sunshine for sale': readers are urged to send a stamped addressed envelope and 30 pence to the Apollo Weather Bureau, which will tell them 'the weeks throughout 1975 when the sun should shine the most'. A 'full refund' is promised for those not satisfied.

And now...

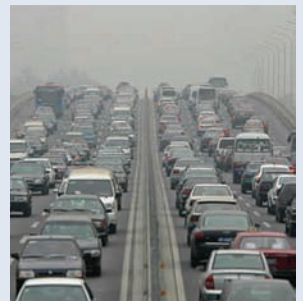
Leaded petrol is no longer on sale in the UK, having been finally scrapped in 2000... In his 'Opportunity society' speech in October, the prime minister pledged that Labour would provide 'every parent with the choice of a good specialist school'... And, despite the temperature increasing year in year out, the Apollo Weather Bureau has ceased operation.



Is China's soaring development really such a miracle?



- In the last two years alone, 12 to 13 species have had to be listed as endangered simply because of China's food trade
- A Shanghai hospital has reported a 400 per cent increase in men getting breast implants this year
- Up to 100,000 farmers clashed with police in southwest China during a massive demonstration against a dam project for which they are being displaced



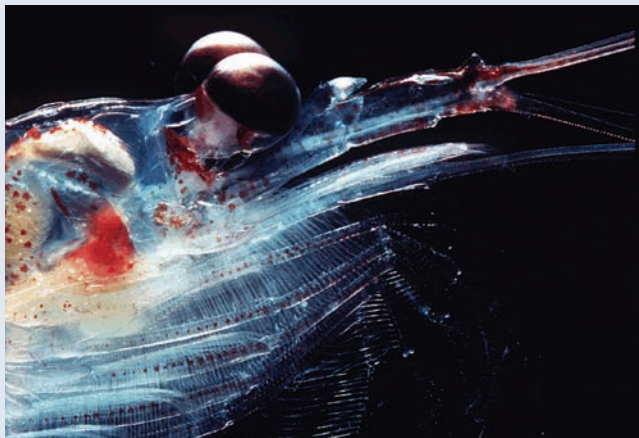
- The Beijing Environment Protection Bureau declared in October that air pollution in the city was so bad that 'we are in a state of emergency'
- Four men found guilty of defrauding government banks in September were executed, and a week later a couple in Shenzhen were fined £50,000 and thrown out of their home. Their crime? Violating the China's one-child rule.

GLOBAL WARNINGS — POLES APART

Climate change is not a future scenario. The day is not after tomorrow, but today

ANTARCTIC FOOD CHAIN THREATENED

Scientists are warning that the Antarctic food web may be on the point of collapse after learning that in some key ocean regions populations of krill have plummeted by more than 80 per cent in the past 25 years. The tiny shrimp-like crustacean provides a key component of the diet of animals that range from whales and seals, to squid, fish and sea birds. According to the journal *Science*, the krill's decline is due to a fall in the amount of sea ice, which the krill shelter under, caused by global warming over the past half century. Temperatures in the region have risen by 4.5° Fahrenheit over the last 50 years.



VILLAGE GREEN PRESERVATION DOOMED

Many people in Britain tend to shrug off the impact of global warming as something not worth worrying about until it gets a little closer to home. 'At least the summers will be warmer' is the general attitude. Now a report by the Energy Savings Trust has outlined a few of the likely effects that could change British life for ever by 2050. Predicted changes in climate, says the trust, would mean the end for such British icons as daffodils, local cod and village greens. Approximately £200 billion of assets, and more than two million homes, would be at risk from flooding and coastal erosion. And scorpions, poisonous spiders and termites would thrive in Britain's conditions, which would also play havoc with hay fever sufferers.



BUSH DOWNPLAYS CLIMATE CHANGE, AGAIN

The authors of an international study into global warming's impact on the Arctic have accused the Bush administration of attempting to distort their findings. The study involved more than 300 scientists from eight nations and six indigenous tribes. The US has argued that the study doesn't contain enough evidence to warrant specific policy proposals, and was particularly unhappy with a suggestion that member countries should adopt strategies that 'aim at the reduction of the emission of greenhouse gases'.

Keep Europe GM-free

Last year the US, Canada and Argentina filed a complaint at the World Trade Organisation (WTO) over EU opposition to GM foods. Subsequently, more than 100,000 individual submissions have been sent to the WTO, urging it not to undermine the right of Europeans to eat GM-free food. The WTO itself set up a three-person panel to meet in secret and decide whether to protect the interests of the biotech industry or those of the public and the environment. In August 2004 the panel decided to seek scientific and technical advice, which will delay its final decision until next year.

But acting under pressure from the WTO, the European Commission is now attempting to overturn bans on GM food and crops in Austria, France, Greece, Germany and Luxembourg. On 29 November the Commission will ask all EU member states to vote against these bans. If the Commission gets its way, these five countries will have to lift their bans. These national restrictions are the centrepiece of the US-led WTO complaint against the EU. A pro-biotech decision would also send a signal to other countries not to ban GM crops.

Please act to stop this from happening

by sending letters, faxes or emails to your government and environment minister demanding that they vote against the European Commission's proposals and protect the rights of countries to take a precautionary approach to GM foods and crops.

- www.faxyourmp.com; www.bite-back.org

Organic farming's natural benefits

Organic farming increases biodiversity at every level from bacteria to mammals, according to the largest review yet done of studies comparing organic to conventional agriculture. Publishing their results in the journal *Biological Conservation*, English Nature and the Royal Society for the Protection of Birds pinpointed organic farming's lower use of pesticides and fertilisers and practices like mixing arable and livestock farming as being responsible for encouraging wildlife.



World rejects US products

Brand America is on the slide, with two recent studies finding that across the world people are less and less willing to buy US products. In the last two years the number of people around the world using products from major US names such as McDonald's or Microsoft has fallen by 3 per cent to 27 per cent. Writing in business magazine *Fast Company*, Kristina Sacci commented: 'People felt exploited by global expansion, inundated by our [the US's] entertainment products, and put off by our arrogance.' All is not lost, however, for a corporate lobby group has been formed to stop the rot. Its name? Business for Diplomatic Action. Its members? 'A task force of high-voltage professionals from marketing, political science, research and media.' Its goal? 'To educate companies about the rise of anti-Americanism and enlist their help in addressing the issue.'





A crew member of the Greenpeace ship *MV Esperanza* holds a spider crab with an almost two metre span, caught and dumped by the Spanish flagged *Playa de Menduina*, an EU bottom trawling vessel, while fishing in the Hatton Bank area of the North Atlantic approximately 400 miles north-west of Ireland, October 24, 2004. Greenpeace also collected some dozens of Black-fleshed luminous green-eyed sharks and starfish dumped by the trawler.

IN OTHER NEWS

Ever get the feeling the news doesn't focus on what really matters?

Funded by ailing biotechnology giant Monsanto, researchers at the University of Nebraska spent six weeks living in an unhygienic, 40-pet home in order to test the corporation's new odour-removal spray.

Scientists have invented a machine that generates electricity from spinach.



French researchers have revealed that the number of genes in the spotted green pufferfish is about 25,000... Following a recount, the number of human genes has been revised down to between 20,000 and 25,000.

An elephant in a zoo in Alaska has become so fat that it is having a specially designed treadmill made for it.

The first issue of *New York Dog* went on sale, featuring advice columns, horoscopes, obituaries and a makeover feature called 'Queer eye for the scruffy dog', all written specifically for dogs.

God-fearing cities across the US moved the Halloween festival to 30 October as 31 October was a Sunday this year... The school board of Puyallup in Washington cancelled Halloween activities altogether following complaints from local Wicca practitioners who felt its crass commercialism demeaned their faith... The Royal Navy has allowed one of its seamen to practise Satanism while on board ship.



THE NUCLEAR MONTH

Still unsure whether you're for or against nuclear? Keep up to date with the latest from the world of atomic energy

1 Go to school

As part of president Bush's plan to boost nuclear power, a new curriculum created by the US Department of Energy is being trialed in America's schools. Called 'The Harnessed Atom: a new curriculum in nuclear science and technology', the programme promotes nuclear power as green, quietly sidestepping the waste disposal issue and the threat of mass destruction if anyone flies a plane into a reactor.

2 Get online

Any terrorist interested in targeting a nuclear facility could easily find information to help them do so on the internet. While examining a US government website recently, David Lochbaum of the environmental campaign group the Union of Concerned Scientists came across a report by the US agency the Nuclear Regulatory Commission on the Waterford III Nuclear Power Station. Among other sensitive pieces of information, the report contained diagrams showing where all the toxic chemicals and pipelines near the Louisiana plant are. Separately, anti-nuclear activist Scott Portzline took just four hours surfing the web to find information on four US universities' nuclear laboratories, including their floor plans and lists of all the radioactive materials they used.

3 Avoid shellfish

Shellfish from the northwest of England and southwest of Scotland are so contaminated with plutonium from Cumbria's Sellafield nuclear power plant that they could be banned under new international safety limits for radioactivity in food. But while radiation experts believe a ban is justified, the UK Food Standards Agency, whose remit is to ensure the health of UK consumers, considers it 'not proportionate to the actual risk'. This is a view shared by the industrial shellfish industry.

4 Lock the door

Perhaps the only sane approach to nuclear power would be to copy a group of Greenpeace activists in Brazil: they welded shut the entrance to the headquarters of the country's state nuclear power company before chaining themselves together in front of the building. The activists were protesting against new investments in Brazil's nuclear programme, including a plan by the supposedly green progressive government of president Lula to enrich uranium. This plan has caused Brazil to fall out with the UN over non-proliferation inspections. The UN's nuclear watchdog, the International Atomic Energy Agency, wants full access to the country's new Resende uranium-enrichment plant, something so far rejected by the Brazilian government.

IN OTHER NEWS

The governor of Texas Rick Parry refused to recognise 'UN day'

Fidel Castro banned the US dollar from being used in Cuba



Footballer Paul Gascoigne was refused permission to change his name to G8



A law banning giving pets human names has been approved in Brazil... California has banned necrophilia... And the House of Commons has decided that henceforth visitors to the Commons will not be called 'strangers'.

Meanwhile, a Canadian man applied for a marketing job by delivering his resumé contained within a package wrapped in an Arabic newspaper. The package, needless to say, was ticking.



This is a clothing label from a small American company that sells their product in France. Here's the translation of the French part of the label.

Wash with warm water.
Use mild soap.
Dry flat.
Do not use bleach.
Do not dry in the dryer.
Do not iron.
We are sorry that our president is an idiot.
We did not vote for him.

Criminalising dissent

As the US and the UK persist in their mission to bring freedom and democracy to the world, they are continuing to make it harder and harder for their citizens to express dissent at home. In the UK, for example, a midwife and animal rights activist has been fined more than £200,000 and faces losing her home after vivisection firm Huntingdon Life Sciences (HLS) sued her using the Protection From Harassment Act.

Lynn Sawyer is far from being a violent protester. According to the solicitor representing HLS, she climbed a fence on the firm's property and 'sat on top of it for 20 minutes before being coaxed down by the police'. Apart from that heinous crime, she made a phone call in HLS offices (for which she sent the company a cheque; HLS refused it), drank a bottle of beer from an HLS hospitality suite in Brighton, blocked the A1 with a tripod and was attacked by an off-duty police officer. The attack by the police officer resulted in Sawyer suffering a smashed femur, a severe laceration to the face and the loss of more than a litre of blood.

None of this, however, explains why she was fined so much money. The reason is she didn't go to court to defend herself, but simply accepted an injunction limiting her rights to protest against HLS. As a result, the judge automatically imposed a 'default judgment'

A 3500 pound white rhino nuzzles her newborn calf, bred in captivity.

According to IUCN, the World Conservation Union, poaching has reduced Africa's only surviving population of wild northern white rhinoceros by up to half in just 12 months. There are now between 17 and 22 animals left in their last refuge in Democratic Republic of Congo (DRC) – a loss of between 14 and 19 rhinos in the 14 months since the last survey.

against her, meaning she is liable to pay the court costs of HLS and anybody else named on the injunction. The law firm acting on behalf of HLS, Lawson-Crutenden Solicitors, has since sent Sawyer a bill for £205,551.23.

Sawyer said: 'I believe that in the current climate there is no point in even trying to campaign legally as the goalposts move on a daily basis, and that the most peaceful, innocuous gesture is interpreted as violent and threatening by the law. Writing letters has met with similar accusations, as an elderly Quaker gentleman who wrote the most excruciatingly polite letters to drug companies was threatened with arrest and intimidated by the police.'

In the US, meanwhile, lawyers have banned Greenpeace from engaging in direct action against Exxon-Mobil for the next seven years. Last year more than 30 activists entered Exxon's Texas headquarters or climbed on their roof; many of them were wearing tiger suits. Exxon took the activists to court and won an injunction against Greenpeace barring it from direct actions on any Exxon corporate property in the US, including petrol stations, for the next seven years.

For more on HLS go to www.shac.net
For more on Exxon go to www.stopesso.com





Gone to the frogs

Up to 122 species of amphibians have gone extinct since 1980, and a third of the known remaining species are at risk of extinction, says a new report in the journal *Science*. This is particularly ominous as amphibians are generally considered to be indicator species, acting like canaries in mineshafts to warn of what's to come

Bass in trouble

Scientists at the US Environmental Protection Agency are mystified as to why male bass in a comparatively clean area of the Potomac River have begun laying eggs. They suspect what they are calling 'emerging contaminants', such as caffeine, hormones, prescription drugs and endocrine disruptors, may be to blame.



Footballers with a cause

David Beckham and other cash hungry sport stars take note. Team captain Javier Zanetti has persuaded leading Italian football club Inter Milan to donate all player fines for late arrival to help villagers in a Zapatista stronghold in the southern Mexican state of Chiapas. The alms will go towards rebuilding the village, which was attacked by the Mexican army in April. Donations from the Italian club so far include £3,475, an ambulance and a club shirt with Zanetti's name and number on the back. The Argentinian wrote a note to the villagers saying: 'We believe in a better world, in an unglobalised world, enriched by the cultural differences and customs of all the people. This is why we want to support you in this struggle to maintain your roots and fight for your ideals.'

COSTS OF LIVING

The real costs of modern living don't just appear on your bank balance

CHEAP FOOD = POISON

Officials in the Netherlands had to temporarily close 140 cattle, pig, sheep and goat farms after dioxin was discovered in milk produced by two of them. All the farms were feeding animals with a potato product that the Dutch agriculture ministry said had been contaminated. The product was produced by Canadian company McCain. Eight Belgian farms were also closed. This is the latest in a series of food scares in Europe involving contaminated feed. For example, an illegal hormone was discovered in Dutch pigs in 2002, and in 1999 Belgian chickens were found to contain dioxins.

TINNED TUNA = MERCURY POISONING

A fifth of women of childbearing age in the US have mercury in their bodies exceeding levels recommended by the US Environmental Protection Agency, according to a new study by Greenpeace. For women who eat a lot of tinned tuna the figures are even worse: one third of women who eat canned tuna at least four times a week have mercury levels above the recommended limit. Mercury is a neurotoxin that can seriously harm fetuses and young children.



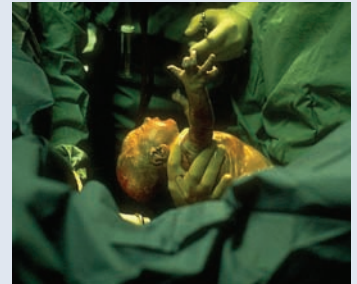
TRAFFIC JAMS = HEART ATTACKS

The fact that being stuck in traffic raises your risk of having a heart attack may not seem particularly surprising, but a new study published by *The New England Journal of Medicine* says that the major culprit is not stress, but the particulate pollution in the air above the traffic. Whether you're in a car, a sports-utility vehicle, on the bus, cycling or just walking along the pavement, everyone is at risk. Meanwhile, a separate study has shown that Israeli traffic fatalities rise by 35 per cent in the days following a terrorist attack.



ASBESTOS = BANKRUPTCY

It used to be known as 'white gold' or 'the magic mineral', but asbestos, which was only finally banned in 1999, is still to exact its final cost. The UK insurance industry says Britain should brace itself for huge costs from asbestos claims: the public and private sectors could end up having to pay out £20 billion over the next 30 years. The figure is not unreasonable. In the US, where 100 million people are considered to have been exposed to asbestos at work, \$70 billion has already been spent settling claims, with 70 companies going bankrupt as a result.



CAESAREANS = ALLERGIES

Too posh to push? You might be harming your baby, according to a report issued by the Children's Hospital at Ludwig-Maximilians University in Munich: it claims that babies delivered by Caesarean section are twice as likely to be sensitive to cow's milk and other food allergens than infants born naturally.



CONSUMPTION = EXHAUSTION

The world is consuming 20 per cent more natural resources a year than the planet can produce, according to the World Wildlife Fund (WWF). In its *Living Planet Report 2004*, the WWF said that populations of marine and terrestrial species fell by 30 per cent in the 30 years up to 2000. Freshwater species have declined by 50 per cent over the same period. Energy use, meanwhile, rose by a staggering 700 per cent between 1961 and 2001. North Americans are the biggest consumers, swallowing up resources twice as fast as Europeans and seven times as fast as an average African or Asian.

Max Keiser, founder of investment activism website KarmabanQue, provides his monthly guide to consumer boycotts



KarmabanQue

Activists taking control of the stock market using Smart Boycotts

REASONS TO BOYCOTT COKE

To look after your health

- One can of Coke contains the entire daily recommended amount of calories from sugar (10 teaspoons worth).
- In India, tests showed that the level of toxins in Coke sold in India were 30 times above the legal level.

To help the poor

- Farmers in the Indian state of Kerala were given 'fertiliser' from Coca-Cola factories, which turned out to contain neurotoxins and carcinogens. The same factories extracted up to 650,000 litres of local water for their syrup production. Following three years of total crop failure farmers are still protesting the theft of their water supply.

To uphold human rights

- Coca-Cola's main Latin American bottler is on trial for allegedly hiring paramilitary squads to kill, kidnap and torture its workers. Eight union leaders have been assassinated at the company's plants in Colombia, and hundreds of workers have left unions following incessant threats.

To protect children

- Coca-Cola is currently making deals to put its logos on baby bottles. One study found that parents are four times more likely to feed their children soft drinks when they use such bottles.
- A study in Rio de Janeiro identified over-consumption of Coca-Cola drinks (over food) as a cause of malnutrition and vitamin deficiency in children aged six-14.

To stand up for Africa

- Africa's Coca-Cola factories are the largest private employers on the continent (employing around 100,000 workers). Although Aids is rife, in 2000 Coca-Cola provided relevant education and treatment for just 1,500 (1.5 per cent) of its employees. Public protests forced the corporation to extend the cover in 2003

To oppose racism

- In 2000 Coca-Cola was forced to pay \$190m to black workers after it was found guilty of racial discrimination in its Atlanta factories.

To reduce your chances of developing diabetes

- A study conducted by the Harvard School of Public Health on 90,000 women showed that those who drank one or more sugary drinks a day had an 83 percent greater chance of developing type 2 diabetes than those who drank less than one a month.

IT'S TIME TO TAKE DOWN COCA-COLA

Coca-Cola currently trades at \$41. Over the next 12 months KarmabanQue estimates Coca-Cola's stock will fall to \$22.

Why Coca-Cola?

For the reasons given in the column to the left, but MOST importantly because the time is right.

Why is the time right?

Coke is currently trading at \$41 a share, has sales of \$20 billion and a market capitalisation of \$100 billion. Which means for every one of us who doesn't drink a 50p can of Coke, the company's shareholders will lose £2.50. This makes Coca-Cola VERY vulnerable to a boycott.

So what do we do?

First, stop drinking Coke. Secondly, register your Coca-Cola boycott at www.karmabanque.com, and get as many of your friends and family to sign up to the boycott as you can.

And what will KarmabanQue do?

Help us make money out of your registered boycotts for the victims of Coca-Cola, and to fund further campaigns against Coke.

What do you mean 'make money' from the boycott?

For every 50 pence a boycotter doesn't spend on Coca-Cola, £2.50 will be knocked off Coca-Cola's market capitalisation. The effect of this will be reflected in a fall in Coca-Cola's share price, and by selling short Coca-Cola shares in the market, the KarmabanQue fund will profit as the stock drops.

How much money is made will depend on three things:

- 1 The number of people who stop drinking Coke;
- 2 How much the Coke share price falls;
- 3 The amount of money Karmabanque can raise to sell short Coke. Karmabanque has started the fund with £50,000. If you want to make a donation to the fund email info@karmabanque.com

How much money could this Coke boycott make?

With Coke trading at \$41, if it falls 10%, a £500,000 fund will make approximately £50,000. Less 2% standard handling fees, this means £49,000 going to support the campaigns and victims of Coca-Cola. And to think ...all you had to do is not spend money on Coca-Cola. That's why we call them Smart Boycotts.

What assurances can you give me that my boycott effort will make money for those that deserve it and not the financial fat cats?

The Ecologist magazine will be auditing the whole process and ensuring the money made by KarmabanQue from the fall in Coke's share price is sent to those campaigning against Coke and those who are victims of Coke's greed and power.

How long will the Coke Boycott last?

The boycott needs to be sustained until Coca-Cola's share price fully reflects the damage done by the corporation.

Investors should be cautious about any and all stock recommendations and should consider the source of any advice on stock selection. Various factors, including personal or corporate ownership, may influence or factor into an expert's stock analysis or opinion.

All investors are advised to conduct their own independent research into individual stocks before making a purchase decision. In addition, investors are advised that past stock performance is no guarantee of future price appreciation.

MEANWHILE IN THE REST OF THE BOYCOTT WORLD...

BOYCOTT Microsoft?

KbQ advises: WAIT ...Not enough technologists are willing to get political.

I'd love to boycott Microsoft right now, but that would be a waste of boycott dollars – even with the company laughing at the UK government as the latter tries to extricate itself from this convicted predatory monopolist's grip. After crunching the numbers, the UK's Office of Government Commerce has figured out that Linux (a free alternative to Microsoft) is cheaper, more reliable and more secure, (read, 'less exposed to terrorist threat'). But the wily Caligula-capitalists at Microsoft have 'embedded' themselves in the UK's £12 billion public sector IT infrastructure in such a way that getting rid of Bill's barbaric code would be very costly. Make sure you have plenty of Vaseline on hand to ease the pain when your market gets penetrated like this.

BOYCOTT Citigroup?

KbQ advises: WAIT ...Grass roots activism rooted in financial concepts has yet to achieve critical mass.

One of the highest ranked evil-doing banks we track. South Korea's Financial Supervisory Service is beginning an investigation into Citigroup linked to money laundering. Japan threw its private banking operation out of the country for alleged improprieties last month. And two months ago the bank was caught rigging European bond markets. Citigroup's response to all this? It just announced it has acquired South Korea's KorAm Bank: it's the first time a foreign bank has bought a local lender in Korea. Greasing the rails of this acquisition was notorious defence contractor the Carlyle Group, which sold Citigroup its 36.7 per cent stake in the bank (presumably to free up cash for building more Abu Ghraib-style jails in Iraq, Detroit, and Chicago).

BOYCOTT DreamWorks Animation?

KbQ advises: WAIT ...Theory of copyright as environmental issue hasn't yet hurt enough people to overcome 'feel good' factor of talking fish.

This is not an obvious one, but, as the poster for *American Beauty* says, look closer. DreamWorks has just had an IPO on Wall Street and has only recently started trading, but it's not too early to point out how 'bad' it is. Recognise that Hollywood is as nasty as Monsanto when it comes to perpetuating monocultures and monopolies, and is expert at creating entertainment monoliths that are destroying intellectual and creative diversity. For instance, Dreamworks' multimillion dollar blockbuster series *Shrek* will jam our media frequencies and landfills with monotonous multiple sequels and plastic merchandise for years to come. (*Shrek 2* cost \$800m) This is all made possible by an industry built on a copyright monopoly that continually lobbies Washington to pass ever more restrictive copyright laws. Laws which deny basic freedoms such as free speech and the right to innovate: to whitt the recent 'Sonny Bono law' which has extended copyright protection into virtual perpetuity.

BOYCOTT ExxonMobil?

KbQ advises: DROP ...None of the big oil stocks are good boycott targets at current prices.

This is the most pointless boycott we track. Sure, the company is thinking about changing its logo to 'amortising dead Iraqi babies every day for you', but activists are wasting their time with this boycott. It takes five times as many boycotters to remove \$1 of Exxon's market capitalisation as it does to remove \$1 from Coke's. It's tough, but we'll just have to sit by, wait and watch as hookers, drug dealers, taxi drivers and, of course, bankers in the tiny country of Sao Tome (population: 150,000) experience a serious windfall. Turns out an estimated 6 to 10 billion barrels of oil have been found on the Portuguese colony in west Africa's Gulf of Guinea, and suddenly ExxonMobil, US marines and airstrip building contractors are descending like locusts. The stage for this American/Exxon rape was set when the World Bank loaned this tiny tropical island (with only 50 cars) \$300m, and the IMF worked out a deal that gives the islanders back 8 per cent on oil revenues, but only after all the loans have been paid off (ie, they get nothing). Yes, it's good ol' American know-how. And Americans wonder, 'Why do they hate us?'

MOVERS & SHAKERS IN THE TOP 40 AT 1900 Hrs 15.11.04

CURRENT RANKING		BVR
1	Microsoft	9.91
2	Ryanair	9.46
3	Starbucks	6.68
4	Pfizer	6.08
5	HSBC Holdings	5.48
6	Johnson & Johnson	5.09
7	Gillette	4.74
8	Coca-Cola	4.57
9	UST Inc	4.17
10	Harley-Davidson	4.14
11	Citigroup	4.07
12	GlaxoSmithKline	3.96
13	PepsiCo	3.42
14	Procter & Gamble	3.35
15	DENTSPLY	3.17
16	Anheuser-Busch	3.01
17	American Express	2.99
18	Abercrombie & Fitch	2.91
19	Clorox	2.91
20	Hershey	2.83
21	Tiffany & Co	2.79
22	Colgate-Palmolive	2.66
23	Monsanto	2.56
24	McDonald's	2.50
25	ClearChannel	2.44
26	Disney	2.18
27	Nike	2.17
28	Diebold	2.09
29	Cadbury Schweppes	2.02
30	Kellogg	1.95
31	DuPont	1.84
32	Merrill Lynch	1.81
33	Kraft	1.76
34	Tricon:	
	TacoBell-KFC-PizzaHut	1.74
35	Dow Chemical	1.72
36	Krispy Kreme	1.70
37	Harrah's	1.64
38	Exxon Mobil	1.62
39	Caterpillar	1.55
40	GAP	1.53

The Boycott Vulnerability Ratio [BVR]: the company's market capitalization (its total amount of shares multiplied by the current price of each of those shares) is divided by annual sales (over the past twelve months). This number can then be used to determine exactly how much damage a \$1 dollar boycott would do to a company's share price. Put simply, if I subtract a dollar of sales from Coke, (with a BVR of 5) that boycott cuts into the value of its stock five times harder than if I were to subtract a dollar of sales from Exxon (with a BVR of 1).

OTHER NEWS IN BRIEF

Corporate takeover of NGOs continues

Nestlé is building on the trend of corporations silencing NGOs. It has suckered animal welfare charity Cats Protection to give Nestlé subsidiary Purina, the world's largest pet food company, a nice coat of greenwash with an endorsement. Nestlé-Purina's UK and Ireland marketing director Jeremy Caplin says: 'We are associating ourselves with the most prestigious cat charity in the UK, and we get a huge amount of reflected kudos from that.'

Translation: 'Sales are going up since we essentially hired a huge charity at virtually zero cost to do our marketing for us.'

Carbon trading gathers momentum

Shell has struck the first deal to trade carbon dioxide allowances for the second phase of the EU's emissions trading scheme (running from 2008 to 2012). The price was €9 a tonne. Not disclosed is whether Shell was the buyer or seller, the size of the trade, or the name of the counter-party. KbQ is buying CO2 emissions contracts in our own account. We project the price to rise substantially over the next few years as the US model of 'scorched Earth' business is tossed overboard by the world and a new model of chasing carbon efficiencies takes its place.

Spain goes solar

Spain is to make solar panels mandatory in new buildings. The country's industry minister José Montilla has announced that from next year anyone who intends to build a home will be obliged to include solar panels in its design. He wants to turn Spain into a leader in the use of renewable energy. This, of course, would free up lots of carbon credits for selling to energy-thugs like Exxon.

Firefox to scorch Microsoft

The unpaid community of volunteers placing 'open-source' computer software free of charge in the public domain has launched Firefox (www.firefox.com), a free internet browser that is killing Microsoft's Explorer. When the volunteers appealed for donations in lieu of Firefox user fees so they could pay to advertise the software in *The New York Times*, the volunteers got more than \$250,000 – much more than they anticipated.

BOYCOTT Boeing and Northrop Grumman?

KbQ advises: DROP... Tanks and other armoured vehicles not yet sold at Wal-Mart.

No, 100,000 Iraqis have not died in vain. Defence contractors Boeing and Northrop Grumman have reported sharp increases in profits this past quarter. Boeing's profits were up 78 per cent from a year ago: a jump from \$256m to \$456m. Northrop Grumman's profits were up 51 per cent. And the good times (and unaccounted for deaths of Iraqi women and children) keep on coming. Bush is upping his war chest with a request to Congress for an additional \$70 billion. But the economics for a boycott don't make sense. Perhaps someone could come up with a good 'tertiary' boycott, whereby a key supplier is boycotted.

BOYCOTT Fannie Mae and Freddie Mac?

KbQ advises: DROP... Grass roots activism rooted in financial concepts has yet to achieve critical mass.

The US Department of Housing and Urban Development is relaxing finance rules that will allow lenders Fannie Mae and Freddie Mac to expand their presence in the 'unsecured' credit (aka 'loan sharking') market. (Hey, if the IMF and World Bank can do it, why not these two corporate kleptocrats). What it will be interesting to see is born-again Christian Americans tossed out of their homes after rates jump, begging Fannie Mae for help only to find that the company has sold their mortgage debts to China. There, they shoot dead beats and they don't care a fig if you believe in George W Christ. According to Amnesty International, an estimated minimum of 736 people were executed in China in 2003. Amnesty believes the actual number is much higher, and when you start adding in dead-beat US borrowers and airlines it could go through the roof.

BOYCOTT The Hilton Group ?

KbQ advises: WAIT ...Unclear if Hilton will emerge as the worst social deviant of the casino stocks we track.

The Hilton Group says it wants to build a £200m Las Vegas-style casino in Blackpool as a competitive response to the US casinos set to colonise Britain. It's promised not to bring crime, guns, prostitution, drug dealing and money laundering to Britain. But Britain's Association of Chief Police Officers has already attacked culture secretary Tessa Jowell for her move to exempt the American casinos from Europe's strict money laundering rules. In this particular case, I side with the cops. One possible positive for Palestine (on the lines of the 'when life gives you lemons, make lemonade' school of thought), why not tear a page from the American Indian playbook and open casinos in Ramallah (obeying strict sharia law of course). Fat Israelis could waddle over and lose their settlements.

WHAT WOULD THE WORLD ECONOMY LOOK LIKE WITHOUT THE US AS A MAJOR PLAYER?

If the euro were to close at or above \$1.75 in the first quarter of 2005 (it's currently worth \$1.29), it would signal a complete loss of faith in the dollar (the devil's currency) as a global reserve currency and force the IMF to downgrade the US's credit rating (as it has already threatened to do). This would spike interest rates in the US and collapse its economy. That, in turn, would be good for the globe's environment because it would take out the biggest environmental offender.

The macro-trend right now is against the dollar and US corporations. As the *Financial Times* reports, and I paraphrase, 'Coca-Cola, McDonald's and Gap are being hit hard. Coca-Cola sales in Germany dropped 16 per cent from the similar period last year, and the company is writing off \$392m. Gap has pulled out of Germany entirely: a move that has helped to reduce its international sales by 10 per cent. Falling attendance at Disney's theme park outside Paris dropped revenues to where the park had to be rescued by its parent company. Wal-Mart, the world's most successful retailer, is facing heavy losses in Germany, which is the world's third largest economy after the US and Japan.' You get the picture. Just looking at an American flag is making people throw up red, white and blue chunks of disgust. Why not make money on the short side and send the profits to areas where the US has destroyed lives and the environment?

Max Keiser is an ex-Wall Street broker; the inventor of free virtual currencies; and founder of the Hollywood Stock Exchange www.hsx.com

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Prince Charles: the unsung hero of sustainable agriculture

There were 16 press reports in British newspapers mentioning Prince Charles's visit to the Slow Food/Terra Madre conference in Turin in October. Only one of them made even the slightest reference to his impassioned speech addressing the 4,000 small farmers gathered from around the world to discuss sustainable agriculture issues.

The *Daily Express*, the *Daily Mail*, the *Daily Mirror* and *The Sun* zeroed in on the prince's casual chat with two Italian wine makers as an excuse to harp on about Prince Harry's recent drunken scuffle outside a London nightclub. Charles is reported to have asked: 'Have you started your children on wine yet?'

The *Western Daily Press*, the *Sunday Express* and the *Sunday Mirror* focused on what the prince ate and drank in Turin, as did *The Telegraph*, although the latter also reported more widely on the rest of the conference and included a one-line mention of the prince's speech. *The Guardian* concentrated on the conference and the Slow Food movement, but failed to mention the prince's speech.

Here are some of the headlines the newspapers used:



'An early respect for drinking is a sobering thought' *Daily Express*

"Have you started your children on wine yet?"

(No, but we know a man who has Charles!) *Daily Mail*

'Do your children drink yet, asks Prince Charles' *Daily Express*

"Are one's kids drinking yet?"

Charles thinks of boozy Harry in vineyard chat' *Daily Mirror*

'So... Started your kids on wine yet?' *The Sun*

'Piemonte Carlo tucks into meal fit for a prince' *Western Daily Press*

'Charles's royal ale' *Sunday Express*

'Prince of ales' *Sunday Mirror*

'Charles has Italian passion for real ale' *Western Daily Press*

'Italian feast for Charles before the Turkish fast' *The Telegraph*

Yet again, the media passed up an opportunity to discuss a vital issue. *The Ecologist* heard the prince's speech. We wish all our readers could have done so. We know you wouldn't have seen it anywhere else, so here it is in full.

Globalising responsibility

Increased reliance on technology in food and agriculture will inevitably exacerbate human misery and indignity

Ladies and gentlemen, I can't tell you how pleased I am to be with you today and to share in this vitally important discussion about the future of small-scale agriculture and artisan food producers throughout the world.

The fact that no fewer than 5,000 food producers have gathered here today, under the Slow Food banner, is a small but significant challenge to the massed forces of globalisation, the industrialisation of agriculture and the homogenisation of food, which seem somehow to have invaded almost all areas of our life today.

I have always believed that agriculture is not only the oldest, but also the most important of humanity's productive activities. It is the engine of rural employment and the foundation stone of culture, even of civilisation itself. And this is not just some romantic vision of the past: today some 60 per cent of the 4 billion people living in developing countries are still working on the land.

So when I read 'visions', such as that for the Indian state of Andhra Pradesh, for instance, which are based on transforming traditional, local agricultural economies into 'powerhouses' of technological agriculture based around monoculture, artificial fertilisers, pesticides and GM, my heart sinks. The missing ingredient in these great plans is always sustainable livelihoods, and its absence increases the existing, awful drift towards degraded, dysfunctional and unmanageable cities.

The one resource the developing world has in abundance is people. So why are we promoting systems of agriculture that negate this advantage and which seem bound to contribute directly to further human misery and indignity?

It is a sobering thought that almost all of the next 1 billion of net global population growth (over the next 12 to 15 years) will take place in urban slums. In one slum alone, which I'm not going to name because it is in a country for which I have »

great affection, more than 800,000 people, half of them under the age of 15, already live illegally in less than four square kilometres of the city. Even more sobering is the thought: what will these conditions breed for the future? Hopelessness, crime, extremism, terrorism? Who will deal with these chickens when they come home to roost on a globalised perch?

We have to face up to the fact that often the consequence of globalisation is less sustainability. It is all very well talking meaningfully of the need for 'globalisation with a human face', but the reality is frequently somewhat different.

Left to its own devices, I fear that globalisation will sow seeds of ever-greater poverty, disease and hunger in cities and the loss of viable, self-sufficient populations in rural areas. I

We have to face up to the fact that often the consequence of globalisation is less sustainability. It is all very well talking about 'globalisation with a human face', but the reality is frequently somewhat different

don't think anyone would claim to have many answers, technological or otherwise, about what could possibly be done to reverse this process.

The 800,000 people in the slum I mentioned previously are not simply going to head back to the land overnight. But, surely, the first step to finding solutions to this problem is being willing to face up to both its causes and its scale – and this requires the globalisation of responsibility.

I have a feeling that by now it may be quite well-known that I am inclined to doubt whether GM food will be, on balance, a contribution to the greater good of humanity. In doing so, I am not simply being dogmatic. I believe it is both legitimate and important to ask whether some people's faith in the potential of this and other new technologies is a product of wishful thinking or of the hype generated by vested interests. In the long term are these methods really going to solve mankind's problems, or will they just

create new ones? And how will we regulate them effectively? There are a great many examples of earlier, well-meaning attempts to control pests or improve the environment which have gone drastically wrong. I'm simply not convinced that we have absorbed the lesson that manipulating nature is, at best, an uncertain business.

Even if we discount the potential for disaster, there is still the question of whether this is the right direction to take. If all the money invested in agricultural biotechnology over the last 15 years had been invested in developing and disseminating genuinely sustainable techniques – those that work with, rather than against, the grain of nature – I believe that we would have seen extraordinary, and genuinely sustainable, progress.

The problem, perhaps, is that techniques such as inter-cropping, agroforestry, green manuring, composting

and biological pest control offer less prospect of commercial gain to those who have money to invest. The hundreds of millions of people who would gain are the much-derided practitioners of so-called 'peasant agriculture', who have very little money, but who are the long-term guardians of biodiversity.

One of the arguments used by the 'agricultural industrialists' is that it is only through intensification that we will be able to feed an expanded world population. But even without significant investment, and often in the face of official disapproval, improved organic practices have increased yields and outputs dramatically. A recent UN Food and Agriculture Organisation study, revealed that in Bolivia potato yields went up from four to 15 tonnes per hectare. In Cuba the vegetable yields of organic urban gardens almost doubled. In Ethiopia, which 20 years ago suffered appalling famine, sweet potato yields went up from six to 30 tonnes per hectare. In Kenya maize yields increased

from two and a quarter to nine tonnes per hectare. And in Pakistan mango yields have gone up from seven and a half to 22 tonnes per hectare.

Imposing industrial farming systems on traditional agricultural economies is actively destroying both biological and social capital and eliminating the cultural identity that has its roots in working on the land. It is also fuelling the frightening acceleration of urbanisation throughout the world and removing large parts of humanity from meaningful contact with nature and the food that they eat.

So this 'flight from the land' is happening in both developed and developing countries. Unfortunately, these trends towards urbanisation are almost inevitable while societies throughout the world continue to put a low valuation on their food, denigrate food to the status of fuel and abandon any loyalty to their local and indigenous farmers.

But there is another consequence too. There is now a growing body of evidence that suggests that in the so-called developed world we are in the process of creating a nutritionally impoverished underclass: a generation which has grown up on highly processed fast food from intensive agriculture, and for whom the future looks particularly bleak, both from a social and a health standpoint.

As Eric Schlosser has pointed out in his brilliant book *Fast Food Nation* fast food is a recent phenomenon. The extraordinary centralisation and industrialisation of our food system has occurred over as little as 20 years. Fast food may appear to be cheap food, and in the literal sense it often is.

But that is because huge social and environmental costs are being excluded from the calculations. Any analysis of the real costs would have to look at such things as the rise in food-borne illnesses, the advent of new pathogens such as E. coli 0157, antibiotic resistance from the overuse of drugs in animal feed, extensive water pollution from intensive agricultural systems, and many other factors. These costs are not reflected in the price of fast food, but that doesn't mean that our society isn't paying them.

Perhaps, having said all this, you can begin to see why I am such an admirer of the Slow Food movement and of all the hard-working, indomitably »

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independent people like yourselves, all over the world, who are part of it.

Only a few years ago it would have been impossible to imagine that so many people across the world who are either directly involved in small-scale artisan food production or are interested in consuming the fruits of such labours should gather together in this way. This, of course, is a great tribute to the unceasing energy of Dr Carlo Petrini [the leader of the Slow Food movement].

Slow food is traditional food. It is also local, and local cuisine is one of the most important ways we identify with the place and region where we live. It is the same with the buildings in our towns, cities and villages. Well-designed places and buildings that relate to locality and landscape, and which put people before cars, enhance a sense of community and rootedness. All these things are connected. We no more want to live in anonymous concrete blocks that are just like anywhere else in the world than we want to eat anonymous junk food that can be bought anywhere. At the end of the day, values such as sustainability, community, health and taste are more important than pure convenience. We need to have distinctive and varied places and distinctive and varied food in order to

for what it's worth, I do believe that the extraordinary process of cross-fertilisation and invigoration that takes place at gatherings like these creates an ever more influential and powerful association, one which cannot be so easily ignored, and that answers will emerge organically as a result. As the old saying goes, there is safety in numbers, and people tend to listen to organisations with a very large membership.

On this theme, it does seem to me that the other great food movement with which I am associated, the organic movement, has so much in common with the Slow Food movement, and this shared purpose and direction ought to be a source of co-operation and also, of course, celebration. So I do hope that we may see ever closer links between these two important movements.

And the importance of your movement cannot be overstated. That is, after all, why I am here: to try and help draw attention to the fact that in certain circumstances 'small will always be beautiful', and to remind people, as John Ruskin in the 19th century did in England, that 'industry without art is brutality'.

After all, the food you produce is far more than just food: it represents an entire culture: the culture of the family farm. It represents the ancient tapestry of rural life: the dedicated animal husbandry, the struggle with the natural elements, the love of landscape, the

Imposing industrial farming systems on traditional agricultural economies is actively destroying both biological and social capital and eliminating cultural identity

retain our sanity, if nothing else.

The Slow Food movement is about celebrating the culture of food, and about sharing the extraordinary knowledge (developed over millennia) of the traditions involved with quality food production. So it is important to ask how this gathering can promote those ideals more widely, particularly when we are faced with remorseless pressure to operate on a larger and ever more impersonal scale.

I believe you are in a better position to answer that question than I am. But,

childhood memories, the knowledge and wisdom learnt from parents and grandparents, the intimate understanding of local climate and conditions, the hopes and fears of succeeding generations.

Ladies and gentlemen, all of you represent genuinely sustainable agriculture and I salute you.

This is a copy of the full speech given by HRH The Prince of Wales at the Terra Madre (Mother Earth) conference, Turin, Italy, 23rd October 2004

JOANNA BLYTHMAN

Don't let there be lights

The government's 'traffic lights' labelling system to encourage healthier eating is utterly clueless

The British government has a Big Idea for dealing with spiralling obesity and diet-related disease: a new food-labelling system based on traffic lights. Yep, it's as simple as that. The government is going to ask the food industry to slap red (eat rarely or never), amber (eat in moderation) and green (eat as much as possible) labels on all its products and, hey presto, consumers will be empowered to make healthier choices.

Only Britain, the country with the weakest food culture in Europe, could come up with this clueless nursery school 'solution' to its dietary woes. Can you imagine how French cheesemakers would react at the mere suggestion that a traditional artisan cheese made with tender loving care from raw, whole milk would merit hazard warning lights? A mountain of stinking Munster would be dumped promptly outside the gates of the Elysée Palace. Try telling the proprietors of Macelleria Falorni in Greve in Chianti, whose salumi are feted throughout Italy and beyond, that unless they radically reduce the tender, emollient cured fat in their sausage (which comes, incidentally, from free-ranging, rare-breed pigs and boar) their products would be sent to the naughty corner. You would be met with downright incomprehension. Imagine the riots there would be in tapas bars the length and breadth of Spain when the news broke that Pata Negra ham from acorn-fed pigs was to bear a cautionary label because it was too high in salt. The metaphor of a red rag to a bull comes to mind.

In fact, anyone who knows anything about food can see that traffic lights are the bluntest of blunt instruments as a descriptor of food. Even the most ponderous calorie-counting dietician could tell you that such an assessment was problematical. What about avocado? Does it get a red sticker because it is high in fat even though it is loaded with

heart-protective vitamin E? Does low-fat but intensively reared indoor chicken or turkey, fattened on medicated feed, qualify for a green pat on the back while mature grass-fed lamb or beef, marbled with fat, gets stuck with amber or red? As for anchovies: oh My God! all that oil and salt; they must surely deserve the



most vivid crimson? But are we really saying that anchovies are a very, very bad food, even if we only pop two or three into a Caesar salad?

Should we feel reassured when we see that chemically grown apples and pears get a green star even though we now know (thanks to Friends of the Earth) that the consumption of just one fruit can take an unfortunate toddler over government safety levels for pesticide-residue exposure? Scottish farmed salmon, too, would doubtless qualify for triple green crowns because of its much-trumpeted omega-3 fatty acid content. Yet fish farming is the biggest environmental disaster ever to hit the west coast of Scotland.

The UK food industry doesn't like the sound of traffic lights either, but for very different reasons. Traffic lights offend against its 'there's no such thing as bad foods, only bad diets' mantra. The industry has become even more militant in its opposition since Tesco got its fingers burnt trying to make public relations capital out of the scheme. 'The traffic light initiative is the latest move by Tesco in its quest to provide customers with information,' the chain chirped. This trial initiative was going to be 'rolled out' by September 2004. Unfortunately for Tesco, the Food Commission's independent nutritionists got to work examining the composition of foods in Tesco's Healthy Living range. Applying the Food Standards Agency's guidelines, several items in the range just did not fit the green jacket. Sultana bran cereal, for example, triggered red lights for its salt and sugar content,

while Sunflower spread flashed red for fat and salt. Following the Food Commission's analysis, Tesco seems to have gone cold on the idea.

Being someone who is inspired more by love of good food than by fear of bad food, my eyes glaze over quickly in the presence of detailed calorie and nutrient calculations. I prefer to be guided by a

more holistic approach, one developed by the eminent doctor and nutritionist Sir Robert McCarrison. I find that McCarrison's thinking cuts through dietary dilemmas like a hot knife through butter.

McCarrison conducted experiments on rats to compare the health impacts of two very different diets. One group ate fresh, local, mainly unprocessed food from more or less organic farming systems; the other was put on a more affluent Western-style diet full of processed foods. The rats on the unprocessed diet flourished, exhibiting excellent general and reproductive health. The rats fed processed food fell prey to a range of serious health disorders, which were more marked with each successive generation.

Apart from its palpable crudeness, traffic lights labelling blurs McCarrison's crucial distinction between wholesome foods in their natural, time-honoured form and new-generation processed junk. And more little coloured stickers won't improve matters. A growing number of British consumers are already completely bamboozled by existing product labels, many of which make wilfully misleading counter-intuitive claims. 'Healthy eating sticky toffee yogurt'? Give us a break.

The government loves the idea of food labelling as a panacea: it means it can opt out of tougher regulation of the composition of foods. And in the absence of any initiative in that regard, the nub of the problem remains food education, or the lack of it. Unlike other Europeans, the British are now perilously close to losing benchmarks »



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for the appreciation of good food. Younger generations no longer learn to cook from watching mothers and grandmothers. If you have never made a fishcake from scratch, or tasted one so prepared, why should you understand that when you pick up a supermarket fishcake made from 53 different ingredients you are looking at a pile of crap? And how will you spot that it tastes fake if you have never tasted the more wholesome home-made article?

Since we cannot take for granted that children absorb the principles of good food at home, I think we have to teach them. Food appreciation – everything from how to assess a food product to the celebration of local, seasonal and special foods – needs to be made core curriculum in both primary and secondary schools. That would mean kicking food technology off the curriculum. Why should projects in which children design airline meals or the packaging for low-fat fish fingers take precedence over teaching them that fundamental life-enhancing survival skill cooking?

Joanna Blythman is an investigative journalist and author of The Food we Eat and Shopped: the shocking power of British supermarkets

DAVID EDWARDS

It's good to be good

Scientists have shown that altruism is good for your brain

The evidence is now overwhelming that the human brain continually changes as a result of experience. In his book *Destructive Emotions* psychologist Daniel Goleman notes how magnetic resonance imaging (MRI) has been used to observe this 'neuroplasticity' in musicians. Goleman writes: 'MRI studies find that in a violinist... the areas of the brain that control finger movement... grow in size. Those who start their training earlier in life and practise longer show bigger changes in the brain.'

Studies of top performers in a wide

range of skills – from chess masters to Olympic athletes – have shown pronounced changes in both muscle fibres and cognitive abilities. But there is much more.

Richard Davidson, professor of psychology and psychiatry and at the University of Wisconsin, recently studied brain activity in a European-born Buddhist monk called Oser, who had spent three decades meditating on compassion in the Himalayas. Davidson had previously found that people who have high levels of brain activity in the left pre-frontal cortex of the brain report positive, happy states of mind, such as zeal, enthusiasm, joy, vigour and mental buoyancy. Oser was asked to meditate intensively on the subject of compassion

Just like building up muscles through exercise, caring for others strengthens the kindness, generosity and compassion that are the foundations of our own happiness and peace of mind

and then to relax after 60 seconds while being monitored by an MRI machine.

Goleman states: 'While Oser was generating a state of compassion during meditation, he showed a remarkable leftward shift in this parameter of pre-frontal function... In short, Oser's brain shift... seemed to reflect an *extremely* pleasant mood. The very act of concern for others' wellbeing, it seems, creates a greater sense of wellbeing within oneself.'

In another experiment Davidson monitored the baseline state of left pre-frontal cortex activity indicating normal everyday mood in 175 American individuals. Subsequently, he also monitored the baseline state of a 'geshe' or abbot from one of the leading Buddhist monasteries in India. Davidson described the geshe as being 'an outlier' on the graph displaying the results of his tests: his reading was 'three standard deviations to the left', far beyond the rest of the bell curve for positive emotion.

These findings support claims made by meditators over hundreds of years that compassion and concern for others are in fact the bases of human happiness. They also suggest that human emotions such as compassion,

love, anger and jealousy arise more intensively and more often the more frequently we generate them.

It is important to understand the fundamental nature of the meditation in which Oser had been engaging. In Buddhist psychology the word meditation has a very specific meaning. The Dalai Lama has said: 'Meditation means creating a continual familiarity with a virtuous object [ie, an idea] in order to transform your mind. Merely understanding some point does not transform your mind. You may intellectually see the advantages of an altruistic awakening mind, but that does not actually affect your self-centred attitude. Your self-centredness will be dispelled only through constantly familiarising yourself with that understanding. That is what is

meant by meditation.'

In other words, repeatedly familiarising the mind with the suffering of others, and acting to remedy that suffering, has the effect of increasing the intensity and frequency of compassionate thoughts. The implications of this, as Buddhists have long claimed, and as science is beginning to confirm, are remarkable. As the 12th century Buddhist figure Gampopa said: 'If everything you do with your body, speech and mind is done for the benefit of others, there is no need to do anything more for your own benefit because the one is included in the other.'

And if it is true that concern for others is a source of personal happiness, then the implications for our relationships are also remarkable. To be motivated by compassion, even in transporting an insect from our house using a glass and a postcard, is beneficial. We can argue long and hard about whether tiny flies should be removed from a shower on the grounds that they may or may not possess the same inalienable rights as human beings; but the fact is that every time we perform such acts of kindness, we strengthen the momentum of kindness in our minds »

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Just like building up muscles through exercise, caring for others, no matter how ugly, cruel or insignificant they might seem, strengthens the kindness, generosity and compassion that are the foundations of our own happiness and peace of mind. Every time we give time, energy, money, friendliness, every time we campaign, march, protest, send emails to journalists out of compassion for human and animal suffering, every time we do *anything* out of a kindly motivation we are strengthening these positive traits.

It is easy to imagine that generosity necessarily involves painful self-sacrifice. But, as the ancient Indian poet Aryasura noted, exactly the opposite is true: 'Generosity is a great treasure. No thief can steal it, no fire destroy it, no water can ruin it, no king can command it. Generosity cleanses the mind of selfishness and greed, relieving our weariness as we travel through life. It is our best and closest friend, constantly giving pleasure and comfort.'

As we repeatedly engage in altruistic actions our selfish and hostile tendencies – anger, craving, jealousy, stinginess, impatience, intolerance – are correspondingly reduced. Because such 'mental pollutants' are the cause of much of our dissatisfaction, anxiety and unhappiness, positive acts countering them will, over time, gradually lead to an increased sense of wellbeing.

Thus, the ultimate rationale for defending animal and human rights, for working to reduce suffering and increase happiness, is that such behaviour benefits us even as it benefits those we are seeking to help. Compassionate individuals are happier, and a society of compassionate individuals is a happier, more peaceful, more sane society.

David Edwards is the editor of media watchdog medialens.org

MALCOLM TAIT

A pest in name alone

Despite being endangered, it's still legal to shoot sparrows in the UK

The house sparrow is on the Red List of Species of Conservation Concern, its numbers have fallen by at least 60% in the last quarter-century, and no-one knows quite why this once common bird is in free-fall. But here's the good news. If you act quickly, and you've got the proper authorisation, you can still wander round your garden with Big Bertha under your arm and take pot-shots at the bird at will. Until 1 January 2005, the house sparrow (and its similarly declining urban colleague the starling) will remain on general licence.

General licence is not quite a free for all. It gives Britons, authorised by DEFRA or councils, the right to kill certain species of bird if their numbers are threatening health, safety or crops. The licence itself, introduced in 1993, was a carefully secured derogation of the 1979 European Directive on the Conservation of Wild Birds, an opt-out clause if you like.

The thing is, putting a species on general licence, (and until January, there are 13 of them, the others being gulls, crows and pigeons), or taking it off again, requires a consultation process as long as a gibbon's arm. The BTO, RSPB, CSL and various other letters of the alphabet have spent a couple of years beavering away on a variety of documents which came to the final conclusion that although shooting sparrows and starlings happens rarely enough to in all likelihood have minimal effect on their populations, the declining status of each bird suggested that every little might help. DEFRA nodded sagely, and awarded the species their freedom.

For two years, therefore, the house

sparrow and the starling have been on the Red List, yet shootable. We're concerned about them, but if they get in our way we'll put them into pies. It makes you scratch your head at the cumbersome nature of conservation legislation.

Particularly when you consider the flipside. In November, Aberdeen council launched its latest offensive against the rampaging gulls that are invading their city. By July, 134 complaints had been registered about gull behaviour this year alone, and numbers are rising. The confident seabirds are taking food wherever they find it – even, in a couple of reports, from people's mouths. No-one has had an issue with sparrows or starlings for years, but there's no doubt that the poor folk of Aberdeen have a big problem, and their current plan is to coat the birds' eggs with a light mineral oil to stop them hatching. Detractors of this idea say that the problem will simply move somewhere else, and have made various suggestions from sending expert marksmen around the city, to catching the birds and fitting them with contraceptives (an idea that was tried in Venice to control pigeons, but which failed).

But as ever, these ideas are the cure, not the prevention. Gulls don't invade a town for no good reason. As one dissenting Aberdonian councillor points out, the long-term solution is to educate the public in health habits. Litterbugs are the real problem, not the gulls, for it is the messy streets that have drawn the birds in.

But to step back and look at the big picture, it's the general licence that's to blame. Like anything else, birds are only pests when classified so by man, when they get in our way. True pest status, such as locust crop destruction in Africa, or the disastrous cane toad introduction in Australia, don't happen here with our native birds any more, because we've worked out ways of stopping it happen in the first place. Aberdeen has got itself into a mess, and good luck to them in getting out of it. But for the future, by keeping certain species on general licence we don't need to bother with the prevention, because we know we have the cure, if we need it, by killing them.

For that's the trouble with opt-out clauses. Human nature finds it only too easy to take the cop out option.

Malcolm Tait is the former managing editor of The Ecologist

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THE DEBATE

Should our
drinking
water be
fluoridated?



**Dr Paul
Connett**

'For years, dentists believed that fluoride needed to be swallowed in order to be effective. However, the US Center for Disease Control now concedes that fluoride's primary benefit comes from *topical* application – ie, direct contact with the *outside* of teeth'

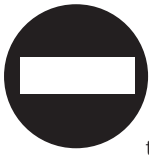
Professor Liz Kay is a Scientific Advisor to the British Dental Association.



**Professor
Liz Kay**

'Imagine if there were a disease that resulted in the removal of body parts from children and yet was almost entirely preventable. Surely such a situation would cause a public outcry'

Dr. Paul Connett is a chemistry professor in New York and the Executive Director of the Fluoride Action Network



Dear Professor Kay,

Water fluoridation is a most peculiar practice. It is a rare example of where medication is delivered to 'patients' using the water supply, thus overriding the individual's right to informed consent to medication. Such a police action should only be considered in the most dire of circumstances. This is not the case with tooth disease, which cannot be rated life-threatening or liable to cause an epidemic. The vast majority of European countries do not force this practice on their citizens, yet the level of tooth decay in children in these unfluoridated countries has not been compromised. Their greater respect for individual rights has not led to the calamities claimed by proponents.

Making fluoridation even more peculiar is the recent concession from the US federal agency the Centers for Disease Control and Prevention (CDC) that for more than 50 years the dental community has been wrong about how fluoride actually works. For years, dentists believed that fluoride *needed* to be swallowed in order to be effective. However, the CDC now concedes that fluoride's primary benefit comes from *topical* application – ie, direct contact with the *outside* of teeth.

This revision raises the obvious question: if fluoride's primary benefit is topical, and not systemic, then why should any government force its citizens to ingest it? A more sensible approach would be to let people, with appropriate warnings, apply it to their teeth directly in the form of fluoridated toothpaste. The benefits of such an approach are at least fourfold: it doesn't violate an individual's medical right to informed consent; it doesn't contaminate processed foods and beverages; it doesn't result in overdosing bottle-fed babies; and it minimises the ingestion, and subsequent accumulation, in bones, kidneys, the pineal gland, brain and elsewhere, where fluoride provides no benefit, only risk.



Dear Dr Connett,

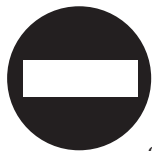
Imagine if there were a disease that resulted in the removal of body parts from children and yet was almost entirely preventable. Surely such a situation would cause a public outcry. Sadly, this is what happens every day, yet because the body part in question is a tooth the public outcry is somewhat muted.

You say dental disease is not life-threatening. Perhaps not, but it does threaten people's *quality of life*. Without teeth we cannot eat properly, we cannot interact socially, we are less likely to do well professionally. Without teeth too many people are consigned to a life of limited chances and lower expectations.

Every day children are going into hospital in the UK and, under general anaesthetic, are having full clearances performed. Children as young as four are having all their teeth removed because of decay and dental disease. If their water was fluoridated, these operations and their costs – financial, physical and emotional – could be avoided.

Critics of water fluoridation often cite the argument that the provision of fluoride toothpaste would have the same effect on dental disease. Yes, in an ideal world we would all love to see people brushing their teeth twice a day with a fluoride toothpaste, reducing their sugar intake and so on, but this isn't an ideal world. This is the real world and, sadly, there are still too many families who do not have access to a toothbrush, let alone fluoride toothpaste. Is good dental health to be the preserve of the middle classes?

Last year, the British Dental Association was at the forefront of the successful campaign to allow local communities to choose to have fluoride added to their water supplies. Under this new legislation, all proposals will be the subject of public consultation, so the allegation that fluoride will be 'forced' on people is a fallacy.



Dear Liz,

In the 'real world' that you refer to fluoridation has repeatedly proven to be a dismal failure at preventing tooth decay among low-income children. In urban areas of the US such as New York, Boston and Washington DC, where fluoridation has been in effect for decades, tooth decay rates among the poor are in a state of crisis. In Cincinnati, which has been fluoridated for 26 years, the city's dental director recently described the state of tooth decay in poor neighbourhoods as 'absolutely heartbreaking and a travesty'.

Your suggestion that tooth decay in poor areas is 'almost entirely preventable' simply by adding fluoride to water is at odds with reality. Even the recent York Review commissioned by the British government found 'little evidence to show that water fluoridation has reduced social inequalities in dental health'.

As noted earlier, the dental community was wrong for more than 50 years on how fluoride actually works. Whereas it once claimed that people needed to swallow fluoride, it is now understood that fluoride's predominant benefit comes from direct topical application to the teeth. The logical implications are obvious: if fluoride's primary benefit is topical, and fluoride's primary risks are systemic, we should be discouraging any policy (such as water fluoridation) that encourages the indiscriminate ingestion of this bio-accumulative, toxic substance.

Moreover, one of the many problems with targeting poor communities with water fluoridation is that low-income families will be the least able to afford the expensive, special equipment needed to remove fluoride from water. As a consequence, they will be unable to follow the important medical advice – now coming from the dental community itself – that infants should *not* be given formula reconstituted with fluoridated water. Infant formula made with fluoridated water contains 100 to 200 times the level of fluoride found naturally in breast milk. The newborn infant, who would otherwise receive the *lowest* body burden of fluoride among all age groups in the population (if consuming breast milk), receives the *highest* body burden of fluoride if consuming formula made with fluoridated water. This is a very disturbing fact, especially in light of the heightened vulnerability of infants to environmental toxins, and in light of recent evidence indicating fluoride may damage the developing brain. No risk is acceptable if it is avoidable. This is certainly the case with water fluoridation.



Dear Paul,

The cities of Birmingham and Manchester are very similar. They share the same industrial past, the same socio-economic make-up and the same cultural mix. There is, however, one major difference.

In Manchester five-year-old children have, on average, three times more dental caries than their Birmingham counterparts. Birmingham benefits from fluoridated water, whereas Manchester does not. That is the real world that I, as a practising dentist in the UK, live in.

Every week children come into the clinic at Manchester Dental School to have their teeth removed. There are three sessions for general anaesthetic alone, excluding those extractions undertaken under sedation. All too often my colleagues are called upon to perform full clearances – the removal of each and every tooth – in children who have only been dentate for a few years. For their colleagues in Birmingham, this is a rare occurrence, yet in Manchester it is a weekly one.

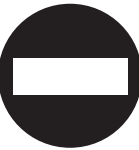
Topical application of fluoride is indeed the best method for the prevention of dental caries. The dental community has not been as slow to discover this as you imply. As I have previously said, in an ideal world every member of every household would have access to a toothbrush and fluoride toothpaste. However, in the UK this is simply not the case. That is why interventions like targeted water fluoridation are necessary to give families in those areas a fighting chance for good oral health.

Your interpretation of the York Review is not strictly correct. What it, and the subsequent review by the UK's Medical Research Council (MRC), said was that more research needs to be done in this area. This is a view with which both the British Dental Association and the research community as a whole would concur.

The maximum level of fluoride recommended in UK water is one part per million (1ppm), a level deemed safe not only by toxicologists but which falls well within the levels recommended by the World Health Organisation.



Dear Liz,

 We hear very similar claims about water fluoridation's purported dramatic benefits to poor communities here in the US. However, tooth decay in poor urban areas within the US, despite their being fluoridated for 20 to 50 years, remain mired in a state of crisis. If what you're saying is correct, this should not be the case. But it is. Would you disagree?

Moving beyond tooth decay (there are other tissues in the body besides teeth), would you please comment on the following peer-reviewed studies.

- The study by Alarcon-Herrera and colleagues (2001), which found a linear correlation between the severity of dental fluorosis in children and the frequency of bone fracture? In light of this study, is it still possible to maintain that dental fluorosis (which now impacts an average of 30 to 50 per cent of children in fluoridated areas) is merely a 'cosmetic' disorder?
- The study from China by Xiang and colleagues (2003), which estimates a lowering of IQ in children at 1.8ppm fluoride in drinking water.
- Freni's study (1994) reporting a lowering of fertility in counties in the US which have 3ppm or more fluoride in their water.
- Luke's study reporting the accumulation of fluoride in the human pineal gland (2001).
- The low-dose, long-term study by Varner and colleagues (1998), which found that rats consuming 1ppm fluoride in their drinking water had an increased uptake of aluminium into their brains, damage to both brain and kidney tissue, and the formation of beta amyloid deposits in the brain (the classic pathology of Alzheimer's disease).
- The various studies reporting that some members of the population, particularly people with kidney disease, are attaining levels of fluoride in their bone and blood which equal or exceed the levels associated with early skeletal fluorosis in humans and weakened bones in animals (Eble 1992; Torra 1998; Ng 2004, Franke 1975; Johnson 1979; LaFage 1995; Savas 2001).

Finally, as it is well-known that fluoride can have toxic effects on the body, what margin of safety would you want between a toxic dose and the supposed therapeutic dose, bearing in mind that some people (eg, those with kidney disease and nutritional deficiencies) are more susceptible to fluoride toxicity, and that once fluoride is put in water (and all the foods and drinks prepared with it) governments cannot control the dose individuals receive?



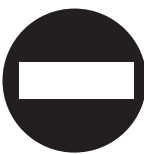
Dear Paul,

The recent publication of the results of the 2003 Children's Dental Health Survey here in the UK underlines the high levels of tooth decay experienced by many of our children. What's interesting about the results is that despite an overall improvement in the dental health of our children, a significant gap persists between those with the best and worst dental health. That gap is most clearly illustrated by the contrasting levels of decayed, missing and filled teeth in fluoridated Birmingham and non-fluoridated Manchester. In England, targeted water fluoridation does work.

Two of the studies you refer to deal with levels of fluoride above that which is considered safe. It's important to remember that the recommended level of fluoride in drinking water is just 1ppm. You also refer to the accumulation of fluoride in the pineal gland. This was considered by the 2002 MRC review. That review determined that further research into this area is a low priority unless and until a specific research need is demonstrated. As far as kidney problems are concerned, several large community-based studies have looked into the possible effects of high fluoride concentrations on the kidney and found no increase in kidney disease associated with drinking fluoridated water in the long term. Again, the MRC decided that further research in this area is not a high priority.

You also allude to a link between fluoride and fluorosis. Dental fluorosis is a cosmetic disorder that's not only rare among those consuming fluoridated water; according to research recently published in the *British Dental Journal*, it is of lessening concern to those who experience it. Skeletal fluorosis, to which you refer, is a different condition, of which there are no reported cases in either the US or UK associated with water supplies fluoridated at the level of 1ppm. In fact, it's a condition commonly associated with developing countries where dietary deficiencies and a lack of safe water supplies contribute to its occurrence. Aluminium absorption is another issue considered by the MRC: it found that there is no proven link between aluminium uptake and Alzheimer's disease.

Targeted water fluoridation works. It helps reduce levels of tooth decay and gives children a chance of growing up free of the pain associated with it. Tooth decay isn't the only health issue that children face, but it's a major one and it does have an impact on wider health and social issues. Good oral health is an important part of general health. We need teeth to eat, drink and socialise. For children, poor oral health might affect nutrition, interaction with other children and speech development, and cause pain, anxiety and a fear of going to the dentist. The fluoridation of water supplies, at the recommended level of 1ppm, is a safe measure that can have a dramatic health benefit.



Dear Liz,

Unfortunately you seem to have ignored most of the serious health issues I raised in my last letter. In particular, you fail to answer the question about the margin of safety you would like to see for fluoride exposure. Instead, you return to the dogma that there are (and can never be?) any health effects at 1ppm fluoride in the water. This continues the historic confusion between concentration and dose.

Water utilities can control the concentration of fluoride they put in the water, but they cannot control the dose people receive, because they cannot control how much water people drink nor the fluoride they now get from many other sources. In addition, individual susceptibility to fluoride, as with other toxics, varies greatly across the population, making it imperative that adequate safety margins be implemented to protect the vulnerable. As a scientist, I have never seen a policy with such open disregard for safety margins.

To maintain we do not have to worry about studies showing damage to the brain at 1ppm, lowering of IQ at 1.8ppm or the decrease in fertility at 3ppm is astonishing. As is your reliance on one sentence from the MRC, which claims that the accumulation of fluoride in the human pineal gland is of little significance. This flies in the face of the enormous amount of current research directed towards the function of this extremely important endocrine gland.

I did not say that fluoride caused kidney disease (it might), but rather that people with kidney disease have been found to accumulate dangerous levels of fluoride in their blood, levels that are associated with significant bone damage in humans. Note also that in the Varner study on rats it was not just the increased uptake of aluminium into the brain that was of concern, but the formation of beta amyloid deposits, which are the characteristic plaques in Alzheimer's disease.

Further, I am amazed that you would claim dental fluorosis is 'rare among those consuming fluoridated water'. Rare? The York Review estimated that an average of 48 per cent of children living in fluoridated areas have dental fluorosis, with about 12 per cent having dental fluorosis of 'aesthetic concern'.

It is precisely your apparent unfamiliarity with the medical literature on this matter, coupled with your ready dismissal of significant findings, which underline the dangers of continuing to allow dentists to dominate the debate on this issue. An honest and independent appraisal of the extensive literature on the toxicity of fluoride (including more than 30 animal studies since 1992 finding fluoride has a direct toxic effect on the brain) indicates that it is long past time that governments ceased exposing whole populations to this substance via the water supply.

For those who want fluoride, fluoridated toothpaste is universally available; those who don't want it should not have it forced upon them in the form of industrial-grade chemicals in their water. It is an old saying that an ugly fact can destroy a beautiful theory. In the case of fluoridation there are now too many ugly facts.

The dental community would serve our children better if it were to provide safer and more targeted care for the families in need. Most other European countries are doing this very effectively; why can't Britain?



Dear Paul,

Birmingham, one of Britain's largest and most populous cities, has been fluoridated for 40 years. There has been no indication of an increased incidence of Alzheimer's disease, which, according to your interpretation of the Varner study, we should expect to see. This is not a dismissal of the evidence; this is real life and real experience.

Contrary to your assertion, dosage in areas which, like Birmingham, benefit from fluoridated water, either naturally or by design, is controlled. Dentists in these areas do not prescribe fluoride supplements for their patients. Thus, they limit their exposure to fluoride to that from the water and/or their toothpaste. To suggest that people may 'overdose' on fluoride simply by drinking water is ludicrous. You would have to consume so much water for this to happen that you would die of water poisoning first.

I am also concerned at your comments about the MRC's report. You suggest that, by its adjudication that the accumulation of fluoride in the human pineal gland is of little significance, the MRC report is flawed. Bearing in mind that the council looked at all the studies in this area and ensured that they met the criteria for acceptance, this suggestion is bordering on an affront.

People, be they scientists or simply members of the public, are entitled to question evidence. However, there comes a time when one has to accept learned reviews of such evidence. That is why the York Review and the MRC report were prepared.

Studies are important; there is no question about that. Indeed, a recent study published in the *British Medical Journal* has shown that the public's attitude to fluorosis has shifted significantly. This study found that 86 per cent of people took no exception to mild fluorosis, while 55 per cent did not regard even moderate fluorosis as objectionable. Clearly, the public's view of the 'aesthetic concern' is changing.

But aesthetics are merely the tip of the iceberg in this debate. Yes, a healthy mouth looks much better, and fluoridated water can certainly help with that. I do not disagree with you that people should take responsibility for their oral health and that we, as dental professionals, should do all we can to help them. You make glib statements about fluoride toothpaste being widely available, and say that people who want fluoride can use it. Unfortunately, that choice is not so easy for a parent living on a housing estate who has to struggle to make ends meet, for whom choosing toothpaste is not as high on the list as feeding their children.

BEST FOR BABY?

by PAT THOMAS

Baby bath, baby oil, baby lotion, baby wipes. A quick skim of supermarket or pharmacy shelves and you could be forgiven for thinking that having a baby was more of an opportunity for niche shopping than a responsibility towards the future.

But there is ample reason to consider the bigger picture of baby toiletries and question whether all those three-for-tuos that parents stock up on are really the bargains they appear to be. Consider the list of ingredients in the best-selling liquid soap for babies: Johnson's Baby Softwash. Apart from the usual skin and eye irritants, this alarming mixture contains four ingredients that can be contaminated with the carcinogens 1,4 dioxane and ethylene oxide, two hormone disrupters linked specifically to breast cancer and several 'penetration enhancers' – chemicals that can increase the rate at which the body absorbs carcinogens and other harmful chemicals.

While it promises 'baby-soft skin', there is nothing in it that actually moisturises the skin, only synthetic polymers that coat the skin with a film-like substance giving the impression of smoothness. The rationale for using such chemicals is that they are washed off and therefore pose little risk. Indeed, in wash-off products manufacturers are allowed to use more of the chemicals that would otherwise be restricted in stay-on products. However, this argument may not 'wash' when it comes to infant skin.

Skin, the largest organ of the body, is both a crucial physical barrier and a significant route of absorption of toxic substances. Children's skin is thinner and more absorbent than that of adults, so it provides a less effective barrier to environmental toxins. In addition, the fact that children are smaller in size than adults »



JOHNSON'S BABY SOFTWASH INGREDIENTS

Aqua, glycerin, PEG-80 sorbitan laurate, sodium laureth sulfate, cocamidopropyl betaine, PEG-150 distearate, glycol distearate, polyquaternium-7, acrylates/C10-30 alkyl acrylate crosspolymer,

SODIUM LAURETH SULFATE

Purpose

- Detergent

Adverse effects

- Skin dryness
- Eye irritation
- Penetration enhancer
- Laureth compounds can be contaminated with 1,4 dioxane: a carcinogen linked to breast cancer.

COCAMIDOPROPYL BETAINE

Purpose

- Detergent

Adverse effects

- Skin and eye irritation
- Penetration enhancer
- Can be contaminated with diethanolamine, which when combined with formaldehyde (released by other ingredients during storage) produces carcinogenic nitrosamines (see polyquaternium 7).

PEG-150 DISTEARATE, PEG-80 SORBITAN LAURATE, PEG-14 M

Purpose

- Multiple, including thickener solvent, emulsifier and surfactant

Adverse effects

- Penetration enhancer
- Skin irritation
- Peg-14M is considered unsafe to use on damaged skin
- Can be contaminated with 1,4-dioxane and ethylene oxide, which are linked to breast cancer.

POLYQUATERNIUM-7

Purpose

- Forms film on the skin that gives the impression of softness.

Adverse effects

- Contact dermatitis
- Formaldehyde releaser, thus a potential carcinogen
- It may be contaminated with acrylamide, a central nervous system toxin.



means that their skin presents a larger surface area relative to their body weight for absorption of harmful substances.

In the developed world, the rates of eczema and allergies among children are on the rise. The early introduction of harsh toiletries onto sensitive skin may be a contributing factor to this. Unfortunately, parents whose children have skin rashes often approach the problem by piling on more synthetic goop, when cutting out baby toiletries entirely would be a more rational and effective solution.

Because women are leaving it later and later to have babies, many approach motherhood with more disposable income (and more ingrained buying habits). Manufacturers are keen to exploit this group of consumers by offering them so-called premium products. Johnson's Baby Softwash is just such a product. The Johnson's Baby slogan 'best for baby, best for you' reaches deep into the psyches of mums who have an 'only the best for my baby' attitude, but little time or inclination to examine just what 'best' actually means.

The Johnson's Baby range of toiletries is the UK's biggest selling brand taking a 43 per cent share of a baby toiletries and wipes market that is worth £100m. Worldwide, Johnson's and Johnson's products account for 31 per cent of the total baby-care market; their next closest competitors, Penaten, Nivea and L'Oreal, by comparison, account for only around 2 per cent each of the worldwide market. Johnson's premium Softwash range, introduced in 2003, boosted the company's total worldwide sales by a staggering 13 per cent.

TRY THESE INSTEAD

GREEN PEOPLE (www.greenpeople.co.uk)

NEAL'S YARD (www.nealsyardremedies.com)

WELEDA (www.weleda.co.uk)

EARTH FRIENDLY BABY (www.myvitane.com/earfrienbabp.html/)

Pat Thomas is the author of several books on health and the environment including *Cleaning Yourself to Death: how safe is your home?*, *Living Dangerously: are everyday toxins making you sick?* (both published by Newleaf) and *Under the Weather: how the weather and climate affect our health* (Fusion Press)

PEG-14 M, tetrasodium EDTA, sodium lauroamphoacetate, paraffinum liquidum, methylparaben, butylparaben, propylparaben, phenoxyethanol, polypropylene terephthalate, sodium hydroxide, parfum

TETRASODIUM EDTA

Purpose

- Preservative

Adverse effects

- Skin irritation
- Contact dermatitis
- Contact allergies
- Eye irritation
- Penetration enhancer.

PARAFFINUM LIQUIDUM

Purpose

- Lubricant emollient

Adverse effects

- Skin dryness
- Can be contaminated with polycyclic aromatic hydrocarbons (PAHs) which studies link with an increased risk of breast cancer
- Penetration enhancer.

METHYLPARABEN, BUTYLPARABEN, PROPYLPARABEN

Purpose

- Preservatives

Adverse effects

- Skin irritation
- Parabens are oestrogen mimics: butylparaben is the most oestrogenic, followed by propylparaben, ethylparaben and methylparaben.

POLYPROPYLENE TEREPHTHALATE

Purpose

- Film former
- Type of polyester providing a superficial feeling of smoothness to the skin.

Adverse effects

- Carcinogen, linked to pancreatic cancer
- Contains phthalates: oestrogen mimics linked to breast cancer.

SODIUM HYDROXIDE

Purpose

- A pH adjuster

Adverse effects

- Skin and eye irritation
- Also known as lye, sodium hydroxide is a common component of oven and drain cleaners.

PARFUM

Purpose

- Fragrance

Adverse effects

- Can contain artificial musks, which are hormone-disrupting, liver-toxic and neurotoxic
- Triggers asthmatic reactions
- Nervous system reactions, such as headaches, mood swings, depression, forgetfulness and irritation are common.



After the gold rush

The biggest and most indiscriminate killers of wildlife on the planet, commercial fishing fleets have brought us to the edge of a maritime ecological disaster, with fish stocks facing extinction all around the world



by CHARLES CLOVER

Bonavista, Newfoundland. Fall. What no one prepares you for is the beauty. Along the peninsula, the road winds through fishing settlements known as outports. As I turn off the highway onto the coast road, the sun breaks through a stormy sky making the squat orange maples and yellow birch glow against the wind-stunted fir and spruce. Seawards, in the bays between the rocky promontories, stand wooden stages or flakes, where cod used to be dried. These look like the remnants of a gold rush, which in a sense is what they are: relics of a gold rush that lasted 500 years.

In Abbotts' B&B on Capeshore Road home-made sheets of tourist information tell how John Cabot discovered the cape in 1497. Cabot, a Venetian whose name was anglicised to reflect the national significance of his mission, was trying to find a western passage to Asia for Henry VII. What Cabot actually found was a landfall on which Britain's claim to North America was based, and, as luck would have it, the world's largest population of cod: a population so plentiful the fish could be caught by lowering a basket from a ship's deck.

The typed sheets in Abbott's tell you that the Bonavista peninsula is windy all year but never gets particularly hot or cold. The spring is short. Icebergs float down the coast well into May. Under the heading, 'daily life in the community' there is the following: 'The fishery is Bonavista's main industry. Cod drew the Europeans here in the 1490s and keeps us here in the 1990s. Without the fishery Bonavista could not survive. In cod we trust.'

Nothing has been added to this since 1992, when the Canadian government closed the local cod fishery for the first time. Maybe no one knew how to come to terms with such a seismic change in Newfoundland's economy. More likely, the author of those typed sheets thought, as did the Canadian government of the day, that the crisis would be over in a couple of years. What we know now is that the northern cod has declined by 99 per cent since the early 1960s, and that it may take 20 years, even by the most optimistic estimates, for it to come back. »

It may never do so. It is showing no signs of doing so yet.

The crash of the northern cod was the first example in modern times of a major commercial fish stock being reduced to a non-renewable resource. 'It is harder to kill off fish than mammals. But after 1,000 years of hunting the Atlantic cod, we know it can be done,' said Mark Kurlansky in the last lines of his admirable book *Cod: a biography of the fish that changed the world*. We are now beginning to realise that Kurlansky described only the beginning of a story of how over-fishing is changing the world and what we eat.

What we did not know when Kurlansky wrote those words was that the world's fisheries were beginning to tend in the same direction. Unforgivably, the discovery that global catches were declining was not made by the UN Food and Agriculture Organisation (FAO), the outfit responsible for global catch figures, but by Daniel Pauly and Reg Watson of the University of British Columbia in Vancouver.

In an article published in *Nature*, Pauly and Watson put the FAO's global catch figures through the wringer and found that if you excluded the numbers for China the world's catches were declining. And when you looked closer, the high figures the Chinese were declaring were, judged by the productivity of the sea elsewhere in the world, a biological impossibility. In fact, Watson and Pauly decided, global catches began to decline around the late 1980s: around the time

Newfoundland's did. The apparent anomaly of China was due to the fact that Communist Party officials there had to show a rising graph in order to get promoted.

We now know that what happened in Newfoundland was not a one-off: it was the logical conclusion of a trend that is going on virtually everywhere in the sea, except in a few isolated well-run fishery regimes. It seems obvious that in looking to prevent a Newfoundland-style crash happening anywhere else, we should take particular care to apply the lessons the Canadians learned.

When it comes to our own waters –

Some scientists say it was 7 million tons.

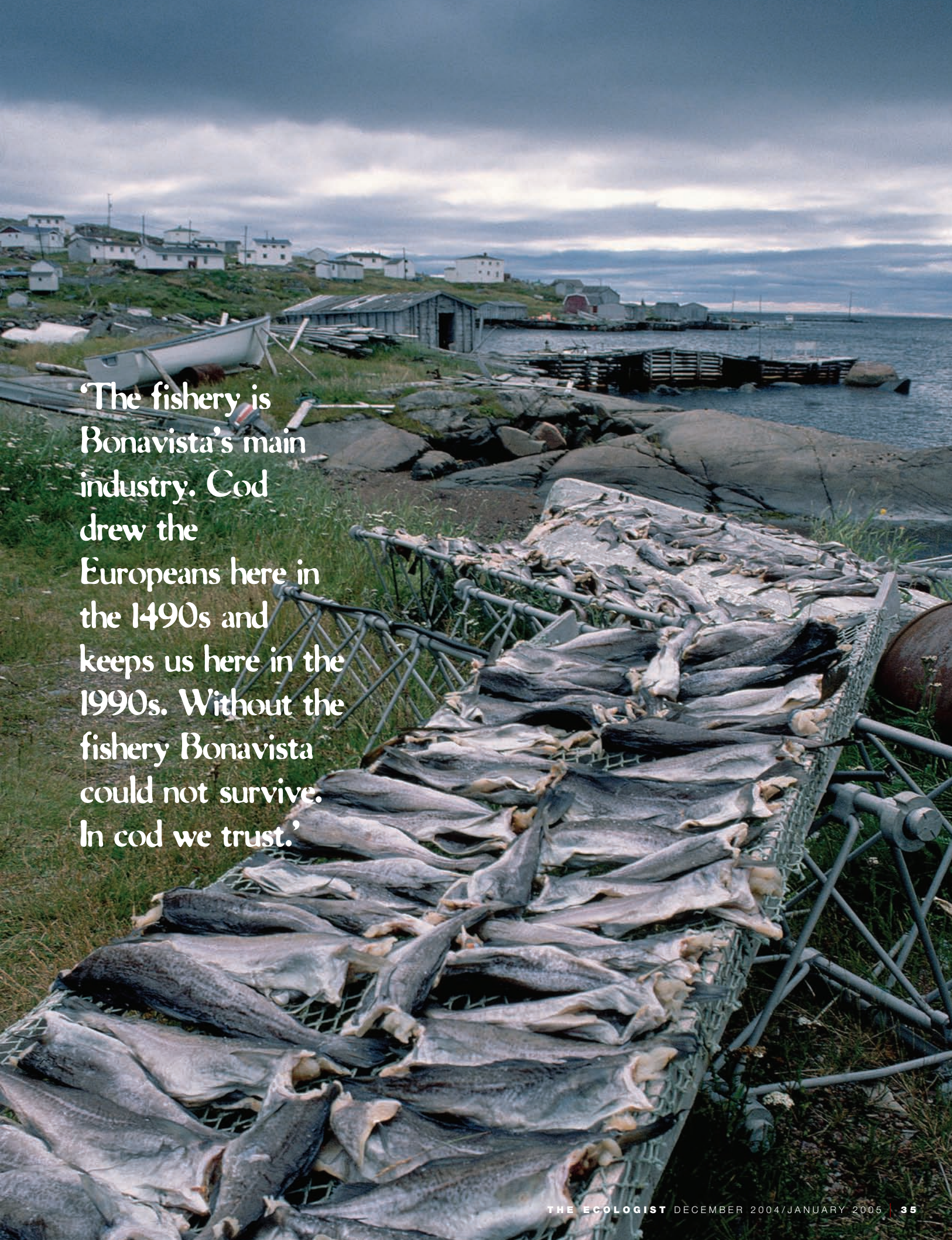
The cod stock in the North Sea is down to a mere 46,000 tons, a third of the 150,000 tons that scientists recommend as a bare minimum for future reproductive success. Even now, every other cod is taken from the cod illegally, because the EU's enforcement is so bad, so little respected by the fishermen and the penalties are so light that they are seen as a tax by hard-pressed businesses.

The ICES scientists who count fish in the North East Atlantic have recommended this autumn for the third year in a row that cod fishing in the West of Scotland, Irish Sea and North Sea should be banned altogether. On the face of it, this recommendation has much to be said for it, since the strategy proposed by EU Ministers for the past two years, that they would 'recover' the cod stock by allowing it to be fished at a low level, stands revealed as an abject failure.

But will EU ministers finally have the nerve to ban cod fishing and pay fishermen not to fish until the cod recover? What makes things complicated is that the North Sea haddock stock stands at its highest for 30 years, at around 460,000 tons. The political pressure is on allow fishermen to benefit from a modest quota of haddock, while preventing cod being taken in the same net. The European Commission has never favoured the separator trawls that United States fishermen say enable them to separate cod from haddock, or the temporary closed areas which enable Iceland to stop the killing of juvenile fish or the wrong species, or the ban on 'discarding' small fish practised by other enlightened regimes, such as Norway. So in the absence of EU ministers having the nerve to set up a system of enforcement that works as well as the world's best, the danger is that the remaining cod are »



and remember, half of the fish we eat now come from overseas – we appear to be ignoring one of the main lessons of Newfoundland which is: when you get into trouble, stop fishing. The Canadians now calculate that a fish stock has collapsed – and fishing must stop – when numbers have declined to below a tenth of its pre-exploitation spawning size. Despite the North Sea states paying the wages of the Copenhagen-based International Council for the Exploration of the Sea for 102 years, scientists there have still not worked out the pre-industrial spawning stock biomass of the North Sea cod, but it is reasonable to assume it was more than 500,000 tons.



'The fishery is Bonavista's main industry. Cod drew the Europeans here in the 1490s and keeps us here in the 1990s. Without the fishery Bonavista could not survive. In cod we trust.'



We once used
to talk of the
theft of the
countryside by
farmers.
Truly, what is
happening in
Europe at the
moment is the
theft of the sea
by commercial
fishermen

likely to be thrown over the side, dead, or landed illegally, as part of the new haddock bonanza.

My advice to any concerned consumer would be not to buy cod from the North Sea until politicians take the correct advice and ban, or as close as they can, cod fishing. And then only touch cod again after the cod has been given its own large closed areas and sufficient years to recover. For heavily fished populations (and populations hit by climate changes believed to have been involved in the breeding failure of cod on both the Grand Banks and in the North Sea) behave much less robustly than healthy ones – another lesson from Newfoundland.

Many people in Europe are unaware that the Canadian government re-opened the Grand Banks cod fishery in 1995, against the advice of many independent scientists. Ottawa decided it could not go on paying billions of dollars indefinitely in social security and restructuring payments to 44,000 Newfoundland fishermen and fish processors.

The revived or 'sentinel' fishery was meant to be small in scale and helpful to those scientists who were measuring the recovery of the cod. But it was poorly monitored. Licences were given out in large numbers, for political reasons. There was large-scale cheating, and when the fishery was closed again in 2003 Ottawa was forced to accept that 'serious damage' had been done and stocks were even lower than they were in 1992.

Since then, the cod of the Grand Banks in the north Atlantic have shown no sign of recovery. Paradoxically, there is a lot of big cod inshore, in a couple of big bays on the eastern coast of Newfoundland, Bonavista Bay and Trinity Bay, which inshore fishermen find frustrating as they face fines of \$500 if they catch so much as a single fish. But out on the Grand Banks there is nothing, except for a little remnant cod population more than 200 miles out, on the Grand Banks' 'nose' and 'tail', which protrude beyond Canadian territorial waters. More of those remnant cod later.

What there has been, however, to the great good fortune of those fishermen with big enough boats to



harvest them, is an explosion of snow crab and shrimp on the Grand Banks. Fishermen are now making more money than they were in the late 1980s, but out of different species. Total production of seafood has been worth in excess of \$1 billion in the past five years; it was worth only \$800m in the late 1980s. The only downside to this is that nobody seems to know what a sustainable quota of prawns or snow crab is.

And if the cod decides to come back, which it doesn't look like doing for 15 to 20 years, if ever, there is going to be less of everything, because the cod will eat the shrimp and crab as it recovers. It seems that fishing may have 'flipped' the whole ecosystem from a fish-based ecosystem to a shellfish one. Nobody knows if it will ever flip back. A similar ecosystem flip happened in the Black Sea, where introduced jellyfish took over from fish. There has been talk of something similar also happening in the Baltic with the disappearance of cod there. Meanwhile, catches of prawns, crabs and langoustines have been rising in the North Sea.

I don't recall anyone asking the people of Europe whether they would prefer a fish-based ecosystem around their shores or a shellfish-based one, but there is a danger of this decision being taken by default as a result of the continued exploitation of endangered fish populations, such as cod. The EU's Common Fisheries Policy doesn't really take citizens' interests into account: it is assumed that what is in the interests of the most commercial, most technological fishermen is in the common interest; but in fact the common interest must include the protection of nature, biodiversity, tourism and angling. (Anglers in Britain number 1.5 million; there are 11,000 commercial fishermen in the UK.) We once used to talk of the theft of the countryside by farmers. Truly, what is happening in Europe at the moment is the theft of the sea by commercial fishermen.

But our hunt for fish does not stop in European waters any more. Few Europeans are aware of the extent to which the EU now extends its malign influence, and its voracious demand for fish, across the oceans of the world.

I came across an aspect of

this unregulated greed myself in Newfoundland, and at first refused to believe it. I was talking to Betty Fitzgerald, the mayor of Bonavista. Betty's three sons still work in fishing or fish processing so she knows a thing or two about what fishermen get up to. Betty told me that she had been out on the Grand Banks a few times since the fishery was closed and every time she saw the sea lit up, 'like a city at night', with the lights of foreign trawlers.

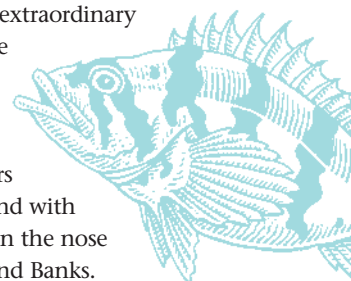
At the time I thought this information a touch out of date. Didn't everyone in the world know, after Kurlansky's book, that cod fishing had been banned on the Grand Banks in 1992? I wrote off the story as part of the universal tendency to blame foreigners for overfishing.

But Betty was right. I made a few inquiries in St Johns, the capital of Newfoundland, and then Brussels and uncovered an extraordinary story. There may be a fine of \$500 for catching a single cod in Bonavista Bay. But EU trawlers still fish illegally, and with virtual impunity, on the nose and tail of the Grand Banks.

As ecological crimes go fishing for stocks that are internationally known to have collapsed and on which there is a moratorium (in the faint hope that they might one day recover) is about as serious as you can get. It cheats present and future generations.

You may remember that a decade or so ago Canada caused a diplomatic incident when its fisheries minister, Brian Tobin, authorised the arrest of an EU vessel, the Spanish-flagged *Estai*, that was fishing for Greenland halibut just outside Canadian territorial waters. The EU accused Tobin of acting illegally. Since then Canada has tried to avoid any similar disputes. But it still has a controversial law on its statute book that bans boats flying flags of convenience from fishing on the banks outside the 200-mile limit of its waters. (To diminish their chances of being seized, vessels that do fish there only do so under the flags of EU member states.)

Ironically, one of the legacies of the *Estai* incident is that the Northwest Atlantic Fisheries Organisation (NAFO), which is responsible for conserving fish »



stocks from the edge of Icelandic waters to the edge of Canada's, now has some of the strictest rules of any such regional fisheries organisation. These rules say that any vessels fishing in the area must carry observers at all times. I took advantage of EU freedom of information legislation to get hold of a sheaf of these observer reports: they are faithfully compiled and then sent to the state in which the vessels concerned are registered and to the fishery inspectorate in Brussels, where they gather dust. The reports show that on 72 days in 2002 EU vessels deliberately targeted species for which fishing was banned, primarily American plaice and cod: they apparently steamed knowingly over an entire ocean to catch fish which they knew should have been left alone.

The Portuguese-registered stern trawler *Solsticio*, for example, entered NAFO waters on 19 March 2003 with a British observer on board. The *Solsticio* was also watched closely by Canadian inspectors on its month-long trip. The inspectors boarded it on 5 May and reported finding moratorium species hidden in its freezer.

The observer's figures show that out of a total of 284 tons of fish caught on the trip, 65 per cent constituted the moratorium species cod (83 tons), plaice (88 tons) and witch (also known as deep-water sole, 14 tons).

The *Solsticio* was reported to the NAFO for deliberately fishing for banned species. Three independent sources confirmed it had done so. Yet when the vessel was inspected back in Portugal, the port inspectors found no infringements: they said they found that less than 10 per cent of the fish on board were from illegal sources. So much for the rigour of the EU regulatory system.

There are plenty more of such stories from observers on Spanish and

Portuguese vessels. There are also plenty of cases of flagrant abuses by vessels from Russia, which is much less interested in enforcing regulations than the Soviet Union used to be.

The NAFO is one of the most enlightened and up-to-date of the regional fisheries organisations. Its coastal members take their duties seriously. The system depends, however, on the good will of the states where vessels are registered if offenders are to be prosecuted. I put it to the European

Once you have been to Newfoundland (which few fishing ministers do, but should be made to), you begin to see sad reflections of its cod disaster everywhere. You see parallels off the west coast of Africa, where EU fleets have quotas (bought for them by an unquestioning European public) so they can overfish waters that should rightfully belong to starving Africans.



You see them in the Mediterranean, where a scientific dispute about the original spawning stock biomass of the bluefin tuna in Roman times has become the excuse for allowing massively unsustainable numbers of immature tuna to be rounded up and ranched in cages before they are exported to Japan.

And you see parallels again in the French- and Spanish-owned Indian Ocean tuna purse-seine fleet, which fishes in the waters of Somalia, a country that currently has no government and which is therefore ill-equipped to ensure

the sustainability of catches. Somali warlords do exact a high price for fishing licences, but it is stretching the imagination to conclude that they worry much about over-fishing.

But perhaps the most alarming and least known example of a present-day fishery gold rush is that for blue whiting in our own northeast Atlantic. Iceland is often portrayed as a world leader in conserving its fish stocks, but in Reykjavik I saw on the cover of the local fishing industry trade mag trawlers returning to port so full of blue whiting that they looked like submarines, with waves breaking across their decks.

Not many people have heard of blue whiting, a small, deep-water member of the cod family, though it is said by chefs to be very palatable and a good



Commission that the observer reports should be sufficient evidence to justify prosecutions, or that the commission ought to prosecute member states for not acting on those reports. An official told me that this was not possible, as in Europe observers' reports do not carry any greater weight than the word of the masters of the vessels concerned. But they do in Canada, where the observer is regarded in law as a dispassionate figure whose evidence should be believed.

It's as if the system in Europe has been set up to fail. If you're a cynic, you might share the view of those who say that the people who set up that system are ministers of the so-called friends of fishing' countries (countries led by Spain), who have never had, until recently at least, any intention of seeing a system of rules that works.



substitute for cod itself. Nor could you buy it in Sainsbury's or Tesco, even if you wanted to. That is because the vast proportion of the tonnage caught each year is used to make fish oil and meal, the principal use of which is in food pellets for fish farms. A vast new trawler equipped to catch blue whiting – which is a deep sea fish, commonly found at around 400 metres – appears on the pages of *Fishing News* each week. The world's largest trawler, the Irish-flagged 14,000-ton ship *Atlantic Dawn*, has been after blue whiting for some time.

No one disputes that blue whiting is a plentiful fish. (The size of its population may have something to do with the fact that, thanks to the depth at which blue whiting lives, catching it has only become possible in the last 30 years.) But scientists have been saying for the past decade that a sustainable quota for the fish is around 650,000 tons. Last year, however, fishermen took an estimated 2.3 million tons. The single largest catch, 700,000 tons – itself more than the total sustainable quota for the whole northeast Atlantic, was taken by Norway. The EU's response to this was instructive: Franz Fischler, the EU's agriculture commissioner, called for other nations to exercise restraint, and then, when they didn't, trebled the quota for the EU's own vessels.

A baffling diplomatic impasse has prevented action being taken to conserve the blue whiting. A management plan has already been agreed by the London-based regional body responsible for the fishery: the North East Atlantic Fisheries Commission (NEAFC). But nobody, not Iceland, not Norway, not the Faroes and not the EU, seems to want to attend the necessary meetings to establish quotas. I asked Kjartan Hoydal, the NEAFC's Faroes-born secretary, what seemed to be the problem. He replied: 'With blue whiting it is obvious what should be done, but nobody seems to want to do it.' The last stock assessment of the fish from the ICES was very good, but Hoydal believes the fishery could be only a couple of years from collapse.

There are several disturbing lessons to be learned from the sorry saga of the blue whiting. The first is that the world's fish farming industry in general, and the

Scottish and Norwegian salmon farming industries in particular, must be regarded as unsustainable (this is true even of 'organic' salmon) while they depend on a stock as overfished as the blue whiting. The second is that with the wild-capture and fish-farming industries we have come up against what the much maligned think-tank the Club of Rome called in the 1970s a 'limit to growth'. The fish oil and meal industry itself says that we will run out of fish oil (ie, the industries dependant upon it will not be able to expand any

themselves began talking about sustainability, rare breeds, traceability and saving the skylark.

Now it is intensive fishing's turn. Commercial fishermen are the new farmers. They stand revealed as the biggest and most indiscriminate killers of wildlife on the planet. They stand revealed as thieves of the birthright of unborn generations and of fish that truly belong to some of the poorest nations of the world. I am not unsympathetic to fishermen – indeed many of the insights in writing a book about overfishing have been derived from fishermen, both inshore and deep sea, who have expressed concern about what is happening to the seas around them. Indeed, I am a fisherman myself in a small way, with a fly, a spinner or a ragworm. But I believe commercial fishermen will eventually have to learn the lesson that took farmers 40 years to learn: listen to your customers, do what they want and don't insult their intelligence.

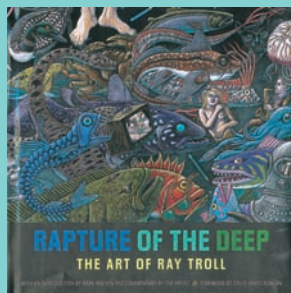
Electorates are beginning to discover that fishermen have stolen the sea – their sea. Because of that discovery, I suspect politicians will soon lose sympathy for fishermen and side with their fellow consumers and voters. And when that happens one of the first things European fishing ministers could do is to take to heart another of the lessons of Newfoundland: fishing on a depleted stock is not compatible with recovery; if you want a crashed stock to recover, you've got to stop fishing. For the North Sea, Irish sea and west of Scotland cod, however, it may already be too late. ■

Charles Clover is environment editor for *The Daily Telegraph*. His book *The End of the Line: how overfishing is changing the world and what we eat* is published by Ebury Press, priced £14.99

Commercial fishermen are the new intensive farmers: they stand revealed as thieves of the birthright of unborn generations and of fish that truly belong to some of the poorest nations of the world

further) by the end of this decade.

We have reached a pivotal moment with fishing, as we began to do with farming with the publication of *Silent Spring*, Rachel Carson's book about pesticides, in 1962. The past 42 years have seen scandal after scandal break over intensive farming, until even farmers



The illustrations in this article were taken from **Rapture of the Deep** by Alaskan artist Ray Troll. A fisherman for pleasure and lover of fish by nature, troll has seen firsthand the effect industrial fishing has had on the communities of Alaska where he lives. www.trollart.com

UK fish eating guide

Next time you find yourself mulling over which fish to select from a menu, haggling with fishermen on the dockside, or pressing your nose against your local fishmonger's window ask yourself these questions before you buy:

1 **Are there enough of them?**
If you are in any doubt, consult the table opposite titled 'Fish not to eat'.

2 **Is the fish local?**
Leave fish caught on the other side of the world for people who live there. Buy fish from local waters: it supports local fishermen, reduces transport-related pollution and should mean you get fresher fish.

3 **Is the fish big enough?**
If fish are caught before they have reached sexual maturity they do not have a chance to reproduce. This reduces the stock's ability to replenish itself. Processed fish items such as fish fingers, and reformed fish products such as crabsticks, often contain undersized fish. Bottom line: if you can't measure the size of the fish, don't buy it.

See the table titled 'Fish to eat' for acceptable sizes, by fish type.

4 **Is the fish in spawning season?**
Fish should not be caught during their spawning season because this reduces their ability to sustain population levels. Roe should also be avoided: every mouthful of roe (taramasalata, caviar, etc) is thousands of fish that will never see the sea.

Consult the table opposite to ensure that the fish has not been caught during its spawning season.

5 **Has the fish been caught sustainably?**
Certain species of fish, and shellfish are more vulnerable to over-exploitation than others. Deep-water fish are usually long-lived and therefore slow to reach sexual maturity, which means that many will be caught before they have had a chance to reproduce.



Unacceptable fishing practices

Certain fishing methods inflict damage on the environment or non-target species or both

Dredging

Used to harvest shellfish. Has a damaging effect on marine habitats, disturbs non-target species and results in lower-quality catch.

Farming

Farms that rear carnivorous fish, such as salmon, require large amounts of sea-fish as feed. It takes 3-5kg of wild fish, such as herring, anchovy and blue whiting, to make the feed necessary to produce 1kg of farmed salmon. Also, fish waste, excess fishmeal and chemicals added to the food, including antibiotics and pesticides, pollute the surrounding oceans as the salmon are kept in open netting or cages.

Drift nets

Allowed to drift with prevailing currents, making them extremely non-selective. A huge number of sea creatures, including dolphins, whales, seals, seabirds and turtles, are killed by drift nets each year.

Purse seines

Schools of fish are encircled with a large net, then trapped as the net is drawn together. One of the most aggressive methods of fishing; used to capture large, dense shoals of mobile fish, such as tuna, mackerel and herring.

Longlines

Fishing lines up to 100 miles long, from which are dangled roughly 2,000 hooks. Longlining incurs significant by-catch, including sharks, swordfish, albatrosses and endangered sea turtles

Explosives

In countries like the Philippines explosives are used on coral reefs to capture fish. Blast fishing is a particularly destructive method of fishing and is prohibited in many regions.

Cyanide poisoning

Used by fishermen in many areas of southeast Asia, the Pacific and the Indian Ocean to stun reef fish such as grouper. Has a devastating effect on coral reefs.



Acceptable fishing practices

In order to reduce the damaging effects of these approaches, try and buy fish caught using the following methods:

Hand-lining

Fishing with lines and hooks is one of the oldest fishing methods. It is highly selective and the catch is of good quality because it is live when brought aboard.

Dive-caught

In the case of shellfish, dive-caught or hand-picked fishing are better than dredged because they are selective methods that do not damage non-target species or have a detrimental effect on marine habitats.

Pots or creels

A highly selective method of fishing using small baited traps. The catch is brought up alive, and sorting takes place immediately,

allowing unwanted animals to be returned to the sea.

Oyster farming

The farming of rock oysters, clams and scallops is totally sustainable because they are hatchery-bred filter feeders and only eat plankton.

Organic fish farms

Organic farms, as certified by the Soil Association, have taken great measures to minimise the damaging effects they have on the environment. For example, their fish are not fed with antibiotics or pesticides, and their stocking density is approximately half that of conventional fish farms.

The Ecologist Fish Ruler

← Minimum size of fish



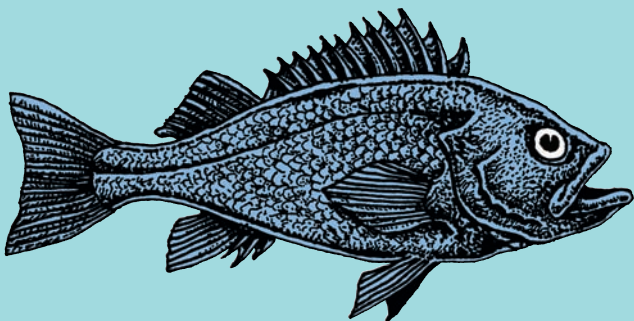


Fish to eat

The following fish are deemed to be fished within sustainable levels and are local to the UK. These are all OK to eat *provided* they are: large enough; not caught in their spawning season; and have not been caught using unsustainable or damaging fishing practices.

Name	Suitable size for eating	Spawning season
Bib or pouting	20cm	March-April
Black bream, porgy or sea bream	20cm	April-May
Clam		
Cockles		
Coley or saithe	40cm	
Cuttlefish		
Dab	27cm	April-June
Flounder	30cm	February-May
Grey gurnard	22cm	April-August
Herring	20cm	January-April
King scallop		
Lythe or pollack	50cm	
Mackerel	30cm	May-July
Mussels		
Native oyster		Months with an 'r' in them
Rock oyster		Does not apply
Red gurnard	20cm	Summer
Red mullet	24cm	May-July
Scallop	40mm	
Sea trout		October-January
Whiting	30cm	March-April
Winkle		January-April
Witch	30cm	May-September

A good way to locate your nearest fishmonger is to visit the website [www.touch\(yourtown\).com](http://www.touch(yourtown).com). Key in, for example, www.touchdoncaster.com if you live in Doncaster, or www.touchreading.com if you live in Reading.



Fish to avoid

The following fish are deemed *not* to be fished within sustainable levels:

- Alfonsinos or golden-eye perch** Insufficient information to suggest that current levels of exploitation are sustainable
- American plaice** Stocks are overfished and many are subject to a fishing ban
- Atlantic cod** Overfished and assessed as 'vulnerable' by the World Conservation Union (IUCN)
- Atlantic halibut** Overfished and assessed as 'endangered' by the IUCN
- Blue ling** Stocks are overfished
- Chilean seabass or Patagonian toothfish** Vulnerable to overfishing and threatened by illegal fishing
- Dogfish (including catshark and nursehound); also sold as huss, rock salmon or flake** Vulnerable to overfishing as a result of their reproductive strategy
- Greater forkbeard** Insufficient information to suggest current levels of exploitation are sustainable
- Grouper** Currently overfished and assessed as 'threatened' by the IUCN
- Haddock** Currently overfished and assessed as 'threatened' by the IUCN
- Hake** Stocks are overfished
- Ling** Stocks are overfished
- Marlin** White marlin is in danger of extinction; there is insufficient information to suggest current levels of exploitation of black marlin are sustainable
- Monkfish** Stocks are overfished
- Orange roughy** Cannot support an intensive fishery
- Octopus** Insufficient information to suggest current levels of exploitation are sustainable
- Plaice** Most stocks are now overfished
- Rat or rabbit fish** Insufficient information to suggest current levels of exploitation are sustainable
- Red or blackspot sea bream** Insufficient information to suggest current levels of exploitation are sustainable
- Redfish or ocean perch** Stocks are overfished
- Roundnose grenadier** Occupies a habitat that is vulnerable to the impacts of trawling
- Seabass** Trawl fisheries target spawning and pre-spawning fish and are responsible for high levels of dolphin by-catch
- Shark** Late maturing and therefore vulnerable to over-exploitation
- Skates and rays** Assessed as 'endangered' by the IUCN
- Snapper** Many species are overfished and some are listed as 'vulnerable' by the IUCN
- Sprat** Sprat are caught in purse seine nets, a method of fishing associated with dolphin by-catch
- Squid** Insufficient information to suggest current levels of exploitation are sustainable
- Sturgeon** Stocks are vulnerable to over-exploitation
- Swordfish** Overfished and assessed as 'vulnerable' by the IUCN
- Tiger prawn** Trawl fisheries for wild-caught tropical prawns cause a huge amount of by-catch, and farms destroy mangrove forests
- Tuna (except yellowfin and skipjack)** Stocks are overfished; bluefin is assessed as 'critically endangered' by the IUCN
- Tusk or torsk** Stocks are overfished
- Wild Atlantic salmon** Stocks are overfished and have halved in the last 20 years
- Wild Pacific salmon** Some species are endangered due to overfishing





fire resistant:

why I went to jail to protect
my daughter from toxic polluters

By Terri Swearingen



I am a registered nurse, but my most important credential is that I am a mother. Although I'm not a scientist and I don't have a PhD, maybe I should have a few letters following my name: NMBS: no more bullshit. I live with my family in the Ohio River valley, where I've been involved in an effort to stop one of the world's largest commercial toxic-waste incinerators, run by a firm called Waste Technologies Industries (WTI). It's located in the flood plain on the banks of the Ohio River, in an impoverished, minority Appalachian river town. It's in a residential area where the closest home is only 320 feet away. WTI's smokestack is level with the front doors and windows of a 400-pupil elementary school that sits on a bluff above the site just 1,100 feet away.

While we haven't stopped WTI yet, we have been successful. Our efforts have halted other commercial incinerators from being built around the country. Because of our efforts, Ohio enacted a moratorium on the construction of new hazardous-waste incinerators across the state. We motivated Congress to conduct its first ever hearings to look at the ways the Environmental Protection Agency (EPA) bent the rules to help the industries it's supposed to regulate. We prompted a nationwide freeze on construction of new toxic-waste incinerators and forced an overhaul of federal combustion regulations, including the development of more stringent limits for toxic heavy metals and a first-time emission limit for dioxin.

We compelled the federal government to acknowledge the serious risk that pollution poses to our food chain. More recently, citizens working to stop WTI have been credited as the driving force behind the EPA's action to implement national siting standards for hazardous-waste management facilities. I'd like to share with you some of the strategies we

used to achieve these successes and offer a vision for the future to prevent the continued poisoning of the planet.

I first learned about WTI in 1982. What caught my attention was that it was legally allowed to release 4.7 tons of lead into the air annually. Lead is a poison that is particularly harmful to the fragile developing brains and nervous systems of children. Any lead released into the environment is cause for concern, but when it is raining down on children, that's criminal. In 1984 Ohio passed a law prohibiting the construction of any hazardous-waste management facility within 2,000 feet of any home, school, hospital or prison, or within the flood plain of the Ohio River. WTI was not built until 1991, seven years after that law was enacted.

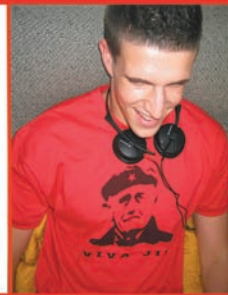
A congressional hearing on WTI was held in 1992, and two major problems were identified. First, a site so close to homes and an elementary school poses an undue risk to an impoverished minority community. Second, WTI's permits are invalid, and rules were not followed. Top EPA officials admitted before Congress that they'd violated their own laws in issuing the permit, but they nonetheless allowed its continued operation. We've learned that the agencies set up to protect public health and the environment do so only if it's not threatening to any corporation. It seems to be the government versus the people; multinationals versus the planet; and consultants versus common sense. People don't want these dangerous facilities, but the government does. Who's driving this process? Multinational corporations that generate too much waste, and the multinational waste companies that want to profit from that pollution. How do they get away with it? The machinery of government is directed against the people, not in the interests of the people. Multinational corporations work against the interests of the planet: they're only interested in profit. How do *they* get away »



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with it? Incredibly highly paid consultants versus common sense.

Here in the US we show off the Statue of Liberty and talk about America as the greatest country in the world, but in reality the culture is all about money. WTI puts American children at risk in violation of the law to promote the financial interests of the money men behind their project. Money can make black white, round flat, dioxin safe enough to eat on your cereal, and having an incinerator 1,100 feet from an elementary school perfectly healthy. It can buy politicians, regulators, lawyers and presidents.

But it isn't just a few people at the top who want to corrupt the system. Evil doesn't occur because of one monstrous personality. One or two evil people can corrupt a system only when there are hundreds of smaller faceless players

which was meant to protect citizens with a 2,000-foot buffer zone around dangerous facilities.

When our own government was not obeying the law, we had to break the law to draw its attention to the injustices being committed by business. I've been arrested a dozen times, and I've spent many days in jail, including in Washington DC. Our first act of civil disobedience resulted in arrests. In 1991, following a rally attended by about 1,500 citizens, 33 people, including actor Martin Sheen, climbed the fence surrounding WTI's Ohio plant. Of course we were arrested and thrown in jail. But for me personally it felt so good to go over that fence, to know that I was upholding a higher law, that I was working to protect my community's children. I was trying to uphold the law of human decency. I crossed the line because government and

day's paper; it was highlighted.

So we decided to have fun with that. We used a hot dog to symbolise governor Voinovich as 'a weenie on waste'. We had a weenie roast in front of his mansion, and I got to be the weenie governor. I dressed in a hot dog costume with a mask of the governor. I don't remember the exact words of my presentation, but it went something like this: 'Frankly, I don't relish the pickle I'm in. I need to mustard the courage to ketchup with front-end solutions. I feel like a weenie, squeezed between a bun. It's no picnic being in this position. I think I'm going to get roasted.'

We got a lot of media attention. We got our message out and we had fun doing it. We kept up the weenie campaign for about a year. In fact, we never went to Columbus without delivering the governor a hot dog from the vendors outside the capitol. We had

Money can make black white, round flat, dioxin safe enough to eat on your cereal, and having an incinerator 1,100 feet from an elementary school perfectly healthy.

helping to carry out the same agenda. Evil happens when good people rationalise fudging the truth. We must hold them all accountable. We must name names.

Any time elected officials, regulatory agents or industry employees are responsible for a decision that allows the poisoning of children, we should put their pictures on a poster detailing their dirty work and distribute it everywhere so we all know who are responsible. In the US we need to recapture the country from the corporate interests that run our government. If we don't demand accountability we're going to lose our democracy.

It took a decade for us to learn that working only within the system didn't benefit the people. We pursued legal, political and economic strategies in our efforts to protect our children, with little effect. That's when we engaged in a direct-action campaign, which included peaceful, non-violent civil disobedience. We broke the law to prevent our government from breaking the law. We broke the law because we found the state of Ohio breaking its own law,

business crossed the line from a trust in people and democracy to a worship of technocracy and money. I crossed the line because they crossed the line between human values and human exploitation.

A week later we travelled three and a half hours to the state capitol in Columbus dressed in striped prison garb to issue wanted posters for the real criminal: former Ohio governor George Voinovich. The very bottom of the posters read, 'Eyes blind to the facts, ears deaf to the calls of the citizens. If you see this man, do not try to "comprehend" alone.' When governor Voinovich refused repeated attempts to meet with us and continued instead to defend WTI, we went to his mansion and posted for sale signs on his lawn. We arrived at his home later than expected, catching him at home. As he jumped into a waiting car, we asked to speak to him. His response was, 'I have nothing to say.' When reporters asked for comments, without thinking I just blurted out, 'He's a weenie. He lacks the guts to face his constituents.' To my embarrassment, the quote not only appeared in the next

stickers made with the governor's phone number on a picture of a hot dog that said, 'If you think the governor's a weenie on waste, call him.' We went into all the grocery stores in Columbus and put those stickers on all the packages of buns and hot dogs. But one of the funniest weenie actions happened by accident. We heard that the governor was about to hold a press conference to announce his – get this – opposition to a toxic labelling law that would have required labelling for ingredients in products that cause birth defects and cancer. He was opposing it.

So we hid foot-long hot dogs under our coats and entered the press conference. When the governor took the podium, we pulled out our hot dogs and silently waved them in the air. The next day's newspaper headlines were hysterical: 'Weenie-wielding women whack Voinovich on waste'; 'Wieners cause walkout'; 'Weenie protesters dog Voinovich'. But the tactic was effective. The following month governor Voinovich announced a statewide moratorium on all new incinerators, which continues to this day. »



TOXIC
SIBERIS

Then, following the election of Bill Clinton as US president in 1991, vice-president elect Al Gore issued a press release pledging to stop WTI's operations. It was the very first environmental issue addressed by the new Clinton-Gore team. But after the inauguration nothing happened. The new administration failed to keep its word.

moratorium on hazardous-waste incinerators and a plan to overhaul and strengthen federal combustion policies. But WTI was exempted from the moratorium and is operating to this day. As our government continues to allow WTI to release daily emissions of dioxins, mercury and lead, hundreds of schoolchildren spend their elementary

biosphere, not to dominate the biosphere. We have to look at the way nature exists. All the rest of her species have lived for millions and millions of years within this delicate biosphere. How does she do it? She constantly taps into the energy from the sun, and she doesn't make any waste. Zero waste. Nature recycles everything. So can we. ■

Evil doesn't occur because of one monstrous personality... there are hundreds of smaller faceless players helping to carry out the agenda

In the spring of 1993 we participated in a month-long Greenpeace-sponsored bus tour of 25 toxic hot spots in 18 US states. The tour culminated in Washington DC, where we parked a mock incinerator, complete with a smokestack belching clouds of mock toxic emissions, right in front of the White House. We tied up traffic on Pennsylvania Avenue for more than six hours until police, using jackhammers, managed to free us from the cement-filled incinerator.

We spent the night in jail, but the very next day EPA chief Carol Browner announced an 18-month nationwide

school years breathing in those vile by-products.

Our struggle is yet unfinished. We have to keep the pressure on until WTI is closed permanently. The laws and bureaucracies don't work unless we make them work. We have rights; unfortunately, we have to fight for them.

How do we prevent this problem of waste in the first place? Zero waste represents a global vision of sustainability. Zero waste is a way of bringing to reality people's desire to live on the planet in the way that nature intended, in a sustainable way, to live within the limits of the

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RESOLVE

REPULSING THE LOGGING INVASION
OF TASMANIA'S WET EUCALYPT FOREST
by PAUL KINGSNORTH



ALL PHOTOGRAPHS: GREENPEACE

It's raining in the Styx Valley, but Lee barely seems to notice. He wants to show me the forest. We're walking downhill through the misty rain, sliding on wet mud and roots. Lee, who works for the Tasmania Wilderness Society (TWS), is fingering leaves, listening to the calls of birds high up in the canopy, pointing out things he thinks I ought to know about.

'This is a wet eucalypt forest,' he explains, as I pick my way across a fallen tree. 'There's less than 20 per cent of this left in the whole of Tasmania, and only 5 per cent of it is protected.' He examines the leaf of a small sapling weaving its way upwards from under a tangle of moss and leaf mould.

'A baby myrtle,' he says. 'These can last 1,000 years.' He moves on. I follow, steadying myself on low-slung vines.

The forest we're walking through is unlike anything I have ever seen. It is a verdant mass of vast, thick-trunked, ancient eucalypts, smaller, younger trees, and a low-level jungle of oddly beautiful bushes and shrubs. The canopy of this temperate rainforest is 70 metres above our heads, and from it come the calls of whip birds, cockatoos, rosellas and parrots. Thick vines hang from the vast, old trees, and ferns grow high up on their branches. Fallen, rotting trunks smothered in multi-coloured fungi litter the ground. The sheer variety, the colour and the chaos of life is stunning.

We reach a part of the bush that shows signs of habitation. A small camp has been set up, with wooden benches and a canvas shelter. Inside it are leaflets, posters, pens, badges: the detritus of a political campaign, out here in the middle of the wilderness.

Next to the camp is the biggest tree I have ever seen in my life. Craning my neck and looking up into the canopy I can just see, high above, a wooden platform strung with banners.

'Here it is,' says Lee. 'The Global Rescue Station. People camped up there for five months to draw attention to what's happening to these forests. We really got the world's attention.'

The 'Global Rescue Station' is a treehouse built by

Greenpeace and the TWS 60 metres up a vast swamp gum tree. The swamp gum – *Eucalyptus regnans*, to give it its scientific name – is the tallest flowering plant in the world. It is also the second largest hardwood tree in the world – only just topped by California's giant redwoods. Twenty people could stand side by side and still not cover as much ground as the base of its vast trunk. Swamp gums reach more than 300 feet in height and 600 years in age. They are, in short, one of the most remarkable plants on earth. And the wet eucalypt forests of Tasmania are their last refuge.

I stand under the huge tree and look around me. There is something deeply primeval about this forest; something overwhelmingly ancient in the air. It is *Lord of the Rings* with no need for special effects. This place has never seen, heard or experienced the modern world.

But it will. And soon.

For this part of the Styx Valley has another name: Logging Coupe SX13C. It is owned by Gunns Timber, the biggest producer of hardwood woodchips in the world. One day soon, Gunns will bring its logging machinery into Coupe SX13C and begin work. It will saw down the swamp gums, load them onto logging trucks and take them to the sawmills, to produce woodchip destined for export to Japan.

When the loggers have done their bit, the helicopters will come. From above the forest they will drop incendiary chemicals, similar to napalm, on the myrtles, the eucalypts, the cockatoos, the whip birds, the banners, the tree ferns and the Global Rescue Station. The remains of the forest will burn for days. When the fire stops, Coupe SX13C will be a charred mass of blackened stumps and white, ashen ground.

Finally, the loggers will return. They will lace the area with carrots implanted with a nerve-attacking poison known as 1080. Everything that eats 1080 – wombats, possums, wallabies, bandicoots – will die. Cleared of potentially



WHEN THE LOGGERS HAVE DONE THEIR BIT, THE HELICOPTERS WILL COME. FROM ABOVE THE FOREST THEY WILL DROP INCENDIARY CHEMICALS, SIMILAR TO NAPALM, ON THE MYRTLES, THE EUCALYPTS, THE COCKATOOS, THE WHIPBIRDS, THE BANNERS, THE TREE FERNS AND THE GLOBAL RESCUE STATION.

destructive wildlife, the area will then be planted with lines of fast-growing, non-native trees, which will provide the loggers with a means of producing woodchips in a way that is much more economically efficient than the old-growth forests of the Styx valley ever were.

In Ancient Greek myth the River Styx wound seven times around the underworld – the land of the dead. If all goes according to schedule here, Tasmania’s Styx could soon be flowing through a similarly lifeless world.

From the top of the grain silo I have the best view in the whole of Launceston. Specifically, I have the best view of the field below me, in which are parked 256 gleaming, beautifully-painted logging trucks, which have driven from all over to be in Tasmania’s second city today. It’s a special occasion; so much so that the logging companies have given their workers the day off to attend.

The man from the grain company, who responded surprisingly well to a complete stranger asking to climb up his silo, and even led me up the precarious network of ladders himself, lights a cigarette. ‘I’d say there’d be about \$3m worth of trucks there,’ he »

Tasmania: the facts

- Tasmania lies about 155 miles off the south coast of mainland Australia. It is about the same size as Ireland, and its population, 472,000, is roughly equal to that of Liverpool.
- Only 5 per cent of Australia, the driest inhabited continent on earth, is forested. Much of this forest is in Tasmania, Australia’s southernmost state. Native forest covers around half of the island.
- The island’s endemic, rare and endangered wildlife includes the

Tasmanian devil, forester kangaroo, fairy penguin and quoll and 11 bird species found nowhere else on earth. The legendary Tasmanian tiger, officially declared extinct in 1936, may still survive in remote parts of the ancient forests.

- Tourism in Tasmania, much of it centred on the state’s wilderness, provided an estimated 22,000 jobs in 2004: at least twice as many as the logging industry.





'TASMANIAN FORESTRY IS AN ABSOLUTE DISASTER. WE'VE GOT THIS STUNNING QUALITY OF TIMBER AND WE'RE JUST BURNING IT'
TIMBER WORKERS FOR FORESTS
FOUNDER GRAHAM GREEN

GREENPEACE

says. 'Amazing sight, isn't it?'

I look south, across the river, to the city park where I have just come from. The sedate, English-style lawns are milling with burly, tattooed, orange-shirted loggers and their families. There are more than 3,000 of them and they are in no mood to negotiate. They carry banners that say 'Tasmanian timber creates Tasmanian jobs', 'support our forest industry' and 'greens tell lies'. Their children hold signs reading 'my dad needs a job'.

The loggers are queuing up to get into the town hall. Any moment now the Australian prime minister John Howard will arrive to announce his new policy on the logging of Tasmania's old-growth forests. Australia is in the middle of a general election campaign, and the fate of the nation's largest temperate wilderness is very much on the agenda.

Eventually Howard (who will later win the election with an increased majority) arrives. The conservative prime minister, who has spent eight years exposing Australia to the cold winds of the global market, has today morphed from Thatcherite to labour rights activist. He tells the workers in his audience that he will never 'sacrifice' their jobs for the sake of 'green ideals'.

Around him, smiling, sit the appreciative bosses of some of Australia's biggest timber interests. In recent years their profits have soared as the ancient forests in their care have continued to burn. At the same time, the number of people they employ has fallen dramatically, as they have cut the jobs of thousands of workers like those who now stand here cheering wildly as Howard announces that old-growth logging will continue in Tasmania for the sake of their future.

The forestry industry in Tasmania

- An average of 20,000 hectares of native forest are clear-felled and burned in Tasmania every year.
- 80,000 hectares of native forest have been converted to non-native plantations in the last seven years.
- Tasmania exports more woodchip than every other state in Australia combined. It is the only state that clears

and woodchips native rainforest.

- An estimated 90 per cent of wood taken from native forests on public land becomes woodchip for export mainly to Japan. No more than 4 per cent becomes sawn timber.
- In 2003, 14,600 hectares of native forest were clear-felled and burned. only 6,180 hectares - just over 40 per cent -

were replanted with native trees. The rest became fast-growing plantations or was converted to 'non-forest use'.

- The rate of logging in Tasmania has quadrupled over the last decade. Logging companies' profits have steadily increased, too. Logging jobs, meanwhile, have declined: 5,000 have been lost in the last 25 years, as the industry has mechanised and 'downsized'.

The bitter conflict over the logging of Tasmania is the fiercest and most polarised environmental battle I have ever seen.

Both sides believe passionately that they are right. Both sides have an enormous amount to lose. And both sides loathe each other with an intensity that they don't bother to disguise.

The battle is over what are known as 'old-growth forests': forests undisturbed by logging or other human practices, and which, as a result, contain very old trees and a huge diversity of species. Tasmania, a still largely forested island off the south coast of Australia, contains vast tracts of this, and much of it is unprotected.

Eighty per cent of Tasmania's old-growth forests have already fallen victim to logging or development. Only 13 per cent of all the island's wet eucalypt forests, like those in the Styx Valley, are left. Much of that is still unexplored, and may be logged and burned before anyone knows what's in there. Ninety per cent of the ancient trees cut down will end up as woodchips, and almost 60 per cent of the land cleared in this way will never be forest again.

This logging, which has been a mainstay of the Tasmanian economy for more than a century, is proceeding fast: Tasmania has one of the highest rates of land clearing, in proportion to its size, in the industrialised world. But stop old-growth logging, says the forestry industry, and you will destroy Tasmania's economy. Herein lies the true focus of this intractable battle.

Both sides use statistics to prove that right is on their side, and both claim that the other side manipulates the truth. The closest to this truth, though, probably comes from the impartial government agency known as the Australian Bureau of Statistics. According to the bureau's latest survey, from 2003, the number of people employed in forestry, logging, sawmilling, pulp, paper, woodchipping and other wood-product employment in Tasmania is 6,852. To this, you then need to add the 'associated jobs' which logging brings: the drivers of logging trucks, those who repair them, and so on. Environmentalists say this takes total logging employment to around 7,300 people. Loggers say it is more like 10,000. Either way, in a total Tasmanian working population of 225,000, logging provides a minimum of 3 per cent of the state's employment, and a maximum of 4.5 per cent.

But this is just part of the statistical scrabble, for old-growth logging is only part of the timber industry; the rest of it is based around the logging of plantations. Loggers, at least in public, say that the end of old-growth logging would destroy the entire forest industry and lead to mass unemployment. Environmentalists say that old-growth logging could be stopped in its entirety with the loss of perhaps only 400 jobs. Unfortunately for the loggers, the greens have on occasion been backed up by industry leaders themselves, when they thought no one was listening. In early 2004, for instance, the managing director of Gunns was quoted in the *Australian Financial Review* as saying: 'Up to 480 jobs could be lost if Gunns had to stop using old-growth wood, but [the company's] share price would not be adversely affected.'

Geoff Law sighs when I tell him that all these statistics are giving me a headache. 'We get this all the time,' he says. 'Beware getting bogged down in a statistical debate. The forest industry puts out a lot of deliberately misleading information. The facts are very clear.' »

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Law is the TWS's founder and director, and one of the leading lights in the campaign to protect the old-growth forests. I'm talking to him in his office in Tasmania's capital city Hobart. He's a tall, thin, driven man, and he's rattling off facts much faster than I can get them into my notebook.

'Our position is clear,' he says. 'We want to protect the remaining areas of high-conservation value, within which there should be no logging. That means *all* the remaining old-growth forests. The loggers will tell you this will make them unemployed, but it won't. What they don't tell you is that there are huge areas of plantation that already exist: 230,000 hectares of it. These are logged, turned into woodchips and then exported. At the same time, the forest industry has been cutting *jobs* in Tasmania as it seeks to become more competitive in the global market. Sawmills close every year, and we export wood to Japan to be sawn there. Where's the employment potential in that?' He pauses to answer his phone and I gratefully keep scribbling. But he's soon back.

'These old trees are falling every *day*,' he continues. 'Last year the loggers burned an area of old-growth forest and managed to kill a tree that had been the largest living thing in Australia. There's a clear alternative to this. We can protect all the old-growth forests and focus our forestry industry on existing plantations. If we re-tool the industry so that it begins to process plantation wood here instead of exporting all the raw materials abroad, we can provide *more* jobs in a *sustainable* forest industry and leave the old-growth in peace.' He sits back in his chair.

'As you can see,' he says, 'the stakes are very high.'

Barry Chipman scowls as he drives me across town in his four-by-four. 'Law's talking absolute rubbish, as usual,' he says. Chipman is a tall, rangy man with a grey moustache, as driven as Geoff Law and just as convinced that he's right. Chipman has been a logger all his life and is now head of the Tasmania branch of Timber Communities Australia, an organisation which brings loggers and their families together to support the timber industry.

'Sixty-eight per cent of all old-growth forest on all Tasmania's land is protected,' Chipman tells me. 'Over 10,000 people are employed in the timber industry in Tasmania. All this rubbish about only 400 being employed in old-growth... You were at that rally the other day, weren't you? Well how many blokes did you see there? A lot more than 400, don't you reckon?' This, as I'm sure Chipman knows, is not quite the point. But I decide to mention it later. He's not an easy man to interrupt.

We're driving across Hobart to meet some loggers, who want to tell me why the greens have got it wrong. I was looking forward to disliking Chipman, but I've been let down. He's friendly, enthusiastic and passionate about what he does, and he won't let up until I've got the message: logging in Tasmania is a sustainable industry.

'I don't care what the Greens say,' he insists, as we get moving again. 'They'll never be satisfied. They just want the end of the timber industry. You think woodchips are evil? People need them. You're consuming them right there.' He taps my notebook.

But, I say, the TWS says old-growth forests can be protected and more jobs can be provided at the same time. Wouldn't it

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be better if everyone could just talk to each other?

'Ah, you know,' he says, looking pained, 'this debate is very polarised, and it's disappointing. But, you know, one of our blokes will do his best out there in the bush, try and do a good job, stick to the logging code of practice, and then he'll go home and see on TV some green saying loggers are less than human. And, you know, this happens so much, it's got to the point where we've become so thin-skinned that when people ask us questions about what we do, we see it as an attack.' He shakes his head. 'It's a damn shame.'

Chipman can be pretty convincing. So can the three old loggers he introduces me to in northern Hobart. Basil, Harry and Neville have been in the timber industry all their lives. Like Chipman, they seem to believe in what they do, they want me to believe it, too. And I almost do. Almost, but not quite.

Because it doesn't add up. They tell me that burning a eucalypt forest is not nearly as apocalyptic as it sounds; eucalypts need fire to re-seed themselves. Without it, the forests wouldn't survive. They're right about this. Yet I also know that their industry is burning the forests at 10 times the natural rate. They tell me that only 1 per cent of logged old-growth forest is replaced by plantation, when the real figure is more like 40 per cent. They tell me, as Chipman did, that 68 per cent of all Tasmania's old-growth forest is protected; a figure that, it turns out later, is correct but also misleading. Much of this 68 per cent is smaller trees in remnant populations that are no good for logging anyway. Ancient, tall forests are down to about 20 per cent of their original size, and more than half of what remains is under threat from clear-felling.

They tell me, too, that clear-cutting an ancient forest is really no big deal if it's re-seeded: the trees will just grow again. But they don't tell me how a 500-year-old tree can grow again somewhere where the forest is due to be re-logged within 40 to 80 years (a typical logging cycle in Tasmania).

I look into their eyes. Basil, Harry and Neville are convinced they're doing the right thing – the thing that their fathers and grandfathers did before them. They know that they are being driven into a corner by public opinion and growing green pressure. They feel persecuted, and they want understanding. They want to stick to what they have always known, and have everyone leave them alone, to do their jobs. The trouble is that it's not that easy any more.

The whole thing is very depressing. I'm beginning to think that nothing can be done. And then I meet Graham Green. A young, bearded timber worker, Green lives in a wooden house that he built himself on the slopes of Mount Wellington near Hobart. Green is a shingle-maker. Like Barry Chipman, he relies on the old-growth forests for a living. Unlike Chipman, he is no friend of the forest industry.

'I used to be a member of Chipman's group myself,' he says, as we drink tea in his dining room, which has a stunning view over the forested valley. 'But I left. They're not a real community group. The industry funds them. The problem I have is that this forestry model they promote is so incredibly destructive, and the benefits go to so few people.'

Green thinks he has a better idea. A few years ago he set up his own organisation, Timber Workers for Forests. It has more than 200 members, all of whom make a living from the forests. Their vision for the future is very different from the industrial-

scale clear-cut-and-burn model of the timber industry, but it is still based on using the forest's resources.

'All of my members use quality old-growth timbers for their work,' Green explains. 'It's a unique wood. So why are we logging it and replacing it with non-native plantation trees? Tasmanian forestry is an absolute disaster. We've got this stunning quality of timber and we're just burning it.'

'The problem is the global market. We could have a sustainable timber industry here, but generations of small-minded politicians and industry leaders have locked us into big contracts with Japanese pulp companies. They have to compete with other suppliers to provide the cheapest woodchips. And the cheapest way to produce them is clear-felling.'

So, I ask, what's the alternative?

'Our vision,' Green says, 'is a smaller but smarter forest industry. We stop focusing on the cheap export of woodchips, and focus instead on how to get the best value out of our unique timbers in a way that is genuinely sustainable. All my members make a living from timber. We want to keep harvesting these forests, but not like this. We want to see a model in which we can selectively harvest trees from five to 500 years old, within a forest that is strictly monitored, to ensure that we take nothing out that will not replace itself. We can then process that here, turn it into high-quality furniture, boats, housing materials...' He finishes his tea.

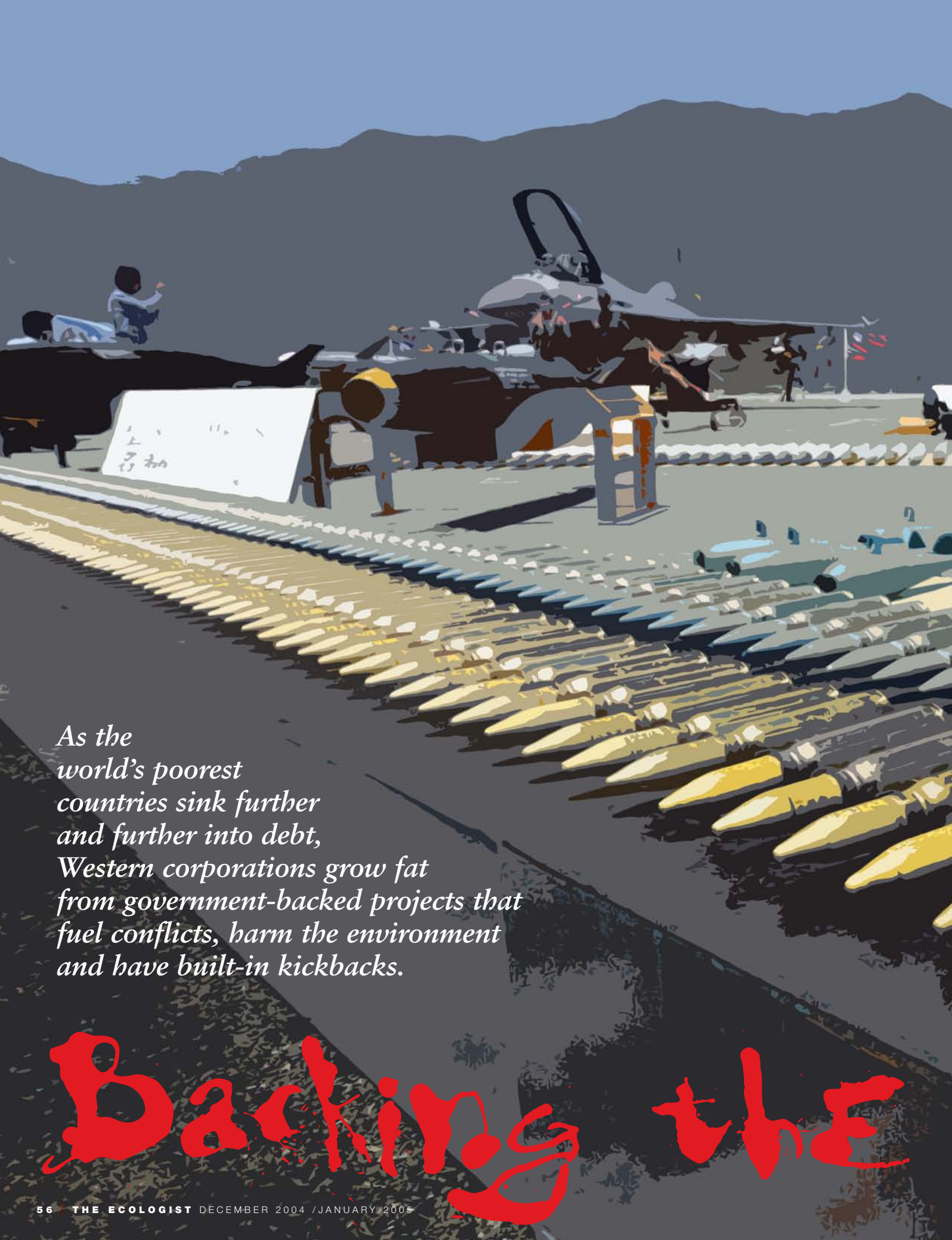
'We can actually harvest these forests, provide more employment and protect the old-growth at the same time,' he says. 'In fact, we already do. Our sector, the speciality timber sector, employs maybe 650 people in Tasmania, compared to 400 or so in old-growth logging. We use much less land to employ that many people, and we use it better. The industry knows that it's trashing our forests. I regularly receive anonymous phone calls from loggers who want to tell me how bad they feel about what they're made to do to these old trees. They can't give their names for fear of reprisals. What sort of industry is so ashamed of what it's doing?'

The future of Tasmania's last ancient forests, then, rests on a single, crucial question: can old-growth logging be ended, quickly, and can it be done without wrecking the economy? All the facts seem to suggest it can, but that money and political determination will be needed to make it happen. There is, it seems, no reason why the forestry industry cannot be re-focused on a combination of plantation logging, processing of wood within the state, and the kind of small-scale sustainable forestry that Graham Green wants to see. It would, in fact, make both economic and ecological sense.

Two obstacles stand in the way, though: a profit-hungry industry, which will always find it easier to destroy ancient forests for quick bucks; and many of the loggers themselves, who still, despite an ongoing decline in both their jobs and their ancient forests, see old-growth logging as both a lifeline to their future and a link with their past.

It seems to me that this issue will only be resolved once both sides stop looking at it as a battle, and treat it instead as a shared campaign for a shared future. At the moment, though, that possibility seems a long, long way away. ■

Paul Kingsnorth is the former deputy editor of *the Ecologist*; www.paulkingsnorth.net



As the world's poorest countries sink further and further into debt, Western corporations grow fat from government-backed projects that fuel conflicts, harm the environment and have built-in kickbacks.

Backing the



Bad Guys

On 5 February 2003 then US secretary of state Colin Powell presented a dossier to the UN Security Council with reasons for why the world should go to war against Iraq. One reason was the existence of a chemical weapons plant, 'Chlorine Plant Falluja 2', situated 50 miles outside of Baghdad, which the US claimed was a key component in Iraq's chemical warfare arsenal and which even the cautious Hans Blix, the former UN chief weapons inspector, had said might need to be destroyed.

Given that the dossier was also used by Britain to justify the invasion of Iraq, it is somewhat ironic that it was the British government that had been responsible for building the £14m factory 17 years before. In 1985 the Export Credits Guarantee Department (ECGD), a government agency that funds or insures British corporations wanting to do business in high-risk areas overseas, had provided insurance to a British subsidiary of the German company Uhde Ltd so that it could set up the plant in Iraq.

Did the British government know that this plant it was underwriting with British taxpayer money could be used to develop chemical weapons? Uh, yes. At the time, senior government officials wrote that there was a 'strong possibility' that the plant was intended by the Iraqis to make mustard gas. The Ministry of Defence warned that the factory could be used to make chemical weapons, noting that the chlorine it would

produce could 'be used in the manufacture of phosphorus trichloride, a key nerve agent precursor'. Foreign Office minister Richard Luce went so far as to express concern that this deal would ruin Britain's image if news of it were to get out, and counselled: 'I consider it essential everything possible be done to oppose the proposed sale and deny the company concerned ECGD cover.' Nevertheless, the Tory trade minister at the time, Paul Channon, revealed all too clearly where the government's priorities lay: 'A ban would do our other trade prospects in Iraq no good,' Channon said.

Those 'other prospects' turned out to be lucrative arms deals. For example, ECGD insurance worth £42m enabled the radio manufacturer Racal to ship several sophisticated Jaguar V radios to Saddam Hussein's army in 1985, radios that enabled Saddam to overcome enemy jamming on the battlefield. In 1987 Marconi was given ECGD funding to sell Armetts – the Artillery Metrological System, the purpose of which is to facilitate accurate artillery fire – to the Iraqi army. And in 1988 Tripod Engineering was given ECGD backing to sell a fighter pilot training complex to the Iraqi air force, and Thorn EMI got ECGD insurance for a contract to ship Cymbeline mortar-

locating radar to the Iraqi army. The British government even continued to issue export credits to Iraq after British journalist Farzad Bazoft was executed by Saddam in 1990.

And it wasn't just the British whose export credit agencies (ECAs) were underwriting sales by domestic companies to dubious and dangerous projects in Iraq

the White House pressured the US Export-Import Bank (Ex-Im) to approve financing for a new oil pipeline in Iraq, a pipeline that US engineering giant Bechtel would build if the deal went ahead

during Saddam's reign, or even financing the entire deals themselves. Pretty much the whole world was at it.

At the same time as the British were smoothing the way for Uhde, the White House, for example, was pressuring the US Export-Import Bank (Ex-Im) to approve financing for a new oil pipeline in Iraq, a pipeline that US engineering giant Bechtel would build if the deal went ahead. 'The State Department has exerted strong pressure on Ex-Im to make additional credits available... for this pipeline,' noted Bechtel official HC Clark in an internal memo in February 1984. This despite the fact that the horrors of Saddam's reign were well-known, and reports of his gassing of thousands of Iranian troops with chemical weapons during the Iran-Iraq war had received public attention.

With Donald Rumsfeld, then Ronald Reagan's Middle East envoy, and George Schultz, secretary of state at the time (and a former Bechtel president), both playing key lobbying roles, in June 1984 Ex-Im's board of directors approved a preliminary commitment of \$484.5m in loan guarantees for the pipeline project.

Much like a department store that provides its own charge card so that customers can buy the store's own products on credit, government Export Credit Agencies facilitate loans for overseas governments or companies to buy the lending country's own products. The more loans the ECAs facilitate, the happier the domestic firms from the ECA's home country are, but also the more debts the foreign countries run up.

Furthermore, these deals are underwritten by the ECAs: when they go sour (following the invasion of Kuwait in August 1990, for example, the Iraqi government stopped honouring its contract with Uhde) the agencies pay the corporations almost all the monies owed to them and assume the burden of debt themselves. That debt is then added to the outstanding bilateral debt owed by the debtor nation to the country from which the ECA hails. Thus, around 95 per cent of the debt owed to the UK government by developing countries is export credit debt, while 65 per cent of all debt owed by poor nations to official creditors is owed to ECAs.

Saddam's Iraq made Western arms dealers very happy. Most of the \$26 billion plus currently owed by Iraq to the British, the French, the Germans, the Japanese and the US was run up in the 1980s after Saddam came into power. Undoubtedly, this debt resulted mainly from military equipment procurement and weapons programmes.

Now the Iraqi people are being told to repay this debt. Or at least that proportion of it that creditors feel they will realistically be able to squeeze out of them. The nation that suffered so much under Saddam that its cause became one of 'liberation' is being told to repay debts that were racked up with the express encouragement of Western companies and Western governments for purposes of oppression, violence and genocide.

Why exactly are the governments of the developed world providing these loans? In some cases to serve their geopolitical interests, but more often to serve the different, though related, interest of their domestic corporations. The ECGD, for example, explicitly states that its goal is to 'help exporters of UK goods »



public finance for the private sector

Export credit agencies like the US and Japanese Export-Import Banks, the German Hermes Guarantee, the Italian SACE, the Swiss ERG, the French Coface, the Canadian EDC or the British Export Credits Guarantee Department are the largest source of public finance for private sector projects in the world. Between 1982 and 2001 they supported \$7,334 billion worth of exports and \$139 billion of foreign direct investment primarily to countries of the developing world. In 2000 alone ECAs provided a total of \$500 billion in guarantees and insurance to companies operating in developing countries, and issued \$58.8 billion worth of new export credits.

As overseas aid continues to fall, the importance of ECAs to developing countries continues to increase. Between 1988 and 1996 the worldwide value of new export credit loans and guarantees increased fourfold with approximately half of the new commitments going to the developing world. Eighty per cent of financing for projects and investment in developing countries today comes from ECAs. And export credits are now at levels of between two and three times the amounts of aid provided by the World Bank, regional development banks and countries of the developed world.

This is a trend that is likely to continue. The 2002 G8 Africa Action Plan stated: 'We commit to... helping Africa attract investment, both from within Africa and from abroad, and to implementing policies conducive to economic growth - including by... facilitating the financing of private investment through increased use of development finance institutions and export credit and risk-guarantee agencies...'

and services to win business and UK firms to invest overseas by providing guarantees, insurance and reinsurance against loss'.

ECAs also serve the interests of commercial banks. As Stephen Kock, a former Midland Bank executive in charge of arms deals, put it: 'Before we advance monies to a company we always insist on funds being covered by the ECGD... We can't lose. After 90 days if the importing countries haven't coughed up, the company gets paid instead by the British government. Either way, we recover our loan, plus interest, of course. It's beautiful.' Especially beautiful because the ECGD typically pays banks about 0.75 per cent per annum on the total value of any ECA-backed loans it has provided, thus giving banks an incentive to advance capital to British exporters. While 0.75 per cent per annum may not sound that much, on a \$500m project it amounts to around \$3.8 million. And that is on a completely risk-free loan: the equivalent of lending to the Bank of England. No wonder banks spend serious amounts of money cosying up to big corporations: they want to be the bank through which companies secure their ECGD-backed loan.

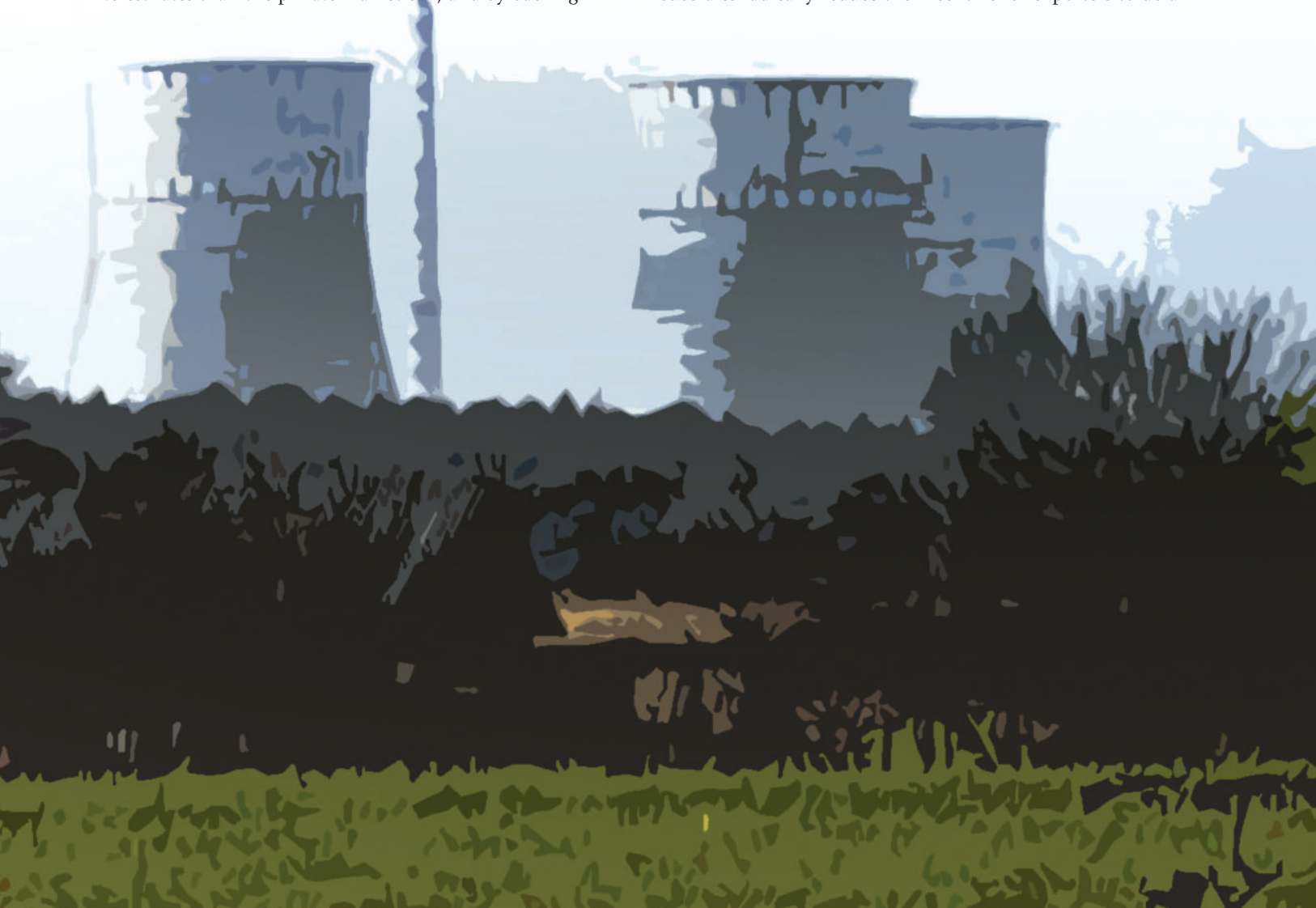
From the point of view of Western corporations, export credit arrangements are great because they enable them to pass some of the risk of doing business in developing countries onto their own governments. By providing lower fees, premiums and interest rates than the private market can, and by backing

transactions that the private market would refuse to back, ECAs are implicitly subsidising their domestic exporters.

Export credit arrangements also offer companies the added bonus of harnessing government interests to their own. Once corporations have export credit guarantees they can rest assured that if things go wrong their government will protect their investments. 'Ex-Im can be a powerful ally,' Edmund B Rice, president of the US corporate lobbying group the Coalition for Employment through Exports, has said. 'You've got the full weight of our US embassy, our ambassador, the Treasury Department and the State Department all coming in.'

No wonder corporations lobby hard for ECAs to continue their work. The US's Overseas Private Investment Corporation (Opic) is a similar agency to Ex-Im, but one that focuses solely on the developing world. When there was a move to eliminate it in the late 1990s, Kenneth Lay, the now disgraced former CEO of Enron, wrote a letter to every single member of Congress staunchly defending the institution.

But why do Western governments want to serve corporate interests in this way? Typically, because they are so caught up in the 'business interest serves national interest' myth that they don't stop to question it. They should. First, most economists remain highly sceptical that a nation can improve its long-term welfare by subsidising its exports. Second, subsidies radically reduce the incentive for exporters to do all



they can to ensure that the countries they are selling to will make good on their debts: in much the same way that many more homes would be built in flood-prone areas if their owners were compensated for flood damage by the government, ECAs provide exporters with incentives to maximise their exports in the knowledge that they will be bailed out if their deals go bad. And third, export subsidy policies tend to be very costly for the exporting countries: many ECAs have made huge losses over the past two decades, with only the ECA-backed companies benefiting.

The lion's share of the subsidies is not, however, usually paid for by Western taxpayers, despite the high failure rate of ECA projects. That burden more commonly falls on the peoples of the developing world, who have to face the consequences of increases in their national debt as a result of importers not paying up. One thing that makes the interest paid on export credits particularly onerous for developing countries is the fact that it corresponds to commercial rates of interest, not the lower rates incurred by bilateral or multilateral loans from

organisations like the World Bank, the International Monetary Fund or regional development banks.

If it could be shown that developing countries were better off because of ECA-backed projects, a reasonable case could be made that the resulting debt burden was worth it. In many cases, however, the promised benefits never materialise, and a large number of projects do not even see the light of day. A former employee of HSBC told me how in one 12-month period every single one of the export credit agency deals he worked on at the bank went bankrupt.

Billions of dollars worth of ECA loans end up lining the pockets of corrupt government officials. For example, the construction company Acres International is just one of the many firms to have received support from the Canadian ECA

Export Development Canada (EDC). In September 2002 a Lesotho court found Acres guilty of paying \$260,000 in bribes to Mr Masupha Sole, the former CEO of the notorious Highlands Dam Project. Besides being riddled with corruption, the Highlands Dam Project displaced hundreds of subsistence farmers and directly and adversely affected the lives of approximately 27,000 people.

Indeed, it is commonplace for the »

The story of the ECAs is a story of barefaced hypocrisy. The rich world censures developing nations for their high levels of military expenditure, yet continues to provide the funds so that these countries can buy their arms.

prices of projects that receive ECA funding to be massively inflated so that they can cover the related 'commissions'. The corruption-fighting NGO Transparency International has shown how it is common practice for the value of an ECA contract to be inflated by between 10 and 20 per cent to account for the 'commissions' (otherwise known as bribes) necessary to secure deals.

Moreover, the projects ECAs choose to fund are often highly contentious. Take the Bataan Nuclear Power Plant in the Philippines, the largest and most expensive construction project ever undertaken in that country. The plant was built in 1976 for more than \$2 billion with loans largely provided by Ex-Im, loans that are still costing the Philippines \$170,000 a day to service and which will continue to do so until 2018. (In the Philippines GDP per capita is \$4,000, 40 per cent of the population live below the poverty line and annual per capita expenditure on health is only \$30.) And all that expense for a plant that never worked. 'Filipinos have not benefited from a single watt of electricity,' said the country's former national treasurer Leonor Briones. But maybe the people of the Philippines should count their blessings: the plant's design was based on an old two-loop model that had no safety record of any sort, and the facility was built along earthquake fault lines at the foot of a volcano.

Not only do ECAs finance self-aggrandising or misguided projects and corrupt elites; they are, historically, rarely subject to any kind of regulatory safeguards. Most export credit agencies, for example, have no legal obligation to screen out projects with adverse environmental and social impacts, no obligation to ensure that their projects comply with human rights, environmental and development guidelines, and no obligation to consider the environmental impact of their investments or the contribution they will make to local development. Attempts to get G8 countries to agree on minimal social and

environmental standards for their ECAs have resulted only in a non-binding arrangement, with companies now being asked to fill out questionnaires on their environmental and social impacts. However, no procedures have been implemented to allow independent verification to take place.

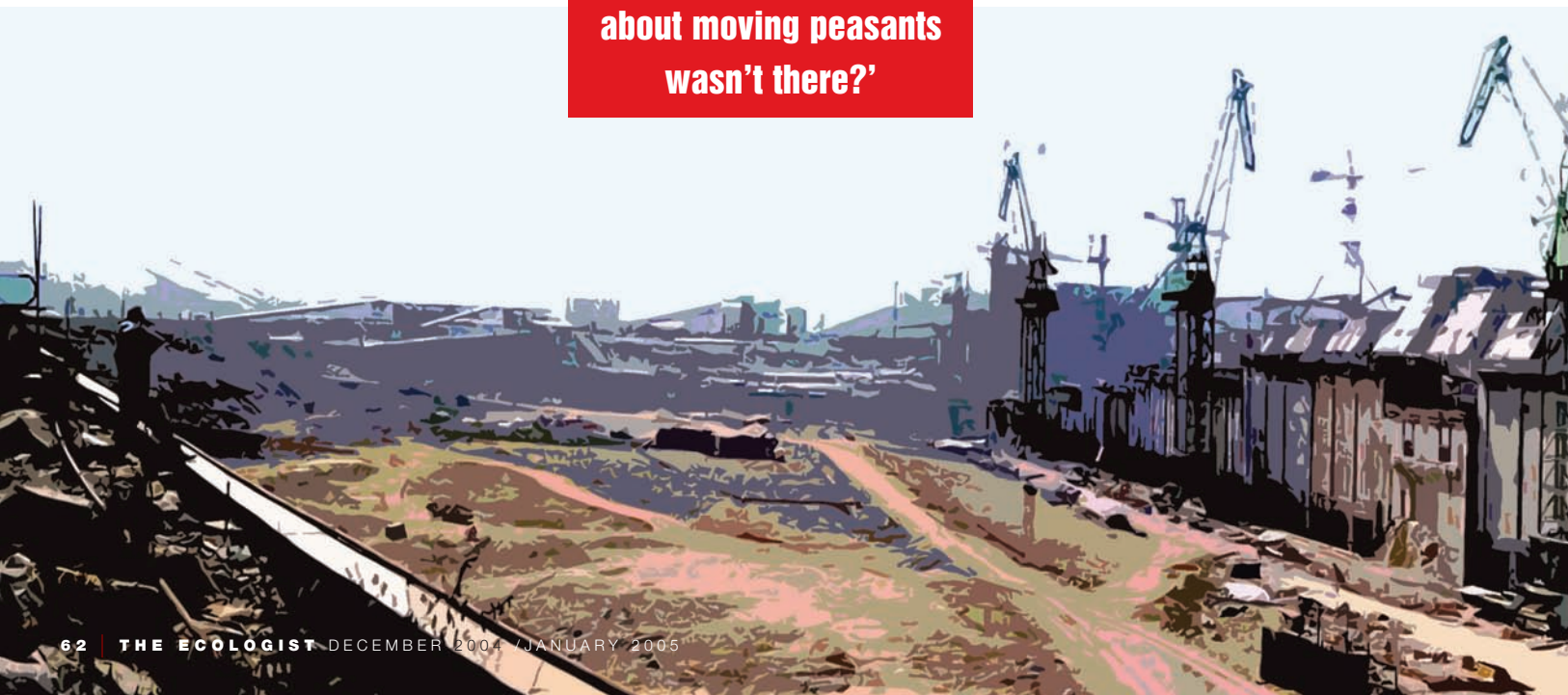
What this means in practice is that many of the projects ECAs end up financing (favourites include big infrastructure and resource-extraction projects such as mines, dams, oil refineries and nuclear power plants) continue to be environmentally damaging and socially undesirable. The Three Gorges Dam project in China is a perfect example. Here is a project that will force the relocation of 1.3 million people and drown 13 cities. It has been characterised by large-scale corruption and massive construction flaws and has been protested against by numerous Chinese scientists, engineers and journalists. Yet it has already received almost \$1.5 billion in loans guarantees and insurance from various European ECAs. As one senior British official mused: 'There was some problem about moving peasants there, wasn't there?'

Although the US's ECAs are more strongly regulated than their European counterparts (Bill Clinton imposed mandatory standards in 1992 and 1997 preventing them from investing in 'projects that require large-scale involuntary resettlement' or in 'large dam projects that disrupt natural ecosystems or the livelihoods of local inhabitants'), Ex-Im and Opic have invested heavily in projects with dubious environmental credentials. From 1992 to 1998, for example, the two agencies

underwrote \$23.2 billion in financing for oil, gas and coal projects around the world. Over their lifetimes, these plants will release 29.3 billion tons of carbon dioxide: the equivalent of the amount of CO₂ produced by 24 billion round-trip New York-Heathrow flights, an amount that would require the planting of 48 billion trees for it to be offset.

One of the American ECAs' biggest clients during the 1990s was Enron. Backed

Discussing the Three Gorges Dam project in China, which will force the relocation of 1.3 million people, one British official mused 'there was some problem about moving peasants wasn't there?'



by Opic, Enron's Cuiabá pipeline from Bolivia to Brazil cuts directly through the world's largest remaining dry tropical forest, and also part of the region's Pantanal wetlands, damaging 39 indigenous and several non-indigenous communities on its way – as well as devastating the environment. The pipeline was a project the World Bank said it would not have financed. Many of Opic's own staff recognised it was in violation of the agency's own guidelines. Yet no one stopped it. Indeed, this is typical of the kind of project backed by Ex-Im and Opic.

As Iraq illustrates, arms sales are another category of exports that account for large percentages of ECA loans. In the UK, between 30 and 50 per cent of all export credits are allocated to cover sales by UK arms exporters. This percentage is extremely high, particularly when one considers that defence exports only account for approximately 3 per cent of total UK exports. Similarly, in France a third of export credits go to subsidising arms exporters.

Export credit agencies provide a shocking illustration of one of the most serious imbalances in today's world: not the geopolitical one in which countries with monies to lend wield power over those that need to borrow; nor the imbalance within developing countries that can allow Third World leaders to take out loans without their being held to account for their use; but an imbalance that lies at the core of developed nations themselves: an imbalance of power between corporate interests and the public interest, between economics, politics and society.

Western countries use ECAs for 80 per cent of their investment in developing countries. The agencies subsidise corporations and provide risk-free bonuses for the commercial banks lending the investment capital. There is no quid pro quo at all that the businesses favoured should employ the peoples of the subsidising government, invest in its country or fulfil any national interest.

The story of the ECAs is also a story of barefaced hypocrisy.

The rich world censures developing nations for their high levels of military expenditure, yet continues to provide the funds so that these countries can buy their arms. The Europeans deify multilateralism and sign up to a range of environmental conventions – Kyoto, the UN Convention on Biodiversity, and so forth – supposedly to protect natural resources and slow down climate change, yet Europe's ECAs finance the very fossil-fuel and energy intensive projects that will lock in higher emissions in the developing world (thus recreating there the same environmentally unsound development path the rich countries themselves followed). While in the US the justification for rejecting Kyoto is supposedly in part because the protocol does not require emissions limits for developing nations, countries in which American ECAs are financing the building of environmentally unfriendly power plants. The developed world unapologetically uses its ECAs to subsidise its exporters, yet demands in the name of 'free trade' that developing countries do not protect their producers in any way at all; and, in the name of investment, it saddles the developing world with yet more repayment of debt, and debt at the higher rates of the commercial banks rather than the lower rates of the bilateral or multilateral loans.

Export agencies ram home the Janus-faced nature of the West: the developed world espouses concern for human rights, transparency and environmental issues on the one hand, yet on the other bankrolls projects that are at complete odds with any such concern; it is wedded to multilateralism, which it defines in a way that serves the narrowest of corporate interests.

So it is that the world's poorest countries sink further and further into debt while Western corporations grow fat from government-backed projects that fuel conflicts, harm the environment and have built-in kickbacks. Rather than being a tool for development, ECA funds often serve to feed the vicious cycle of corruption, underdevelopment, conflict and debt. ■

This is an extract from Noreena Hertz's *IOU: the debt threat and why we must defuse it*, 2004, Fourth Estate, £16.99



LATEST RELEASES

The Heritage Trees of Britain and Northern Ireland

Jon Stokes and Donald Rodger
CONSTABLE AND ROBINSON, 2004, £16.99

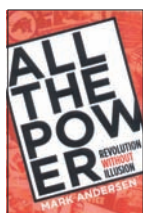
The rich history and legends of 88 UK trees of outstanding cultural and heritage value are brought to life through striking full-colour photography and a range of archival sources and illustrations dating from the Middle Ages to the present day.



All The Power: revolution without illusion

Mark Andersen
AKASHIC BOOKS, 2004, \$9.99

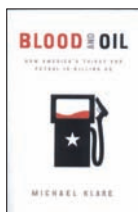
An ambitious, accessible mix of history, autobiography and how-to manual, this 'anti-manifesto' by Washington DC inner-city organiser and punk rabble-rouser Mark Andersen challenges popular concepts of radical activism.



Blood and Oil: how America's thirst for petrol is killing us

Michael Klare
HAMISH HAMILTON, 2004, £12

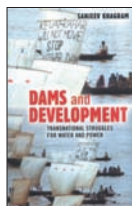
Klare investigates the connection (denied by politicians) between US foreign policy in the Middle East and the oceans of crude oil that lie beneath the region's soil.



Dams and Development: transnational struggles for water and power

Sanjeev Khagram
CORNELL UNIVERSITY PRESS, 2004, \$21.95

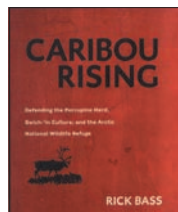
Big dams were among the most despised symbols of economic development for much of the 20th century. This book details how their damaging social and environmental effects have spawned constant opposition, especially from displaced populations.



Caribou Rising: defending the porcupine herd

Rick Bass
SIERRA CLUB BOOKS, 2004, \$12.95

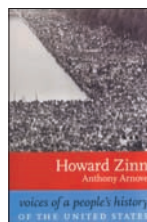
Rick Bass journeys to the Arctic National Wildlife Refuge, where he meets its native people, the Gwich'in, and the caribou that they have been following, depending on and praying to for the last 10,000 years.



Voices of a People's History of the United States

Edited by Howard Zinn and Anthony Arnove
SEVEN STORIES PRESS, 2004, £10.99

Zinn and Arnove's history tells the story of the US from the point of view of the people usually left out of text books: women, Native Americans, workers, blacks and Latinos.



Love All The People: letters, lyrics, routines

Bill Hicks
CONSTABLE AND ROBINSON, 2004, £12.99

This collection of all Hicks' major stand-up routines and extracts from his diaries, notebooks, letters and final writings highlights his abilities as a brilliant political comedian.



The Natural Step Towards a Sustainable Society

David Cook
GREEN BOOKS, 2004, £6

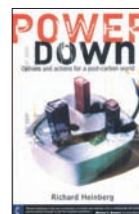
The Natural Step is an organisation that aims to help decision-makers put sustainable development into action. This is the story of its evolution from its early days in Sweden to the globally renowned international network of today.



Power Down: options and actions for a post-carbon world

Richard Heinberg
CLAIRVIEW, 2004, \$10.95

Avoiding cynicism and despair, *Power Down* begins with an overview of the likely impacts of oil and natural gas depletion and then outlines four options for industrial societies during the coming decades.



Book of the month

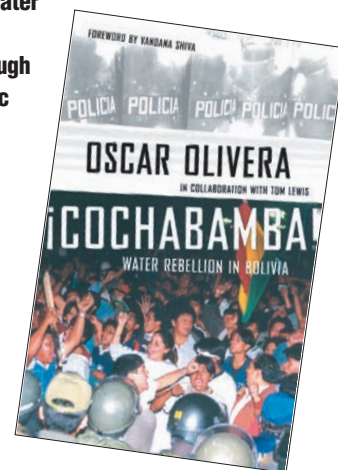
Cochabamba!: water war in Bolivia

Oscar Olivera, in collaboration with Tom Lewis
SOUTH END PRESS, 2004, \$14

In April 2000 the people of the Bolivian city of Cochabamba rose up against the transnational companies that had privatised their water services. Workers of every political persuasion joined in rare solidarity to protest the corporate takeover of a vital element that had hitherto been collectively owned. Women, children and the elderly painted their faces and armed themselves with buckets of water to douse police tear gas canisters; more than 100 were injured in the struggle, and a 17-year-old was killed. The leader of the victorious sedition was Oscar Olivera, who emerged as an inspirational speaker for the collective *Coordinadora* set up to reclaim the local population's water rights and a scourge of the police state. His rabble-rousing account of the uprising and subsequent victories against the neo-liberal

colonisers of Bolivia's natural resources (the 'water war' gave rise the 'gas war' of 2003) is an inspirational and immediate *cri de coeur*, although the book is marred by digressions into academic analyses of the struggle which are highly repetitive; they also transform the energy of Olivera's first-hand account into obscure, intangible socio-economics. There are, after all, only so many ways of saying 'foreign capitalism has fragmented and atomised Latin American unions, creating worse suffrage than under a banana republic'. It is an undeniable truth, however, and Olivera expands the appeal for workers across Latin America and the world to join in the resistance to the political and economic order that exploits our precious resources.

REVIEWED BY BENJAMIN DAVIS



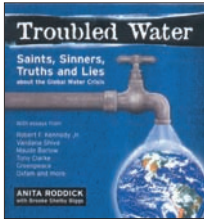
'At one time democracy – at least to us – meant collective decision-making on issues that affect us all. Now the only acceptable meaning seems to be competition in the electoral market.'

Troubled Water: saints, sinners, truths and lies about the global water crisis

Edited by Anita Roddick and Brooke Shelby Biggs

ANITA RODDICK BOOKS, 2004, £9.99

If you want a shocking introduction to the weight of the world's water problems,



look no further than this. As always with Anita Roddick's books, *Troubled Water* is beautifully designed, balancing essays by everyone from Vandana Shiva to Robert F Kennedy Jr. with striking images, charts, graphs and standout facts. The increasing corporate control of water, issues relating to large dams, conflicts fought over control of water: it's all here. As Robert F Kennedy Jr writes in the introduction: 'We are witnessing something unprecedented. Water no longer flows downhill. It flows towards money.'

REVIEWED BY MICHAEL THOMAS

Green Cuisine: the organic vegetable cookbook

Anna Ross

GREEN PEPPERCORN, 2004, £9.99

Forget fancy ingredients, Ross's wonderful cookbook



takes a different approach. If you get a box scheme, go to a farmers market or grow your own you will always have plenty of local organic veg. The problem is: what do you do with that mountain of cabbage or all those carrots, onions or courgettes? The 130 recipes contained within *Green Cuisine* will give you all the ideas you need. As the book is self-published the easiest way to get a copy is to call 0117 9523055 or email green.peppercorn@iname.com.

REVIEWED BY SELINA BARKER

READER OFFER

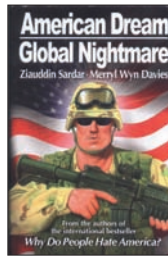
Readers can order a copy of Joel Bakan's book *The Corporation: the pathological pursuit of profit and power* (see last month's *Ecologist*) for the special price of £7.99, including p&p (RRP: £9.99), by telephoning 01205 255800 and quoting ECO.

American Dream, Global Nightmare

Ziauddin Sardar and Merryl Wyn Davies

ICON BOOKS, 2004, £7.99

In this, the follow-up to *Why Do People Hate America?*, Sardar and Davies claim that they will 'scrutinise how America looks at America'.



Americans, they conclude, have become ingrained with a sense of their own uniqueness through prolonged exposure to mythic narratives disseminated by, above all else, Hollywood. The decision to use a selection of films to explain various aspects of the US psyche is an interesting approach but encourages simplification of the issues. One chapter cites war films as contributing to US military zeal, yet it brushes over the popularity of anti-war productions like *The Deer Hunter*, which found success at the Oscars, a ceremony described in the introduction as a 'collective ritual where obeisance is made to the engine of empire'. The book is inconsistent yet, nevertheless, a good starting point for those interested in US self-perception.

REVIEWED BY PETER BARKER

WEBSITE OF THE MONTH

www.thematrix.com

Produced by Grace, a US organisation working to protect sustainable farming, *The Meatrix* is an online cartoon in which Leo the pig is taken by his bovine guide Moopheus on a chilling journey of discovery. Just as the film that inspired it, *The Matrix*, was based on the concept that the world we live in is an illusion, so *The Meatrix* tell us that every time we eat into meat produced in factory farms we collude in the fantasy that our food does not entail the suffering of animals. The film is a wonderfully innovative way of expressing an idea with which most people are familiar even if they are not prepared to do anything about it.

REVIEWED BY JEREMY SMITH

10 FAVOURITE NOVELS... ABOUT THE NATURAL WORLD



Michelle Paver

Each month *The Ecologist* will be asking an expert in their field to nominate 10 books in that speciality: nine that they love, and one they just hate. This month it's Michelle Paver, the author of *Wolf Brother* (Orion, £8.99). Paver gained fame this year for the size of her advance, the largest ever in the UK for a first children's book. While it is impossible to say whether that money was deserved, the acclaim certainly is. *Wolf Brother* is an amazing book, readable by children and adults, eschewing the Disneyfication and fantasy of so much of children's literature for a visceral, honest and accurate insight into the lives of Stone Age peoples.

1 The Jungle Book by Rudyard Kipling

Fresh, vivid and unpatronising: a marvellous evocation of animal lives and the jungle.

2 Manka the Sky Gypsy by 'BB'

I read this years ago and it stayed with me: an unusual, beautiful story, convincingly told from the point of view of a wild goose.

3 The Call of the Wild by Jack London

4 White Fang by Jack London

Evocative and inspiring, these books caught my imagination as a child.

5 The Lord of the Rings by JRR Tolkien

More than any other, this book brought home to me the mystery of trees.

6 Cider with Rosie by Laurie Lee

It may not be about 'the wild', but when I first read it as a child it opened my eyes to the beauty of the English countryside and the passage of the seasons.

7 The Blessing Way by Tony Hillerman

This is, of course, a thriller (as are all Hillerman's Joe Leaphorn/ Jim Chee books), but it's also a powerful evocation of the people, customs and harshly beautiful landscapes of Navajoland.

8 Touching the Void by Joe Simpson

I know this isn't a novel, but it reads like one and expresses better than any other book I know what it feels like to be alone in the mountains.

9 The Soul of the Wolf by Michael Fox

Again, not a novel, but it definitely has a poetic aspect. At the same time an account of wolf behaviour and an attempt to know the wolf as a fellow creature rather than a subject for study. It succeeds on both fronts.

10 My least favourite book about the natural world is anything by Beatrix Potter. Sorry, but I hate these. Why can't the animals be proper animals? Why do they have to wear clothes? Okay, I know the stories were written by a Victorian for little children, but so was *The Jungle Book*.

John Seymour 12 June 1914 – 14 September 2004

BLAKEAN VISIONARY OF THE GREEN MOVEMENT

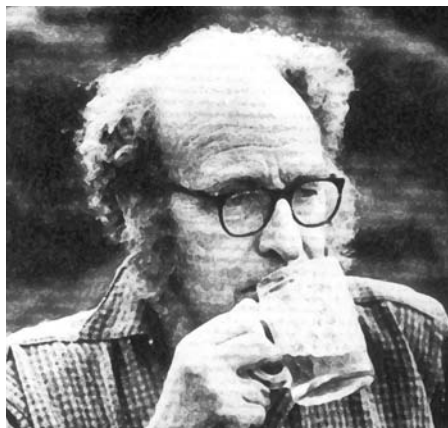
John Seymour, who died on 14 September, was an activist, broadcaster, farmer and writer of more than 40 publications. As an environmentalist he played a vital role in the homesteading, smallholding, organic and self-sufficiency movements that galvanised environmental thought in the 1970s.

John was born in 1914 in London. After schooling in Switzerland and England, he studied at Wye Agricultural College in Kent. Having declined to join his father in the chewing-gum business, he went to South Africa, where he worked on a farm, a fishing boat and a copper mine, before joining the Northern Rhodesia Veterinary Service. While in Africa, he spent time with the Bushmen, whose hunter-gatherer lifestyle profoundly influenced his thinking. Throughout his lifetime he would fight for the rights of hunter-gatherers, small-scale farmers, sailors and foresters against the filthy modern tide of post-industrialism.

During WWII he fought against the Italians in Ethiopia, where his battalion was served by a cook named Idi Amin. He was also posted to the Burmese jungle, where he would play a collection of six classical records on a wind-up gramophone, claiming it kept him sane.

Back in Britain, living on a converted trolley bus, his talents for storytelling soon won him a contract broadcasting for the World Service, for which he would talk simply about any subject that interested him. The BBC then sent him to India and the subsequent broadcasts led to a book offer from a publisher. One of his first major works was *The Fat of the Land* (1961), which was based on his experiences living with his wife Sally in Suffolk without water or electricity. This was the first of many assaults on the dependence culture, which he felt robbed people of their dignity and self-respect, and a clarion call for readers to declare independence from the industrial-mercantile society.

After his marriage broke down he moved to Ireland, where he embraced



green politics with characteristic gusto. In a notorious court case he was prosecuted with seven others for criminal damage to Monsanto sugar beet: he was campaigning against the introduction of GM crops to Ireland. When accused of having dug up the crops in repeated night forays, John declared that it was all the work of the fairies. The prosecutor challenged that fairies do not leave muddy boot-prints, to which John replied that they must have been in disguise. John's reasoning was deadly serious, however: he argued that if a foreign power tried to invade Ireland he would be right to oppose it regardless of what the government was doing.

His most famous work was *The Complete Book of Self-Sufficiency*, which started as a pipe dream for the then publishing minnow Dorling Kindersley in 1976. The idea was to reflect the new passion for simple rural living, as epitomised by the television series *The Good Life*, which emerged in response to a depressed economy following the 1973 oil crisis. It also reflected a self-governing spirit that permeated Britain in relation to the burgeoning EU super-state. John's text explained with brisk common sense all the facets of self-reliance, from smoking a ham to spinning wool, and was complemented by delightful illustrations. As ever, the book was underpinned by an urgent philosophy. EF Schumacher wrote the foreword, making an appeal for people to get back in touch with the actual processes of creation and to

stop waiting for the 'Godots' of technological advance, governmental intervention and economic recovery, all of which ensure that we never have to lift a finger. John's book proposed a return to crop rotation and other fundamental processes of the natural order, an order that man, 'the thinking monkey', should never have interfered with in the first place.

Getting the book off the ground and keeping John on the trammels of conventional publishing procedure proved an adventure for all involved. Christopher Davis, the book's editorial director, remembers John's copy arriving covered in Wellington boot prints and bound together with a cow pat. When John did come into the office he would insist on wining and dining at his favourite restaurant in London's Chinatown before passing out in the office. The maverick spirit proved gold dust, however, as *Self-Sufficiency* became a phenomenal success, which sold more than a million copies worldwide and was translated into more than 20 languages.

In his later years John adopted the role of the Blakean visionary: his manifesto 'The Age of Healing' includes the mantra: 'The Age of Plunder is nearly at an end. The Age of Healing is ready to be born, and whether it arrives or not depends on two people: you and me'. John's demands had not changed over 40 years; they had simply become more pressing, and are only too familiar to readers of this magazine. He demanded that we refuse to work for 'the Plunderers' or buy their shoddy goods; that we refuse to shop at Plunderers' supermarkets or work for their big organisations; that we support local traders and producers; that we boycott goods brought from far away, oppose road building, and buy organically. 'I am only one. I can only do what one can do. But what one can do, I will do.' John Seymour spent his last days on his beloved Pembrokeshire farm with his daughter Ann, telling stories to his grandchildren, laughing and singing in the face of oblivion.

BENJAMIN DAVIS

THINK GLOBAL... BUY LOCAL

THE ecologist

Food miles down; Road use down; Local communities up; Small farmers up; supermarkets down; multinational brands down; rare breeds up; organic up; local shops up; local producers up; animal welfare up; employment up; health up; social life improved; waste down; pollution down; car use down; friends up; variety up; experiences up; boredom down; reality up; illusions down; brands down; workers rights up; shareholder profits down;

Time to pull on your green pants and turn yourself into a local superhero



flights down; local character up; homogeneity down; meals up; junk food down; fast food down; obesity down; craftsman up; cowboy traders down; additives down; pesticides down; ADHD down; asthma down; climate change down; walking up; gym membership down; wildlife up; hedgerows up; fish stocks up; chemicals down; oil use down; solar up; wind up; recycling up; packaging down;

Definitive 32-page guide to ethical shopping

LOCAL HEROES

'So you've told me what's wrong, but what can I do?' It's probably the question readers ask most. And for many of the problems we address there are no quick fix, ready made, one size fits all answers. What we do all have in common, however, is the opportunity to choose how we spend our money.

And yet we are guilty of continual excuses... 'I don't have time'... 'Once a week can't hurt'... 'But it's so convenient' and 'I would if I had a local alternative'. Well you do, and they're here in all their small, local, organic glory.

No more excuses. If you can't make it to your local farmers market because you're at work, order a box scheme. If you're threatened by the idea of seasonal vegetables that you don't know how to cook, hand pick your shopping via mail order. If you've got nothing to wear and are suffering Fashion Anxiety Disorder (FAD), put down your copy of Vogue, and pick up these pages.

It's possible you'll end up spending more on ethical products, although farmer's markets are consistently less expensive than supermarkets. Consider this: not only will the money you spend support a small ethically aware business, it will circulate within a community, more than likely contribute to the preservation of a rare breed/endangered species, and almost certainly be of superb quality.

And having turned your body into an ecological temple, there are hundreds of ethical companies offering you electricity generated entirely from renewable resources; nappy manufacturers using only organic cotton; and suppliers of paints, carpets, bedding materials – everything you need for your home – produced in ways that really are good for both you and the environment.

These pages are only the beginning. We are all in this together –weaning ourselves off our addiction to supermarkets; wondering what's the best way to heat our homes or clothe our children. That's why we want these pages to be much more than just listings. We believe in what all these farmers, retailers and producers are doing. We want them to thrive and succeed. We want to walk down our high streets and see them lined with people like these, not with row upon row of Gaps, Starbucks, mobile phone centres and charity shops all leading to the inevitable supermarket.

So please, tell us what you think. What more do you need to know? What sections would you like added? Who would you like to read more about? We want you to share your experiences, good and bad, of the companies and their products. Ask them questions... 'Should I buy organic or fair trade?' 'Is there a nappy cleaning service near Reading?' 'Does anyone want to join a carshare pool?' We'll make sure you get the answers you need.

Simply by collectively turning our purchasing power away from the destructive banality of mass consumerism and investing it in a truly sustainable future we're sending out one of the strongest political messages possible. If Tony Blair or Michael Howard think the most important thing to give us is 'choice' then together we'll show them which one we're going to make.





JOANNA EDEE

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JOANNA EEDE

Local Food Heroes

Former banker Eric Samuels is pioneering a new, fantastically simple approach to community regeneration: he's delivering fresh and affordable fruit and vegetables to one of London's most deprived boroughs.

by JEREMY SMITH

Four years ago Eric Samuels arrived in Newham, east London, officially the UK's seventh most deprived borough. He'd taken a year out from his banking job to write a dissertation on poverty, but nothing he'd read in his text books or heard in a drafty lecture hall had prepared him for what he was about to see from his new home on the Cranberry Lane estate.

There were about 700 houses, yet no telephone kiosk or letter box and the nearest shop was a mile away. As he walked round his new neighbourhood he saw the same thing everywhere: estate after estate lacking even the most basic amenities, places known officially, and accurately, as 'food deserts'; estates where the disabled housing had been built the furthest possible distance from the nearest shop, itself a 20-minute walk away; estates where the only shop selling food within half an hour was a petrol station; estates where a 14-year-old mother didn't know what

an orange was.

'I made the leap very quickly from studying poverty to studying food poverty,' Samuels explains to me from behind the desk of his sparsely decorated office. 'I realised that so many of the problems associated with poverty are linked to food, and that if I could improve people's food so much else could follow.'

In the nearby borough of Leyton is one of London's four major fruit and vegetable wholesale markets: New Spitafields. Each morning around 4am Samuels would drive down there in a borrowed car or cab to buy fruit and vegetables from the wholesalers. He had persuaded the estate's housing association to lend him a vacant house, from which he sold the fruit and vegetables to the estate's residents at

prices less than 10 per cent above the wholesale, simply ensuring that he had enough money on top to return back to the market the next day.

Four years later, the core principle is exactly the same. Although the scheme has grown and diversified, it is no longer based in a spare house, but in a small warehouse leant free by the area's biggest employer, sugar giant Tate & Lyle. And, rather than borrowing a car, the Food Access program, now has three small lorries and a number of vans. The vehicles are used both to do the Spitafields run and for distributing the food around the area.

The scheme's two main projects are its 'social food outlets' and 'mobile food units'. The social food outlets operate like portable farmers markets'. A van stocks up on fruit and vegetables from the project's

warehouse and then drives to wherever it is meant to be on any given day. Generally this is a school playground, timed to coincide with parents coming to pick up their children. The Food Access team simply wheels out

'I realised that so many of the problems associated with poverty are linked to food, and that if I could improve people's food so much else could follow'

FOOD ACCESS FOUNDER ERIC SAMUELS

trestle tables, cash tills and weighing scales, sets them up and lays out the food.

The mobile units are specially kitted-out lorries that look rather like mobile libraries. Each week they drive round the borough, stopping at the same time and place to sell food to whoever turns up.

And if people are too old or disabled to reach either of these, they just call up the office and one of the vans will deliver whatever they want, even if it's just a handful of oranges, right to their door. (As well as the fruit and vegetables, the vans also carry nappies, toilet rolls, milk, eggs and bread, and Food Access is more than willing to discuss stocking other essential items if people need them.)

Samuels has had to increase his prices a fraction: now everything is sold at 15 per cent more than the wholesale price; but that is simply to cover the cost of bags, till rolls, etc; there is no profit made. What's more, each month Food Access compares its prices to those of the local supermarkets. Samuels confidently tells me that Food Access is between 40 and 200 per cent cheaper than the supermarkets.

I ask him what he thinks about Tesco chief executive Terry Leahy's claim that his mission is to bring cheap food to the poor. 'It's a lie,' he answers emphatically. 'Tesco is about one thing only: profit maximisation. You think its shareholders care about feeding the poor? It's about making as much money as possible. Anything else is a lie.'

Samuels enjoys being political and has a tendency to drop mantras like Blair's 'education, education, education' into his speech. His own personal favourite, the one on which he tells me the scheme is based, is 'the four As: Accessibility, Affordability, Availability and Awareness'. He often talks as if to an audience, raising the tone of his voice dramatically to underline certain words, stretching his arms out wide to express his vision. He gives off an almost missionary zeal.

But there is one big difference between him and the politicians he emulates. He is credible. I ask him why his scheme's food isn't organic, and why it doesn't use only local food, and he answers me candidly: 'Look, these things are close to my heart. But these people are on such a tight budget that to go organic is just not possible. I'd love to do it. If someone's going to come and say to me, "Right, I'm going to give you these organic cucumbers as cheap as you're getting them from Holland", then I'd do it straight away. The same with the local farmers: they're twice as expensive. It's not that we

haven't looked into it, because obviously I'd rather do local procurement: we've all got to back each other.'

Also, he explains, a huge percentage of the local population come from various ethnic minorities, and to try to encourage them to eat more fruit and vegetables and then tell them that they have to eat seasonal UK produce is not only destined to fail, it's patronising. 'These people don't want roast potatoes,' he adds. 'They want yams. What am I supposed to do? Grow yams in Kent? Tell them they aren't allowed to eat their national foods? They just wouldn't support what we are doing.'

And support is essential. Food Access's staff are almost entirely volunteers, most of whom have been out of work for a long time and joined to get themselves out of the house for a few hours a week. People like Margaret, a former volunteer on one of the food outlets who now runs a mobile unit. 'We love it,' she tells me. 'You wouldn't get me off the van. I meet so many different

people. When people get on this van they treat you as if you're a human being. You have a laugh and a chat with anyone and everyone. It's a social gathering.'

The volunteers, however, aren't just there to help the project: they're there to help themselves, too. Samuels explains how people who have been off work for years often lack the confidence to get back into work. But after a few months with the scheme, once they have got their confidence back, the project helps get them into jobs and on courses. 'Everyone benefits,' smiles Samuels.

'We need the community,' he adds. 'Without the community these things aren't going to work. The passion that you see with our volunteers is impossible to find unless you are from the area. It's our area. We live here. We want *our* people to feel the benefits.'

That afternoon, I get a taste of just how vital the local community is to this project, and vice versa. I'm sitting in one of Food Access's vans, bound for a local primary



PRICE COMPARISONS

	FOOD ACCESS	TESCO (ONLINE)	SAVING £	%
Apples	75p/kg	99p/kg	24p	24
Avocados	35p each	67p each	32p	48
Courgettes	70p/kg	1.29p/kg	59p	46
Onions	14p/kg	64p/kg	50p	78
Oranges	18p each	22p each	4p	18
Peas	50p/kg	85p/kg	35p	41
Tomatoes	68p/kg	£1.08p/kg	40p	37
Turnips	60p/kg	£1.18p/kg	58p	49

JOANNA EEDE

Lita Webb, a lifelong Newham resident who gave up running one of the area's few local shops after 20 years to join Food Access as a volunteer. Now she is one of the project's co-directors.



school. Next to me is Lita Webb, a lifelong Newham resident who gave up running one of the area's few local shops after 20 years to join Food Access as a volunteer. Now she is one of the project's co-directors.

We crawl along in appalling traffic caused by the roadworks that seem to be everywhere. To the side of the roads are broken buildings, graffiti, shut-up shops. Yet soaring up above this crumbling urban blight are some of London's most prestigious new developments.

The towers of Canary Wharf loom high above. Webb grimaces as we pass Docklands' ExCel exhibition centre. 'Most of the exhibitions are trade only,' she says. 'They aren't open to local people, even if we could afford them.' She grumbles on, 'The only difference for us is more cars on our roads.' As she's talking a plane flies low overhead as it comes into London City Airport, an airport designed to connect businesspeople with Europe and the neighbouring City of London. And, of course, the Millennium Dome is nearby, too. 'You don't think I ever went, do you?' laughs Webb. 'I don't know anyone that did. £750m: think of all the

hospital beds they could have provided with that.'

These supposed 'regeneration' schemes, it turns out, are the reason for all the roadworks: they're not to improve the quality of life for the people of Newham, but to make it quicker for business visitors to get from hotel to conference centre to airport.

'I've got people that can't eat some days and they're talking about building a casino,' Webb exclaims, summing up the surreal nature of the government's latest

people and not make sure there were enough shops? Sometimes I think planners build places for people to sleep in, but not live or to eat.'

I wish that the government could see how much money it has wasted, and how much could be saved - and how many people helped, if it stopped with the grand schemes and started listening to people like Samuels and Webb. I ask Webb if any politician has ever seen what they are doing. The story she tells me says it all.

A while back the then health minister Hazel Blears came down to see one of the schools in the area. She had come to see how the government's Free Fruit for Schools programme was operating. 'She was there talking about the scheme and saying how wonderful it all was,' Webb recounts. 'I told her I had to disagree.'

Somewhat taken aback, the minister retorted, 'We're giving free fruit to schoolchildren. How can that be bad?' Clearly annoyed, Webb tells me: 'She even told me no one else was doing that.'

Actually, Webb explained to Blears, someone else was: Food Access. She went on to tell the minister exactly what

"Tesco is about one thing only: profit maximisation. You think its shareholders care about feeding the poor? It's about making as much money as possible. Anything else is a lie"

FOOD ACCESS FOUNDER ERIC SAMUELS

regeneration idea. In a few more scatter-gun sentences, she then describes all that is wrong with a top-down approach to regeneration. 'What use are all these big projects to me? They say they'll provide jobs, but unless they come into our area and provide training what job can I get in them except as a cleaner? Who in their right mind would build houses for 700

was wrong with the government's scheme. 'First, it only delivers to children in Key Stage 1. Once they are seven years old the free fruit stops. And second, because they only deliver the fruit once every two to three days, it sits around the schools and isn't as fresh as it could be.'

Fortunately, she had the evidence to back her claim up right there: a government-delivered satsuma, and one from Food Access. 'I showed her the two fruits,' she smiles. 'Theirs was tiny and ours was enormous by comparison. "Imagine your five years old," I told her. "How difficult it's going to be to open this little satsuma, and then when you do, there's nothing in there. How's that going to get children switched on to fruit? Not only that," I added, "but I bet mine cost less than yours, too." She asked me to come to a meeting there and then to start advising them. Of course, now she's been moved to another department.'

Half an hour later I stand watching as the market, set up in a playground that 15 minutes earlier had been thronging with children, comes to life. All around people are piling fruit and vegetables into their baskets: everything from apples, carrots and aubergines to corella, mooli and dudi. They fill their baskets to overflowing, often taking a second basket before queuing up at one of the two tills to weigh and pay.

'Oh my God, turnips,' cries a short-haired Irish woman with undisguised glee that is only compounded when she looks at the price: 60 pence a kilo. Another woman turns to her. 'I never realised how good it was until I started coming here,' she exclaims. 'Now I've cut out all the shit and the sweets, and every week my list just gets longer and longer.' Five minutes later she's paid for her shopping and is putting on her lollipop lady uniform to stand at the crossroads as the children come out of the school.

'I wouldn't get up at four in the morning to do something I didn't believe in,' says Webb. 'We have children not knowing what a pear is, and yet it's a local food. They're so used to McDonald's and sweets and so on that they've forgotten the basics. I love to see kids coming up and saying "wow, that's a guava".'

Once the people start coming to the markets and connecting with food, she explains, it's only a short step before they're connecting with each other. 'Because they're not in the supermarket or dashing around the shop they start talking about the food and to each other. Someone will ask, "What's that?" or

"How do you cook that?", and another will go, "That's an okra" and tell them what to do with it. They're not just buying fruit and vegetables; they're beginning to engage with their community.

'We had a prime example of it in Beckton. This lady comes in and she's telling me how there'd been this terrible crash outside her house. And this guy turns round and it had been outside his house, too. They'd lived next door to each other nearly 10 years and didn't know each other, hadn't even seen each other. That to me is just...'. She pauses and you can feel how such things get to her. '...Just diabolical. To live on the same estate and be neighbours and not know each other.'

Back in the van half an hour later, the market finished and cleared away, I ask Webb what makes for a good community.

'The attitude,' she replies. 'Just saying hello to people. I never walk by without saying hello. And although people think you're a bit cranky at first, after a while they start talking to you. It just makes it really nice to live in that sort of environment. Honestly, I think I know 99 per cent of the people that live in my area because I've made a point of doing that. And when you start with that you realise that you can change things. You can change the things about your local community that you don't like. And more than that, you've got to.'

Jeremy Smith is deputy editor of The Ecologist. To find out more about the Food Access project, contact Lita Webb on 020 7511 9014, or go to www.community-food-enterprise.org.uk

FOOD ACCESS SCHEMES

The project runs schemes all across Newham, including:

Breakfast clubs

Food Access runs breakfast clubs in four of Newham's primary schools and two of its secondary schools. 'The vast majority of the children in the borough don't eat breakfast, or they go to school with a bag of crisps and a can,' explains Lita Webb. 'And then their mums wonder why they're not learning anything because they're really hyperactive.' Now the children can eat a free healthy breakfast when they arrive at school. The benefits of the breakfast clubs are widespread. They act as pre-school crèches for working mothers, who can drop their children off at 8am knowing that, as well as being fed, they are being looked after. Most importantly, however, the children come into class settled and on time. They can even look at their homework over breakfast with their teachers, many of whom join them for a healthy breakfast, too.

Cook and Eat

Every school holiday the project runs a Cook and Eat session, using the kitchens in one of the local schools to teach the local kids how to cook a nutritional, healthy meal on a budget. They cook enough food so that when the session is finished the whole neighbourhood is invited in and everyone sits down and eats together. 'We insist that nothing is eaten before we're all sat down,' says Webb. 'It's about learning to enjoy our food together instead of rushing into McDonald's and wolfing down a burger.'

Doctor's referral scheme

If a local resident has a 'definable medical disease', such as diabetes, high blood pressure or cardiovascular obesity, for example, they can go to their doctor, who will arrange for them to have 13 weeks' worth of £2.50 vouchers to be spent on food at any of Food Access's social food outlets or mobile units. (And while £2.50 may not sound like much, the project's peas cost 25 pence a kilo, its spinach costs 20 pence a kilo and the apples cost 75 pence a kilo.)

Over-50s lunch clubs

Once a week Food Access holds lunch clubs in a community centre where anyone over 50 can get a full and nutritious meal and the chance to socialise and get out of the house. Admission costs £2.50.

Social Food Enterprise Course

Food Access has worked with educational experts to devise a new nationally accredited course about 'Social Food Enterprises'. The first pilot started in late October. Next March the course will be available across schools and colleges nationally. The 10 units include 'Growing vegetables and herbs', 'Healthy, tasty and quick cooking', 'Starting and developing a community food initiative', 'Global, national and local food and health initiatives' and 'Managing a food social enterprise'.



Biodynamic Wine

Starting this month, *The Ecologist's* new drinks pages will feature an organic and biodynamic wine column by Monty Waldin, wine writer and author of *The Organic Wine Guide* and *Biodynamic Wines* – the world's first biodynamic wine guide. Each month, Monty will give *Ecologist* readers his recommendations on the UK and Europe's most delicious yet affordable wines. The so-called 'alternative' wine market that Monty will cover makes up less than 1 per cent of all UK wine sales, but has a lot to offer compared to conventional wines. Not only are organic and biodynamic wines a better bet in terms of benefits to your health and the environment; without synthetic enhancers to prop them up, they promise a whole new natural taste experience. Matilda Lee speaks to Monty about drinking with a clear conscience.



You've said that conventional wine just isn't worth what we're sacrificing to drink it. What do you mean?

'Working on a conventional vineyard, I found two main processes hideous. The first is what conventional winemaking does to the soil. Normally, there are a billion microbes in a teaspoon of earth, yet an analysis of Burgundy's vineyards found that the soil had less microbial activity than in the Sahara desert. Weak soil is caused by large amounts of chemical fertilisers, pesticides, herbicides and fungicides, which in turn necessitate the use of even greater and greater amounts of these chemicals on the soil to make up for what it lacks naturally.

'The second are chemical residues in wines. Many *can* and *are* filtered out in the winemaking process. But certain chemicals, designed specifically to be sucked up by the vine root, definitely end up in the wine. A number of these are suspected carcinogens and most are rich in aluminium, which has been linked to Alzheimer's. Why take the risk?'

The biodynamic process is referred to as an 'advanced' organic process. What does it involve?

'Like organic winemaking, biodynamics uses no man-made chemicals on the vines, no quick-fix chemical fertilisers, no GMOs, and weeds are overcome physically by ploughing them away, or mentally by considering the weed as a useful friend rather than irrelevant eyesore. But biodynamics also aims to re-establish a crop's contact both with the earth and with what's above it by recognising the 'life forces' of the earth and of the wider solar system. For example, when the sun goes down the vine stops growing upwards and starts to send its energy down to its roots in the earth. Biodynamic growers see the end of the day as the moment to spread compost on the soil, not first thing in the morning when the vine's energy grows upwards again.

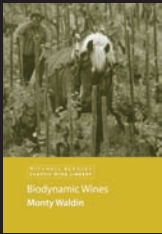
Biodynamic farmers also consider the effect of the moon and the planets. The passage of the moon through the different constellations exerts four elemental influences on the vineyard, namely, water, earth, air and fire, which are shown through the leaves, the roots, the fruit and the flower, respectively. For example, a rising moon heightens the vitality, smell or colour of the plant. A lowering moon influences the internal liquids of the plant (the sap) which descend, so this is a good time to prune.'

'The most marked difference in biodynamic wines is the texture: it's more agreeable, less forced and less harsh than conventional wine. It's a more digestible wine'

How does the biodynamic process affect the wine itself?

'The most marked difference in biodynamic wines is the texture: it's more agreeable, less forced and less harsh than conventional wine. It's a more digestible wine. Wines that the critics typically love all have a heavy oak flavour. If you are having to heavily oak your wines, it means that you are hiding a deficiency stemming from bad farming. It also standardises taste: if you are making a Rhone, Bordeaux or Burgundy and they all taste of oak, what's the point?'

'Because biodynamic vine roots are rooting more deeply, they are going down into the mother rock of the earth and picking up more mineral, chalky, rich earthy flavours. What you find, generally speaking, and especially for red wines, is that biodynamic wines do take slightly longer to open out in the glass or age in the bottle because they are more intense.'



Ecologist readers can purchase Monty Waldin's book *Biodynamic Wines* for £20: that's 20 per cent off the RRP (P&P is included free). Call 01903 828503 and quote PUB156.

Here are some of Monty's favourite affordable biodynamic and organic wines

BIODYNAMIC

2000 Domaine de la Grande Bellane, Côtes du Rhône-Valréas Rouge AC, Rhône, France

Smooth southern French red from family growers who collect rainwater in copper buckets with which they dilute their biodynamic vineyard sprays.

£5.79 from *Vinceremos Wines & Spirits* (0113 2440002; info@vinceremos.co.uk)



2003 Guy Bossard/Domaine de l'Ecu, Muscadet de Sevre et Maine Sur Lie AC, Loire, France

Guy Bossard's horse-ploughed vines produce intense, mineral-rich wines which make him the master of Muscadet.

£6.40 from *Vintage Roots* (0118 9761999; www.vintageroots.co.uk)



Champagne Fleury Carte Rouge Non Vintage

Exuberant, generously flavoured and notably full-bodied biodynamic fizz that easily out-performs the mass-produced, over-marketed under-flavoured conventional brands.

£17.75 from *Vintage Roots*.



2000 Deiss Riesling Bennwihr, Alsace AC, France

Jean-Michel Deiss's vines are planted incredibly close together, so each one produces just tiny, ultra-concentrated grapes. Mouthwateringly smooth dry white riesling.

£13.50 single bottle, £11.95 by the case, which can be mixed from *Lea and Sandeman* (020 7244 0522; www.londonfinewine.co.uk).



ORGANIC

Sedlescombe Dry White

Vibrant, clear-tasting white from England's longest-established organic vineyard. Contact the owner Roy Cook if you ever want to work here during the harvest.

£6.99 (50cl bottle) from *Vintage Roots* or direct from the vineyard (*Sedlescombe Organic Vineyard, Cripps Corner, Robertsbridge, East Sussex TN32 5SA; 01580 830715; www.englishorganicwine.co.uk*). Also available from *Vinceremos*.



Planet Organic Merlot

Succulent red full of Mediterranean warmth which is versatile enough for most foods.

£6.95 from *Planet Organic* (020 7221 7171).



1998 Domaine des Bastides Coteaux d'Aix en Provence Rouge

Apple orchards intermingle with these vines, with wild sheep grazing any weeds. Soft red, as good as top Bordeaux.

£11.50 from *Raeburn Fine Wines in Edinburgh* (0131 343 1159; www.raeburnfinewines.com) and the *Flying Corkscrew in Hertfordshire* (01442 412312).



Casaloste Chianti Classico

This is a far cry from environmentally suspect, cut-price Chianti sold in wicker flasks. A crisp, digestible red with a tangy taste.

£11.05 from *Amphora, Leicestershire* (01664 565013).



GENERAL FOOD & DRINK

BUY local, organic, cruelty free food and drink

1 In person: from your local independent shop / farmers market
Pull on your green 'super local hero' pants, head off down the high street and buy from local, independent retailers. Whatever you do, don't shop in supermarkets. The following shops have been listed as they all stock The Ecologist magazine. If you'd like to join the local shopping revolution please call Zayda on 020 7351 3578.

2 Home delivery: Box Scheme / Mail order (UK/nationwide)
Sadly many of us now live in supermarket created food deserts. But please don't fall under their spell, have your food delivered by people who care more about your health than their shareholders wealth.
To find your nearest box scheme turn to page 82



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tel. 0871 8716611

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LOCAL SHOPS

BRISTOL

Fresh & Wild
85 Queens Road, The Triangle0117 910 5930
Harvest Natural Foods
11 Gloucester Road0117 942 5997
Wild Oats
9-11 Lower Redland Road.....0117 973 1967

BUCKINGHAMSHIRE

Aylesbury
Healthright
48C Friars Square.....01296 397 022
Chesham
Healthright
27 High Street01494 771 267

CAMBRIDGESHIRE

Cambridge
Arjana Wholefood
Unit 7 Dales Brewery,
Gwydir Street.....01223 364 845

CHESHIRE

Chester
Rainforest
51 Watergate Row.....01244 340 200

CUMBRIA

Keswick
Sundance Wholefoods
33 Main Street01768 774 712

DERBYSHIRE

Ashbourne
Natural Choice
24 St John Street01335 346 096

DEVON

Chumleigh
The Dairy
Fore Street01769 580 598
Plymouth
In Other Words
64 Mutley Plain01752 663 889

GLOUCESTERSHIRE

Bisley
Green Shop
Cheltenham Road01452 770 629
Cirencester
The Organic Farm Shop
Abbey Home Farm,
Burford Road.....01285 640 441
Cheltenham
Rendezvous
16 Portland Street.....01242 577 893

GREATER MANCHESTER

Manchester
On The 8th Day Co-Op
111 Oxford Rd0161 273 4878

HAMPSHIRE & ISLE OF WIGHT

Ringwood
Scollocks Health Foods
1 Market Place01425 473 787

HERTFORDSHIRE

Berkhamsted
Cook's Delight
360-364 High Street01442 863 584
Radlett
Destiny
Balters Green Farm, New Road01923 852 522

LANCASHIRE

Lancaster
Single Step Co-op
78a Penny Street.....01524 63 021

LINCOLNSHIRE

Stamford
Silverlane Foods
2 Silver Lane.....01780 755 710

LONDON

Brixton
Brixton Wholefoods.....
59 Atlantic Road, SW9 8PU020 7737 2210
Camden
Fresh & Wild
49 Parkway Camden, NW1 7PN.....020 7428 7575
Heartstone
106 Parkway, NW1 7AN020 7485 7744
Clapham Junction
Fresh & Wild
305-311 Lavender Hill,
SW11 1LN020 7585 1488
Crouch End
Haelan Clinic
41 The Broadway, N8 8OT.....020 8340 4258
Just Natural...Organic Solutions
304 Park Road, N8 8LA020 8340 1720
Ealing
Farm W5
19 The Green, W5 5DA.....020 8566 1965
Hammersmith
Bushwacker
132 King Street, W6 0QU020 8748 2061
Kensington
Luscious Organic
240-242 Kensington High Street,
W8 6NE020 7371 6987
Kew Gardens
Oliver's Wholefood Store
5 Station Approach, TW9 3QB020 8948 3990
Maida Vale
Organic Grocer
17 Clifton Road, W9020 7286 1400
North Finchley
Alternatives Health Store
339 Ballards Lane, N12 8LJ020 8445 4397
Notting Hill
Fresh & Wild
210 Westbourne Grove,
W11 2RH020 7229 1063
Planet Organic
42 Westbourne Grove, W2 5SH020 7221 7171
Old Street
Fresh & Wild
196 Old Street, EC1V 9FR.....020 7250 1708
Primrose Hill
Sesame
128 Regents Park Road,
NW1 8XL020 7586 3779
Shoreditch
Spitalfields Organics
103a Commercial Street,
E1 6PG020 7377 8909
Soho
Fresh & Wild
69-75 Brewer Street, W1R 3FL.....020 7434 3179
Stoke Newington
Fresh & Wild
38-40 Stoke Newington Church St,
N16 0NY020 7254 2332
Mother Earth
5 Albion Parade, N16 9LD020 7275 9099
Walworth
Baldwins Health Food Centre
171 Walworth Road, SE17020 7701 4892
West Hampstead
Peppercorns Natural Foods
193-195 West End Lane,
NW6 2LJ020 7328 6874

NORFOLK

Norwich
World Shop
38-40 Exchange Street01603 610 993

NORTHUMBERLAND

Newcastle Upon Tyne
Out Of This World
Gosforth Shopping Centre.....0191 213 0 421

NOTTINGHAMSHIRE

Nottingham
Out Of This World
Unit 1 Villa Street, Beeston.....0115 943 1311

OXFORDSHIRE

Charlbury
One Village
Charlbury01608 811 811
Oxford
Uhuru
48 Cowley Road.....01865 248 249

SHROPSHIRE

Ludlow
Myriad Organic Foods
22 Corve Street.....01584 872 665
Shrewsbury
Wild Thyme
1-2 Castlegates.....01743 364 559

SOMERSET

Glastonbury
The Wholefood Store
29 High Street.....01458 831 004

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01934 741644

www.cheddarorganica.com

SUSSEX

Forest Row
Seasons
10-11 Hartfield Road.....01342 824 973
Brighton
Sunny Health Foods
76, Beaconsfield Road.....01273 507 879

WARWICKSHIRE

Coventry
Organic Enterprises
Ryton Organic Garden,
Ryton On Dunsmore.....024 7630 3517

NORTH YORKSHIRE

Sheffield
In A Nutshell
31 Chesterfield Road.....0114 250 8555
New Roots
347 Glossop Road.....0114 272 1971

WEST YORKSHIRE

Shipley
Helen Kemp
79 Victoria Road.....01274 584 557

SCOTLAND

North Berwick
Earth Matters
67 High Street.....01620 895437
Glasgow
Grassroots
20-22 Woodlands Road,
Charing Cross.....0141 3533278
Edinburgh
One World Shop
St. John's Church,
Princes' Street.....0131 229 4541
Forres
Phoenix Shop
The Park.....01309 690110

WALES

Crickhowell
Cheese Press
18 High Street.....01873 811122

MAIL ORDER

NATIONWIDE

Barleywood Walled Garden.....0117 935 1725
Duchy Originals.....020 8831 6800
Eostre Organics Ltd.....0195 378 9639
Equal Exchange.....0131 220 3484
Essential Trading Cooperative.....0117 958 3550
Everybody Organic.....0170 765 1243
Goodness Direct.....0871 871 6611
Graig Farm Organics.....0159 785 1655
Infinity Foods Cooperative Food.....0127 342 4060
Mother Hemp.....0126 242 1100
Natural Good Foods.....01455 55878
Oil in the Raw.....0157 935 1178
Suma.....0845 458 2290
The Organic Delivery Company.....020 7739 8181
Traidcraft.....0870 443 1018
Westcountry Organics.....0164 724 724
Wild Oats.....0117 973 1967

CATERERS

Eostre Organics Ltd.....01953 789 639
Lady Jane's Tea Room.....01697 741 974
Organic Express.....020 7277 6147

DRINK

BREW PUBS

A microbrewery is one which produces limited quantities of beer, often for consumption locally or on its own premises. Ten years ago the dominance of the brewery industry by a handful of global giants threatened to drive these microbreweries into the ground, but in the last few years demand for real ale has increased, and they have undergone something of a revival. Britain now has more microbreweries per capita than any country in the world. Brewpubs, public houses where beer is brewed on the premises, give drinkers an unrivalled opportunity to consume truly local ale. The following is a comprehensive list of British Brewpubs.

BEDFORDSHIRE

Sandy
Sir William Peel
39 High Street.....01767 680607

CO DURHAM

Consett
Grey Horse
115 Sherburn Terrace.....01207 502585
Ovington
Four Alls Brewery.....01833 627302

CORNWALL

Hayle
Bird in Hand
Trelissick Road.....01736 753974
Helston
Blue Anchor Inn
50 Coinagehall St.....01326 565765
St Agnes
Driftwood Spars Hotel
Trevaunance Cove.....01872 552428

CUMBRIA

Ambleside
Drunken Duck Inn
Barnegates.....015394 36575
Cockermouth
Bitter End
15 Kirkgate.....01900 828993
Broughton in Furness
Prince of Wales
Foxfield.....01229 716238
Gosforth
Wasdale Head Inn.....019467 26229
Loweswater
Kirkstile Inn.....01900 85219

DERBYSHIRE

Ashbourne
Bentley Brook Inn
Fenny Bentley.....01335 350422
Derby
Brunswick Brewery
1 Railway Terrace.....01332 290677
Holbrook
Wheel Inn
14 Chapel Street.....01332 880006
Ingleby
John Thompson Inn.....01332 852469

DEVON

Exeter
Beer Engine
Newton St Cyres.....01392 851282
Newton Abbot
Dartmouth Inn
63 East Street.....06126 353451

DORSET

Dorchester
Tom Brown's Public House
47 High East Street.....01305 264020
Studland
Bankes Arms Hotel
Manor Road.....01929 450225

ESSEX

Brightlingsea
The Famous Railway Tavern
58 Station Road.....01206 302581

HAMPSHIRE

Alresford
Flower Pots Pub.....01962 771166
Ringwood
Red Shoot Inn
Toms Lane.....01425 475792

HEREFORDSHIRE

Hereford
Three Horseshoes Inn
Norton Canon.....01544 318375
The Victory
88 St Owen's Street.....01432 274998

HERTFORDSHIRE

St Albans
Farmers Boy
134 London Road.....01727 766702

ISLE OF MAN

Old Laxey
Shore Hotel.....01624 861509

ISLE OF WIGHT

Arreton
Dairymans Daughter Inn
Arreton Craft Village.....01983 856161

JERSEY

St Saviour
Topsy Toad
Tregear House, Longueville.....01534 485556

KENT

Ramsgate
Ramsgate Brewery
98 Harbour Parade.....01843 580037
West Peckham
Swan on the Green
The Green.....01622 812271

LANCASHIRE

Burnley
Ministry of Ale
9 Trafalgar Street.....01282 830909
Bury
Lord Raglan
Nangreaves.....0161 7646680
Manchester
Marble Arch Inn
73 Rochdale Road.....0161 8192694
Oldham
Church Inn
Church Lane, Uppermill.....01457 820902
Preston
Cartford Hotel
Cartford Lane.....01995 671686

LEICESTERSHIRE

Market Harborough
Bell Inn
Main Street.....01858 545278

LINCOLNSHIRE

Cleethorpes
Willy's Brewery
17 High Cliff Road.....01472 602145
South Witham
Blue Cow Inn and Brewery.....01572 768 432

LIVERPOOL

Wapping
Baltic Fleet
33A Wapping.....0151 7093116

LONDON

Blackheath
Zerodegrees Micro-brewery
29-31 Montpelier Vale.....020 8852 5619
Leytonstone
William IV
816 High Road Leyton.....020 8556 2460
Regents Park
Mash
19/21 Great Portland Street.....020 7637 5555

WHY I LOVE FARMERS' MARKETS

**DEREK JONES, 53, COMPUTER PROGRAMMER
LOCAL MARKET: CARLISLE**

'It wasn't until the fourth or fifth time of going to the farmers market that I realized how much less food I was throwing away. In the past, when I used to do a weekly supermarket shop, so much of it would get chucked in the bin. From the stuff that went off that week before I had eaten it, to the random items that I would ritually find buried in the back of the fridge once every few months. The fact is, I can't remember the last time I went to a supermarket and just bought what I needed. Something would always seduce me. But at the farmers market I buy fresh food only. I buy as much stuff as I know I will need until the following weekend when I can go back again. All I ever run out of is the odd bit of veg, and I can always just get that from the shop up the road (it's open later than the supermarket too). And aside from throwing away much less food, I've noticed how I'm emptying my bin a lot less too. No processed food means no packaging, and the few paper bags I end up with at the farmers market all just get chucked in with my newspapers.'

To find your nearest farmers market call the National Association of Farmers Markets on 0845 230 2150 or go to their website at www.farmersmarkets.net. If you live in London go to www.lfm.org.uk

MANCHESTER

Denton
Loves Arms
301 Hyde Road0161 3363064

NORFOLK

Barford
Cock Inn
Wotton Road01603 757646
Brancaster Staithe
Jolly Sailors
Main Road01485 210314
Earsham
Queen's Head
Station Road01986 892623
Heacham
Fox and Hounds
22 Station Road01485 570345

NOTTINGHAMSHIRE

Hoveringham
Caythorpe Brewery
Boat Lane0115 9664376
Old Basford
Alcazar, Fox and Crown
33 Church St0115 978 2282
Radford
The Plough
17 St Peter's Street0781 5073447

SHROPSHIRE

Bishop's Castle
Six Bells Brewery
Church Street01588 638930
Craven Arms
Sun Inn
Cortton01584 861239
Madeley
All Nations Brewhouse
Coalport Road01952 585747

SOMERSET

Frome
The Griffin
25 Milk Street01373 467766
Taunton
New Inn
Halse01823 432352
Yeovil
Masons Arms
41 Lower Odccombe01935 862591

SUFFOLK

Bildeston
King's Head
132 High Street01449 741434
Bungay
Green Dragon Pub
29 Broad Street01986 892681
Bury St Edmunds
St Edmunds Head
86 Cannon Street01284 768769

SURREY

Coldharbour
The Plough Inn
Coldharbour Lane01306 711793
Woking
Boston Experience
Church Path01483 599200

SUSSEX

Hastings
First In Last Out Brewery
14-15 High Street01424 425079
Kemptown
Hand in Hand
33 Upper St James Street01273 699595
Nr Chichester
Gribble Inn
Oving01243 786893

TYNE AND WEAR

Jarrow
Robin Hood Inn
Primrose Hill0191 483 6792

WEST MIDLANDS

Coventry
Rainbow Inn
Allesley Village02476 402 888
Dudley
Olde Swan Brewery
87-89 Halesowen Rd01384 253 075
Sedgley
Beacon Hotel
129 Bilston Street01902 883380

WORCESTERSHIRE

Droitwich
Fruiterer's Arms
Uphampton Lane01905 621161
Evesham
Green Dragon Inn
170 Oat Street01386 443462
Knightwick
Talbot Hotel01886 821235
Pershore
Brandy Cask Pub
Bridge Street01386 552602

YORKSHIRE

Hull
Whalebone
163 Wincolmllee01482 327980
Goodmanham
Goodmanham Arms
Main Street01430 873849
Nr Pickering
Cropton Brewery
Cropton01751 417330
Stokesley
The White Swan
1 West End01642 710263

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Sheffield
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1 Henry Street0114 2492295
Hillsborough Hotel
Langsett Road01433 670289
Castleford
Boat Inn
Main Street01977 667788
Dewsbury
The Leggers Pub
Savilletown Wharf01924 502846
Huddersfield
Rat and Ratchet
40 Chapel Hill01484 516734
Riverhead Brewery Tap
2 Peel Street01484 841270
Keighley
Turkey Inn
Oakworth01535 681339
Linthwaite
Sair Inn
139 Lane Top01484 842370
Oxenhope
Waggon and Horses Inn
Hebden Bridge Road01535 643302

SCOTLAND

Barrowden
Exeter Arms
Village Green01572 747247
Edinburgh
McCowans Brewhouse
Unit 1 Fountain Park0131 2288198
Falkirk
Ale House
14 Melville Street01324 633338
Glasgow
Clockwork Beer Co.
1153/55 Cathcart Rd0141 649 0184
Kilmahog
Lade Inn07789 403384
Kirkcaldy
Harbour Bar
469 High Street01592 646211
Perthshire
Moulin Hotel
2 Baledmund Road01796 472196
Prestonpans
Gothenburg
227-229 High Street01875 819922
Sauchie
Mansfield Arms
7 Main Street01259 722020
Thurso
Melvich Hotel
Melvich01641 531206

WALES

Bishopston
Joiners Arms
50 Bishopston Road01792 232658
Boncath
Nags Head Inn
Abercych01239 841200
Caernarfon
Snowdonia Parc Hotel
Waunfawr01286 650409
Caerwys
Travellers Inn
Pen-y-Cefn01352 720251
Llanddarog

White Hart Thatched Inn01267 275395
Ystalyfera
Bryncelyn Brewery
47 Wern Road01639 843 625

MAIL ORDER

BEER AND CIDER

Beers In A Box01924 489 222
Black Isle Organic Beers01463 811 871
Dunkerton's Traditional
Cider and Perry01544 388 653
Freedom Organic Beer020 8748 0903
Fuller's Vintage Ale020 8996 2085
Hambleton Ales01845 567 460
Houston Brewery01505 614 528
O'Hanlons01404 822 412
Only Fine Beer01245 255 579
Organic Brewhouse01326 241 555
Pennard Organic Wines & Cider01749 860 393
Smiles Brewing Company01275 375 878
Skinner's Brewery01872 271 885
St. Peter's Brewery01986 782 322
Valhalla Brewery01957 711 658
Weston's Cider01531 660 233

COFFEE

Bean Shop, The01738 449 955
Burgil Coffee020 8560 0263
Café Direct020 7490 9520
Equal Exchange0131 220 3484
Hampstead Tea and
Coffee Co., The020 8731 9833
More Organics0173 636 6008
The Tea and Coffee Plant020 7655 4574

JUICE

Grove Fresh0146 274 3126
Innocent020 8600 3939
Oakwood Farm01580 830 893

SPIRITS

Juniper Green Organic Gin01483 894 650
The Organic Spirits Company01483 894 650

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or call 01483 894650

TEA

Clipper Teas01308 863 344
Eleven O' Clock Tea01635 278 648
E-Teas0800 849 4039
Hampstead Tea and
Coffee Co., The020 8731 9833
Nothing But Tea0123 485 3855
The Tea and Coffee Plant020 7655 4574

WINE

Pennard Organic Wines & Cider0174 986 0393
Sedlescombe Organic Vineyard0800 980 2884
The Organic Wine Company01494 446 557
Vinceremos01132 440 002
Vintage Roots0800 980 4992





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 Sheepdrove Organic Farm,
 Lambourn, Berks RG17 7UU



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www.savethebacon.com



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Tel: 01490 413151





Meridian

In 1974, Andrew Jedwell set out to sell wholesome, tasty and environmentally friendly foods in Corwen, a village nestled in the rolling hills of North Wales. Over the years his business shifted, and Meridian changed from being a retailer, to a producer. One thing did not change, however, the goal of good food produced without the use of artificial additives and with the minimal amount of processing.

Fifteen years ago, Meridian made the next big leap and committed itself to providing certified organic products only. They knew it was not enough just to provide good food for the customers, they were concerned the effect their operation was having on the surrounding environment. The ethos of organic farming systems, which replaces the idea of conquering nature with that of entering into a sustainable balance, was far truer to the company's own goals.

Today, despite having grown hugely as a company and greatly diversified its range, all Meridian's range of sauces, spreads and oils are still prepared using a small scale, batch process, which preserves the true taste of the wholly natural ingredients. Likewise all the organic ingredients used can be traced back to the farms from which they came. This is good for reassuring customers, but there is a more important aspect to being connected to the people that produce our food. As it says on the Meridian website: 'We firmly believe that food with organic provenance and quality will always be worth that little bit extra. We must all allow the organic farmer to earn a decent living for looking after the soil and the crops that nourish us all.'



BREAD & FLOUR

WHY BREAD MATTERS

Once, E F Schumacher, the author of *Small is Beautiful*, was invited to a prestigious dinner party. The hosts served this ultra-white bread. Any sign of a crust was neatly removed. Next to the bread was a serviette. There seemed hardly a difference between the bread and the serviette. To make the point, Schumacher started to put butter on the serviette. The embarrassed host pointed out the actual bread to Schumacher. He appeared surprised and said that when one is unable to differentiate between the bread and the serviette, we have lost something precious.

Now only 4 per cent of bread is baked in small, neighbourhood bakeries. 86 per cent of bread is mass produced in factory conditions. Wherever you are, you buy the same kind of bread under a limited number of brand names, like Mother's Pride.

We need to return to good bread if we wish to restore the physical, as well as the mental health of the nation. When we are mindful of food, we will be mindful of the quality of life in general.

BAKERS SHOPS

All of these bakers provide their customers with good quality bread made with stone ground organic flour. Although baking methods vary, these artisan bakers clearly value quality over quantity and allow time for kneaded dough to leaven. Sea salt, sugar and yeast is minimised, the flour is untreated and unbleached and any eggs that are used are organic and free range.

- Cornwall**
St. Martins Bakery, Isles of Scilly01720 423444
- Cumbria**
Village Bakery the, Penrith01768 881811
- Devon**
Seeds Bakery & Health Store Exmouth01395 265 741
Seeds Bakery & Health Store Dartmouth01803 833 200
- Dorset**
Long Criche Bakery Wimborne01258 830 852
- Gloucestershire**
Authentic Bread Co., the Newent01531 828 181
Hobbs House Bakery Chipping Sodbury01454 317 525
- Isle of Mull**
Island Bakery Organics Tobermory01688 302223
- Lincolnshire**
True Loaf Bakery Limited Kirton-in-Lindsey01652 640 177

- London**
Celtic Bakers, the NW2020 8452 4390
Grain Shop, the W11020 7229 5571
Neal's Yard Bakery WC2H020 7836 5199
Old Post Office Bakery, the SW9020 7326 4408

FLOUR

The flour mills welcome visitors interested in the processes involved in producing authentic bread.

- Berkshire**
Dove Farm Foods Hungerford01488 684 880
- CUMBRIA**
Watermill, the Penrith01768 881523
- Gloucestershire**
Sipton Mill Ltd Tetbury01666 505 050
- Leicestershire**
Claybrooke Mill Claybrooke Magna01455 202 443
- Norfolk**
Letheringsett Water Mill Holt01263 712 153
- Nottinghamshire**
Green's Mill Sneinton0115 915 6878
- Oxfordshire**
Cotswold Flour Millers, The Chipping Norton01993 830 342



DAIRY PRODUCE

All of the dairy products recommended by The Ecologist are certified organic and are provided exclusively by UK dairy farmers supplying local stores and/or providing a mail order delivery service. All of the Cheese Shops included in the list sell some organic cheeses and are respectful towards those who manage to produce high quality organic cheeses in such a specialist marketplace.

The social, environmental and ecological benefits of buying organic milk and dairy products far out weigh the higher financial cost relative to conventional dairy that sells at artificially low prices. More humane milking, homeopathic medicine, crop rotation, pesticide-free pastures, well-maintained cow sheds and a bio-diverse environment are all combined to promote a more holistic approach to dairy production.

For more detailed information visit the *Organic Milk Suppliers Co-operative website: www.omsc.co.uk*

BUTTER & CREAM

HOME DELIVERY

Greater Manchester
Manchester
Acorn Dairy01325 466999

PRODUCER

Yeo Valley01278 652 243
Rachel's Organic Dairy.....01970 625805

CHEESE

LOCAL SHOPS

Cheshire
Chester
The Cheese Shop01244 346 240

Cornwall
Truro
The Cheese Shop01872 270 742

East Sussex
Lewes
Say Cheese01273 814723

Gloucestershire
Cirencester
Herboams01285 655842

Hampshire
Alresford
Harvest Delicatessen & Bakery.....01962 733189

Herefordshire
Hereford
The Mousetrap Cheese Shop01432 353423

London
Neal's Yard Dairy.....020 7240 5700
Paxton & Whitfield.....020 7930 0259

Middlesex
Teddington
Teddington Cheese020 8977 6868

Nottinghamshire
Nottingham
The Cheese Shop.....01949 837409

Oxfordshire
The Old Farmhouse Bakery01235 831230

Somerset
Bath
Paxton & Whitfield.....01225 466413

Warwickshire
Stratford Upon Avon
Paxton & Whitfield.....01789 415544

Yorkshire
York
York Beer Shop.....01904 647136

Scotland
Edinburgh
Iain Mellis.....0131 225 6566
Strathclyde
Iain Mellis0131 661 9955

MAIL ORDER (ORGANIC)

Bath Soft Cheese01225 331 906
Birdwood Farmhouse
Cheesemakers.....01452 750248
Caws Cenarth Cheese.....0123 971 0432
Godminster Vintage Cheese.....0174 981 3733
H.S. Bourne01948 770214
Llanboidy Cheesemakers.....01994 448303
Llanglofan Farmhouse Cheese.....01348 891241
Loch Arthur Creamery01387 760296
Staffordshire Organic Cheese.....01782 680366

PRODUCERS (ORGANIC)

Alhamwood Cheeses01749 880 221
Caerfai Cheeses01437 720 548

ICE CREAM

ORGANIC

LOCAL SHOPS

Bristol
Primrose Café Ice Cream.....0117 946 6577

Cornwall
St. Keverne
Roskilly's of Cornwall01326 280 479

Scotland
Galehouse of Fleet
Cream O'Galloway01557 814040

MAIL ORDER

September Organic Dairy01544 312 910

MILK

ORGANIC

HOME DELIVERY

Greater Manchester
Manchester
Acorn Dairy01325 466999

Dorset
Dorchester
Manor Farm Organic Milk Ltd.....01300 341 415
Wimborne
Woodlands Park Dairy01202 822 687

PRODUCER

Classic Organic – flavoured milk ...01691 650450
Rachel's Organic Dairy.....01970 625805
Yeo Valley01278 652 243

YOGHURT

ORGANIC

Rachel's Organic Dairy.....01970 625805
Yeo Valley01278 652 243



FRUIT & VEGETABLES (BOX SCHEMES)

'I can't sign up to a box scheme because I'm never in to receive it'... have you considered:

- 1 Calling them - many can manage late deliveries
- 2 Get it delivered to a neighbour
- 3 Have it delivered to your local newsagent / chip shop etc
- 4 Arrange for them to hide it somewhere

BEDFORDSHIRE

Bedford
David Catlin01525 861 452

BERKSHIRE

Reading
Ellis Organics.....0118 9722826

BUCKINGHAMSHIRE

Wendover
Fieldfare Organic and Natural0845 601 3240

CAMBRIDGESHIRE

Cambridge
Waterland Organics01223 812 912

Royston
Guilden Gate Smallholding01763 243 960

Wisbech
Organic Connections International.01945 773 374

CHESHIRE

Chester
Organicfair01244 400 158

Lymm
Cheshire Organics01925 758 575

Malpas
Oakcroft Organic Gardens01948 860 213

Northwich
Stockley Farm Organics.....01565 777 492

Sale
O Zone, The0161 291 8862

Warrington
Northern Harvest.....0845 602 3309

CORNWALL

Penzance
Nice Organics01736 810 033

Saltash
A & N Health Foods01752 844 926

St Agnes
Tree Of Life Organics01872 552 661

St Austell

Cotna Organics01726 844 827

St Martins-by-Looe
Keveral Farmers01503 250 135

Truro
Hendra Farm Organics.....01872 572 301

CUMBRIA

Brampton
Eva Botanicals.....01697 741 906
Lady Jane's Tea Room07941 731 255

DERBYSHIRE

Ashborne
Meynell Langley Organic Food01332 824 815
New House Organic Farm01335 342 429
Adams, Nick.....01335 360 996

Chester
Organic Stores, the01244 881 209

Derby
Organic Pumpkin.....01332 370 254

Matlock
Beano's Wholefoods01629 57130

NewMills
Organic Shop, the.....01663 747 550

DEVON

Barnstaple
Lugg Smallholding01598 710 558

Beaworthy
Earthstar, Little East Lake Farm.....01409 221 417
Holsworthy Organics01409 221 417

Bideford
Marshford Organic Produce.....01271 322 855

Bovey Tracey
Yarner01364 661 503

Buckfastleigh
Riverford Organic Vegetables0845 600 2311

Crediton
Linscombe Farm01363 84291

Exeter
Shillingford Organics.....01392 832 729



December

UK In Season

At its best
In season

artichokes (Jerusalem)	At its best
artichokes (globe)	In season
asparagus	At its best
aubergines	In season
beetroot	At its best
borlotti beans	In season
broad beans	At its best
broccoli (purple sprouting)	In season
broccoli (calabrese)	At its best
Brussels sprouts	At its best
Brussels tops	At its best
cabbages (various green varieties)	At its best
cabbages (white)	At its best
cabbages (red)	At its best
cardoons	In season
carrots	At its best
cauliflower	In season
celeriac	At its best
celery	At its best
chard	In season
chicory	At its best
courgettes	In season
cucumber	At its best
endive	At its best
fennel	In season
french beans (whole pod)	At its best
garlic	In season
greens (spring & winter)	At its best
kale (and borecole)	At its best
kohlrabi	In season
lamb's lettuce	At its best
leeks	At its best
lettuce	At its best
onions	At its best
pak choi	In season
parsnips	At its best
peas (incl. sugar snaps)	At its best
peppers and chillies	In season
potatoes	At its best
pumpkins (and squashes)	In season
purslane	At its best
radishes	In season
rocket	In season
runner beans	At its best
salsify (and scorzonera)	In season
samphire	At its best
sea kale	In season
sorrel	In season
spinach	In season
swede	At its best
sweet corn	At its best
tomatoes	At its best
turnips	At its best
watercress	In season

RodandBens	01392 833 833
Elder, D	01392 860 856
Great Cummins Farm	01647 61278
Ilfracombe	
West Hill Farm	01271 815 477
Kingsbridge	
Alan's Apple	01548 852 308
Newton Abbot	
Dartmoor Direct Co-Operative	01364 631 528
Woodland Organics	01803 813 760
Nature's Round	07810 127 376
Pyworthy	
Ceridwen Herbs	01409 254 450
Tavistock	
Tamar Organics	01822 834 887
Tiverton	
Ms Kate Palmer	01884 861 269

DORSET

Bournemouth	
Bourne Organic	01202 778 516
Blandford Forum	
Gold Hill Organic Farm	01258 861 413
Bridport	
Bothen Hill Produce	01308 424 271
Dorchester	
Longmeadow Organic Vegetables	01300 341 779
Ferndown	
Sturts Farm Community	01202 870 572
Pulham	
Cannings Court Organic Farm	01258 818 035
Wimborne	
Long Crichele Organic	
Walled Garden	01258 830 295

DURHAM

Darlington	
Acorn Dairy	01325 466 999

ESSEX

Brentwood	
Legg, RG	01277 211 883
Halstead	
Organic Choice	01787 478 471
Ongar	
Ashlyns Organic Farm	01277 890 788
Fair Organics	01277 890188

GLOUCESTERSHIRE

Cheltenham	
Slipstream Organics	01242 227 273
Dursley	
Better For Organics	01453 545 090
Lydney	
La Bodega	01594 844 841
Newnham on Severn	
Camphill Village Trust	01594 516 344
Tetbury	
Bowldown Farms Ltd	01666 890 224
Thornbury	
Thornbury Organic Co-op	01454 415 345
Wotton Under Edge	
Whitfield Farm Organics	0845 283 0232

GREATER MANCHESTER...

Chorlton-cum-Hardy	
Chorlton Wholefoods	0161 881 6399
Mossley	
Mossley Organic And Fine Foods	01457 837 743
Stockport	
Limited Resources	0161 477 2040
Whalley Range	
Glebelands Market Garden Ltd	0161 718 5328

HAMPSHIRE & ISLE OF WIGHT

Andover	
Naturally Health Foods	01264 332 375
Clanfield	
Naturally Organic	023 9236 0196
Heckfield	
Park Farm Organics	0118 932 6650
Lymington	
Warborne Organic Farm	01590 688 488
Southampton	
Sunnyfields Organic	023 80871408
Whitchurch	
Laverstoke Park Produce	01256 890 900
Harroway Organic Gardens	01256 895 346

HEREFORDSHIRE

Bodenham	
Butford Organics	01568 797195
Hereford	
Biosphere Organics	01432 820 082
Green Acres Organic Growers	01568 797 045
Abundance Produce	01981 540 181

Kingstone	
Arkstone Mill Produce	01981 251 135
Potters Bar	
Everybody Organic Ltd	01707 651 243
Watford	
Farm2door	01923 490 526

KENT

Ash	
Ivy House Farm	01304 812 437
Belvedere	
Regent Health	01322 446 244
Canterbury	
Brockman, AG & Co	01227 732 001
Ripple Farm Organics	01227 730 898
Cobham	
Luddlesdown Organic Farms Ltd	01474 813 376
Gravesend	
Dabbs Place Organic Farm	01474 815 393
Horsmonden	
Simply Wild Food Company	08456 586 141
Ightham	
Church View Farm	01732 886 680
Tunbridge Wells	
Organic Health Shop, the	01892 538 155
Wingham	
Wingham Country Market	01227 720 567

LANCASHIRE

Ormskirk	
Gielly, A&D	01695 421 712
Preston	
Growing with Nature	01253 790 046
Flintoff, Libby	01995 679 728

LEICESTERSHIRE

BarkbyThorpe	
Picks Organic Farm Shop	0116 2693 548
Boston	
Woodlands Farm	01205 722 491
Countesthorpe	
Bambury Organic Farm	0116 247 8907
Loughborough	
Manor Farm	01509 646 413
Lutterworth	
Naturally Good Food	01455 556 878
Sapcote	
Watts, DA	01455 272 840
Thurmaston	
Corner Plot Vegetables	0116 2697 920

LINCOLNSHIRE

Barrow on Humber	
Wheelbarrow Foods	01469 530 721
Grantham	
Goodacre, JM & A	01476 860 228
Spalding	
Sadd, BM	01945 440 388
Spilsby	
Eden Farms	01790 763 582

LONDON

EC2	
Organic Delivery Company, the	020 7739 8181
E5	
UK5 Organics	020 8806 0721
N4	
Just Organic	020 7704 2566
N7	
Bumblebee	020 7607 1936
SE10	
Greenwich Organics	020 8488 6764
SE2	
Abel & Cole	020 7737 3648
SE6	
Capricorn Organics	020 8306 2786
SW3	
Here	020 7351 4321
SW8	
Food Ferry Company, the	020 7498 0827
W12	
Fresh Food Co, the	020 8749 8778

MERSEYSIDE

Thurstaston	
Church Farm Organics	0151 648 7838
Liverpool	
Organic Direct	
0151 7076 949	
Windmill Wholefood Co-op	0151 7341 919

MIDLANDS, WEST

Birmingham	
Organic Roots	01564 822 294
Coventry	
Down to Earth	02476 677 500
Solihull	
Hopwood Organic Farm	0121 711 1187

NORFOLK

Attleborough	
Arthur's Organic Deliveries	01953 887 582
King's Lynn	
Abbey Farm Organics	01485 609 094
Norwich	
Stable Organics	01263 577 468
Barker Organics	01263 768 966
Paradise Organics	01508 494 260
The Greenhouse	01603 631 007
Salle Moor Hall Farm	01603 879 046
Eostre	01953 789 000

NORTHAMPTONSHIRE

Daventry	
Goodness Direct	08718 716 611
Kettering	
Arcadia Organics	01536 525 298
Milton Keynes	
Organic Trail	01908 568 952
Northampton	
Leafcycles	01604 628 956

NORTHUMBERLAND

Alnwick	
Rock Midstead Organic Farm	01665 579 225
Bedlington	
North East Organic Growers	01670 821 070
Berwick Upon Tweed	
Green Shop, The	01289 305566
Corbridge	
Cropped Up	07947 856 641

NOTTINGHAMSHIRE

Bingham	
Farmshop Home Delivery	0800 169 7009
Cossall	
Trinity Farm	0115 944 2545
Nottingham	
Roots Natural Foods	01115 960 9014

OXFORDSHIRE

North Aston	
North Aston Organics	01869 347 702
Chipping Norton	
Chipping Norton Organics	01608 642 973
Sarsden Organics	01608 659 670
Reading	
Organico	0118 951 0518
Tolhurst Organic Produce	0118 9843 428

SHROPSHIRE

Craven Arm	
Organic By Order	01588 660 747
Dawley	
Food For Thought	01952 630 145
Oswestry	
Doggart, A	01691 652 166
Shrewsbury	
Boxfresh Organics Direct	01952 770 006

SOMERSET

Bath	
Norwood Farm	01373 834 856
Truuly Scumtious Organic	
Baby Food Ltd	01761 239 300
Bridgwater	
IYB Partnership	01278 733 080
Bristol	
Barleywood Walled Garden	01179 351 725
Leigh Court Farm	01275 375 756
Langport	
Park Lane	01458 252 901
Lower Claverham	
Arcadia Organics	01934 838 634
Milverton	
Spring Grove Market Garden	07956 429 531
South Petherton	
Flaxdrayton Farm	01460 241 427
Somerset Organic Link	01460 241 427
Taunton	
Prockters Farm Shop	01823 413 427

STAFFORDSHIRE

Stafford	
Bella Herbs	01785 663 868
Stoke-On-Trent	
Real Food Company, The	01270 873 322

SUFFOLK

Beccles	
Jim Cooper Vegetables	07866 960 706
Bury St. Edmunds	
Longwood Farm	01638 717 120
Eye	
Daganya Farm	01379 668 060
Ipswich	
Hillside Nurseries	01473 652 682

Newmarket
DJ Produce Ltd.....01638 552 709
Saxmundham
Swallow Organics.....01728 668 201

SURREY

Cranleigh
Sunshine Organics.....01483 268 014
Worplesdo
Horti. Halcyon.....01483 232 095

SUSSEX

Barnham
Willow Nursery.....01243 552 852
Brighton
Real Food Direct.....01273 621 222
Chichester
Wayside Organics.....01243 779 716
The Whole Food Shop.....01243 790 901
Hartfield
Beans and Things.....01273 477 774
Harvest Supplies.....01243 823 392
Huddersfield
Natural Choice.....01484 513 162
Lewes
Barcombe Nurseries.....01273 400 011
Landsdown Health Foods.....01273 474 681
Mayfield
Herons Folly Garden.....01435 873 608
Midhurst
Down to Earth.....01730 815 133
Plumpton
Ashurst Organics.....01273 891 219

WARWICKSHIRE

Atherstone
Mythe Farm Organic Produce.....01827 712 367
Leamington Spa
Gaia.....01926 338 805
Long Itchington
Reality Bites Organic
Market Gardens.....07780 688 271
Rugby
Wild & Free.....01788 570 400
Warwick
Warwick Health Foods.....01926 494 311

WILTSHIRE

Charlton
Green Cuisine.....01666 824 584
Chippenham
Organic Experience, The.....01249 720 274
Tallywacker Farm.....01249 750 035
Swindon
Barker, DI & AM.....01793 770 219
Colleshill Organics.....01793 861 070
Warminster
Pertwood Organics Ltd.....01985 840 646
Yatesbury
Yatesbury Organics.....01672 539 191

WORCESTERSHIRE

Pershore
Oxton Organics.....01386 860 477

YORKSHIRE, EAST

Driffiel
Green Growers.....01377 255 362
Hull
Arthur Street Trading Co.....01482 576 374
Slater Organics.....01964 527 519
North Cave
HNP Direct.com.....01430 425 531

YORKSHIRE, NORTH

Cowthorpe
Goosemoorgans.....01423 358 887
Kirkbymoorside
Farndale Free Range Ltd.....01751 430 323
Lancaster
Growing With Grace.....01524 251 723
Northallerton
Low Leases Organic Farm.....01609 748 177
Robinson, DS.....01609 772 032
Northampton
Leafcycles.....01604 628 956
Richmon
Hazelbrow Organic Farm.....01748 886 224
Farm-A-Round.....020 7627 8066
Bluebell Organics.....07759 832 234

For advice on marketing your products and booking advertisements, call Zayda on 020 7351 3578

Tadcaster
Organic Pantry, The.....01937 531 693
Whitby
First Season.....01947 601608
Pasture Cottage Organics.....01947 840 075
York
Yo Aspin Organics.....01439 771 848

YORKSHIRE, SOUTH

Sheffield
Beansies.....0114 2681 662
Down To Earth.....0114 2685 220

YORKSHIRE, WEST

Hebden Bridge
Valley Garden Organics.....01422 846 651
Huddersfield
Half Moon Healthfoods.....01484 456 392
Natural Choice.....01484 513 162
Leeds
Love Organic!.....01132 663 030
Pontefract
Brickyard Organics.....01977 617 327
Shipley
Bradford Wholefoods.....01422 202 648

SCOTLAND

Aberdeen
Lembas.....01569 731746
Ardrossan
Wildly Organic.....01294 472075
Armada Pier
Rubha Phoil Forest Garden.....01471 844700
Birkhill
Bee-Organic.....01382 581186
Cupar
Bellfield Organic Nursery.....01337 860764
Dumbartonshire
Epo Growers.....01389 875337
Edinburgh
Grow Wild.....0131 443 7661
Damhead Organic Foods.....0131 448 2091
Glasgow
Roots & Fruits, Wholefoods & Organics.....0141 3393097
Glendale
Glendale Salads.....01470 511349
Grange over Sands
Howbarrow Organic Farm.....01539 536330
Inverness
Tio Ltd.....01667 462189
Macleod Organics.....01668 462555
Inverurie
Croft Organics.....01467 981717
Kirriemuir
Angus Organics Ltd.....01575 540294
Kyle of Lochalsh
Raasay Walled Garden.....01378 660345
Newmacher
Ward, Colin, J.....01651 862041
Pencaitland
East Coast Organic Boxes.....01875 340227
Stonehaven
Fraser, J & M.....01569 730195
Tarbolton
Stair Organic Growers.....01292 541369
Tarskavaig
Achnaoloch.....01471 855315
Turriff
Greeness Organics.....01888 544877

WALES

Angeley
Foreman, Helen.....01407 742293
Bangor
Dimensions Health Store.....01248 351562
Brecon
The Ciliau.....01874 711224
Builth Wells
The Ciliau.....07887 656887
Caerphilly
Source, the.....029 2088 3236
Cardiff
Pulse Wholefoods.....029 2022 5873
Spice of Life.....029 20487146
Green Cuisine.....029 2049 8721
Clunderwen
Flynnon Farm.....01437 532 570
Deeside
Organic Stores.....01244 881 209
Haverfordwes
Sarra, Mr & T.....01437 762 323
Monmouth
Irmma Fingal-Rock.....01600 712 372
Carrob Growers.....01600 714 529
Pwllheli
Ty'n Lon Uchaf.....01766 810 915
Llangybi Organics.....01766 819 109
Swansea
Jade Gate Organic Produce.....01792 232 643

MEAT

Rest assured that all the butchers we've listed below provide the highest quality, best looked after, locally sourced meat in the country. Use them or lose them – your choice.

LOCAL SHOPS

BERKSHIRE

Bracknell
Brockhill Farm Organic Shop.....01344 882 643
Hungerford
Organic Beef Company, The.....01488 668 326
Pangbourne
Garlands Organic.....0118 984 4770

BRISTOL

Better Food Company, The.....0117 935 1725
Murray, T & PA.....0117 942 4025
Windmill Hill City Farm Shop.....0117 963 3233

BUCKINGHAMSHIRE

Milton Keynes
Fuller's Organic Farm Shop.....01908 269 868

CAMBRIDGESHIRE

Cambridge
Organic Health.....01223 870 101

CHESHIRE

Chester
Organic Stores, The.....01244 881 209

CORNWALL

Bodmin
Lower Polgrain.....01637 880 082
Stephen Gelly Farm.....01208 831 213
Camel Valley Farm Shop.....01208 841 343

Boscastle
Helsett Farm.....01840 261 207

Falmouth
Natural Store, The.....01326 311 507

Helston
Natural Store, The.....01326 564 226
Rosuick Organic Farm.....01326 231 302
Gear Farm Shop.....01326 221 150

Lanteglos by Fowey
Churchtown Farm.....01726 870 375

Launceston
Rider, J & J.....01579 370 186

Lostwithiel
Rosevinnick Organic Farm.....01208 871 122

Penzance
Bosavern Farm.....01736 786 739
Trevelyan Farm.....01736 710 410

Saltash
Coombe Mill Farm.....01579 350 315

St Issey
Camel Valley Farms.....01841 540 767

Truro
Carleys of Cornwall.....01872 277 686
Mewton PG.....01872 540 343

Tywardreath
Stoneybridge Organics.....01726 813 858

COUNTY DURHAM

Darlington
Piercebridge Farm.....01325 374 251

CUMBRIA

Carlisle
Castletown Farm Shop.....01228 674 400
Grange-over-sands
Howbarrow Organic Farm.....01539 536 330

DERBYSHIRE

Nr. Buxton
Lower Hurst Farm.....01298 84900

DORSET

Barnstable
Meat Joint, the.....01271 850 335
Braunton
Little Comford Farm.....01271 812 414
Plymouth
Well Hung Meat.....01752 830 494
Umberleigh
Heal Farm Meats.....01769 574 341

DORSET

Beaminster
Dorset Farms.....01308 868 822
Bridport
Becklands Farm.....01297 560 298
Bridport
Modbury Farm.....01308 897 193
Dorchester
Pampered Pigs.....01305 848 107
Stanton St. Gabriel
Heritage Prime.....01297 489 304

GLOUCESTERSHIRE

Painswick
Allen Hale.....01452 813 613

HAMPSHIRE & ISLE OF WIGHT

Ringwood
Week Farm/Avon Organics.....01202 484 628

HERTFORDSHIRE

Berkhamsted
Eastwoods Of Berkhamsted.....01442 865 012

KENT

Ashford
Burscombe Cliff Farm.....01233 756 468

LANCASHIRE

Clitheroe
Roy Porter.....01200 441 392

LEICESTERSHIRE

Hungarton
Queenby Hall Organic Foods.....0116 259 5224

THE ORIGINAL



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www.swaddles.co.uk

LINCOLNSHIRE

Kirton
Woodlands.....01205 722 491

LONDON

Notting Hill
C Lidgate020 7727 8243
Teddington
A. Miller020 8977 2753

MERSEYSIDE

St Helens
Forster01924 831 058

NORFOLK

Norwich
Harveys Puremeat.....01603 621 930
Shropham
Traditional Norfolk Poultry.....01953 498 434

NORTHAMPTONSHIRE

Yardley Hastings
Save The Bacon01604 696 859

OXFORDSHIRE

Oxford
Feller, Son & Daughter.....01865 251 164

SHROPSHIRE

MuchWenlock
Corvedale Organic Lamb.....01746 712 539
Shrewsbury
Pimhill Organic Farm01939 290 342

SOMERSET

Bruton
Somerset Organics01749 813 710
Chard
Swaddles Green Farm.....01460 234 387
Exmoor
Hindon Organic Farm.....01643 705 244
Langford
Burdge, JC01934 852 639

STAFFORDSHIRE

Oakamoor
Wootton Organic.....01538 703 228

SUSSEX

Forest Row
Arthur Alderman01342 822 911
Frant
Saxonbury Wood01892 610 083

WEST MIDLANDS

Birmingham
Finn Butchers.....0121 357 5780
Rossiter, S & A0121 4581 598

WILTSHIRE

Swindon
Eastbrook Farms01793 790 460
Purton House.....01793 770 219

YORKSHIRE, WEST

Swillington
Swillington Organic Farm.....0113 286 9129

SCOTLAND

Fife
Jamesfield Farm01738 850498

WALES

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Clyro Hill Farm.....01497 820520
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Graig Farm.....01597 851655
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Cambrian Organics.....01559 363151
Withybush Road
Welsh Hook Meat Centre Ltd.....01437 768876

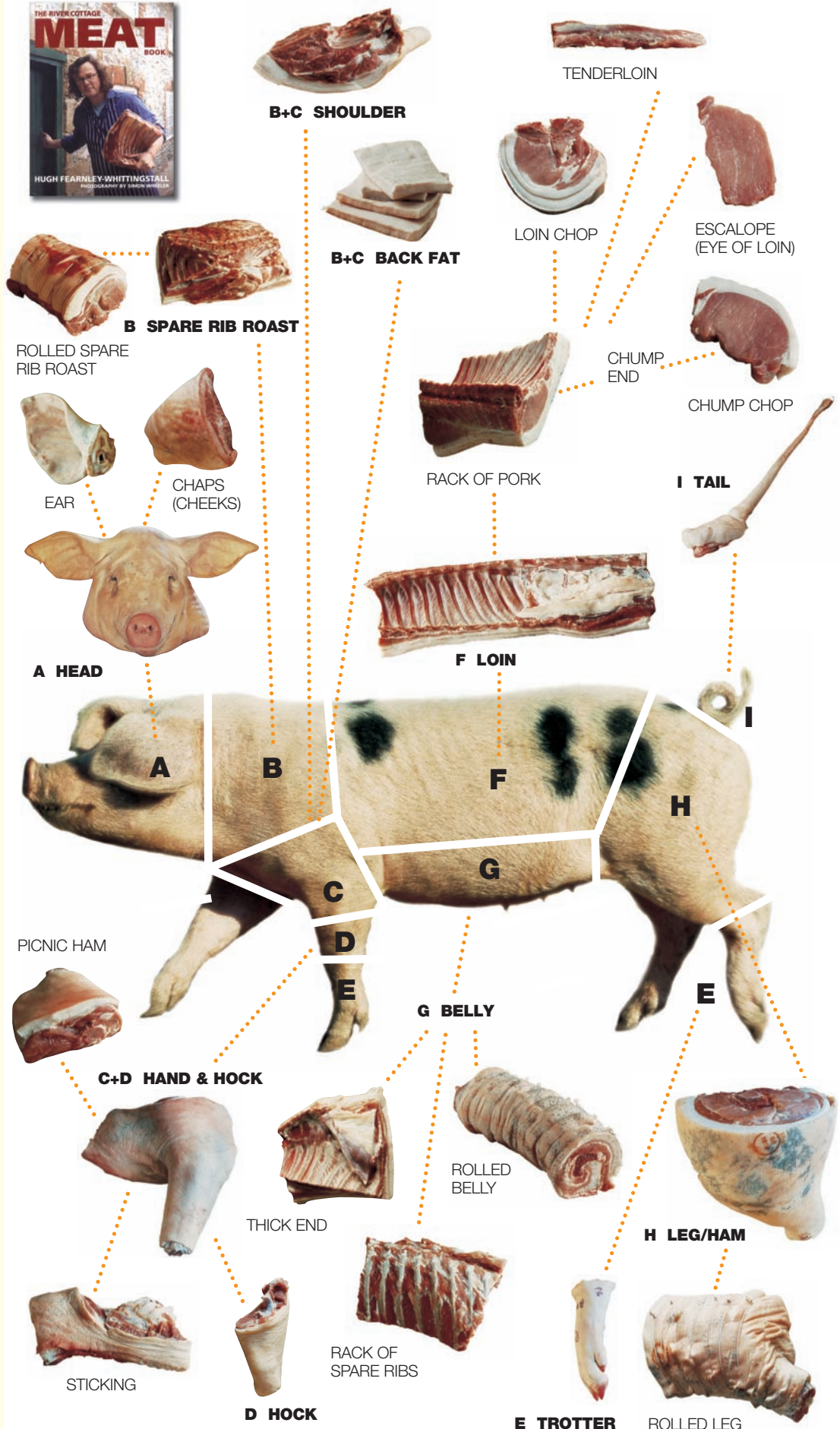
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Truro
 Carleys of Cornwall.....01872 277 686
 Mewton PG.....01872 540 343
 Nuncarrow organic farm.....01872 540 343
Tywardreath
 Stoneybridge Organics.....01726 813 858

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Carlisle
 Whiteholme Farm.....01697 748 058
Grange-over-sands
 Howbarrow Organic Farm.....01539 536 330

DERBYSHIRE

Ashbourne
 Nix Organix.....01335 360 996

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 Organic Farmers Market, The.....01392 875 678
Holsworthy
 Providence Farm meats.....01409 254 421
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Wantage
 Real Farm Foods Ltd.....01235 762 461

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 Brown Cow Organics.....01749 890 298
Shepton Mallet
 Hindon Organic Farm.....01643 705 244
Bath
 Radford Mill Farm.....01761 479 572
Taunton
 Stoneage Organics.....01823 432 488

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Wintney
 Organically Speaking.....01483 531 319
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Rugby
 Browning, GNF & GA.....01926 632 246

WILTSHIRE

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 Purton House.....01793 770 219

YORKSHIRE, EAST

Driffield
 Barmston Organics.....01262 468 128

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 Clyro Hill Farm.....01497 820520
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VOLUNTEERING

Volunteering can be a life changing experience, for you and the community you are with. But it can also do real environmental, social and cultural damage. Whilst we consider the organisations below run some excellent volunteering projects, we suggest you assess each project on its own merits.

How to assess a potential project:

- 1 How much will the local community benefit?
- 2 How will the money you pay to go on the project be spent?
- 3 How far do you have to travel to the project?
- 4 How open and genuine does the organisation seem?

If you have been on projects run by any of these organisations and feel they don't deserve to be listed, please write to us and let us know. Likewise contact us if you have been on a project run by a group not featured here.

RESOURCES

Action Without Borders.....001 212 843 3973
 Environmentjob.co.uk.....0161 2820 920
 Volunteering England.....0845 305 6979

UK

BTCV.....01302 572 244
 Environ.....0116 2220 222
 Groundwork.....0121 236 8565
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 African Conservation Experience.....0870 2415 816
 Bio Sphere Expeditions.....01502 583 085
 Coral Cay.....0870 750 0668
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 Earthwatch Institute.....01865 318 838
 Friends of the Earth.....020 7490 0881
 Outreach International.....01458 274 957
 Project Trust.....01879 230 444
 Quest Overseas.....020 8673 3313
 Student Partnership Worldwide.....020 7222 0138
 VSO (Volunteering Advice Line).....020 8780 7500
 WWOOF.....01273 476 286

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Charity Action Recruitment.....	020 7928 2843	Evergreen Resources.....	01256 314 620
Charity Connections.....	0207 202 9000	Execucare.....	020 7761 0700
Charity Job.....	020 8390 1177	Getalife.....	0161 277 5200
Countryside Jobs Service.....	01947 810 220	Green Group, The.....	01268 468 000
Eden Recruitment.....	0870 787 7630	Index Environmental Recruitment.....	01252 811 333
Ends Environmental Job Search.....	020 7814 5309	One World.....	020 7239 1400
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SHORT COURSES

Centre for Alternative Technology01654 705 981
Green Energy Systems
Green Oak Timber Training Course
Hydro Electric Power Systems

Foot Print Education01479 851 239
Ecotherapy (6 days)

Greencuisine01544 230 720
A time to heal
Beating Candida
Food and Health
Mama heaven
Seeds of Change
Women's Health

Green Dragon Energy01654 761 570
Electricity from Wind
Electricity, Power & Energy
Micro-hydro
Overview of Renewable Energy Technologies
Solar Electricity
Solar water heating
System Design and Sizing

Horticultural Correspondence College01249 730 326
Conservation studies
Organic Arable Farming
Organic Gardening

Institute for Earth Education, The0845 458 3017
Advanced Leadership Workshop
Earth Education Workshop

Integrated Practitioner Training0870 998 8000
Creating your own practice - the mind shift
Kinesiology and Healing
Kinesiology and Nutritional Assessment
Kinesiology: the Mind and Emotions

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Hydraulic Ram
Living off the Grid
Organic Gardening
Rain Pumps

Low Impact Living Initiative ...01296 714 184
How to Make Biodiesel
Organic Livestock Farming
Self-Build Geodesic Domes
Wind and Solar Electricity

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Forage Conservation
Hedge laying
Planting New Woodlands
Soil management for Organic Farmers
Weed Control for Organic Farmers

Permaculture Magazine01308 867 453
Permaculture Design
Introduction to Permaculture

Rural Energy Trust01664 454 989
An Introduction to Wood Heating
Identifying Opportunities for Renewable Energy Systems in your Organisation
Installation of Solar Water Heating Systems for Households
Opportunities for Supplying Wood Fuel

Schumacher College01803 865 934
Economics for a Green World
Healthy People, Healthy Planet? Holistic Perspectives on Health
In Search of Earth Ethics
Patterns and Mysteries: News ways of learning from nature
Roots of Learning: Global Education
Roots of Learning: Transformative Learning
Sustainability in Practice

Scottish School of Forestry, Inverness01463 273 600

Arboriculture & Urban Forestry
Conservation
Forestry
Forestry & Conservation

Vegetarian Society01619 252 014

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Dairy Free & Delicious Workshop
Foundation Workshop
Italian Workshop
Quick & Easy Entertaining - Watch and Taste
Tapas & Mezze Workshop
World Breakfasts

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BSc Environmental Science

Birkbeck, University of London0845 601 0174
Mphil/PhD Environmental Science
MSc Business Strategy, Politics & Environment
MSc Environmental Science
MSc Environmental & Management

Bournemouth University01202 595 178
MA Architectural Materials Conservation
MSc Building Conservation
MSc Environmental Conservation
MSc Environmental Protection and Management
MSc Timber Building Conservation

Brunel University01895 203 215
MSc Environment & Culture
MSc Environmental Change:
MSc Environmental Hazards & Risk

University of Central Lancashire01772 201 201
BSc Animal Conservation Science
BSc Environmental Management & Ecotourism
BSc Environmental Management & Outdoor Recreation
BSc/BA Environmental Management & Archaeology
MA International Conservation Heritage

Centre for Sustainable and Environmental Management...01923 249 648
MA/MSc Programme in Integrated Sustainable Management

Centre of Human Ecology, Edinburgh0131 624 1974
MSc Human Ecology

De Monfort University0116 257 7963
MSc Climate Change & Sustainable Development
MSc Energy & Sustainable Building Design

Emerson College01342 822 238
Biodynamic Organic Agriculture

University of Exeter01392 262 531
BSc Conservation, Biology & Ecology
BSc Geography, Environment & Society
BSc Renewable Energy

University of Glamorgan01443 480 480
BSc Earth & Environmental Management
BSc Health, Safety & Environmental Management
BSc Transport & Environmental Sustainability
MSc Environmental Conservation Management
MSc Sustainable Environmental Development

University of Hertfordshire01707 284 561
BSc Conservation Management North America
BSc Conservation Management Europe
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MA Tourism, Environment & Development
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PhD Theory & Methodology of Third World Political Ecology

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BSc Wildlife Ecology & Behaviour
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MSc Countryside Management
MSc International Wildlife Conservation

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BSc Environmental Conservation & Countryside Management
BSc Environmental Science for Business
BSc Horticulture Landscape & Heritage
BSc Wildlife Conservation
MSc Environmental Engineering, Design & Management

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MA Humane Architecture
MSc Botanical Conservation
MSc Holistic Science
MSc Sustainable Crop Production

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Civil Engineering with Environmental Engineering
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University of Roehampton020 8392 3000
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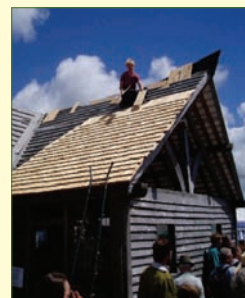
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RECYCLED MATERIALS (INCL. SALVAGE)

Smile Plastics.....	01743 850 267
Source4U.....	01926 498 444
Toby's Reclamation.....	01392 833 499
Viking Reclamations.....	01302 835 449

SELF-BUILD HOMES

Association for Environment Conscious Building.....	01559 370 908
Association of Self Builders.....	07041 544 126
Ecological Design Association.....	01453 765 575
Insideout Buildings.....	01524 737 999

TILES

Natural Tile.....	01285 642 300
Siesta Cork Tile Co.....	020 8683 4055

TIMBER

Altham Hardwood Centre.....	01282 771 618
Ecomerchant.....	01795 530 130
SEE ADVERT BELOW	
Reclaimed Pine Online.....	01202 789 868
Reclaimed Timber Specialists.....	020 8558 2811
Victorian Wood Works.....	020 8534 1000

WINDOWS AND DOORS

Ecomerchant.....	01795 530 130
SEE ADVERT BELOW	
Environmental Construction Products Ltd.....	01484 854 898
Merewood Joinery.....	01614 800 363
Preston Door & Pine Stripping.....	01772 725 943

PROFESSIONAL SERVICES**ARCHITECTS**

Chris Morton, Herefordshire.....	01684 541 480
Finch Macintosh Architects, Winchester.....	01962 855 240
Goddard Wybor practice, West Yorkshire.....	01132 666 044
Jon Allen, London.....	020 8961 3279
Neill Lewis, Worcestershire.....	01684 563 356
Quattro Design, Bristol.....	01179 299 672
Quentin Alder, Bristol.....	01179 683 111

BUILDING CONSULTANTS

Cob in Cornwall.....	01326 231 773
Concept Timber.....	01225 792 949
Mike Wye and Associates.....	01409 281 644

CARPENTERS

J.G.Horning, Devon.....	01803 732 135
Richard Arnold, Devon.....	01884 350 51
Tom Straker, Herefordshire.....	01432 853 113

ENERGY CONSULTANT

Encraft.....	08456 022 874
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ROOFING SPECIALIST

Rawnsley Woodland Projects.....	01208 813 490
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WATER**CONSERVATION**

Celtic Water Management.....	01239 811 465
Conservation Engineering Ltd.....	01359 269 360
Construction Resources.....	020 7450 2211
Eco Logic.....	01217 663 016
Flow Control Water Conservation Ltd.....	08707 558 811
Flowco Mariflo Ltd.....	020 8330 2487
Green Building Store.....	01484 854 898
SEE ADVERT ON PAGE 23	
Hippo the Water Saver.....	01989 766 667

FILTERS

Aqua Vitae.....	01404 841 841
Aquasaver Ltd.....	01288 354 425
Capital Water Treatment.....	020 8649 9503
Earthly Goods.....	01480 812 004
Eden.....	0800 917 0977
Green-way services.....	01202 874 413
Simply Water.....	00353 149 20414
Tap Magic.....	01473 252 043
The Healthy House.....	01453 752216

RAINWATER HARVESTING

Envireau Rainwater Management.....	01296 633 000
Free Rain.....	01636 894905
Rainharvesting Systems.....	01452 772 000



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GARDENS

ALL PURPOSE

British Eco.....	0191 209 4161
Natural Collection.....	0870 331 3333
Organic Gardening	
Catalogue, The.....	0845 130 1304
Tamar Organics.....	01822 834 887
The Green Shop.....	01452 770 629

COMPOSTING

Almost a third of our domestic waste could go straight onto the compost heap, returning the nutrients and energy from our leftover food back to the soil where they can be re-used.

Blackwall.....	01132 018 000
Dorset Hills Organics.....	02392 691 913
EnviroMulch.....	01215 254 326
Fertile Fibre.....	01584 781 575
Globe Organic Services Ltd.....	0800 018 4120
Humus Wyse.....	01803 834 687
KPS Composting Services.....	01444 831 010
Original Organics Ltd.....	01884 841 515
The Bin Company.....	0845 6023 630
The Composting Association.....	0870 160 3270
The Recycle Works.....	01254 820 088
The Worm Hotel.....	01606 592 145
Wiggly Wiggles.....	01981 500 391
Wonder Worms.....	01422 831 112

FENCING

Chemical treatments, such as creosote, used to protect wooden fences, dissolve in water and then get through the soil to groundwater, where it takes years to break down.

Evalast Fencing Systems Ltd.....	01772 687 779
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FERTILISERS

If you want to be sure that the manure you are putting on your plants has been obtained from farms where ethical animal husbandry has been observed then use an organic fertiliser company, which offers

chemical-free solutions to your plant-growth problems.

Glenside Organics Ltd.....	01786 816 655
Greenvale Farms Ltd.....	01677 422 953
Growganic Ltd.....	01380 871 050

GARDEN FURNITURE

Duchy Originals.....	020 8831 6800
English Hurdle.....	01823 698 418
Pendlewood.....	01617 894 441
Re-Form Furniture.....	01209 711 581
Wayfarer Products.....	01924 492 300

NURSERIES AND GARDENS

Butterworths' Organic	
Fruit Nursery.....	01290 551 088
Ryton Organic Gardens.....	02476 303 517
Walcot Organic Nursery.....	01386 553 697

PEST CONTROL

Most people associate pesticides with farming, yet 80 per cent of our exposure to them comes from our homes and gardens. Pesticides are designed to kill and have harmful effects not only on their targets, but on their users and the environment too. Natural alternatives are available which deal with pest problems without resorting to chemicals.

Agralan.....	01285 860 015
Defenders Ltd.....	01233 813 121
Scarletts Plant Care.....	01206 240 466

POTS AND SUPPORTS

Panda Stix.....	01623 648 200
Stakepots.....	01246 261 798

SEEDS

Association Kokopelli Organic	
Seeds.....	01227 731 815

WATER TREATMENT

Green Ways.....	01962 761 600
Raindrain Lt.....	01924 468 564

RECYCLING SERVICES

ALL PURPOSE

Forest Recycling Project Ltd.....	020 8539 3856
Paper Round.....	020 7620 3131
RECOUP.....	01733 390 021
Waste Watch.....	0870 243 0136

ALUMINIUM

Alcan Aluminum Can Recycling.....	0800 262 465
Alufoil.....	020 8583 5060
Aluminium Packaging	
Recycling Organisation.....	01216 334 656
Alupro.....	01506 444 644
Cash for Cans.....	0845 722 722

BATTERIES

Centre for Alternative Technology.....	01654 705 950
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BICYCLES

Re-cycle.....	0845 458 0854
Salvo.....	020 8400 6222

CARPETS

Carpet Burns.....	0133 259 4044
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CARTONS

Cutouts.....	01484 645 281
Tetrapak.....	0870 442 6000

CDS

Beacon Press.....	01825 768 611
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CLOTHING

Quilter Guild.....	01422 347 669
Oxfam.....	01865 312 610
Red Cross.....	020 7235 5454

CURTAINS

The Curtain Exchange.....	020 7731 8316
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COINS

Oxfam.....	0870 333 2700
RNIB.....	0845 766 9999

COMPUTERS

DonatePC.....	info@donatepc.org.uk
Recycle It.....	0870 774 3762
Free Computers for Education.....	01932 874 066

ELECTRONIC AND HAZARDOUS WASTE

Strategic Waste	
Management Services.....	0113 243 8777

FURNITURE

Furniture Recycling Network.....	01924 375 252
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INK AND TONER CARTRIDGES

Office Green.....	020 8592 9998
UK Cartridge Recycling	
Association.....	01706 525 050

MOBILE PHONES

Fonebak.....	01708 683 400
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OIL

Actionsmart.....	01656 648 899
Oil Recycling Association.....	01279 814 035

PAINT

Community repaint.....	020 8362 0752
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PAPER

British Recovered Paper	
Association.....	01793 889 600

PLASTIC CUPS

Remarkable.....	020 8741 1234
Save-a-cup.....	01494 510 167

REFRIDGERATORS

Fridge Recycling.....	01925 715 400
Ozone Friends.....	020 8591 6333

SPECS AND SUNGLASSES

Vision Aid Overseas.....	01259 353 5016
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TELEPHONE DIRECTORIES

Yellgroup.....	0800 555 444
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TV MONITORS/ MERCURY LIGHT BULBS

Lamp recycling.....	01752 662 050
Mercury Recycling.....	01691 877 0977

TYRES

Remarkable.....	020 8741 1234
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CLOTHES

GENERAL

The following is a list of companies that specialise in clothes made from a variety of organic cotton, linen, hemp, and treated silk, and which champion environmentally responsible farming and production methods. Most cater for all sexes and age ranges and provide items such as jackets, shirts, trousers, skirts, hats, underwear and nightwear.

And Albert01482 863 068
Bishopston Trading Company01453 766 355
Chandni Chowk01179 300 059
Cloths Works01225 309 218
Daily Bread Co-Operative01604 621 531
Epona01914 151 201
Ethical Wares01570 471 155
Ford Barton01398 351 139
Ganesha London020 7928 3444
Garthenor01570 493 347
Gossypium01273 488 721
Green Fibres0845 330 3440
SEE ADVERT ON PAGE 92	
Grounded020 7503 0279
Hemp Union01482 225328
Hug0845 130 1525
Isle of Mull Weavers01681 700 265

Marlo Clothing01736 753 254
Myriad Organics01584 872 665
Natural Collection0870 331 3333
Natural Dye Company01258 840 549
One World Shop01312 294 541
Organic Attire Co020 7924 3345
Organic Wool Company, The01239 821 171
Patagonia0033 450 88 44 44
People Tree020 7739 0660
Schmidt Natural Clothing0845 345 0498
Shared Earth01904 632 896
Siesta01227 464 614
Spirit of Nature0870 725 9885
Spurriergate Centre01904 629 393
Texture020 7241 0990
Treehouse TLC01970 625 116
Traidcraft01914 911 001
World of Difference01788 579 191

SHOES

Birkenstock020 7240 2783
Ethical Wares01570 471 155
Green Shoes01803 864 997
Vegetarian Shoes01273 691 913

T-SHIRTS

Equip0117 953 9991
FunkyGandhi.com07979 993 533
Howies01239 614 122
THTC020 8630 9001
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BABY

ACCESSORIES

Bearing Baby0800 0345 672
Eco Babes01366 387 851
EcoBaby Basics01223 811 633
Ecotopia01453 752 345
Green Baby0870 240 6894
Little Earthlings02829 541 214
Little Green Earthlets08701 624 462
Lollipop01736 799 512
Muladula01453 768 549
Natural Collection0870 331 3333
Natural Nursery, The0845 890 1665
Spirit of Nature0870 725 9885

CLOTHING

All of a baby's clothing needs are provided by the following companies, including babygrows, dresses, coats, bibs, cardigans, booties, trousers and hats. And they are all made with natural fibres, reducing the potentially irritating effects that chemicals might have on a baby's skin.

Baby Organics020 8255 4040
Baby-00870 760 7552
Clothworks01225 309 218
Cut4Cloth01326 340 956
Global Kids01530 457 146
Gossypium01273 488 721
Greenfibres0845 330 3440
Greenscene07813 282 566
Greensleeves Clothing020 8458 1559
Healthy House, The01453 752 216
Huggababy0870 046 4844
Nature's Fibres01622 853 517
People Tree020 7739 0660
Schmidt Natural Clothing0845 345 0498
Su Su Ma Ma World Wear01273 300 606
Texture020 7241 0990
Tiny Sprout01892 863 646

FOOD

Baby Organix0800 39 3511
Babynat Organico01189 510 518
Hipp0871 871 6611
Holle Baby Foods01386 792 622
Mums 401926 771 285
Pots For Tots0845 450 0875
Pots for Tots0845 450 0875
Truuly Scrumptious01761 239 300

NAPPIES

Why do 15 per cent of British parents choose cloth nappies over disposable ones? Maybe they enjoy the estimated £600 per year that it saves them, perhaps they are alarmed by the fact that eight million disposable nappies are discarded every day, accounting for 4 per cent of landfill waste, or maybe they are horrified by the thought that some disposable nappies contain chemicals, such as sodium polyacrylate which is linked to toxic shock syndrome.

ECO DISPOSABLE
Natural Baby Company, The01983 810 925
Naturebotts0845 226 2186
See Saw0131 2281939
The Bottom Line01543 250 810

RE-USABLE

Nappy Lady, The0845 456 2441
Nature Botts0845 226 2186
Sam I Am01522 778 926
Smile Child0800 1956 982
Snazypants01522 778 440
Twinkle Twinkle0118 934 2120

NAPPY LAUNDRY SERVICES

Dinky Diapers0117 986 6167
Nappy Ever After020 7383 5115
Nappy Tales01235 812 747
Natural Nappies01376 563 787
Nifty Nappies01420 549 659
Number1 for Nappies01992 713 665
The Nappy Box01423 358 571
The Scottish Nappy Company0800 015 5570
Tops for Bottoms0151 343 1356

TOILETRIES

Earth Friendly Baby020 8424 8844
Green People08702 401 444

TOYS

British Toymakers Guild01225 442 440
Escor Toys01202 591 081
Gaia Distribution01225 484 472
Green Board Game Company01494 538 999
Holz Toys0845 130 8697
in2play0845 890 1392
Myriad01725 517 085
Toys for Children01594 824 007
Tulip Toys01709 546 778

ORGANISATIONS

Baby Milk Action01223 464420
Real Nappy Association01983 401959
The Nappy Lady0845 4562441
Women's Environmental Network	020 7481 9004

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Aveda.....	8000 747712
Barefoot Botanicals.....	0870 220 2273
Beauty without Cruelty.....	01229 775185
Dr. Hauschka Natural Skin Care.....	01386 792 622
Earthbound Organics.....	01597 851157
Lavera.....	01557 870 203
Mybeingwell.....	01326 377555
Organica J.....	01330 850257
Suvarna Pure and Natural Cosmetics.....	01695 728286

DEODORANT

Say no to aerosols and use pump dispensers or roll-on alternatives instead. Better still use one of the chemical-free products listed below.

Anne Elise Natural Skincare.....	01304 374 594
Body Organics.....	0870 870 8586
Dr. Hauschka Natural Skin Care.....	01386 792 622
PitRok Ltd.....	0208 5631120
Weleda.....	0115 9448200

MENSTRUAL PRODUCTS

Natracare.....	01275 371 764
Menses.....	0117 9851646
The Mooncup.....	01273 673845

SOAPS

The following brands of organic soap are sold in health food shops and chemists, without additives and wasteful packaging. Choose these over commercial brands.

Simply Soaps.....	01603 720 869
The Soap Kitchen.....	01805 622944
Woodspirits.....	0208 2934949

SUN PROTECTION

While it is impossible to make an effective sun cream without chemical sun screens or mineral sun blocks, it is possible to make a sun cream that is low in skin irritants and is without synthetic perfumes or petroleum-derived polymers (plastic-like substances that 'glue' the sun screen to your skin). Products that use mineral sun blocks, such as titanium or zinc oxide, tend to be less irritating than chemical sun screens.

Aubrey Organics.....	1-800-282-7394
Dr. Hauschka Natural Skin Care.....	01386 792 622
Ecolani.....	1-800-625-5240
Neal's Yard.....	020 7498 1686
Yaoh.....	0117 9239053

TOILETRIES

Organic bath and shower gels, daily face wash and toothpastes are some of the many products offered by the ethical companies listed below. Readers can rest assured that the following products are free of artificial chemicals, synthetic fragrances and colourings and other unnecessary ingredients.

Akamuti.....	0845 4589242
Ascent.....	01497 847788
Body Organics.....	0870 870 8586
Bio-D Company Ltd.....	01482 229950
Cioccolatina.....	01189473178
Comfort and Joy.....	01367 850278
Creightons Naturally Plc.....	01903 745611
Dolma.....	0115 9634237
Dr. Hauschka Natural Skin Care.....	01386 792 622
Earthbound Organics.....	01597 851157
Faith in Nature.....	0161 7642555
Farrow and Humphreys Ltd.....	01780 482400
Greenfibres.....	0845 330 3440
Green People.....	01444 4011444
Hemp Garden.....	01288 355572
Honesty Cosmetics.....	01629 814 888
Lavera.....	01557 870 203
Mariposa Alternative Bodycare.....	01273 242925
Mother Earth.....	01229 885266
Naturisimo.com.....	020 75847815
Neal's Yard.....	020 7498 1686
Nirvana Natural.....	01494 880885
Organic Blue.....	020 84248844
Organic Botanics.....	01273 773182
Organic Health Shop, The.....	01892 538155
Poisons and Possibilities.....	01394 386161
Pure Nuff Stuff.....	01736 366008
Pure Potions.....	01273 555 123
Simply Nature.....	01580 201687
Spiezia Organics Ltd.....	0870 8508851
There Must be a Better Way.....	0118 9479352
The Organic Pharmacy.....	020 73512232
Think Natural.....	0845 6011948
Twinkle Twinkle.....	0118 934 2120

TOOTHPASTE

Many commercial toothpastes contain polishing agents and whitening chemicals, which can be directly absorbed into the body through the teeth, the tongue and the gums.

Sodium lauryl sulphate can irritate the skin and cause ulcers, while Triclosan, a synthetic anti-bacterial agent, has been linked to cancer, decreased fertility and immune suppression. Try these instead:

Green People.....	01444 4011444
Kingfisher Toothpaste.....	01603 630484

THERAPIES

ACUPUNCTURE

Acupuncture Association of Chartered Physiotherapists (AACP).....	01747 861 151
British Acupuncture Council.....	020 8735 0400
The Acupuncture Society.....	01923 822 972
The British Medical Acupuncture Society.....	01925 730 727

HOMEOPATHY

British Association of Homoeopathic Veterinary Surgeons.....	01367 710 324
British Homeopathic Association.....	0870 444 3950
British Homoeopathic Dental Association.....	01923 233 336
Society of Homeopaths.....	01604 621400
The Homeopathic Medical Association.....	01474 560336

OSTEOPATHY

General Osteopathic Council.....	0207 357 6655
British Osteopathic Association.....	01582 488455

REFLEXOLOGY

Association of Reflexologists.....	0870 567 3320
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PERSONAL FINANCE

BANKING

Co-operative Bank.....	08457 212 212
Ecology Building Society.....	0845 674 5566
Triodos Bank.....	0117 973 9339

FINANCIAL SERVICES

Ethical Investment Co-operative.....	0845 458 3127
Gaeia.....	0161 434 4681
Naturesave.....	01803 864 390
Social Venture Network.....	07958 772 864

INSURANCE

Absolute Mortgages.....	01865 865 342
C I S Insurance.....	0161 829 4084
Ecology Building Society.....	01535 650 777

MORTGAGES

Absolute Mortgages.....	01865 865 342
CD Project.....	0795 877 2864
Ethical Investment Co-operative.....	0845 458 3127

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FUNERALS

COFFINS

Eco Coffins.....	01303 850 856
Greenfield Coffins.....	01440 788 886

FUNERALS

Arka.....	01273 746 011
Celtic Casket.....	01283 521 104
Funeral Company Ltd, The.....	01908 225 222
Green Endings.....	020 7424 0345
Natural Death Centre, The.....	0871 288 2098
S. Stibbards & Sons.....	01702 558 717
Sawd Partnership.....	01795 472 262
Somerset Willow Co.....	01278 424 003
Willow Weave.....	01953 887 107

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OFFICE RESOURCES

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Ecotricity	0800 0326 100
Good Energy	01249 766 090
Green Energy	08454 569 550

GRAPHIC DESIGN

Ecographic	01273 201 361
Sussed Design	01273 382 667

INK CARTRIDGES

Action Aid Recycling	08453 100 200
Green Stationary Company, The	01225 480 556
Office Green	020 8592 9998

JANITORIAL

Environment Saving Supplies	024 7638 6544
Greenlands Environmental Care	01892 871 285
Vertue	020 8806 7294

PROMOTIONAL MATERIALS

Remarkable!	020 8741 1234
Save a Cup	01494 510 167
Yo-Yo Promotions	01252 620 593

RECYCLED OFFICE SUPPLIES

Dartex Office Supplies	01322 521 545
Green Stationary Company, The	01225 480 556
Paperback	020 8980 2233
Recycle It	08707 743 762

STATIONERY

Ecotopia	01453 752 345
Green Stationary Company, The	01225 480 556
Remarkable!	020 8741 1234

TELEPHONE & INTERNET

Green ISP	01422 847 691
GreenNet	08450 554 011
Phone Co-op, The	08454 589 000

WATER COOLERS

Aquaid	01223 830 400
Simply Water	01514 755 589

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PERSONAL TRANSPORT

BICYCLE ORGANISATIONS

London Cycling Campaign	020 7928 7220
Sustrans	0117 929 0888
UK National Cyclists Organisation	0870 873 006

BUS

Travel Line	08706 082 608
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CAR

Ebony Solutions	01606 301 222
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BREAKDOWN

Environmental Transport Association	0800 212 810
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ELECTRIC CARS

Electric Car Association	01823 480 196
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ELECTRIC SCOOTERS

Powabyke	01225 443 737
Electric Scooters	01206 233 180

FUEL SAVING DEVICES

Eco Tek	01844 212 939
Power Plus	01323 417 700

RECYCLING USED MOTOR OIL

Oil Bank	0800 663 366
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RECYCLED TYRES

Environmental Tyre Disposal	020 8345 6115
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from the pulpit

We interrupt our regular programming for a moral advisory...

I'm the Reverend Billy



You, kind reader, are an amateur holy person who will become intensely sanctified when you PLACE YOUR PRAYING HANDS ON THE GENITALS OF THE COFFEE GIANT. By which I mean, follow the money and change where it goes.

Here's how you do it. First, walk into a Starbucks. Walk up to the counter. Place one hand over the cash register, the other in the air, open your mouth and shout out your prayer.

Don't worry: today is a good day to disturb the customers. Put the 'odd' back in God! Oh bless me that I might have the power to be UTTERLY INAPPROPRIATE!

I don't know what happened, honey. Somebody was over by the cappuccino machine. He was dressed in white, with a dog collar and bad Elvis hair. He had one hand over the cash. He said I could leave. He was saying I was free to leave.

OH, THIS COMPUTERISED MACHINE OF MONEY IS DE-FETISHISED! Oh good Lord, thank you for the ability to stop buying sweatshop coffee. My prayer is a divesting of power. The pounds and dollars tremble beneath my hand and then fly in the unplanned direction: from the pocket of the billionaire Howard Schultz back toward the unpaid families in the coffee groves.

As I back away from this idiot addiction, I have a brilliant vision. Six- and seven-year-old children coming home out of the fields. If I walk from this coffee, they can too. On both ends of this money cycle, we are free to leave if we walk away together.

Starbucks is a fundamentalist church masquerading as a stylish revamp of rebellious café culture. Bullshit SIN. We must walk into this church now and commit the wrong ritual, strip away erotic attachment to the MERMAID WITH NO NIPPLES, leader of fake bohemia and lousy beans.

Starbucks is a chain store that flaunts its aggression against independent businesses. Its missionaries come into a neighbourhood and listen for the laughter of original culture-

making, gossiping and story-shouting: the human comedy that makes us smile. Then they buy the building, evict the tenants, and put a poster that says 'Create Community' in the window.

Dear Starbucks, in your security cameras, the revolutions that brewed change in the world with the hot brilliant chatter of Zurich and Vienna, of Paris and New York, of Bogotá and Rio... Revolutions cannot be reduced to mere Style. Real café society is a threat to your impersonation. Its history as source-rooms of bravery will turn on your little palaces of amphetamines. A revolution knows when it has been copied.



Today is a good day to disturb the customers. Put the 'odd' back in God! Oh bless me that I might have the power to be utterly inappropriate

Can I preach now? Yesterday I was released from LA County jail. I was sentenced to three days for 'trespass and obstruction of lawful business'. My crime? I walked into a Starbucks; walked up to the counter; placed my hand over the cash till and began to channel my Odd God. 30 believers laid their sexy fingers over the astonished faces of George Washington and Alexander Hamilton. We asked customers to see the real costs of the steaming coffees. WE CANNOT AFFORD TO BE APOLITICAL ANYMORE. THAT LATTÉ THERE? WE HAVE TO KNOW WHERE IT'S FROM! Then I was filled with the Spirit and leapt onto the counter and began to dance.

'Yes, your honour, I admit it. I danced on the counter. I had energy in my legs that came from the anguish in the distance. I felt long-range love in that money before me. I felt faith in the work, the powerless in Mexico and Guatemala and Nicaragua, the cheated families left with their value not counted. I feel their making of this money. Yes, they made this money. We pray the money back to them. Reverse it from its course toward the billionaire at the top; flow back to the trees and the people standing there, feeling our presence.'



Reverend Billy and his Stop Shopping Gospel Choir invite you to celebrate Buy Nothing Day 2004 on Saturday 27 November by putting on a dog collar and white coat, combing up your big bad hair, walking in and shouting your prayer in the Devil's Cafe. Send your pictures or tapes to www.revilly.com, where a world of exorcisms will be posted.



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