

ARE YOU LIVING IN A FOOD DESERT?

How to buy local and affordable organic food in four easy steps

HIP HEMP

Turning the super weed into a profitable business



WEST PAPUA
Is this the next East Timor?



MASS MIGRATION

Why birds of a feather flock together

DEBATE

**TEDDY GOLDSMITH
VERSUS CLARE SHORT**

Does development create or alleviate poverty?

SLACK & HAPPY

The importance of being inefficient

CITY TREES

Jon Snow fights for the Beeches

BEHIND THE LABEL

Clairol Nice 'n Easy hair dye

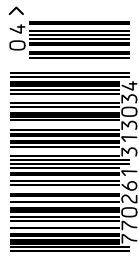


GREEN PAGES

OUR 32-PAGE GUIDE TO ETHICAL LIVING

Hugh Fearnley-Whittingstall April in season
Katharine Hamnett Organic cotton clothing
Monty Waldin Top 12 Spanish organic wines
Mitch Tonks Lipsmacking scallop recipes

PLUS: RHUBARB COCKTAILS • HEALTHY LIPSTICKS
ECO-TOILETS • ETHICAL TOYS • BEST FOOD SHOPS



john masters[™] organics

Super Natural Beauty[™]

Luxury Organic Hair and Skincare

Available at fine Organic Retailers including:

Selfridges Living Beauty, London
The Spa at Penny Hill Park, Surrey
Planet Organic
Fresh & Wild

www.johnmasters.co.uk

Winner Best New Organic Product Range 2004

Represented in the UK by Soul Mate Essentials Ltd.

Tel: +44 (0)1874 730 979 Email: info@soulmateessentials.com





Contents

APRIL 2005 | ISSUE 03 | VOLUME 35



FEATURES

- 14 McLibel ... 15 years on**
The European Court of Human Rights has ruled that the defendants were denied their rights.
- 34 Photostory: Water, water everywhere**
Photographer *Mark Edwards* on the flooded Filipinos for whom every day is a Tsunami day.
- 40 Are you living in a food desert?**
COVER STORY By grouping together with like-minded people and buying in bulk, anyone can eat organic – even if they live in a food desert.
- 44 West Papua**
COVER STORY Financed and armed by Western corporations, Indonesia is waging a brutal but unreported war against a tribal people.
- 52 Mass migration**
COVER STORY There are few sights more awe-inspiring than the vast massing of a single species of animal. But why does it happen?
- 58 Hip hemp**
COVER STORY Started off 10 years ago by two naive brothers, THTC hasn't sacrificed ideals for profit. *Jeremy Smith* finds out how they've survived in the cut-throat world of fashion.

COMMENTS

- 18 City trees**
COVER STORY *Jon Snow*: Permits for roadworks should be made conditional on utility companies filling the holes they dig with trees.
- 21 Ne vive pas l'indifférence**
Joanna Blythman: Food scares like Sudan 1 are finally encouraging Britons to take a more Gallic interest in what they eat.
- 23 Slack & happy**
COVER STORY *Nicols Fox*: Far from being a silver bullet for climate change, efficiency is the driving force for ever more consumption.
- 25 Blame it all on the Grey Squirrel**
COVER STORY *Malcolm Tait*: If Osama Bin Laden was an animal he'd be a grey squirrel – blamed for everything. But have we gone too far?

52
Mass migration

REGULARS

- 8 News**
Leaked documents reveal EU hypocrisy over GM / Campaign launched to get oil firm Total out of Burma / Syngenta forced to drop rice patent claim / Cloned beef to enter US food chain / China boom fuels massive wood smuggling operation / Agony of vivisection monkeys / Pfizer's painkiller increases risk of heart attacks / Sunbeds for Rhinos / Sister Dorothy Stang murdered in Brazilian rainforest.
- 26 Behind the label:**
Clairol Nice 'n Easy hair dye
COVER STORY There's a disturbing amount of data linking regular hair dye use with a range of different cancers. *Pat Thomas* investigates.
- 28 Debate:**
Development – right or wrong?
COVER STORY Does economic development benefit the countries of the Third World or the corporations of the West? *Clare Short* and *Teddy Goldsmith* discuss.
- 63 Reviews**
Book of the month: ...Blink: the power of thinking without thinking / Website of the month: Alliance Against Urban 4x4s / Spotlight on: Resonance FM / Five most influential books as picked by the Yes Men.
- 98 Reverend Billy**
And finally ... the sermon.

READER SERVICES

- 19 Subscriptions**
Save pounds – and never miss an issue.
- 51 Subscriber offer**
Free hemp t-shirt.



GREEN PAGES

Our indispensable 32-page guide to ethical living

- 69 April in season** with *Hugh Fearnley-Whittingstall*, *River Cottage HQ* chef *Gill Meller* and fish expert *Mitch Tonks*
- Fruit & veg**
- 69 The season's first salads
- 70 Rhubarb and custard trifle
- 71 Rhubarb cocktails
- Meat & fish**
- 72 Pigeon with red wine and raisins / wild garlic soup with chorizo / spring onion and smoked salmon salad
- 74 *Mitch Tonks'* scallop recipes
- 76 **Wine** *Monty Waldin* picks 12 organic Spanish wines
- 78 **Best shops & free offers**
- 80 **Fashion** *Katharine Hamnett* campaigns for organic cotton
- 82 **Beauty** Healthy lipsticks
- 84 **Baby** Ethical toys
- 86 **Home** Ecological toilets
- 90 **Directory** Our essential listings of ethical suppliers
- 90 Baby / Careers & recruiting / Drink / fish
- 91 Fruit & veg box schemes
- 93 Meat / Fashion / Funerals
- 94 Health & beauty / Holidays
- 95 Home
- 96 Office / Personals / Personal finance / Personal transport
- 97 Property / Recycling / Volunteering

Front cover illustration: Serge Bloch



THIS MONTH IN HISTORY: APRIL 1986

AERIAL VIEW OF THE EXPLODED FOURTH REACTOR OF CHERNOBYL NUCLEAR POWER PLANT An aerial view of the ruined reactor four of the Chernobyl nuclear power plant is seen in this file

photo taken in April 1986. Friday 26 April, 2005 marks the 19th anniversary of the Chernobyl catastrophe, when reactor four exploded, contaminating vast areas and spreading clouds of radioactive dust all over Europe.

ecologist

Editor Zac Goldsmith
Editor's Assistant Layla Dayani
Managing Editor Harry Ram
Deputy Editor Jeremy Smith
Associate Editor Matilda Lee
Sub-editor Ben Skelton
Science Editor Peter Bunyard
Art Director Sarah Ward
Distribution Manager Kim Steffen
Advertising Manager Zayda Kebede
Marketing Manager Selina Barker
Researchers Danyelle Heafey, John Reynolds,
Andrew Taylor
Publisher Tyler Moorehead
Design Consultant Vici MacDonald

Founding Editor Edward Goldsmith
Editorial Board Helena Norberg-Hodge,
Steven Gorelick, John Page, all of ISEC

Editorial Office

Unit 18, Chelsea Wharf,
15 Lots Road, London, SW10 0QJ, UK
Tel: +44 (0)20 7351 3578
Fax: +44 (0)20 7351 3617
Email editorial@theecologist.org
Website www.theecologist.org

JOIN THE ECOLOGIST NETWORK

We have a growing team of passionate Ecologist readers who are helping to promote the magazine and its issues in their local areas.

if you'd like to help, email us at supporters@theecologist.org

The Ecologist's International Serial Number is ISSN 0261-3131. The Ecologist is a member of the Independent News Collective (INCK). Periodicals Postage Paid at Rahway, NJ. Postmaster: Send address corrections to: The Ecologist, c/o Mercury Airfreight International Ltd, 365 Blair Road, Avenel NJ 07001.

All information correct at time of going to press. All rights reserved. Reproduction in whole or in part is prohibited without prior written permission of the copyright owner. No responsibility will be accepted for any errors or omissions, or comments made by writers or interviewees. Views expressed and goods advertised are not necessarily the views of, or are endorsed by, Ecosystems Ltd.
Printed in UK by The Friary Press
© The Ecologist 2005.

Printed on Emerald FSC made from up to 75% recycled post-consumer waste and at least 17.5% certified pulp from well managed forest independently certified in accordance with the rules of the Forest Stewardship Council, supplied by Paperback under chain of custody SGS-COC-0621. FSC Trademark 1996 Forest Stewardship Council A.C.



EDITORIAL



Whether or not the now infamous red dye Sudan 1 causes liver, blood and bladder cancer (and all available evidence suggests it does), the very fact that a mistake by a single operator in another country could put so many lives at risk speaks volumes about the dangers inherent in an overly centralised food system.

Consider that just five corporations control 85 per cent of the world's grain trade. Or that a single hog farm in Utah generates more waste than the entire human population of that state. Or that in the UK just four supermarkets account for nearly 80 per cent of the grocery trade.

The global food industry is merging to form one vast monopoly, and the physical distance between producers and consumers is rapidly expanding. In Britain, for instance, airfreight has been growing by 7 per cent each year for the past decade.

The effect of all this is that contamination of a single crop or product can threaten literally millions of lives. Already the Sudan 1 dye has been found in more than 500 products.

But far from addressing the problems of centralisation, the British government actively encourages the process. Supermarkets continue to be supported in their quest to usurp what's left of the independent food market. And like the rest of the EU, we continue to provide free infrastructure for the big food conglomerates, while at the same time refusing to put a tax on airfreight. Of our massive food research and development budgets, still only a fraction is allocated to local or organic techniques – despite an obvious demand from the public. And our taxes continue to be used to cover the indirect costs of intensive agriculture – cleaning pesticides out of drinking water, for example.

The government takes the view that the regulatory system can handle the inevitable problems that arise from this. But can it? Given that cases of food poisoning have increased by a staggering 400 per cent since 1982, despite the fact that the Food Standards Agency (FSA) was launched precisely to reduce food-poisoning incidences in the UK by 20 per cent by 2007, the answer to that question has to be 'no'.

Add to that the amazingly incompetent response by the FSA to this particular crisis, and it's a wonder the agency hasn't been closed down. It was only because a French laboratory spotted a batch of suspiciously red chilli powder, and conducted tests of its own, that we ever discovered the Sudan 1 problem existed. That was on 3 June. It then took the FSA, the organisation charged with protection of consumer health in the UK, two further weeks to inform the public, by which time countless more tonnes of contaminated produce had been consumed.

But the problem isn't merely procedural. Under the leadership of Sir John Krebs, the FSA has gained a reputation for applying the precautionary principle only when the risk is to the profitability of big business, not when consumer health is concerned.

Krebs is well known for his support for GM foods, which every bulletin on his website declares are perfectly safe. Much more worrying for him is the rise in public support for organic food and vitamins. Consequently, he has given high priority, not to minimising the annual 20,000 tons of synthetic chemicals applied to farming in the UK, or to the wholly novel products of genetic engineering, but to discrediting organic food and vitamin supplements. And all, needless to say, at the taxpayer's expense. His counterpart in Ireland has described Krebs' position on organic food as 'extreme'.

There is a solution to these growing problems – beyond, that is, force-feeding Sudan 1 to Krebs. It's called localisation.

Localisation would put money back into the badly suffering rural economy. It would ensure fresher, healthier food for consumers. And the reduced 'food miles' would lighten our dependence on fuel. But more importantly, it would minimise the possibility of single mistakes affecting millions of people.

A handwritten signature in black ink, appearing to read 'Zac Goldsmith'.

and there is nothing to guarantee that it wouldn't use EU-exported weaponry to inflict similar abuses in the future.

But about halfway through his piece Zac seemed to lose the plot big time, and I had to pinch myself to make sure that I hadn't fallen asleep and woken up in McCarthyite America. Slipping into the most paranoid Cold War rhetoric, Zac forecast a world in which 'the EU itself will be in direct competition with China over oil, water and control of the world's remaining breadbaskets'.

He said: 'When that happens, as it must unless by some miracle an explosion in the price of oil punctures the global economy, how can we expect China to react? If it has to, China will fight. And it will do so with the very same weapons supplied by the EU as a result of this dirty deal.'

This is exactly the same philosophy used by the clash-of-the-civilisation neo-con lunatics in the US to justify massive military spending there and pre-emptive wars everywhere else. In their zero-sum mindset, economic success in China inevitably entails decline for the US, making conflict between the two unavoidable. (Not so long ago they were saying the same kind of thing about Japan; and they'd probably be saying it about us, too, if the EU had any realistic hope of achieving its stated economic goal of outstripping the US by the end of the decade.)

In actual fact, the US and Chinese economies are mutually supportive: it is the American consumer's gargantuan appetite that provides a market for China's booming industries; and China's willingness to invest

in US assets is keeping the US's deficits sustainable. Why on earth would Beijing want to strangle the golden goose?

There are many good reasons to be frightened by China's staggering growth, but they are more to do with the environment, not economic and military conflict. When overseas stag-dos and budget airline tickets are as popular among China's 1.3 billion population as they are over here (where shall we go this weekend: Tokyo or Seoul?), then we really are going to be up to our necks in it.

What Zac didn't state, though I'm sure as *The Ecologist's* editor he believes it sincerely, is that all arms deals – the weapons trade per se – are an abomination. We don't need to conjure up the 'yellow peril' to make that case.

Dave Rogers
London E9

NAPPY RETURNS

After seeing your piece about real nappies ('Reusable nappies', February 2005) I felt prompted to write you a letter, since it was my own foray into the world of cloth that led me, ultimately, to taking a subscription with *The Ecologist*.

When my youngest daughter was born in 2003 I'd never previously considered even recycling a wine bottle, let alone choosing reusable nappies. But with my husband having made a swift exit a month before her birth, I was facing maternity leave with little money but huge determination to make a success of single parenthood.

After only a small amount of research I was delighted to discover that I could buy second-hand cloth nappies at a fraction of the price that disposables would cost. This

wasn't quite what I'd had in mind for my baby, but I soon discovered that the majority of the nappies arrived in perfectly hygienic condition, and from that moment on I was hooked.

I'm even more delighted that at each stage that Madeleine has outgrown her nappies, I've been able to sell many of them on again for not a great deal less than I originally paid. In effect, using cloth has cost me little more than an extra couple of laundry loads per week and just a few pounds.

As time went by, the more research I did into nappies and nappy accessories, the more pleasure I derived from the 'other' advantage of using cloth: the environmental benefits. Slowly but surely, this has led to my recycling, composting, re-using and generally living more gently, to the extent that this lifestyle now pretty much defines who I am. I've certainly become one of the most eco-friendly people I know of.

One final point though. I wonder how many of your readers are aware that reusable feminine hygiene protection is also available? I'm one of an admittedly small number of women switching back to using cloth pads rather than disposable ones. Like my

daughter's cloth nappies, I have found them comfortable, clean and cost-effective. I wouldn't switch back now, and in many senses these products mean the world to us.

Alison Wright
Anslow, Staffordshire

RETHINKING THE ECOLOGIST

You've probably noticed we've been tinkering with *The Ecologist* for several months. Taking on board your comments, we want to make the magazine more inspiring for existing readers and open it up to a wider audience, without compromising what we stand for.

The core of the *Ecologist* remains unchanged: Hard-hitting independent features that explore causes rather than effects – essential stories that just aren't reported anywhere else.

We've added photo stories from frontline photojournalists, broadened our regular commentators to include people from a wide range of disciplines, and increased the number of profiles of ordinary people making a big difference.

Please let us know what you think editorially @theecologist.org or by post.

Reusable nappies

Do you want the best for your baby, but don't want to harm the environment? Then use reusable nappies. They're a popular choice, more comfortable and cheaper and more hygienic than disposables, and you won't have to spend hours cleaning them.

By Monty Lee

I don't use renewable nappies because...

- ...They aren't as comfortable as disposables
- ...They are difficult to use
- ...I haven't got time for all the washing

...They need changing more often

...I can't afford them

So they are cheaper and easy to use. But why also should I use them?

- To protect your baby's health**
- To protect the environment your baby will grow up in**

Are you one of those who says to be realistic...



CHINA BOOM FUELS MASSIVE WOOD SMUGGLING OPERATION

A three-year investigation in Asia has unearthed a vast international timber smuggling ring. According to the campaigning organisation the Environmental Investigation Agency (EIA), merbau trees from the Indonesian province of Papua are being felled at a rate of more than 10 million cubic feet per month in a £1 billion a year smuggling operation. The trees are used mainly for hardwood flooring. The Indonesian government has banned the export of the timber, but the EIA says: 'There's no denying that [Indonesian] military officers are involved in illegal logging.' The loggers are paying up to \$200,000 in bribes per shipment to transport the trees to a harbour in eastern China, now the world's largest consumer of illegal timber, along with just about everything else.

■ Read the report at www.eia.org.uk

PHOTOGRAPHS BY REUTERS

CLONED BEEF TO ENTER US FOOD CHAIN

US cattle ranchers frustrated by government delays in approving beef from cloned cattle for commercial consumption have admitted that they will be selling the cattle on anyway. The almost certain result will be cloned meat in the US food chain. *The Los Angeles Times* reported: 'The calves will be sold to youngsters, who will raise them for a year and enter them in county fairs and

farm competitions, collectively known as the club calf circuit.' The paper said it is inevitable that once the calves have finished being shown they will be sold for slaughter, and will then be untraceable. Don Coover, a Kansas vet and bovine semen broker, who has promised two calves to his children, said: 'They will go into the food chain, no question, in six or eight months.' More ominously, Coover added: 'I'm selling hundreds, maybe thousands, of units of semen from bulls that were cloned. They're going to be slaughtered, and the Food and Drug Administration can't do anything about it.'



HERO OR ZERO?



HERO: SISTER DOROTHY STANG

Environmentalist, peasant rights campaigner and Catholic nun Dorothy Stang was shot dead in the Brazilian Amazon on 12 February, almost certainly by killers in the pay of loggers or ranchers. Stang had moved to the Amazon 22 years ago to help poor farmers build independent futures for their families.

Anapu is a young county created by peasant farmers who migrated to the Amazon rainforest from the northeast of Brazil following agrarian land reform. About 173,000 acres of the forest were declared unproductive three years ago and given to the farmers by Brazil's National Institute of Colonisation and Agrarian Reform. The country's Sem Terra[itais] landless movement has 600 member families involved in the project. But the land, which is rich in cedar and mahogany, is also of interest to loggers and corporate landowners.

The Ohio-born Stang worked with the Pastoral Land Commission, a Catholic organisation that campaigns for the rights of rural workers and peasants, and which defends land reforms in Brazil. Her death came less than a week after she met Brazilian human rights officials about threats to small farmers from loggers and landowners.

After having received several death threats, she recently commented: 'I don't want to flee. Nor do I want to abandon the battle of these farmers who live without any protection in the forest. They have the sacrosanct right to aspire to a better life on land where they can live and work with dignity while respecting the environment.'

SCIENTIST DELIGHTED AT FAILURE TO SECURE 'MANIMAL' PATENT

A US scientist is celebrating his failure to secure a patent on a part-human, part-animal hybrid. Stuart Newman is a medical researcher at New York Medical College. Although he has not actually created the 'manimal', he spent seven years trying to patent his idea. In February the US Patent and Trademark Office refused his application on the grounds that the proposed creation would be too closely related to humans to be patentable. Newman was delighted. His aim in going through the patent process was to set a legal precedent that would stop other people from profiting from similar inventions.



POLLUTION INCREASES CANCER RISK FOR UNBORN CHILDREN

The DNA of unborn children can be harmed by their mothers breathing

polluted air, according to a study published in the journal *Cancer Epidemiology Biomarkers and Prevention*. A team at the New York-based Columbia University Center for Children's Environmental Health studied 60 newborn children. They found 4.7 chromosome abnormalities per thousand white blood cells in newborns from low-exposure mothers. Newborns from high-exposure mothers had 7.2 abnormalities per thousand white blood cells.

The study was funded by the US National Institute of Environmental Health Sciences. Kenneth Olden, the institute's director, said: 'This is the first study to show that environmental exposures to specific combustion pollutants during pregnancy can result in chromosomal abnormalities in foetal tissues. These findings may lead to new approaches for the prevention of certain cancers.'

WHERE HAVE ALL THE TIGERS GONE?

An intensive search for tigers on an Indian nature reserve set up specially for the animal's conservation found no conclusive evidence that any were alive. Last May 15 tigers were counted on Rajasthan's Sariska reserve. Environmentalists attribute their disappearance to an increase in poaching and mining in the area



WHAT WE LEARNT THIS MONTH...

- A poll found that Americans believe Ronald Reagan to be the greatest president in US history.
- **An auditing error was responsible for Sellafield nuclear power plant being unable to account for 29.6 kilograms of plutonium (enough to make seven nuclear bombs).**
- Some 44 per cent of scientists working for the US Fish and Wildlife Service reported that they had been 'directed for non-scientific reasons' to change their findings. Furthermore, 56 per cent knew of cases where 'commercial interests have inappropriately induced the reversal or withdrawal of scientific conclusions or decisions through political intervention'.
- **Sydney's Australian Museum has abandoned efforts to clone an extinct marsupial known as the 'Tasmanian tiger' or thylacine.**
- The Arctic is suffering from higher concentrations of some man-made chemicals than the countries where the pollutants are made, according to a new report from the World Wildlife Fund.
- **A US chef has developed a range of paper meals. Using a special ink created from liquidised food, Homaru Cantu prints edible pictures of actual meals on sheets of soya bean and potato paper.**
- A pregnant American woman is selling advertising space on her stomach on Ebay.
- **Asked in a January CNN/USA Today/Gallup poll whether George W Bush was a 'uniter' or a 'divider', 49 per cent of Americans said he was the former, and 49 per cent the latter.**
- According to a recent survey in the US, 36 per cent of high school students believe newspapers should get government approval of stories before being allowed to publish.
- **310,000 people die prematurely in Europe each year as a result of air pollution, according to a European Commission study.**

CAMPAIGN TO GET TOTAL OUT OF BURMA LAUNCHED



TOTALitarian OIL: A global campaign to force French oil firm Total to leave Burma was launched in February. Total, which is the fourth largest oil company in the world, is a partner in Burma's Yadana gas pipeline. The pipeline, which exports gas to Thailand, is believed to earn the Burmese junta between \$200m and \$450m a year, making it the regime's largest single source of revenue.

Total's presence in Burma is preventing the EU from imposing effective sanctions against the country, which is ruled by one of the most oppressive regimes in the world. To protect Total's interests, in 2004 the French government vetoed a proposed EU ban on new investment in Burma's oil, gas and timber sectors.

Political prisoners are routinely tortured in Burma, and the rape of women and children is used as a weapon of war against the country's ethnic minorities. Foreign investment has enriched the regime, which spends around half of its budget on the military. At the same time, spending

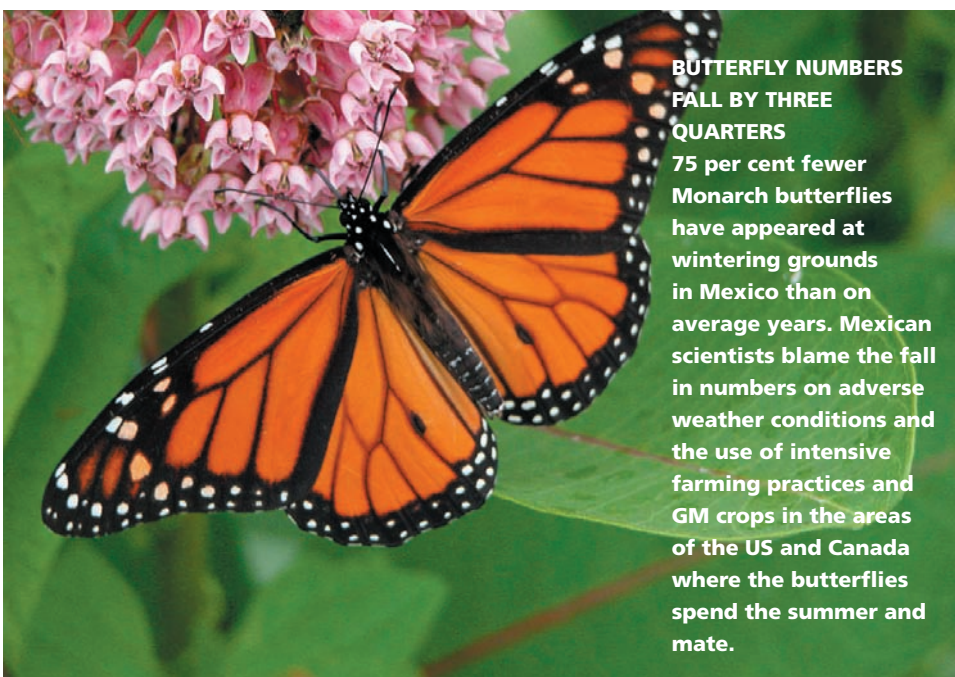
on health has fallen to the lowest of any country in the world, and 60 per cent of Burmese children do not complete primary education.

Total is also currently facing court cases in France and Belgium regarding horrific human rights abuses along the route of the Yadana pipeline. A new report *Totalitarian Oil – Total Oil: fuelling the oppression in Burma* has been published to coincide with the campaign.

■ www.burmacampaign.org.uk

FROM PEOPLE'S REPUBLIC TO PUBLIC RELATIONS

China's Communist Youth League has teamed up with a new partner. Not Cuba, North Korea, but New York advertising firm Ogilvy & Mather. The unlikely bedfellows are launching a joint marketing venture known as Red Force. The project aims to coach young people across the world's most populous country in... capitalism. As the league says, it's 'today's paramount ideology'.



BUTTERFLY NUMBERS FALL BY THREE QUARTERS

75 per cent fewer Monarch butterflies have appeared at wintering grounds in Mexico than on average years. Mexican scientists blame the fall in numbers on adverse weather conditions and the use of intensive farming practices and GM crops in the areas of the US and Canada where the butterflies spend the summer and mate.



BIRDS OF A FEATHER ACTING CLEVER

Research published in the journal *Nature Reviews Neuroscience* suggests that the words 'bird brain' should no longer be used as a term of abuse. Detailing behaviour that is as intelligent as that of chimpanzees, the journal says that birds' brains are as complex, flexible and inventive as those of any mammal.

Among the many findings leading to this reassessment of avian intelligence are the following:

- **Crows in Japan have been observed waiting at the roadside with walnuts in their beaks. When the lights go red and the traffic stops, they move into the middle of the road and drop their nuts before moving back. They then wait until vehicles have driven over the nuts, cracking their shells, and retrieve the contents.**

- **African grey parrots have a sense of humour and even invent new words.**

- **Researchers at Oxford University gave a crow named Betty a four-inch vertical pipe with food at the bottom of it as well as various lengths of metal wire. Betty used exactly the right sized piece of wire to fashion a hook with which to remove the food.**

- **Clark's nutcrackers will hide up to 30,000 seeds and then return for them up to six months later. If nutcrackers witness other birds watching them as they hide food, they will return to it later and remove it to a more secure location.**

- **At an earlier age than any other creature yet tested, magpies understand that when objects are hidden behind curtains they have not ceased to exist**

- **Pigeons can memorise up to 725 different visual patterns. They also deceive other birds by leading them to fake sources of food and then sneaking off to wherever items really are located.**

“The time when we could count on cheap oil and even cheaper natural gas is clearly ending”

Dave O'Reilly, chief executive of ChevronTexaco, speaking to a conference organised by Massachusetts firm Cambridge Energy Research Associates in February



LEAKED DOCUMENTS REVEAL EU HYPOCRISY OVER GM

A leaked internal document obtained by Friends of the Earth reveals that the European Commission has significant and legitimate scientific concerns about the safety of GM foods and crops, despite its official enthusiasm for the technology. The campaign group accuses the commission of putting the health of the public and the environment at risk by this inconsistency.

The document forms part of Europe's defence in a WTO dispute with the US over GM. It reveals that the commission admits the science on GM is constantly evolving, that concerns about antibiotic-resistant genes and the technology's secondary effects on beneficial insects are 'legitimate' and

'scientific', and that member states should be able to determine their own levels of protection for GM.

Since the trade dispute started in 2003, however, the commission has forced two new GM products onto the market and has also pressurised member states to drop national bans of various GM foods and crops.

Adrian Bebb, GM campaigner for Friends of the Earth Europe, says: 'These double standards are dangerous and also damage [the commission's] credibility with the people it is supposed to protect: the European public.'

- **The document can be downloaded at: www.foeeurope.org/press/2005/AB_24_Feb_leaked_documents.htm**



WHAT CHINESE ARMS EMBARGO?

There has been much discussion in the news recently of the potential lifting of the EU arms embargo to China. Yet, as information from the international relations think-tank Saferworld reveals, China is already the fourth highest recipient of UK military equipment. The latest government figures reveal that the UK is already authorising the export of massive and rising quantities of military equipment to China. Exports were up from £32m in 2001 to £76m in 2003 and £81m in the first nine months of 2004.



MINISTRY OF TRUTH

Russian leader Vladimir Putin used his high-profile meeting with George W Bush in February to assure the US president that there was no chance of his country returning to a totalitarian militaristic state. That same month it was announced that the Russian Defence Ministry is launching a new TV channel to boost national pride in the country. According to its manager, the new channel, called *Zvezda* (Russian for 'Star'), 'will dedicate 10 per cent of its programmes to military topics'. These will include 'movies, documentaries, talk shows and a planned reality show detailing the lives of conscripts in barracks'. He added that the station is part of an effort 'to boost military prestige and counter negative reports of hazing [harassment], desertions and corruption in the armed forces'.

SYNGENTA FORCED TO DROP RICE PATENT CLAIM

A significant victory has been won by campaigners seeking to prevent biotech firms from appropriating control of the world's natural resources. Following a month-long campaign partly led by the environmental research organisation the ETC Group, biotech giant Syngenta has dropped a claim for patent rights that would have given it control of the rights of the flowering process of rice and many other plants, including ones not yet discovered. Previously, Syngenta had claimed it had 'discovered' the DNA sequence of the flowering of rice and therefore had exclusive 'rights' to the process.

ETC Group executive director Pat Mooney said: 'As much as we welcome Syngenta's offer to let this patent application lapse, we believe the company should now actively withdraw its applications in every jurisdiction to avoid risk and uncertainty. Syngenta must also examine its portfolio of pending patents and withdraw any that have similar mega-genome claims. National patent offices should also act immediately to reject any pending claims of this nature.'

'The bottom line is that this company sought monopoly control over 40 major food crops. Had the patent been granted, the company's control would have been legal and enforceable and would have spelled disaster for world food security. Once a



patent is granted it could take more than half its lifetime to get it rescinded.'

■ www.etcgroup.org

LATE EXPECTATIONS

When a study by the US's National Cancer Institute declared in December last year that it had found an increased risk of heart attacks with Pfizer's painkiller Celebrex the world's largest pharmaceutical company announced that the findings were 'unexpected'. It was even more unexpected when Pfizer revealed a month later that it had come to the same conclusion itself four years earlier.

2065

the year at which the cost of combatting climate change will be greater than the total value of the global economy.

The Globals Commons Institute

MONEY TALKS

UK FIGHTS EU OVER CARBON EMISSIONS

The EU has threatened to take legal action against the UK over its proposed allowance for carbon dioxide

emissions. Last July, the European Commission approved a UK proposal calling for the country to be allowed to emit just over 811 million tons of CO² annually. It gave the UK two months to request alterations to this quota. Three months later the Blair government asked for Britain to be allowed to emit an extra 22 million tonnes (a 3 per cent increase) following intense lobbying from industry. In February a spokesman for EU environment commissioner Stavros Dimas said that any move to approve the UK's requested changes would be 'illegal'.



AGONY OF VIVISECTION MONKEYS REVEALED

Internal Cambridge University documents revealing that monkeys forced to endure animal experiments scream in terror, agony and despair have been produced in the high court as evidence that laws designed to protect laboratory animals are failing. The papers, presented by the British Union for the Abolition of Vivisection, describe such horrific incidents as monkeys 'screaming, trying to get out of the box [and] defecating'. They also advise scientists to 'punish' animals for bad habits.



If you want to see the truth behind the headlines, follow the money. There are always two sides to every coin.

On the one hand...

Associated Press

MERCK SHARES PLUNGE ON VIOXX DENIAL NEWS

November 1st, 2004.

Shares of Merck & Co. plunged more than 7 percent Monday after a media report said that documents show the pharmaceutical giant hid or denied evidence for years that its blockbuster arthritis drug Vioxx cause heart problems. Merck, one of the world's top five drug makers, pulled the arthritis and acute pain drug from the market worldwide on 30 September, saying it was acting in patients' best interest. Vioxx has been taken by about 20 million Americans and had produced 11 percent of Merck's total revenues.

On Monday, Merck shares were down \$2.22, or 7.1 percent, at \$29.09 after The Wall Street Journal reported that internal e-mails and marketing materials show the company knew as far back as 2000 that Vioxx was linked to an increased risk of heart attack but tried to discredit such evidence.

On the other hand...

DowJones MarketWatch

MERCK SHARES JUMP 12% ON FDA'S VIOXX VOTE

February 18th, 2005

A U.S. Food and Drug Administration advisory panel narrowly agreed Friday that Merck's recalled drug Vioxx was safe enough to return to the market. The panel voted 17-15 to allow Vioxx to come back to pharmacy shelves.

MAX KEISER COMMENT:

This is a clear an example of a corporation's need to make money taking precedence over a government's responsibility to protect its citizens from fraud as will ever see. It's no wonder climate change is denied by government officials, or that international treaties negotiated by these administrations fail to protect endangered forests and animal species from extinction. Whether it's a heart attacks, flooding, mass extinction of wildlife or global holocaust by chemical poisoning, the position of the US and her allies is, 'it's all good, if it makes a few bucks for a few at the expense of all.'

Max Keiser is head of Karmabanque.com and writes *The Ecologist's* financial pages.



In February, almost 15 years after Britain's longest ever court case began, the European Court of Human Rights ruled that the two defendants in the McDonald's libel trial had been denied their rights to a fair hearing and freedom of expression

BY LAWRENCE BUCKLEY



Vindicated:
the McLibel
Two, Helen
Steel and
David Morris

MCLIBEL

FIFTEEN YEARS ON



Defendants who are guilty until proven innocent, denied access to legal aid, and tried without a jury. No, this is not New Labour's new policy on detaining terrorist suspects; this is every corporation's traditional protection under England and Wales's complex and arcane libel laws.

Some people, however, believe that justice is not a purchasable concept; that, despite the law's historical interest in protecting powerful corporate interests, a court will still recognise slave labour, environmental destruction, child exploitation, dangerous food and animal cruelty when it is shown them.

David Morris and Helen Steel's 15-year battle with McDonald's and the UK's defamation laws has been described as 'the greatest victory against corporate power in living memory' by George Monbiot and 'the worst corporate PR disaster in the world' by Channel 4. Yet to meet the unassuming north London pair is to be reminded that history is made by people who simply refuse to say that two plus two equals five.

'It just seemed wrong,' says Steel. 'They should be apologising to us, not the other way round.' Morris says: 'They were trying to gag us. No one thought that it was possible to defeat a company so powerful, but nothing is more powerful than the truth.'

Rewind to 1986. London Greenpeace, a small vegan organisation that campaigns for animal and labour rights, is holding a meeting in an upstairs room in London. Today's attendance is good. Maybe there are 14 people present discussing the group's leaflet, 'What's wrong with McDonald's? Everything they didn't want you to know'. Activists have recently been handing out copies of the leaflet to McDonald's customers. The problem with the meeting is that half of those in attendance are spies.

At the time McDonald's was riding high. It had 18,400 restaurants in 89 countries and took \$18.8 billion in annual revenue. Those who criticised it, the BBC, *The Guardian*, Morrissey, would be threatened with court action unless they recanted and apologised. Everyone so far had done so.



So it was that the company employed two firms of private detectives to infiltrate London Greenpeace and get the names and addresses of the individuals who had distributed the leaflets. The spies attended meetings, broke into the group's offices, took photos, stole documents, handed out anti-McDonald's leaflets, had affairs with London Greenpeace activists, and described each other in official reports as 'suspicious'. One, Fran Tiller, ended up as a vegan nutritionist and witness for the McLibel defence.

After four years, in September 1990, McDonald's began its £10m, 10-year court case against Steel and Morris. The pair of unemployed community activists were demanded to prove their innocence by pitting their wits against those of Richard Rampton, QC, a £2,000 a day libel expert, and his team of six lawyers. Denied a jury and legal aid, but with the help of friends and supporters, Morris and Steel started the McLibel Support Campaign. Protests and leafleting grew. Media interest swelled. Money was raised. A website, www.mcspotlight.org, was launched. The case went on. And on...

'It took a while to break McDonald's top people down,' says Morris today. 'Paul Preston, McDonald's UK president and our first witness, said, "You can call me Mr Big Mac: I've got ketchup in my veins." But give it four days of continual questioning and cross-examination and the reality of their business cannot help but seep out.'

By 1995 McDonald's was worried. The case was by then uniformly referred to as a 'public relations disaster'.

'McDonald's portrayed as a racist, homophobic, anti-trade union company in which "paranoid" managers competed to reduce staffing levels to save money,' screamed the *Evening Standard*. In the US, papers wrote of 'worldwide publicity coups'. In Australia a leaked McDonald's memo warned: 'We want to keep [the case] at arms' length – not become guilty by association.' Company shareholders were demanding an end to the debacle. McDonald's tried to settle.

'McDonald's flew over some members of their board of directors,' recounts Morris. 'We met in a room above the Wig and Pen opposite the court on Fleet Street. They offered to pay a "substantial sum" to a third-party charity if we stopped leafleting. We said that we would consider stopping leafleting if they stopped advertising. That's fair enough.'

'What they cannot understand,' says Steel, 'is that we love the earth more than money. It makes us fundamentally incompatible.'

Judgment Day: 19 June 1997. Morris and Steel travelled with three camera crews to the court, where another 50 camera teams awaited them, to hear the verdict on the longest court case in English history. The case had spawned one book, two films, worldwide protests, and the most famous and widely read leaflet in history. On one

THE TRUTH WILL OUT: MCDONALD'S IN COURT

The McDonald's libel trial exposed to the world the deep wisdom and insight of the fast-food corporation.

'McDonald's food is nutritious. Coca-Cola is nutritious. Sweets are nutritious.'

David Green, McDonald's senior vice-president of marketing (US)

'Junk food is whatever a person doesn't like. In my case semolina.'

McDonald's consultant on nutrition, food scientist professor Verner Wheelock

'A diet high in fat, sugar, animal products and salt, and low in fibre, vitamins and minerals is linked with cancer of the breast and bowel and heart disease.'

The London Greenpeace leaflet

'I would say [that] is a very reasonable thing to say.'

Dr Sydney Arnott, McDonald's cancer expert

'McDonald's should attempt to deflect the basic negative thrust of our critics. How do we do this? By talking "moderation and balance". We can't really address or defend nutrition. We don't sell nutrition, and people don't come to McDonald's for nutrition.'

McDonald's internal company memo, March 1986

'The reason Japanese people are so short and have yellow skins is because they have eaten nothing but fish and rice for 2,000 years... If we eat McDonald's hamburgers and potatoes for a thousand years we will become taller, our skin become white and our hair blonde.'

Den Fujita, president of McDonald's Japan

'Pretty comfortable.'

McDonald's expert witness veterinary scientist Dr Neville Gregory on the conditions experienced by five battery hens living in a cage with less space than an A4 sheet of paper per bird

'I can see [the dumping of waste] to be a benefit, otherwise you will end up with lots of vast, empty gravel pits all over the country.'

McDonald's UK executive Ed Oakley explains the service provided to the environment by the company's polystyrene packaging

McTimeline

1985 London Greenpeace (LG) launches the International Day of Action Against McDonald's, which has been held on 16 October ever since.

1986 The group produces a six-page factsheet entitled 'What's Wrong With McDonald's? Everything they don't want you to know'.

1987 21-year-old gardener Helen Steel joins LG.

1989 McDonald's hires two teams of private investigators to infiltrate LG.

1990 McDonald's serves libel writs against five LG activists. Three apologise; Steel and Morris do not.

1991 Steel and Morris take the British government to the European Court of Human Rights to demand the right to legal aid. They are unsuccessful.

1993 The 'McLibel Two' are denied trial by jury. They are told that the case would be too difficult for ordinary people to understand.

1994 The libel trial begins in Court 35 of the Royal Courts of Justice, London.

1995 It becomes the longest ever UK libel trial.

1996 The McSpotlight website is

launched. To date, it has been accessed more than 180 million times.

During a summer brake in the trial, Ronald McDonald and friends turn up with £500 to give to Morris's son's play-centre. The publicity stunt backfires in the press.

1 November (court day 292): The McLibel trial becomes the longest trial of any kind in English history.

1997 Justice Bell rules that Morris and Steel have proven five of the contested points in the original LG leaflet and not proven four. They lose the case. McDonald's drops its claims for costs. Morris and Steel lodge an appeal.

1998 The Metropolitan Police agree to pay £10,000 to the McLibel Two for disclosing personal information about them to McDonald's.

1999 Partly overturning the 1997 ruling, lord justices Pill, May and Keane announce that McDonald's does endanger the health of its regular customers and does have poor working conditions.

2000 The McLibel Two launch their case against the UK's libel laws in the European Court of Human Rights.

2005 The European court announces that Morris and Steel had been denied their rights to a fair trial and freedom of expression.



day, the McSpotlight website received 2.2 million hits.

The court ruled that Morris and Steel had not proven allegations that McDonald's was responsible for poor working conditions, heart disease, food poisoning, starvation in the Third World and destruction of the rainforest. But it found that McDonald's *did* exploit children with its advertising, falsely claim its food was nutritious, risk the health of

MCLIBEL: THE ISSUES

The case was based on eight core issues:

NUTRITION

Restaurants in hospitals and sponsored school meals and sports events would seem in rather bad taste for a company that a US court had recently ordered to pay out \$8.5m because it had failed to inform its customers about the extent of artery-clogging trans-fatty acids in its food. McDonald's disagreed.

ENVIRONMENT

McDonald's produces more than a million tons of packaging a year, yet Paul Preston, the company's UK president, claimed that if 1 million customers each bought a soft drink he would not expect more than 150 cups to end up as litter. What happens to the other 999,850 is as yet unknown, but making suggestions may get you sued.

long-term customers, organise against unions, engineer low wages and perpetrate cruelty to animals.

Two days later Steel and Morris were distributing the leaflets again. More than 5,000 people joined them in a campaign targeting 500 of the UK's 750 McDonald's stores. The company dropped its claim for costs. Two months later three appeal judges overturned the judgments that Morris and Steel had not proven their allegations about heart disease and working conditions. *The Sunday Times* reported that Ed Rensi had been removed as McDonald's chief executive following falling profits and brand failures.

At this point many people may have considered their work over. Morris and Steel felt it had only just begun. 'We're anarchists,' says Morris. 'For us it is not acceptable to live in a world where so much power is held by so few people. Having been through the case, it was important to protect others from laws which we believed were illegal and fundamentally unjust.'

On September 2000, 10 years after McDonald's served the original writs, Morris and Steel took the UK

government to the European Court of Human Rights in an attempt to change the country's libel laws. Four and a half years later, on 15 February this year, the court declared that the McLibel case had breached the pair's rights to a fair trial and freedom of expression.

Morris says: 'This is a victory that recognises the importance of small grass-roots movements to society, that the right to tell the truth is not for the highest bidder but a right that must be supported and protected.'

The McLibel trial has become the bedrock for the growing global protests against McDonald's and its domination of public space. The multinational's wildly disproportionate attempt to silence two penniless critics was used as a stage for the most damning attack on corporate interests ever mounted. It was this court case that enabled the level of public debate that we see today about junk food and obesity, advertising to children and environmental destruction.

But the Strasbourg victory has come at a time when our rights as individuals and organisations are being attacked more rapidly and

clandestinely than ever before. Thanks to the Serious Organised Crime and Police Bill, which has passed through the Commons for the third time, companies need no longer use civil actions like libel cases to silence their critics; they will soon be able to initiate criminal proceedings.

This bill has been widely reported because of its proposals to criminalise the incitement of religious hatred. What has been widely missed is that it gives open-ended opportunity for people to be arrested for causing distress, alarm or harassment through campaigning activities. So far, the interpretation of this has included arrest for sending inoffensive emails and displaying pictures of a dead cat at an animal welfare stall.

'All forms of protest are under attack from this bill,' says Morris. 'If they want, police can arrest you for handing out a leaflet to a person twice or gathering in a residential area. We must continue to resist corporations' and governments' attempts to take our lives from us. We must create a new future.'

■ **Lawrence Buckely is a producer at Resonance FM (see Reviews, page 65)**

ADVERTISING

£2 billion is spent by McDonald's each year in advertising. The majority of that is aimed at children. London Greenpeace claimed that this amounted to child exploitation. The court agreed.

EMPLOYMENT

McDonald's is one of the world's largest employers. The corporation claims this is a force for good. Others believe that its working practices keep wages low and personal risk high.

ANIMALS

Every year, half a million McDonald's chickens die prematurely in the windowless factories which double as their homes. McChicken beak-ball, anyone?

EXPANSION

Accusations of monoculture and the

company using cheap labour and land from poor countries to make a wealthy minority even richer offend McDonald's sensibilities. So it employed a £2,000 a day lawyer to gag two unemployed dissenters.

FREE SPEECH

Trial without jury; a presumption of guilt; the denial of legal aid. Corporations use profits to dominate public space. Government uses power to limit redress through the law.

CAPITALISM

David Morris and Helen Steel are anarchists. They believe that capitalism is a system that exploits the earth and its populace to destructive ends. The future that they envisage, one without the centralisation of power in governments and multinationals, is fundamentally incompatible with McDonald's business practices.





FIGHT THEM FOR THE BEECHES

Permits for roadworks should be made conditional on utility companies filling the holes they dig with trees

BY JON SNOW

A couple of years ago a double-decker bus ran into a mature plain tree outside my office in central London. The very next day this 150-year-old gorgeous display of bark and leaves, together with its equally splendid neighbour, had been felled, pulped and carted away. All that remains today are two naked tree pits and a terrible absence of green in a grim grey urban street. In

a matter of hours a total of 300 years of growth and survival had been cut down and destroyed.

A close examination of what had happened revealed that immediately before the 'crash' (in which the tree suffered more injury than the bus, and no human was injured) the painted layout of the road had been changed by the local authority, the

London Borough of Camden. Two new disabled parking bays had been established against the curb on the opposite side of the road. The effect of the new parking provision had been to push traffic on that side of the street out into the middle of the thoroughfare, closer to the trees than it had ever been before.

When the bus hit the tree the instinctive reaction was not to question what had happened to the traffic on the road, but to execute the offending trees. There was no inquiry, no public consultation, no environmental audit, no court order, no review; the road changes just happened on the authority of one council official.

Make no mistake, in many ways, Camden is a model council. Indeed, last year it was voted UK council of the year. So, if this could happen in Camden, it could happen anywhere. I wrote immediately to the council leader, to the environmental protection officer, to the local councillor. I was convinced that an offence, maybe even a criminal offence, had occurred. But to my amazement I discovered that while the trees in my garden in Kentish Town, in the same borough, were protected by a tree preservation order, those in the care of the local authority were not. They could cut down anything on the grounds of road safety and much else whenever and wherever they wanted.

When I demanded that the two plain trees be put back and even offered to raise the money to fund mature replacements, I was told no. But the huge tree pits in which they had stood were still there; two leafless summers later they still are. The council said that the complexity of services beneath the tree pits meant they could no longer be used.

I draw two lessons from this experience. The first is that all local authority trees should be the subject of preservation orders: it should be impossible to fell them without public notification and due process. The idea that 150 years of growth and presence can be slashed down at the stroke of one official's cursor is nothing short of alarming.

nhbs | *the* Environment Bookstore

conservation?

ecology?

biodiversity?

wildlife?

sustainable development?

global warming?

environmental policy?

3000 titles in our massive winter sale

www.nhbs.com

DO MOBILE PHONES GIVE YOU HEADACHES?

King's College London is running a study to see if mobile phone signals can cause headaches. We now need two groups of volunteers to help us with this: people who often get headaches when they use a mobile phone, and people who never get headaches from mobiles.

If you are interested in volunteering and would like to find out more, please contact **Dr James Rubin in strictest confidence on 020 7346 3798 or at mobiles@iop.kcl.ac.uk.**

This study has been approved by an independent research ethics committee. Participants will be reimbursed for their time and for any expenses.

KING'S
College
LONDON

University of London

The second and much more far-reaching lesson derives from the conclusion that we simply have to plant very many more urban trees. It is, after all, in the town and city centre where the blight of carbon emissions and harmful greenhouse gases is most highly concentrated. The tree is a brilliant absorber of some of the worst of these; and it is logical to plant most where the problem is worst.

One of the problems with the phrase 'tackling global warming' is that it has all the ring of a vast problem (which it is) about which we insignificant singular humans can not do anything (when we can). The battle for the urban tree presents great opportunity. So what have the assassination of the urban plain tree, the empty tree pit and the complexity of subterranean services to do with opportunity?

Something else I discovered from the death of 'my' office trees is that the cost of a tree, even a semi-mature one, is not unduly expensive. Saplings bought en masse can cost far less than a fiver apiece. I also discovered that when any utility provider digs up an urban street they have to arm themselves with a map of all *its* the local underground utility supply lines. My final discovery was that even when feeding new wiring or piping from one road opening to another, the utility company has to have an array of excavators, diggers and finishing materials to hand to make good the roadway at the end of it all.

Here, very simply, you have the ingredients for the regeneration of the urban tree. All it requires is either a voluntary code or statutory compulsion to ensure that every time a utility company digs up any urban street, it has to leave a minimum of one planted tree for every 25 metres of disrupted road or pavement. They already have the map, so they know where the tree pits can and cannot be dug; they have the plant to do the job; all they need is the tree and 'we' could provide that.

Every time a utility company posts notice that a street is to be dug up it should have to notify householders and businesses of their right to demand tree-planting in return. There cannot be an urban reader of *The Ecologist* who doesn't pass a street or road in mid-excavation every day of their lives. Think of the green residue that could be engineered from this otherwise painfully disruptive work.

2005 is the Year of the Volunteer. The urban tree has every potential for becoming one of the key generators in making such a year mean something. I would hope that groups of householders and businesses could get together to adopt a section of street in order to plant new or nurture existing trees. London is currently having its network of Victorian iron water pipes renewed. One little discussed consequence of this is that the decades of heavy leaking that have kept so many trees watered will end. We will need to augment the watering of trees if we are to preserve them, particularly as we experience year on year reductions in rainfall. What better legacy from the Year of the Volunteer than to leave behind collectives of tree-carers and greener cities as a consequence?

■ Jon Snow presents Channel 4 News



NE VIVE PAS L'INDIFFERENCE

Food scares like Sudan 1 are finally encouraging Britons to take a more Gallic interest in what they eat

BY JOANNA BLYTHMAN

The UK is in a spin about food once more. The cancer-causing illegal dye Sudan 1 has turned up in hundreds of foods and spread its tentacles throughout the food-supply chain – everywhere from supermarkets to school meals, pubs and takeaways. It's like BSE all over again.

British consumers have recognised for some time that they are routinely eating more processed convenience food and cooking less for themselves. Thinking consumers are intermittently fretful about the theoretical risks from this unprecedented, modern diet, but most people take a 'safety in numbers' approach. A diet full of ready meals and industrialised factory foods seems the way of the world. Surely the regulatory powers that be would not allow public health to be jeopardised in any serious way. Surely apparently responsible retailers like our large supermarket chains would not sell us food that was dangerous.

But just as with BSE, the penny is beginning to drop. We are beginning

to realise that we have abdicated control and responsibility over what ends up on our plates to a not entirely trustworthy food industry and to retailers whose overarching goal is making profits.

As a consequence of Sudan 1, various public safety timebombs that are ticking away in our food chain are shooting up the news agenda. Only a decade ago, the current level of British media interest in food provenance would have been unthinkable. In the early 1990s it was a struggle to get a thoughtful article raising food issues printed. News desks saw food as a fluffy subject, fodder for weekend supplements and women's pages. Those softer underbellies of the press would countenance a serious piece, but it was an infrequent minority sport: they would not run too many such articles for fear of putting people off all those lip-smacking recipes for Sunday lunch.

Nowadays, bad food stories are everywhere, because due to a succession of scares, many people are put off

British food anyway. The other day, I found myself in an airport, starving. Contemplating the line-up of dismal snacks and sandwiches on offer was a depressing experience. Tuna sandwiches were not tempting, both because tuna is a hideously overfished species and also because tuna mayonnaise figured prominently on many retailers' Sudan 1 product recalls. I know enough about pig production to be sure that the ham in the multiple bread and toastie offerings would have come from some miserable intensive pig unit. The trendy breads (sun-dried tomato 'bloomers', bogus Mediterranean ciabattas, et al) would mostly have contained propyl gallate, an additive linked to cancer which is used to extend shelf life. Still famished on the plane, I ate, in desperation, one of two cloyingly oversweet biscuits containing artery-clogging hydrogenated fat. Had I been travelling business class, I would have qualified for a 'healthy' option: a bag of ready-prepared Mac Red apple slices, washed in chlorine then packaged in modified air, the kind that seriously depletes vitamin levels. Yum.

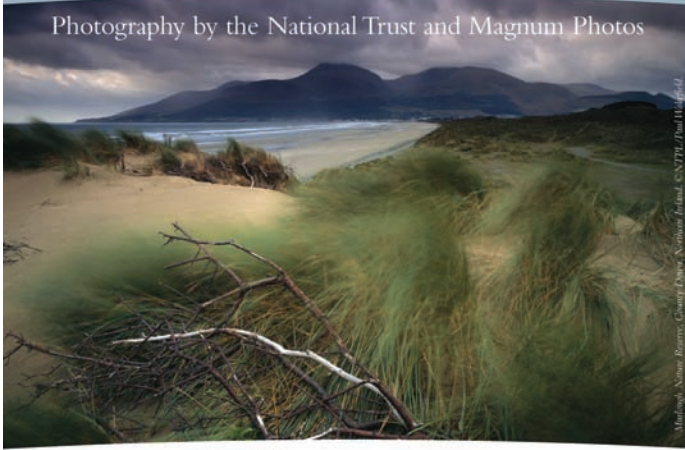
Of course, if I had followed the guidance in the best-selling book *French Women Don't Get Fat* by Mireille Guiliano I would not have let myself get into this situation. Guiliano never travels without what she refers to as an '*en cas*': a little store of portable good food such as unroasted nuts, which you can attack like a squirrel in desperate circumstances.

French Women Don't Get Fat is the antithesis of a diet book. It expounds the French philosophy of sane, healthy eating, a philosophy so alien to the UK. French women, Guiliano points out, don't worry about bad food but think constantly about good food. Unlike the Brits, who have swallowed the 'no time to cook' myth, they like to spend time planning and preparing great food. French women know that supermarket food is crap, and shop for seasonal produce in small shops and markets. They never allow themselves to be hungry by observing the time-honoured ritual of three meals a day and eating moderate quantities from a much wider range of foods than their Anglo-Saxon counterparts. *Et voila!* They get considerable pleasure from the

the coast exposed

23 March 2005 – 8 January 2006

Photography by the National Trust and Magnum Photos



THE
QUEEN'S HOUSE
AT THE NATIONAL MARITIME MUSEUM



Free Admission

For further details www.nmm.ac.uk or tel: 0870 780 4563
Greenwich, London.

ARTS & ECOLOGY

Launching a new programme to profile, encourage and support artists in addressing ecological concerns are two debates asking the questions: How can art be used as an agent for social and environmental change? And what are artists currently contributing to the field?

ARTS & ECOLOGY LAUNCH EVENT AT THE RSA

WEDNESDAY 27 APRIL 2005 6.30 - 8.00PM / FREE

Alfredo Jaar with project champions

Sir David King and Sir Nicholas Serota

ECOLOGY AND ARTISTIC PRACTICE SYMPOSIUM AT THE RSA

THURSDAY 28 APRIL 2005 10.00AM - 6.00PM / £15

Allora & Calzadilla; Kayle Brandon & Heath Bunting;
Clare Cumberlidge, General Public; Prof. Gary Genosko;
Vassif Kortun; Nils Norman; Solitaire Townsend, Futerra;
Jane Trowell, Platform; Jan Verwoert
Chaired by Declan McGonagle

To book write to art@rsa.org.uk or
Arts & Ecology, RSA, John Adam Street, London WC2N 6EZ

RSA in partnership with



whole process of shopping, cooking and eating, and remain at a healthy weight.

The danger of food scares, in a British context, is that they breed a fear of bad food rather than this love for good food and all its attendant life-enhancing pleasures. We need to be intelligently aware of the issues but never lose that drive to cherish and appreciate the delights of the table. Coming to the rescue on this side of the Channel is a revolutionary new book written by the food journalist Rose Prince.

In *The New English Kitchen: changing the way you shop, cook and eat* Prince sets out to reunite the politics of food with the politics of pleasure. She exposes the current gulf between the two. 'Looking at the daily papers it is clear that the food chain is in crisis... Flick back to the recipe feature in the magazine and, to be quite frank, you could be on another planet. Enjoy! Char-grill some more tiger prawns – to hell with the devastating effects on mangroves! Teriyaki another chicken breast – never mind where it comes from!'

Prince has travelled around Britain and investigated food origins, learning from farmers, growers and specialist retailers. The insights she has gleaned are illuminating and often wittily expressed. She

writes of a butcher whose delivery of lamb consisted of 20 lamb carcasses and 40 extra legs. 'No way was he able to sell all the cuts of 40 lamb carcasses, in spite of the successful pie business run by his wife... He could not sell the cheap cuts. In the newspapers the row about the prospect of genetically modified food raged on, and yet here were consumers effectively demanding lambs with four back legs.'

Telling examples like this graphically underline Britain's current confusion about food, engineered in part by decades of deceit and obfuscation from the food industry. *New English Kitchen* provides a contemporary and much-needed manual that allows us to buy, cook and eat intelligently and economically but with heightened awareness. Unlike the French, we do need help developing a rounded attitude to food, one which restores food to its proper place in daily life.

Following the Sudan 1 revelations, many more people are asking themselves hard questions about the over-processed, industrialised food that they are in the habit of ladling into their shopping trolleys. Some are already shunning that ready-made cottage pie for some raw mince and resuming cooking for themselves. Quite right, too.

■ Joanna Blythman is an investigative journalist and author of the books *The Food We Eat* (Penguin) and *Shopped: the shocking power of British supermarkets* (Fourth Estate)

Unlike the French, we need help developing a rounded attitude to food, one which restores food to its proper place in daily life



EFFICIENCY BE DAMNED

Far from being a silver bullet for climate change, efficiency is the driving force for ever more gluttonous consumption patterns and all the health and environmental consequences they entail **BY NICOLS FOX**

As the polar caps calve icebergs the size of small countries, glaciers melt and water laps about the ankles of South Pacific islanders, the answer to climate change from experts is virtually a chorus: apply efficiency. From the factory floor to the kitchen, doing things faster and using fewer resources and less labour have become universally accepted goals and the solutions of choice to avoiding more global warming. Hybrid motor cars won't use as much petrol, hungry electrical appliances will be redesigned to be happy on short rations, better insulation will mean across-the-board savings, and all this combined will mean less energy use. In short, the greater application of efficiency will save us without painful sacrifice and lifestyle adjustment having to be made.

And if you believe that, you probably thought that using computers would reduce paper consumption. In fact, exactly the opposite has been the case.

The ease of writing and printing that modern computing has put in everyone's hands has meant more paper use than ever before. Efficiency has the habit of producing unexpected and unintended consequences.

The idea of getting the most from the least (itself an outgrowth of Jeremy Bentham's 18th century philosophy of utilitarianism) was a prelude to the Industrial Revolution. In the early 1900s, Frederick W Taylor carried the idea further. The founder of scientific management, Taylor divided tasks into specific actions and used fractionated time analysis to get the most from workers. He dreamed of taking efficiency out of the factory and applying it to every aspect of life to increase production throughout society. 'Our larger wastes of human effort,' he said, 'which go on every day through such of our acts as are blundering, ill-directed, or inefficient... are less visible, less tangible and... but

vaguely appreciated.' We were slackers and could do better.

To a large extent Taylor was successful. Efficiency moved out of the factory into the living room. It has become the mantra of the age, producing the pressured modern life, in which squeezing every drop of time from the day seems reasonable. To question efficiency begins to sound like heresy.

Yet efficiency is not only the dirty little secret behind increased energy use (graphs reveal that even as the things we use are made more energy-efficient, energy use increases); it's a big part of the reason why the world is experiencing serious shortages. Doing more with less has not translated into using less, but into doing more and using more.

Efficiency has ushered in a golden age of consumption. Decreased production costs have meant that the potential for accumulating consumer goods has increased for all: more clothing, more household goods, more gizmos and trinkets, bigger houses with more bathrooms.

As household gadgetry has become more efficient and demands less power, we've simply increased the number of gadgets (or the complexity of gadgets), even invented entirely new categories of them. Do we really need electronic dartboards and rotating tie-racks? Are mobile phones really efficient? Or have they merely meant more people are talking to each other more often than ever before, all the while saying very little? Certainly, they haven't reduced telephonic communication. And their complexity requires far more initial use of energy than conventional telephones.

Better insulated houses have not led to people using less fuel, but encouraged the establishment of new standards of comfort. Now they can be warmer than they ever expected to be, and instead of using less fuel they are using the same or more. As the fuel efficiency of cars has improved, everyone has simply taken to driving more and, particularly in the US, living further outside urban areas.

But efficiency isn't limited to energy use. As fishing fleets employed new technologies to find and capture fish more effectively, more people around the world are eating more fish and stocks

COMMENTS

are rapidly being depleted. As timber harvesting went from handsaws to power saws and now to feller-bunchers (huge mechanised monsters that can cut, strip and stack logs at astonishing rates), the forests are being depleted at a pace that makes sustainability impossible. As more efficient agriculture became the norm and more efficient means of transportation have been developed, we're spending less to eat more and our diets have expanded from selections limited by local climates to global possibilities. The seasons have vanished as even the average consumer can consider eating raspberries or asparagus year-round and worldwide applications of efficiency in production and distribution have made consuming them a possibility that would have seemed wildly luxurious a generation or two ago.

But efficiency has yielded some real disasters. It was in pursuit of efficiency that agri-business came up with the idea that recycling diseased animals into feed for cattle was good for beef and milk production. And we know where that led. Efficient transportation in the form of air travel has meant that diseases that start in one part of the world can now be spread halfway round the globe in a matter of hours. Trucks and trade efficiently facilitated the original spread of the Aids virus.

With efficient food production, mass processing and rapid widespread distribution, the kind of mistake that once might have produced a local outbreak of food poisoning can now have national or global consequences. In 1994 the poor cleaning of tanker trucks carrying liquid eggs resulted in the

contamination of an ice cream mix that, because of the mass production and efficient national distribution system of the company involved, spread salmonella over the entire continental US, resulting in an estimated 223,000 cases of infection. E. coli O157:H7, sometimes called the 'hamburger bacteria', was unknown in 1976; thanks to the worldwide trade in beef, it had spread virtually around the globe by 1996. Emerging-disease experts are looking warily at the new bird influenza in Asia, knowing that once it starts spreading from person to person global transportation networks could quickly, and very efficiently, create a pandemic.

When you start looking for examples of the ugly side of efficiency they are everywhere, but few people blame so many of modern life's commonplace stresses and frustrations on the principle. To spend a blood-pressure-raising five minutes on the telephone pressing buttons for voice-mail selections that don't really apply is to be the victim of someone else's application of efficiency. Like it or not, you are the company's new receptionist, doing the work that someone else once did for you. Usually, these transfers of labour are accompanied by that reassuring Orwellian phrase 'for your enhanced convenience'. Don't believe it.

Companies have efficiently transferred their work to you as you serve yourself, clear your own table, pump your own petrol, check your own oil, bag your own groceries, pay bills and manage your money on the computer. Soon, we are told, we overworked consumers will be checking ourselves out at the electronic cashier. All of this is creating more productivity and thus more profit for the company, but also more work for the individual consumer, who is justifiably feeling overwhelmed. Frustration and alienation follow.

Efficiency is the stray dog that followed you home from the office. Multi-tasking may be good for the economy, but no fun for the rest of the family. Convenience foods are efficient, but cooking and eating together have intrinsic value in the family setting. To-the-minute scheduling is what businesses do, not humans. If time has become a tyrant, the cult of efficiency is to blame. Most things that people really enjoy, the essentials of living and loving, aren't efficient at all.

Efficiency has its place, but it no longer knows it. And it's not going to solve the problems of energy over-consumption on its own. A re-prioritising of values and genuine conservation might.

The climate change 'experts' insist greater application of efficiency will save us without painful sacrifice and lifestyle adjustment having to be made

■ Nicols Fox is the author of *Against the Machine: the hidden Luddite tradition in literature, art and individual lives* (Shearwater Books, now in paperback), and is writing a book with the working title *The Case Against Efficiency*

NO SWEAT

NO SWEAT TRAINERS HAVE LANDED!

100% SWEAT SHOP FREE

NO SWEAT GUARANTEES:

- ★ REAL wages
- ★ REAL workers rights
- ★ REAL quality

SOULFUL

£29.50

INC VAT & DELIVERY

"No Sweat trainers guarantee that workers are treated fairly and with respect. They are no longer fashion's victims"

(J.Lloyd FAIR DEAL TRADING)

TOUGH CANVAS **ANIMAL FREE** **100% VEGAN**

↑ The 'Code Pink' NO SWEAT Sneaker

The 'MoJo Red' ↑ NO SWEAT Sneaker

NO SWEAT SHOES ARE DISTRIBUTED IN THE UK BY THE FAIR DEAL TRADING PARTNERSHIP UK LLP.

WWW.FAIRDEALTRADING.COM

CONTACT@FAIRDEALTRADING.COM OR CALL 0870 766 5196



GREY AREA

The increasingly loathed 'tree rat' may not be to blame for the red squirrel's decline after all **BY MALCOLM TAIT**

The birds of sea and farmland have had a decent share of the headlines recently: their falling populations have become increasingly recognised as indicators of unsustainable human practices. But it's not all doom and gloom: the numbers of some species have actually been seen to improve. Very good. But now there are some new kids on the block. Or, to put it more accurately, the chopping block. The British Trust for Ornithology has announced that several woodland species of bird are rapidly disappearing. In some cases populations have dropped by up to 80 per cent. Several reasons are being put forward for why this could be.

Some of them are straightforward, such as reduced lowland woodland management or increased urbanisation to the woodland edge. Others are more complicated: hunting pressures on migratory species, or climatic change causing chicks to hatch out of sync with the emergence of insect foodstuffs. But tucked away in the list is an intriguing suggestion that certainly wouldn't have been made a few years ago: the grey squirrel might be to blame. This theory is

the latest stage in the demonisation of a creature that is being moved unerringly towards top pest status.

The grey squirrel, I predict, will soon become one of the leading natural scapegoats for ecological change in Britain. Bit by bit, opinion is being turned against the creature, its recent addition to British fauna damning it as an unfavourable species that shouldn't be here at all. Blamed for digging holes in lawns, uprooting bulbs, bark-stripping, scaring off birds from nut-feeders, aggressive behaviour, and now the decline of our woodland songsters, the increasingly loathed 'tree-rat' is being turned into mammalian enemy number one.

It seems strange that an animal that has been here longer than anyone alive on these islands can remember (it was first introduced in the 1870s), and which spread fairly rapidly and was already well established by the 1930s, should only now be becoming a hate figure. Of

course, the main reason for this bile is the oft-quoted dislodging by the American invader of the pretty little native red squirrel. How typical of the Yanks. Over-fed, over-rated and over here.

But is the grey squirrel really to blame for the red's decline? Back in the US, it shares land with four other squirrel species, one of which is very similar to our own red squirrel, and they all manage to get along together just fine. In Britain, the two species have rarely been seen fighting together, while they often *have* been seen feeding near each other. In some parts of Britain, it took up to 20 years for the red to disappear from areas into which the grey had moved. Perhaps other changes are responsible for the red's disappearance, changes that the larger grey, with its wider diet and greater inclination to come to the ground for fallen food, is better equipped to survive.

Perhaps it's the weakness of the red that should be looked at, rather than the strength of the grey. It's little realised by the public that this is not the first time that the native version has struggled. In fact, there's a strong likelihood that not one single Scottish red squirrel could trace its family tree back for more than about 230 years in this country. The woodland clearances of the 18th century made the animal effectively extinct in Scotland, a fate from which it was saved only by reintroductions from Scandinavia. By the mid-19th century, the red squirrel was absent from much of its current Scottish habitat, and its reintroduction in many areas preceded the appearance of the grey in England by only about 20 to 30 years.

So perhaps changes in Britain's woodland content and management, changes that date back 200 years, mean that the red squirrel is no longer suited to this country. And maybe the same and more complicated reasons could be responsible for the decline of our woodland birds. It's just that it's so much easier to lay the blame for our ecological tampering at the door of the dreaded American invader.

■ Malcolm Tait is the former managing editor of *The Ecologist*

The grey squirrel is being moved unerringly towards top pest status

reintroduction in many areas preceded the appearance of the grey in England by

BEHIND THE LABEL

CLAIROL NICE'N EASY HAIR COLOUR 120

More than just a colour change? BY PAT THOMAS

INGREDIENTS:

Aqua, hexylene glycol, propylene glycol, soytrimonium chloride, isopropyl alcohol, ethoxydiglycol, ethanolamine, oleth-5, oleic acid, oleth-2, parfum, cocamidopropyl betaine, ammonium hydroxide, C11-15 pareth-9, citric acid, p-phenylenediamine, c12-15 pareth-3, erythorbic acid, 1-naphthol, n,n-bis(2-hydroxyethyl-p-phenylenediamine sulfate, resorcinol, sodium sulfite, phenyl methyl pyrazolone, EDTA, benzyl alcohol, sodium benzoate, tetrasodium EDTA
ACTIVATING CRÈME: Aqua, hydrogen peroxide, acrylates copolymer, steareth-21, oleth-2, oleth-5, PEG-50, hydrogenated palmamide, acrylates/steareth-20, methacrylate copolymer, oleyl alcohol, etidronic acid, disodium EDTA, disodium phosphate, sodium stannate, simethicone, sorbitan stearate, steareth-40, methylchloroisothiazolinone, cellulose gum, methylisothiazolinone

In a culture obsessed by quick fixes, permanent hair colours are a fashionable and inexpensive way to transform your life. Change your hair colour and you too can have celebrity good looks and youthfulness. And, as an extra bonus, most colorants now boast 'gentle' ingredients that nurture your hair. Business is understandably booming, overshadowing a disturbing amount of data linking regular hair-dye use with a range of different cancers.

Permanent hair dyes consist of two components: colour and developer. The colour component usually contains a range of synthetic dyes and intermediates such as ammonia, diaminobenzenes, phenylenediamines, resorcinol and phenols. Mixed with a developer such as hydrogen peroxide the colour oxidises to produce a particular shade.

Many hair-dye ingredients are powerful irritants and allergens. As a result, hair dye sold in the EU containing phenylenediamines, resorcinol and 1-naphthol must carry the following warning: 'Can cause allergic reaction. Do not use to colour eyelashes or eyebrows.'

In the US products containing the coal-tar ingredient 4-methoxy-m-phenylenediamine (4-MMPD, 2,4-diaminoanisole) must carry this warning: 'Contains an ingredient that can penetrate your skin and has been determined to cause cancer in laboratory animals.' No such warning is required in the EU.

Other hair-dye ingredients (4-chloro-m-phenylenediamine, 2,4-toluenediamine, 2-nitro-p-phenylenediamine and 4-amino-2-nitrophenol) have also proven carcinogenic in

at least one animal species. And coal-tar dyes have been found to cause cancer in laboratory animals, yet no warning is required for either.

Media coverage of recent hair-dye disasters has tended to defer to the default position of the Cosmetic, Toiletry and Perfumery Association that all toiletries and cosmetics are safety-tested. Most of these tests look for skin reactions only. In truth, anaphylactic shock, the most extreme and life-threatening allergic reaction, is a rare reaction to hair dye.

More disturbing are the longer-term effects associated with permanent hair dyes. These include breast cancer, ovarian cancer, bladder cancer and rheumatoid arthritis, as well as a significantly increased risk of otherwise rare cancers such as non-Hodgkins lymphoma and multiple myeloma.

Several factors provide a safety net for a largely self-regulating industry. One is the large variation in the chemical content of hair dyes. This means that when an association with a health risk is found it is difficult to know which ingredient is the culprit. In addition, cancer is a slow-developing disease. By the time it surfaces, it is difficult to prove beyond a shadow of a doubt which particular exposure was the cause. This is good news for manufacturers, which can continue to produce potentially toxic products with impunity and without risk of litigation, but bad news for the rest of us.

Hair dyes racked up £196.4m in sales last year, and permanent dyes accounted for 67 per cent of these purchases. Clairol Nice 'n Easy, owned by household products multinational Procter & Gamble, is the UK's leading brand.



INGREDIENTS	PURPOSE	ADVERSE EFFECTS
Hexylene glycol	Solvent	Irritating to eyes, skin respiratory tract. Prolonged contact may cause dermatitis.
Propylene glycol	Solvent	Irritating to eyes, skin respiratory tract; penetration enhancer; alters skin structure, allowing other more toxic chemicals to penetrate more deeply into the skin, and eventually the bloodstream.
Soytrimonium chloride	Surfactant, detergent	A quaternary ammonium compound and as such toxic by all routes of exposure. Skin and airway irritation are common. Depending on the concentration, quaternary compounds may also produce nausea, vomiting, abdominal pain, anxiety, restlessness, coma, convulsions, respiratory muscle paralysis.
Isopropyl alcohol	Solvent	Irritates eyes and mucous membranes; central nervous system depression. Prolonged contact can cause eczema and sensitivity. Animal studies show inhalation can damage the liver.
Ethanolamine	Surfactant, dispersant	Irritating to the skin, eyes and lungs; asthma; at high concentrations, central nervous system damage; quickly absorbed into the skin, can accumulate in the liver and kidneys; can mix with other ingredients (ie, quaternary compounds) to form carcinogenic nitrosamines during storage and use.
O leth-5, oleth-2	Emulsifiers, surfactant	Allergens; in the same family as PEG compounds; may contain impurities linked to breast cancer (eg, 1,4-dioxane, ethylene oxide); toxic to aquatic organisms.
Parfum	Fragrance	Asthmatic reactions; skin irritation; central nervous system disruption (eg, headache, mood swings, depression, forgetfulness); artificial musks are hormone-disrupting.
Cocamidopropyl betaine	Surfactant	Skin/eye irritant; may cause allergic reaction; can promote the formation of carcinogenic nitrosamines.
Ammonium hydroxide	pH adjuster	Highly corrosive; irritation and burns to the skin, eyes and respiratory tract; skin cancer.
p-phenylenediamine	Coal-tar dye	Potentially carcinogenic; immune system dysregulation; skin damage and allergic reactions; irritating to the eyes; toxic to wildlife, soil.
1-naphthol	Oxidising agent	Derived from coal tar, linked to cancer and other potential health problems in humans; pesticide ingredient.
Resorcinol	Oxidising agent	Irritating to eyes and skin; allergen; hormone-disruptor linked to reproductive effects; thyroid damage; central nervous system effects, including dizziness, nausea, altered heart beat and restlessness.
Phenyl methyl pyrazolone	Intermediate, oxidizing agent	Irritant; inhalation may result in headache, runny nose, cough, shortness of breath, chest pain; derived from coal tar, so potentially carcinogenic; animal data suggests in utero exposure increases learning difficulties.

ALTERNATIVES

There is no such thing as a hair colour that drops off a tree. With the exception of Aromantic, most natural alternatives contain the same ingredients as their conventional counterparts, though most claim the levels are much lower. Since labelling laws do not require manufacturers to list the percentages of each ingredient, buying alternatives is still something of a lottery. But here are some options.

John Masters Organics

www.johnmasters.com

Aromantic

www.aromantic.co.uk

Naturtint Permanent Hair Colour

www.naturesdream.co.uk

Tints of Nature

www.herbuk.com

Herbatint

www.herbatint.co.uk



Pat Thomas is the author of several books on the environment and health, including: *Cleaning Yourself*

to Death: how safe is your home? and *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).

DEBATE

**EDWARD GOLDSMITH
VS
CLARE SHORT**

DOES DEVELOPMENT CREATE OR MITIGATE POVERTY?

Does economic development reduce or increase poverty? Does it benefit the countries of the Third World or the corporations of the West? Is it irreconcilable with finite natural resources? Or would its opponents simply condemn billions to lives that are nasty, brutal and short? Clare Short and Teddy Goldsmith discuss



Teddy Goldsmith is the founder and former editor of The Ecologist

DEAR CLARE,

The economic development of the Third World got under way after the Bretton Woods Conference in 1944. The conference's main object was to plan a post-war world economy that favoured the interests of the Western countries. This meant, above all, providing them with maximum access to an ever-growing market for their exports and the requisite sources of cheap labour and raw materials.

Of course, this was precisely the goal of the colonial system in the late 19th century, as admitted by Cecil Rhodes. Under both regimes, non-industrial countries that were largely self-sufficient were turned into importers and exporters. Under the former regime they were forced to do so by the colonial powers. Today they are bound by World Trade Organisation (WTO) rules that force them to import highly subsidised food with which local farmers cannot compete. As a result, more and more of the world's remaining 2.5 billion farmers seek refuge in hideously squalid slums.

WTO rules also force developing countries to export their food even in times of scarcity, as was the case under the colonial system. As a result, anything between 40 per cent and 80 per cent of their good agricultural land is already devoted to export crops. This condemns small farmers catering for the local population to eke out a precarious livelihood on marginal land that is soon turned into dust, forcing still more farmers into the slums. In this way, the domestic economy on which the bulk of small farmers, artisans, local retailers, etc, depend is sacrificed and there is a corresponding increase in poverty and malnutrition.

If we were really interested in fighting poverty we would preserve non-industrial countries' domestic economies that cater for local people. Instead, development means replacing them with systems that cater, above all, for the insatiable wants of the rich industrial countries. Is this really the way to fight poverty?

Sincerely,
Edward Goldsmith



Clare Short is MP for Birmingham Ladywood. She was Labour's international development secretary until her resignation over the Iraq war in May 2003

DEAR EDWARD,

I am afraid you are wrong about the 1944 Bretton Woods Conference. It was focused on the post-war reconstruction and ending the policies that led to the depression of the 1930s. The British empire and all the other colonial regimes were still in place. India was agitating for independence, but had not yet achieved it.

The International Monetary Fund (IMF) and World Bank were not designed to promote development in the poorer countries. That role evolved much later. Of course colonialism was exploitative. Access to raw materials for the industrialised countries was its *raison d'être*.

The WTO is something entirely different. It was established as recently as 1995 and, in my view, has created the possibility of agreement on fairer trade rules. Prior to 1995, trade rules were negotiated by the rich regional blocks (the EU, the US, Japan) and focused on reducing tariffs on manufactured goods, but did not challenge the distortions in agricultural trade that hurt the developing world.

The majority of the members of the WTO are now developing countries. This gave them the power to stand together at Doha in 2001 and insist that there would be no new trade round unless it was focused on making trade fairer for developing countries. The Doha round is still not complete, but everyone is now clear that improvement in trade rules for developing countries is the central issue. The WTO, which is a membership-based organisation that makes rules by consensus, provides the chance to change this.

My view is that fair international rules on trade, environment, ending conflict, etc, are the only way to resolve the acute problems the world now faces. I believe properly regulated trade helps the poor.

On your proposals poor countries would live as we did before the Industrial Revolution, or as they did in colonial times, which means desperate poverty for all but the landowners. What we have to do instead is share access to development and modern technology and agree on rules that bind us all to equity and sustainability. This means that we in rich industrialised countries will have to stop being so greedy and consumerist.

Yours sincerely,
Clare Short

DEAR CLARE,

The Bretton Woods Conference in July 1944 was *supposed* 'to focus on the post-war reconstruction' of Europe, but the Marshall Plan took that on instead. The World Bank and the IMF were set up that year, the former to fund the physical infrastructure the Third World requires to sell off its natural resources and absorb our exports, the latter to tide Third World countries over in inevitable balance-of-payment difficulties.

The General Agreement on Tariffs and Trade (Gatt) was set up in 1947, its object being to make sure that Third World countries did not spoil things by setting up import quotas and raising tariffs. Gatt was absorbed by the WTO in 1995.

Plans to set up these institutions, for these purposes, were drawn up in the 1930s by the US Council of Foreign Relations. According to David Korten, the founder and president of the People-Centred Development Forum, the council's members 'were unified in their vision of a global economy dominated by US corporations'.

Agriculture was only brought into the purview of Gatt during the last round of negotiations (the Uruguay round). The object was not to protect the developing world from 'trade distortions', but to prevent it from feeding its own people rather than maximising corporate-dominated trade.

The WTO is far from 'making rules by consensus'. Rules are almost entirely made by a closed body: the so-called 'quad' powers, comprising the US, Canada, Japan and the EU. At Doha, though 'the majority of WTO members were Third World countries' their leaders were nevertheless bludgeoned into accepting agreements that were totally contrary to their countries' interests. It was only at the WTO ministerial at Cancun in 2003 that Third World countries finally revolted and refused even to discuss the shameful so-called 'Singapore issues', which would have further increased poverty and malnutrition among the already poor and malnourished.

Regards,
Edward

The object of the General Agreement on Tariffs and Trade was not to protect the developing world from 'trade distortions', but to prevent it from feeding its own people rather than maximising corporate-dominated trade

Edward Goldsmith

DEAR EDWARD,

I am afraid you are simply wrong about the reason the IMF and World Bank were set up, but never mind. Readers can check the historical record for themselves.

But I am afraid you are also wrong about Gatt. It was set up after WWII to negotiate a reduction in the high tariffs on trade in manufactured goods which had been imposed during the 1930s by the industrialised countries against each other and thus deflated the world economy and generated the depression that led on to Hitler and world war.

Your basic argument does not need this historical distortion. In summary, it seems to be that trade is bad, particularly for developing countries. If this is your case, I disagree with you profoundly.

You seem to think that if developing countries rely on agriculture all will be fine. This was the situation in Britain before the Industrial Revolution and most people were desperately poor. Developing countries need to be able to export their agricultural goods and to add value by processing so that they generate jobs and earn income to pay for the imports they need.

Asian countries have also used the availability of labour to attract manufacturing investment and massively reduce poverty. Africa's comparative advantage is probably agricultural processing.

This is why we need to implement the agenda agreed by the WTO ministerial meeting at Doha in 2001 and get rid of agricultural subsidies which lead to the dumping of cut-price food products in developing countries and thus undermine their agriculture. We must also get rid of the tariffs that rise when agricultural products are processed, thus keeping Africa underdeveloped.

Sincerely,
Clare

DEAR CLARE,

You seem to equate poverty with under-development, which implies that any development can eradicate it. The World Bank's Multilateral Investment Guarantee Agency implies it too, or it could not classify as 'poverty alleviation' the guarantees it provides for such developments as the construction of the Acropolis/Citibank tower in the poverty-stricken Dominican Republic.

Your assumption even serves to justify the building of ever more large dams, though those already built have driven more than 40 million poor peasants off their lands – most of them into the most squalid imaginable slums.

The WTO's Agriculture Agreement is also a vast development project, since it will allow the US's agrochemical industry massively to increase its turnover by substituting itself for the bulk of the Third World's 2 billion or so mainly subsistence farmers, who will also be condemned to slums.

You rightly believe that food-export subsidies should be abolished, and they may well be. But there are countless other less visible devices for making our exports unfairly cheap: the guaranteeing of investments by our agrochemical industry being just one of them.

The trouble is that development by its very nature must systematically substitute the artificial world of human artefacts for the natural world and our semi-natural agricultural lands from which our livelihood is ultimately derived. Thus Japan, Taiwan and South Korea, the countries in Southeast Asia that have developed the fastest, have done so at the cost of up to 55 per cent of their cereal-growing land.

How much more land can they afford to sacrifice to the great god Development, especially as, with climate change, the main breadbaskets of the world, the Australian wheat-belt, the Canadian plains and the American corn-belt, are rapidly drying up? For me it is clear that if we want to eat we will have to forgo much development.

Sincerely,
Edward

Your basic argument seems to be that trade is bad, particularly for developing countries. If this is your case, I disagree with you profoundly

Clare Short

DEAR EDWARD,

I fear our correspondence is going round in circles. I equate development with having enough to eat, the chance to be educated, having access to healthcare, and being able to work, live with dignity, see one's children grow up and have the chance of a fulfilling life.

I fear that your economic recommendations would deprive many millions of people of such a life.

Yours,
Clare

DEAR CLARE,

I disagree with you. Pre-development peoples often ate very well indeed. AO Hume and John Augustus Voelcker, agricultural experts sent to study traditional Indian agriculture in the 19th century, wrote back that it was perfectly adapted to local conditions and could not be improved. Voelcker alleged that it would be easier to suggest improvements to British agriculture. Even the World Bank, in 1981, agreed that 'smallholders in Africa are outstanding managers of their own resources – their land and capital, fertiliser and water'.

Nor were pre-development peoples necessarily unhealthy. They had a very low incidence of 'diseases of civilisation' such as cancer, ischaemic heart diseases, diabetes and diverticulitis, as was made clear by the team of Harvard scientist Albert Damon in their study of health and disease in the Solomon Islands in the 1960s, and later by Ian Prior and his team at Wellington University in their work in the Tokelau and Cook islands.

Such studies have also shown that development creates ideal conditions for the transmission of infectious diseases. As Mark Cohen, who has made a detailed study of the origins of infectious diseases, says 'the burden of infection has tended to increase, rather than decrease, as human beings adopted civilised lifestyles'.

Pre-development people also had better access to dignified work within their families and communities and on their own land, and usually refused to indulge in soul-destroying labour in distant mines and plantations; often, they had to be press-ganged into doing such work.

What is more, they could predict that their children would have 'fulfilling lives' (to borrow your words), because they were imbued with a worldview that led them to preserve their social structures and their natural environment. In contrast, the worldview with which we are imbued leads us to transform these things out of recognition. Hence the climate crisis, which, unless we de-develop very quickly, must soon make much of our planet uninhabitable.

Very sincerely,
Edward

Pre-development peoples often ate very well indeed. Nor were they necessarily unhealthy. They had a very low incidence of 'diseases of civilisation' such as cancer, heart disease and diabetes

Edward Goldsmith

DEAR EDWARD,

The growth of GDP per capita in Europe between 500 and 1500 was zero. For thousands of years the standard of living was constant and did not differ markedly between countries. Real wages in England were roughly the same in 1800 as in 1300. Population growth was also nearly zero.

This was all pre-Industrial Revolution. In those times most people lived in desperate poverty with low life-expectancy, high infant and child mortality, constant disease, illiteracy and child labour. Life was largely 'nasty, brutish and short'.

We can do better than that.

Yours sincerely,
Clare Short

THE SMALL PRINT:

NUROFEN

The UK's best-selling anti-inflammatory is nowhere as harmless as we would like to believe

THE OFFICIAL SMALL PRINT

CROOKES HEALTHCARE, the manufacturers of Nurofen, the UK's best-selling adult ibuprofen, list the following adverse effects in their packaging:

'Stomach discomfort or pain, nausea, stomach ulcer with or without bleeding, black tarry stools, worsening of asthma, unexplained wheezing or shortness of breath, liver and kidney problems, headache, dizziness, hearing disturbance, and, rarely, skin rash, itching, peeling, easy bruising and facial swelling.'

THE REAL SMALL PRINT

THE BRITISH NATIONAL FORMULARY, the drugs bible published by the British Medical Association and the Royal Pharmaceutical Society of Great Britain, and used by physicians throughout the land, details Nurofen's possible side effects thus:

'Depression, drowsiness, insomnia, vertigo, photosensitivity and haematuria [blood in the urine]. Blood disorders have also occurred. Fluid retention (rarely, precipitating congestive heart failure in elderly patients). Blood pressure may be raised. Renal failure may be provoked by NSAIDs [the drug group], especially in patients with pre-existing renal impairment. Hepatic damage, alveolitis [inflammation of the alveoli, the tiny air sacs in the lungs], pulmonary eosinophilia [lung inflammation associated with excess eosinophils, a type of white blood cell that increases in number in response to allergies or inflammation], pancreatitis, eye changes, Stevens-Johnson syndrome and toxic epidermal necrolysis [blistering and peeling of the top layer of the skin] are other rare side effects. Induction of or exacerbation of colitis has been reported. Aseptic meningitis has been reported rarely with NSAIDs; patients with connective-tissue disorders, such as systemic lupus erythematosus, may be especially susceptible.'





WATER WATER EVERYWHERE

December's tsunami disaster may well have been a freak occurrence, but for some people the threat of flood waters destroying their livelihoods is a daily concern. As disaster swept the Indian Ocean on Boxing Day, photographer **Mark Edwards** was capturing these images in the Philippines

At high tide each day, the waters rise up to the level of the land upon which the 420 families in the waterside communities of Bohol, Area Paradise, and Under the Bridge in Mandaue City, Cebu province, just about manage to survive. In some places the land is constantly under water and people eke out a precarious existence perched on makeshift stilts above the sea. Those living in the Under the Bridge area face a further risk from overhead high-voltage electric transformers, which could fall into the water at any time, especially if the Mactan Bridge were to collapse.





Members of some of the 2,000 families that live in Manila's Malayang Samahan Association neighbourhood walk along precarious footbridges they have constructed to improve access around the community: just one of many ingenious ways the community has developed in order to survive. The area is flooded for six to eight months each year, starting with the rainy season in June. The floodwaters rise up to four feet during August, before receding in December or January.



This woman's husband is currently in prison on robbery charges; the couple have one child. The house is owned by a relative of the woman's: Bonifacio Alferez, who is married with four children, and supports both families by driving a tricycle rickshaw. In the area in which they live stagnant water poses a major health risk, especially to children under five years of age who have been affected by the mosquito-borne viral disease dengue fever. There are no sanitation facilities or toilets in the neighbourhood, and no main source of water supply. The area floods daily at high tide.



25-year-old Inday Walog was formerly employed by one of the companies based at Cebu province's Mactan Export Processing Zone. She lives in the Lower Tipolo Homeowners Association neighbourhood, which is home to 1,500 families. Few of the houses have any sanitation facilities, rubbish is routinely dumped where people live, and there is no drainage system. During typhoons or heavy rains, floods can rise five feet above normal levels; it usually takes two days for them to recede to normal. On average, flooding on this scale occurs twice a month. As a result, many people in the community, especially children, are afflicted by diarrhoea, tuberculosis and dengue fever.

■ Mark Edwards is a freelance environmental photographer. He also runs Still Pictures (www.stillpictures.com) image library



**SAY NO TO
PLASTIC!**



£3.99 each inc
p&p or **£12.95**
for five plus
p&p **£2.50**

Freephone 0800 169 2328
www.jutexpo.co.uk





ARE YOU LIVING IN A FOOD DESERT?

BY JOHN REYNOLDS

You do if... you live in an area where healthy food is either non-existent or too expensive. This is likely to be the case if your only 'local' food shopping option is a supermarket, and you have no good small independent local shops, farmers' markets or box schemes serving your area.

There are food deserts all over Britain, in rural as well as urban areas. 'It's not just a matter of there being no shops,' says Elizabeth Dowler, a sociologist at Warwick University. 'Often there are shops. But these tend to be meagre, run-down shops

which sell little or no fresh food.' For example, a recent study of Sandwell, West Bromwich, found that around 90 per cent of the households in the area were within 500 metres of shops that sold junk food and fizzy drinks; less than 20 per cent of the houses were within 500 metres of a shop selling fresh fruit and vegetables. This can be attributed largely to the steady increase in the number of supermarkets in Britain since the 1970s and the commensurate decline in the number of independent grocers. Around 80 per cent of food shopping is now done in supermarkets, compared with less than 50 per cent 25 years ago.

SO, WHY NOT SET UP A LOCAL FOOD-BUYING GROUP?

Armed with little more than a wholesale catalogue, you can save yourself from a diet of overly processed and packaged foods. By grouping together with like-minded people living in the same block of flats, street or neighbourhood and buying in bulk, anyone can eat organic, sustainably produced food at affordable prices – even if they live in a food desert.

HOW TO SET UP A FOOD-BUYING GROUP

STEP 1 Form a group

Food-buying groups come in all shapes and sizes. What they have in common is that they buy regularly from their chosen wholesaler and in sufficient quantity to meet the wholesaler's minimum order limit.

STEP 2 Agree a place and time to meet

You will need to agree a place to meet regularly, where you can all 'build the order', and a single address where the food can be delivered to. The latter is usually in the home of someone who has room to store the food before it is collected by group members. Ideally, it would be somewhere that is easy accessible for the delivery vehicle.

STEP 3 Set up a buying account with a wholesaler

Use our directory to find a wholesaler covering your region. Telephone and tell them that you want to set up a food group. They all operate on a very similar basis, but it is worth bearing in mind a few important considerations:

- Wholesalers don't want to sell to groups that will only order once or twice before stopping. You'll need to demonstrate that your group is well organised and prepared to buy regularly.
 - Wholesalers don't want food groups to undermine their retail trade, the mainstay of which is small local shops running on small mark-ups. If you are living in a food desert this shouldn't be an issue.
- To make the processing easier, wholesalers demand single orders from groups; not a collection of individual orders.

Wholesalers require payment on delivery. No credit is granted to food groups.

STEP 4 Suggested ways to run the group

- Agree a regular date for ordering (monthly or bimonthly is usual).
- Appoint someone to be in charge of placing the order, receiving and paying for the goods. This responsibility can be rotated

around the group after each order.

- Meet on the agreed ordering date (for smaller groups it can be done over the telephone). Take the individual orders and combine them into one big order. Some horse-trading might be required to meet minimum order sizes, with larger packs being split amongst the members into smaller more manageable quantities.

- Calculate the price of each member's order, and work out a time and way of paying for your order and levelling the finances (when you order, when you collect, etc). There is no set way, but it is important everyone is happy with the system.

- Place the order. Agree with your wholesaler how best to do this.

- Find out when the order will be delivered, and ensure you have the money ready for payment. Some groups set up a bank account, and pay from that. Others use the account of one member, who is reimbursed by all the others.

- On receipt of the produce, the food will have to be split up into each member's individual order so that it can then be easily collected.

Enjoy the change in shopping habits and its benefits: recognise the positive environmental effects of reduced packaging and

What's more, buying good food in bulk means reduced packaging and supporting a huge network of small-scale suppliers and producers. Also, items get delivered to within feet of your door. Before you set up a new food-buying group in your area, see if there's one already established near you that you could join. To find out if there is, call the list of wholesalers [opposite] to see if any of them can put you in touch with an existing local food group. If not, follow the instructions below.

reduced travel, and make the most of the community and social benefits of interacting at a new level with your neighbours and workmates.

FOOD-SHOPPING COMPARISONS

So you think the nation's cheapest 'value' supermarket can't be beaten for price? Well, take a look at *The Ecologist's* price comparison table [below]. By comparing the prices from the Suma January/ February 2005 catalogue with those of Tesco's online store, we found that food-group shopping can save you a staggering 29 per cent on your organic food.

	SUMA'S WHOLESALE PRICE PER ITEM	TESCO'S PRICE PER ITEM
Tea, 80 bags	£1.72	£1.99
Muesli, 500 grams	£1.20	£2.49
Extra virgin olive oil, 500 millilitres	£2.99	£2.67
Cane sugar, 500 grams	£1.12	89p
Penne pasta, 500 grams	70p	99p
Pasta sauce	£1.16 (440 grams)	£1.60 (350 grams, no organic version available)
Baked beans	59p (420 grams)	59p (415 grams)
Toilet tissue, four rolls	£1.27	£1.49 (no recycled version available)
Non-bio laundry liquid, 1.5 litres	£2.76	£3.82
Refuse sacks	£0.77 (recycled plastic, roll of eight)	£1.89 (degradable, 10 bags)
TOTAL	£14.28	£18.42

TO: MEDICAL DOCTORS, SCIENTISTS and STUDENTS

**FROM: MONEIM A. FADALI,
M.D., M.Ch., F.A.C.S., F.R.C.S. (C.), F.A.C.C., F.A.C.P.
PRESIDENT, DOCTORS & LAWYERS FOR
RESPONSIBLE MEDICINE***

Stunned and dismayed to learn that Oxford University is building a new biomedical research facility for Animal Experimentation. This misguided, utterly unnecessary undertaking by the venerable Oxford University prompts this response:

As a practising surgeon of long-standing I have no doubt that animal experimentation (vivisection), chiefly because of interspecies differences, misleads research, harms people and justifies human experimentation.

Extrapolating from animal to human is a risky venture. Vivisectors may try drugs, procedures and gadgets on animals a thousand and one times, but the moment they move on to the human condition, they will be experimenting on humans. Pseudoscience! No wonder humans pay the price. One of the latest disasters is "Vioxx" of Merck Co. Inc., announced only weeks ago - a grim reminder of the folly and falsehood of animal experimentation "Vioxx", to relieve the pain of arthritis, silenced the hearts of many who used it.

Breakthroughs in medicine did not come out of animal experimentation as its advocates and practitioners claim: momentous discoveries, too numerous to include here, have been made that had nothing to do with animal research.

While reliable methods are available, why opt for the deceptive and tormenting? Cell culture, tissue culture, organ culture, epidemiological studies, clinical research (not experimentation), autopsy, bacterial cultures and DNA studies - all are dependable and worthy of our confidence.

I hope Oxford University will reconsider its decision, in the name of the countless numbers of human beings that have been seriously harmed by animal experimentation. Certainly the toll will keep rising if this misguided practice is allowed to continue.

Moneim A. Fadali, M.D. DLRM: PO Box 302, London N8 9HD



THE UK'S BEST-VALUE AND MOST ENVIRONMENTALLY FRIENDLY CONFERENCE CENTRE – BOOK NOW TO HOLD YOUR SUMMER 2005 EVENT

With prices from just £20 per person, per night, including 3 meals and refreshments, Green & Away can offer you the best-value event venue in the UK. We are Europe's only tented conference centre and can host events for 50–175 people. Our innovative facilities and the friendly atmosphere of our tented village will inspire and reinvigorate your guests, so for a conference with better results, come and enjoy the Green & Away experience.

For more information see: www.greenandaway.org
Tel: 0870 4601198
Green & Away, PO Box 40, Malvern, Glos WR14 1YS

IF I WAS CUDDLIER WOULD YOU CARE MORE?



Bugs may not be pretty, but they are essential. Pollination is responsible for every two out of three mouthfuls of food. Our eco-system would fall without them. So, some may not be as cute as a squirrel but they are vital.



Help conserve the small things that run the world.

Please send your completed form and cheque made payable to Buglife: Buglife, 170a Park Road, Peterborough, Cambridgeshire, PE1 2UF or join online with a credit or debit card at www.buglife.org.uk.

Please select your preferred annual subscription: £18 Friend £25 Friend £30 Friend

Title: First Name: Surname:

Address:

..... Email Address:

Signature: Date: If you pay income tax, please tick the box

I pay income tax / capital gains tax and want Buglife to treat all donations I make from this date of declaration, as Gift Aid

Please tick this box if you do not wish to receive further information

eco

green
building
store

sustainable building products

mail order & online

timber windows
and doors

super-efficient
glazing

new range of
aluminium-clad
timber windows
and doors

natural paints

timber finishes

paint strippers

timber
preservatives

garden timber
treatments

ultra-efficient
WCs

bathrooms

water-saving
fittings

natural
insulation

steel rainwater
drainage

and more...

At Green Building Store we only sell building products which promote healthy, environment-friendly homes. Whether you are redecorating, building or refurbishing we can help you do it safely and sustainably.



- Ecoplus System. High performance timber windows, doors and conservatories, with a unique environmental specification.
- Ifó ultra-efficient WCs. Elegance and water conservation combined.

- The Natural Paint Collection.* Natural ingredients; healthy, effective paints and woodfinishes.
- Lindab rainwater drainage system. The solid steel alternative to PVC guttering.



* Some products contain some non-natural ingredients.

To find out more, visit our website or call our sales team:

www.greenbuildingstore.co.uk
01484 854898

TOP TIPS: COMPOSING YOUR ORDER

Each member of the group will need a copy of the wholesaler's catalogue to use in forming their order.

- Think of the general supplies you use regularly, and work out the quantity of these goods you will use over the order period. After a couple of orders you should have a good idea of what you and how much you require.
- Wholesalers stock a huge variety of products, so try and expand your eating habits. If someone wants half a pack of something you don't usually have, then offer to buy the other half and try something different.
- Staples such as flour, sugar, grains, pulses, muesli, salt, herbs, oil and detergents can be bought either in bulk quantities of pre-packaged goods, or in larger containers of loose goods. Bulk, loose staples are cheap and save on packaging.
- Depending on demand, loose goods can be purchased to be split among the group or for individual use. Consider buying your own reusable storage containers for bulk loose goods, which generally have extended shelf lives and, if properly stored, can be used over considerable periods of time.

AND IF YOUR FOOD GROUP OUTGROWS ITSELF...

Why not set up as a structured and formally trading food-buying cooperative? UK Cooperatives, the nationwide umbrella organisation for cooperative enterprises, has a food-buying cooperative model. Contact UK Cooperatives' legal services team on 0161 246 2900 (www.co-opunion.coop/live/welcome.asp).

Co-ops with a social or charitable purpose (eg, a community co-op bringing quality food at reduced prices to poorer areas), or with a commitment to community living, are strongly supported by wholesalers. Formally trading community food-buying cooperatives running on minimal profits can be a hugely effective way of bringing healthy and sustainable foods to socially deprived areas.

RECOMMENDED WHOLESALERS

These wholesalers sell sustainably produced organic, vegetarian and wholefood produce, and also other household goods with low environmental impact. All have ethical policies governing their trading (see their websites for details). Some also work as cooperatives and promote the social benefits of such enterprises.

WHOLESALER	ORDERING CRITERION	SUPPLY COVERAGE
Goodness Wholefoods 01327 706611 www.goodness.co.uk Northants	£200-£350 minimum order depending on area	Nationwide
Suma 0845 458 2290 www.suma.co.uk West Yorks	£200 minimum order	Nationwide
Essential Trading 01179 583550 www.essential-trading.co.uk Bristol	£200 minimum order	Nationwide
Infinity Foods 01273 424060 www.infinityfoods.co.uk East Sussex	£350 minimum order	Southeast
Green City Wholefoods, 0141 5547 633 www.greencity.co.uk Glasgow	£150-£200 minimum order. Groups must register as food co-ops. Green City has a food co-op policy to regulate this aspect of its trade (see web).	Scotland
Lembas Wholefoods 0845 458 1585 www.lembas.co.uk Sheffield	£200 minimum order	North and midlands
Rainbow Wholefoods 01603 630484 www.rainbowwholefoods.co.uk Norwich	£150	East Anglia



RAPE OF A NATION

Armed and financed by Western corporations, Indonesia is waging a brutal but unreported war against a tribal people with little more than bows and arrows to defend itself. The West Papuan conflict is a war for gold, timber and cultural supremacy

WORDS BY PAUL KINGSNORTH PHOTOGRAPHS BY ADRIAN ARBIB AND PAUL KINGSNORTH



West Papuans being marched away by an Indonesian soldier after the break-up of a traditional ceremony. The Indonesians have outlawed the so-called 'primitive' traditions of the Papuans, supposedly in an effort to 'civilise' them.



Nona Kogoya was two years old when she died. She had been a normal, healthy young girl; but that was before the soldiers came. In February Nona's village, in the highlands of New Guinea, was attacked by heavily armed Indonesian soldiers. The soldiers came without warning, running from home to home, firing their automatic rifles at random and dragging civilians, including Nona, from their thatched huts. Then they set fire to the houses. Nothing was spared: even the church was burned to the ground. As the houses burned, the soldiers trampled the villagers' crops – their only source of food for the coming year – and, to ensure that no hope was left, impounded their livestock.

Terrified, the villagers ran for their lives into the forest. They kept running for days, and they stayed there for weeks. They were safe from the soldiers, but they had no shelter, and had to survive on what food they could find in the forest. Nona, unsurprisingly, fell ill. The soldiers had the forest surrounded, and wouldn't let anyone take food, supplies or medicines to the refugees. On 10 February Nona died and was buried in a shallow grave in the forest. She was not the first innocent child to die in West Papua, and she will not be the last.

What happened in Nona's village was not an isolated incident: it has been repeated across the highlands of West Papua for months. Indonesian soldiers have been burning villages, attacking civilians, raping women and killing men in a widespread and planned military operation. As you read this, at least 5,000 refugees are living precariously on the slopes of cold mountains and in deep forests, hiding from the army. International observers, journalists and aid workers are banned by the Indonesian government from getting into the country.

It is a huge, horrific and deliberately planned attempt to cow and terrify an entire population. But you would be forgiven for not having heard anything about it. The world's media didn't report it. The world's politicians, so concerned about human rights abuses under Saddam Hussein and North Korea's Kim Jong Il, said nothing.

You would be forgiven, too, for not having heard of West Papua, the country in which these atrocities are taking place. For the Papuan people, this is par for the course. They have got used to the fact that the ongoing genocide of their people and their nation is routinely ignored by the rest of the world. For the soldiers and politicians of Indonesia, the nation that has occupied West Papua, against the will of its people,

for almost half a century, this was just the way they like it.

What the Indonesian military is doing in the Papuan highlands is known as a 'destabilising operation'. It has happened many times before, and it works like this: first, the special forces of the Indonesian military, Kopassus (known as 'Indonesia's SS'), murder some innocent civilians: in this case a number of priests and schoolteachers. Then, Kopassus issues a statement claiming that Papuan rebels fighting for independence from Indonesia were responsible for the killings. Finally, the soldiers enact a bloody price on the civilian population in revenge for the killings that they themselves carried out. The result, at least in theory, will be a terrified population, too scared to stand up to the occupying forces of a brutal foreign army.

This is Indonesia's secret war: a war carried out by a sophisticated modern military machine against a tribal people with little more than bows and arrows to defend itself; a war for gold, timber and cultural supremacy; a war that will go on until the world wakes up to the horrors that happen every day in the highlands of this forgotten nation.

West Papua, the western half of New Guinea (the world's second largest island), is one of the most remarkable places on earth. Between them, its million or so inhabitants, who live in tribal communities in largely untouched rainforest, speak around 500 separate languages. It is home to hundreds of unique species, including the bird of paradise and the tree kangaroo. Though nominally a part of the Dutch East Indies during the 19th century, Dutch New Guinea, as it was then known, was left virtually unmolested until the middle of the 20th century. Then, life for its people was to change swiftly, brutally and for ever.

After WWII the Dutch East Indies became a new nation state: Indonesia. But the Dutch wanted West Papua to become independent. The Melanesian, animist Papuans, they argued, had nothing in common with the Asiatic, Muslim Indonesians. They should have their own country. The Indonesians, in turn, insisted that West Papua was theirs.

On 1 December 1961 the Dutch, in a defiant gesture, ceded independence to West Papua. A new Papuan flag, the Morning Star, was raised as West Papua's people proclaimed their freedom. Celebrations were to be short-lived. The UN, under pressure from the US, Indonesia's newest ally, refused to recognise the new nation, and in 1962 an Indonesian invasion force parachuted into the Papuan rainforests.

The UN intervened and promised the Papuans a referendum on independence, but Indonesia objected. The 'savages' of Papua, said the Indonesian government, were too backward to cope with democracy. Instead, Indonesia would choose 1,022 'representative' Papuan leaders and ask them which

they wanted: an independent West Papua, or absorption into Indonesia.

In 1969, as the UN looked on, Indonesian soldiers instructed the Papuans to choose. Some had been warned that their tongues would be cut out if they voted for independence. Others had been told in graphic detail what would happen to their wives and children if they made the wrong decision. None of them did. Unanimously, they voted for West Papua to become Indonesia's 26th province.

This process, which the UN proceeded to rubber-stamp in one of the most shameful moments of its history, was known as the 'Act of Free Choice'. Papuans have referred to it scornfully ever since as the 'Act of No Choice.' It was to open the door to the most brutal period in Papuan history.

Under their new dictator-president, general Suharto, Jakarta embarked on a campaign to 'Indonesianise' its new province and to wipe out its culture. Hundreds of thousands of Indonesians from Java were moved to West Papua, often against their will, and dumped in 'transmigration' camps carved out of the rainforest. Raising the Morning Star flag, singing Papuan songs, wearing traditional dress, and even talking in public about independence were banned.

Those who resisted this ethnic cleansing were murdered, tortured or 'disappeared' with a horrific ferocity. Rebels were shot in front of their families,

Across the highlands of West Papua, Indonesian soldiers have been burning villages, attacking civilians, raping women and killing men in a widespread and planned military operation

tortured to death in prison cells, thrown from warships to the sharks in the Pacific or dropped from helicopters back onto their villages as a warning to others. Officially, more than 100,000 Papuans have been killed by the Indonesians since occupation; unofficially, the figure is said to be as large as 800,000.

Visit Papua and trek into some of the more remote communities, and almost everyone you meet will have a story to tell about the suffering they have seen or endured. When I visited the country in 2002, I was told of massacres and assassinations, shown huts where torture had taken place and streets where demonstrators had been gunned down. The people talk about it as if it were part of everyday life; it is.

Why does Indonesia bother? In a word: resources. For West Papua is a literal goldmine, which the Indonesians, with the help of some of the world's worst corporations, have been exploiting for decades.

Even before it took control of West Papua, Indonesia had been negotiating with the US mining

WEST PAPUA

Rebels were shot in front of their families, tortured to death in prison cells, thrown from warships to the sharks in the Pacific, or dropped from helicopters back onto their villages as a warning to others

CORPORATE PLUNDER



West Papua is rich in resources, and some of the world's biggest corporations are profiting hugely from them. Despite their public statements about 'corporate social responsibility' and 'environmental sustainability', all of them seem happy to operate in a country in which tribal people are violently suppressed by an occupying power. Here are some of the guilty parties. If you want to write to any of them and ask them how they

justify operating in West Papua, their email contacts are listed below.

Please send copies of any replies to friends@freewestpapua.org.

BP

BP is preparing to open a liquefied natural gas extraction plant in West Papua's Bintuni Bay. BP says it is concerned about human rights and the Papuan environment. But it also says it may use Indonesian soldiers as 'security' for its project: a sure-fire recipe for oppression. Ask BP's CEO Sir John Browne to explain himself: brownej@bp.com.

FREEPORT MCMORAN

Operates the world's biggest goldmine in the Papuan highlands, with a history of corruption, environmental destruction and human rights abuse as long as the list of Papuan dead. Freeport pays the Indonesian military millions of dollars a year for providing its 'security'. CEO Richard Adkerson should be taken to task: richard_adkerson@fmi.com.

RIO TINTO

The British mining company owns a 40 per cent stake in Freeport's Grasberg mine in West Papua. Ask CEO Leigh Clifford how he justifies his part in the genocide of a people: leigh.clifford@riotinto.com.

ROLLS ROYCE

Rolls Royce does not operate in West Papua itself, but it does sell military aircraft engines to Indonesia. The aircraft they power have been used to strafe Papuan villages. 'We aim to meet society's expectations by setting a high standard of business conduct and personal behaviour,' says Rolls Royce's website. Ask Sir John Rose, Rolls Royce's CEO, how he squares this circle: john.rose@rolls-royce.com.

BAE SYSTEMS

Formerly British Aerospace, BAE has been a long-time supplier of military aircraft to the Indonesian regime. Write to CEO Mike Turner at mike.turner@baesystems.com.

company Freeport, which wanted to open up what looked like a vast copper deposit in West Papua. In 1969 Freeport moved in. In, too, came the Anglo-Dutch oil company Shell, and a clutch of other mining and oil prospectors. The Indonesian government, thousands of miles away in Jakarta, laid out some maps of West Papua on a table and drew lines on them to designate the forestry 'concessions' (taking up much of Papua's vast rainforest, second in size only to the Amazon) that it was going to hand out to logging companies.

The notorious case of the Freeport mine is the best example of how corporate exploitation is affecting the people of West Papua. Freeport's Grasberg gold mine contains the largest gold reserves, and the third-largest copper reserves, anywhere on the planet. It is both an engineering marvel and an act of breathless colonialism: the company has, literally, sliced the top off a previously inaccessible mountain, a mountain that was home to the mother goddess of the local tribes, thousands of whom were forcibly evicted from their land by the company.

The Grasberg mine produces more gold in three months than most gold mines produce in a year. It provides a fifth of Indonesia's entire tax base and accounts for half of West Papua's GDP. By the end of Grasberg's life, Freeport expects to have dumped three billion tons of waste rock into the valleys surrounding the mine: that's twice the volume of earth extracted during the construction of the Panama Canal. It has, according to observers, damaged 30,000 hectares of rainforest in the last three decades, and every day it dumps up to 200,000 tons of mine waste, laced with acid and heavy metals, into the sacred Aikwa river, from which local people used to drink and fish. All of this without one single Papuan giving permission for it to happen; and all of this made possible only by a ring of Indonesian soldiers guarding the mine from the original owners of its stolen land.

But Indonesia has not had everything its own way. Since the beginning of the occupation, the Papuan people have been resisting. And in recent years that resistance has grown to the point at which, with international help, the Papuan struggle could, at last, begin to succeed.

The first stage of Papuan resistance was the creation of the OPM, or Free Papua Movement, a guerrilla army formed in 1970. Small, determined and hopelessly outgunned, the OPM has nevertheless kept the flame of freedom alive for 35 years. Recently, much to the chagrin of the Indonesian government, that flame has been fanned by the arrival of a new generation of independence campaigners.

Many of these came out of a daring mass meeting held in 2000, known as the Papua Peoples' Congress. The year before, Suharto had been toppled as president of Indonesia, and a new climate of openness seemed

possible. That year, for the first time in three decades, the Papuans had celebrated their 'independence day', 1 December, and raised the Morning Star flag without an ensuing massacre.

At the congress, 3,000 delegates, some of whom had hiked barefoot through the mountains for weeks to get there, created a new organisation: the Papua Council. Made up of 500 tribal leaders, the council was exactly what the Papuans had never had: a respectable, non-violent lobby group calling openly for independence.

At the same time, other peaceful pro-independence groupings – Demmak, a pan-tribal coalition, AMP, a student organisation, and others – sprang into life. The OPM declared a ceasefire, in solidarity with them. Papuan human rights workers began issuing reports critical of Indonesia. And for the first time, Papuan leaders were travelling the world, openly calling for independence. Indonesia's secret war was being exposed to the light.

It couldn't last. Despite its nominal new status as a 'democracy', Indonesia's attitude to 'separatists' in its midst has not changed. Senior military and police figures who had been responsible for so much bloodletting in the recently independent Indonesian province East Timor were brought in to deal with the Papuans. Kopassus got down to doing what it does best: murder, rape and torture.

In November 2001 the leader of the Papua Council, Theys Eluay, was abducted and murdered by Kopassus. Demmak was banned and its leader, Benny Wenda, arrested, imprisoned and tortured. He might have suffered the same fate as Eluay had he not managed to escape and flee to Britain, where he has now been granted political asylum. Student demonstrations were broken up and their leaders arrested. John Rumbiak, West Papua's leading human rights advocate, received so many death threats that he fled to New York, where he now lives in exile.

One Papuan leader who was beaten during interrogation by Indonesian police later reported the words of his tormentors. 'We have experience in operations in East Timor', they told him. 'Be careful – we will shoot you all... We will shoot you and your lawyer... We are not afraid.'

But perhaps the Indonesians are afraid. Officially the government line on West Papua remains defiant and consistent. 'Like any other country,' said Indonesia's then president Megawati Sukarnoputri last year, 'we will not and never will let any group or movement break up our unitary state. This is a non-negotiable principle.' Since then, Indonesia has elected a new president. Susilo Bambang Yudhoyono is a former general who spent some of his formative years suppressing rebellion in East Timor. Yudhoyono, unsurprisingly, is no keener on Papuan independence than his predecessors have been.



Members of Satgas, the community police force set up by Papuans in response to Indonesian repression

Senior military and police figures who had been responsible for so much bloodletting in the recently independent Indonesian province East Timor were brought in to deal with the Papuans

He does know, though, that Papuan anger is real – and growing.

Hence Indonesia's recent decision to grant the Papuan people something called 'special autonomy': a small degree of control over their resources and government. It was hoped that this would dampen down demands for independence, but every representative Papuan organisation has rejected the offer as inadequate and redoubled its calls for freedom. Indonesia has brutalised the Papuans for too long for them to be fobbed off now.

PHOTOGRAPHIC EVIDENCE

These images have recently been smuggled out of West Papua to be shown as further evidence of Indonesian military violence. The low image quality is due to the circumstances in which they were taken.



LEFT: Papuan rebel leader, killed by Indonesian soldiers, being held up as a trophy

BELOW: Papuan village recently burnt out by the Indonesian military



Some West Papuans were warned that their tongues would be cut out if they voted for independence. Others were told in graphic detail what would happen to their wives and children

Yet despite this, there are increasing signs of hope. Exiled Papuans are spreading the word around the world. Websites are springing up, presenting evidence smuggled out from West Papua about what is happening there. Solidarity meetings are being held in Europe, the US and Australia. International NGOs like Amnesty International and Human Rights Watch are focusing on West Papua as never before.

Here in Britain a new national campaigning organisation, the Free West Papua Campaign, will be officially launched this month, with the support of MPs from all political parties and activist groups all over the UK. The campaign's aim is to expose what is happening in West Papua and to battle on the national and international stages for what every Papuan group is now calling for: a re-run of the previously rigged UN vote on their independence; a chance for their voice to finally be heard.

For a long time, Papuan leaders have been saying that 'West Papua is the new East Timor', which eventually succeeded in winning independence from Indonesia. For years this seemed a far-fetched claim. Today, it seems highly likely. Slowly but surely, the Papuans are bringing their case before the world. What they need now is for as many voices to join them as possible, as they call for the freedom they have been denied for so many years.

■ To find out more about the new Free West Papua Campaign, send an email to friends@freewestpapua.org, or visit www.freewestpapua.org

WHAT YOU CAN DO

If you are concerned about the situation in West Papua, please get involved. Every voice makes a difference. You can:

- 1** Write to your MP. Request him or her to ask the government what it is doing about the current internal refugee crisis in West Papua. Demand that the government pressurises Indonesia to allow international monitors into West Papua to assess the situation.
- 2** Write to the foreign secretary Jack Straw. Explain that the colonised people of West Papua have not been allowed the right to self-determination, as guaranteed to all by the Charter of the United Nations. Ask that the government supports a new referendum on independence for the West Papuans.
- 3** Contact the Free West Papua Campaign. It will put you on its database and keep you regularly updated about campaigns, events and more. Email friends@freewestpapua.org.

SUBSCRIBER OFFER

Inspire a friend to subscribe to The Ecologist and we'll give you a THTC organic hemp T-shirt of your choice, absolutely **FREE**

All you have to do is cut out or photocopy this page and fill in your details. Have a friend fill in a subscription card (on page 19) and send both back to: **Subscriber Offer, The Ecologist, Unit 18 Chelsea Wharf, 15 Lots Road, London SW10 0QJ**

IT'S THAT EASY!

TICK THE T-SHIRT OF YOUR CHOICE:

Female three-quarter length fitted hemp T-shirt (black)

8 10 12 14



Original hemp T-shirt (black)
suitable for male and female
small **medium** **large**



Original hemp T-shirt (ecru)
suitable for male and female
small **medium** **large**

YOUR SUBSCRIBER DETAILS

Subscriber no.: ECOL
(your subscriber no. is printed on The Ecologist delivery envelope)

Name:

Tel:

This offer ends 20 April 2005 and is subject to availability





MORE IS MORE

There are few things more awe-inspiring in nature than the massing in vast numbers of a single species of animal. To explain why the phenomenon is so thrilling requires an understanding of why and how it happens in the first place BY MALCOLM TAIT

Back in the late 1980s, when alternative comedy had been declared the new black, the successor to rock 'n' roll, you could barely go anywhere in London without catching a bit of stand-up. Pubs, clubs, wherever you went, if the day ended in a 'y' it turned into Comedy Nite. Some of it was pretty funny, too, although I could barely remember most of the gags the very next morning, let alone a decade and a half later.

One routine, however, did stick in my mind. Back then, conservation was largely centred on the struggle for survival of large and familiar animals, and someone had worked out that across the plains, deserts and forests of Africa, where once millions of elephants roamed only a fraction now survived. One comedian – I forget who he was – picked up on this.

'So, only 600,000 elephants remain. You're reading about it in all the papers. Everyone agrees it's terrible. But I'm not so sure. It's that word "only" that gets me. I mean, we're talking about 600,000 elephants, here. Imagine what that looks like. Think about it. Someone shows you 600,000 elephants, what are you gonna do? Shrug and say, "is that all you got?" Now, 600,000 ants, that *would* look pathetic. Probably wouldn't even fill a





Sharks feeding on a shoal of massed sardines off South Africa's east coast



William Fiennes perfectly summed up the experience of seeing thousands upon thousands of snow geese suddenly take off when he wrote, 'for a moment, I had forgotten to breathe'

bucket. Something to worry about. But 600,000 elephants? Where do they put them all?'

Big laughs all round, and a good thing, too. Comedians don't bother finding humour in subjects that people don't take seriously. If the plight of the elephants was fair game for comedians, then someone out there was taking the matter very seriously indeed. Conservation on a global, public scale was beginning to find its roots. But this is not why I remember that night. I remember it because the comedian had a good point. '600,000 elephants. Imagine what that looks like.' I did, and I've still got that image in my mind to this day. What a glorious sight it would be.

There's something about the massing in vast numbers of one species that provides an incomparable thrill. The TV wildlife presenter Chris Packham once went to Nakuru, one of the soda lakes in Kenya's Rift Valley, to film flamingos. His equipment still packed away while he

tried to work out the best shot, he looked out across the heat haze to where the birds stood secure in the knowledge that the acidic content of the lake, about pH10, kept them safe from predators. There were millions of them, creating a pink, clattering, shimmering band from west to east that occasionally exploded in places as pockets of them took off, individuals once more in flight, only to return and settle again and be reabsorbed into the packed, anonymous mass. Awe-struck by the sight, Packham left his camera where it was, pulled up a stool, and spent the next two hours simply watching the flamingos. His film remained unused.

He's not alone in his fascination with massed creatures. Every year, tens of thousands of tourists visit Punta Tombo, a 10-mile stretch of Argentinean coastline, to watch more than half a million Magellanic penguins pitch up for the breeding season; the massive migration of more than a million wildebeest is still one of East Africa's biggest draws; closer

to home, the gannets of Scotland's Bass Rock provide an impression of a summer covering of snow for the many tourists who visit it every year; and in his book *The Snow Geese* William Fiennes perfectly summed up the experience of seeing thousands upon thousands of that type of bird suddenly take off when he wrote, 'for a moment, I had forgotten to breathe'. To explain why this type of massing has such a strong effect on us, even among the most experienced of nature-watchers, requires an understanding of why and how it happens in the first place.

The phenomenon is actually fairly rare in nature. Although many species gather in reasonably large numbers, only a comparative few congregate in their tens or hundreds of thousands, even millions. And they do so for different reasons.

For some species, mass aggregations are merely the peak of a fluctuating population cycle that keeps a balance between their own needs and those of their predators. The lemmings of Greenland and Scandinavia follow a four-year cycle of boom and bust so extreme that their population can in one year multiply by a factor of more than 1,000. Numbering around 250 individuals per hectare at their peak, they can cover the tundra like a furry carpet, before disappearing the following year to begin the cycle anew. And right behind them, following a similar four-year peak and trough pattern, pad their predators: stoats and arctic foxes, whose own populations rise and fall one year in arrears. It's a neatly choreographed ecological population chase that is so much more elegant than the myth that lemmings control their own numbers by committing suicide when they become too abundant. (Incidentally, this latter theory was popularised by none other than Uncle Walt, whose 1958 film *White Wilderness* showed lemmings apparently hurling themselves off cliffs to their doom. In reality, they were being herded by the Disney film-makers, and even then only into a river just out of shot).

For other species, however, huge numbers represent the best chance of survival under difficult circumstances. The monarch butterfly is one such creature. Famous for its epic migrations from its breeding range in New England and the

Great Lakes to Mexico, it travels in such huge numbers that if you were present when it arrives at its final destination you would not be able to see the sky through the clouds of whirring wings. There, among the conifers of the Sierra Madre forests, the butterflies congregate on trees in their many millions, hanging like frilled clusters of black and orange leaves from branches which bend and groan under their weight, overlapping each other on trunks so not a bare patch of bark can be seen, and settling themselves for their five-month hibernation.

The monarch migrates south because it requires the warmth of Mexico to survive the winter, and north again in spring because its food-plant only grows in Canada and the north of the US. Yet why does it do so in such extraordinary numbers? On the face of it, this insect should have little to worry about: at its larval stage it feeds on the sap of milkweed, which contains a chemical that stays in the body through to adult stage and is so distasteful that birds spit it out; with only a few exceptions, most predators learn to leave the butterfly alone. The reason for the monarch's massing lies in the struggle to survive the winter. Adult monarchs only live for about six weeks, with three generations being born and dying during the northern summer months. Only the fourth generation makes the southerly migration, where it has to settle into hibernation and outlive its forebears by more than three months, before making its way back north, laying its eggs, and finally dying where it came from. Only a tiny handful actually manage the return journey. The tightness with which they pack during hibernation helps them survive when the cold snap hits in Mexico.

For other creatures being tightly packed can turn them into a help-yourself buffet that no self-respecting predator could possibly resist. Off South Africa's east coast, where the mighty Mozambique current whips down from the Indian Ocean towards the Cape of Good Hope, a remarkable sight plays out every year: it starts in May as a collection of monstrous bodies assemble in the warming waters off the southern tip of the continent, and begin to make their slow, leviathan way north to the cooler waters vacated by the

current. At times reaching 15 kilometres in size, these mighty masses appear from above to be the true behemoths of the sea – until you look closer.

They are, in fact, shoals of millions upon millions of sardines, migrating to more nutrient-rich waters, and running the fatal gauntlet of easy predation in the process. Thousands upon thousands of sharks, dolphins and seals make their way to the region for the sardine run to feast as at no other time. The feeding frenzy is extraordinary, and has led to some intriguing behaviour. Dolphins, for example, have developed a method of dividing great pockets of the sardines into

OUR CAST OF THOUSANDS:

where are they now?

* The population of the Magellanic penguin has fallen by 35 per cent in the last decade, thanks to a combination of frequent oil slicks off the Patagonian coast, and excessive fishing.

* The monarch butterfly is under severe threat from illegal logging activities in the central Mexican forests where they hibernate. Mexico, in turn, is blaming the US, where modern agricultural practices are reducing the quantity of the insect's food-plant. According to the Mexican Environment Department, 75 per cent fewer monarchs arrived to hibernate in 2004.

* Britain's breeding starlings have declined in numbers by up to 49 per cent in the last quarter-century. The probable reason is the reduction of the country's permanent pasture, the birds' main feeding habitat.

* The last wild passenger pigeon was shot in 1900. A few lived on in captivity, the last, known as Martha, dying in 1914.

* Thanks to the 1989 CITES global ivory ban, elephants are holding on, their population still estimated to be a little over the 600,000 mark. In 1997, however, a few African countries were allowed to resurrect 'restricted' trade, and last year Namibia was added to that list. In recent years several countries have begun once more to report poaching activities.

smaller groups which they herd towards the surface, surround and then pounce upon. Some shark species have noticed this and follow the dolphins to steal from their table. All in all, the sardines appear to stand no chance against the massed ranks of teeth, but their initial numbers are so great that a healthy number do get through. Although their uncountable weight of numbers is what attracts the predators in the first place, the species still stands a better chance of survival than if individuals undertook the journey alone. One fish is not guaranteed to make it: a percentage of a huge shoal is.

Understandably, such an extraordinary event draws big crowds of humans, too, and not just to fish but to watch. Yet you don't need to travel to exotic regions to see exceptional massed sights: there's a good chance there's one happening just down the road.

Starlings have suffered something of a population decline in recent years, but they're still one of Britain's commonest birds, particularly during the winter months, when their numbers are augmented by migrants from Scandinavia. During the early dusk of this time of year they gather in great roosts, which in some places in the south number more than a million. But before they settle down for the night, they embark on a tightly packed aerial display that twists, funnels, swoops and billows like a flamenco dancer's whirling skirt. It's a truly uplifting sight, the birds wheeling together as if for the sheer fun of it, as they advertise their presence to each other in preparation for the communal roost, and confuse predators at the same time. As you watch this aerial dance, you find yourself wondering how they, and other flocking birds, swarming insects and shoaling fish, pull it off without bumping into each other. You're not the first to do so.

In the 1980s, a young student named Craig Reynolds was trying to find the answer to this question that had perplexed zoologists through the ages. 'The motion of a flock of birds,' he wrote, 'is simple in concept yet is so visually complex it seems randomly arrayed and yet is magnificently synchronous. Perhaps most puzzling is the strong impression of intentional centralised control. Yet all evidence indicates that flock motion

must be merely the aggregate result of the actions of individual animals, each acting solely on the basis of its local perception of the world.' He eventually came up with a theory that flocking required the observance of three essential steering behaviours for each individual: separation (steering to avoid crowding local flockmates), alignment (steering towards the average direction of local flockmates), and cohesion (steering towards the average position of local flockmates). In other words, each individual takes its compass from its immediate neighbours, and as long as every member of a flocking group follows the three basic rules, the whole will move as one without collapsing into itself.

Reynolds demonstrated his theory by applying these rules to the attributes of collective units, or 'boids', in a computer programme. Each boid was allowed to skate around the computer screen in a random pattern, as long as it followed the three rules. The result looked so much like a whirling flock of birds that the three rules became a new bedrock of understanding of how massed creatures move together. Reynolds went on to make a lucrative career in enhanced film animation techniques, but it is his early work that helps explain our fascination

Numbering around 250 individuals per hectare at their peak, lemmings can cover the tundra like a furry carpet, before disappearing the following year to begin the population cycle anew

with huge aggregations of species. Each individual within the group is taking its cue from its neighbours, working with them in synchronicity both for the good of themselves, and the good of the whole. Like cells in a body, they perform their own function within their own immediate environment, creating a whole that appears to move by and control itself. The whole seems greater than the sum of its parts. It's as if the creatures transcend their own individuality, creating a new collective beast that is so awesome that any perceptions we may have of ourselves as a dominant species on this planet are challenged.

The artist Katarina Wong understands well the dual concept of personal identity and mass interdependence. She descends, as she puts it, from a long line of migrators, giving her a foothold in a variety of cultures, a background that forms the basis of much of her artwork. Her 'Fingerprint Project' is a series of works derived from her huge collections of friends' fingerprints, which she casts in wax and then mounts in patterns that mimic animalistic flocks and swarms. 'What we experience as reality,' she explains 'is really a co-creative experience depending entirely on everyone and everything's constant participation.'

Not everyone sees such beauty in animal massing, however. The swarms of desert locusts that ravaged several parts of western, northern and even eastern Africa last year were the worst seen for many years. The locusts are currently settled into their breeding season, but come June they'll be back, and many believe they could wreak even greater havoc this year, perhaps even reaching as far east as Pakistan. Mankind, understandably, is trying to fight back, and research is being conducted into why this rather shy and unaggressive creature, which normally prefers a solitary state, can suddenly mass in its many millions and become a manic

glutton. A recent discovery suggests that locust have touch-sensitive hairs on the backs of their legs which trigger the lust for swarming. If, as is conjectured, it is crop density that stimulates these hairs, then perhaps new agricultural procedures, such as revised planting techniques, could help eliminate the problem.

Of course, for now, pesticides are the preferred solution to the locust blight, and there aren't many people who object to this: locusts, after all, are not particularly cuddly creatures. The same cannot be said of the red-billed quelea, a cute little African weaver that masses in its millions (it is probably the commonest bird in the

Monarch butterflies
having arrived for
hibernation in Mexico's
Sierra Madre forests



world) and provides one of the greatest avian spectacles on the planet. Unless, that is, you're a cereal farmer.

Agriculturalists have tried pretty much everything to disperse this destructive little seed-eater, and I do mean 'everything'. Shooting makes little difference; poison fares little better; and some of the more desperate attempts have included napalm, and even dynamiting the trees where the birds roost. But the red-billed quelea is so plentiful that it keeps coming back. It would appear that if creatures can mass in numbers large enough, nothing can stop them.

But appearances can deceive, as this final tale demonstrates. In 1813 the US ornithologist John James Audubon was returning to his Ohio River home. It was so dark that the sun appeared to be in eclipse, but when he looked up it was no moon that was blocking the sun's light, but a seemingly endless cloud of birds. He watched them for some time, and calculated that every three hours more than 1 billion birds passed overhead. The sound of their wingbeats was like thunder, and as they called it was like hearing millions of sleigh-bells ringing in the sky.

The passenger pigeon was so plentiful in 19th century America that it totalled a staggering 40 per cent of the country's entire bird population. Pigeon hunting became big business, and thousands of men would telegraph each other across the land to find out where the huge flocks were turning up next. So great and persistent was the onslaught upon them that as the century closed, the pigeons were on their last legs. Their billions had been reduced to just 250,000. In 1896 this last flock settled to breed in the forest near Ohio's Green River. The hunters were waiting for them. They bagged 240,000 and loaded them onto a train to sell back east. A few miles down the track, the train derailed. No one could be bothered to collect the birds, and the final flock of passenger pigeons, possibly the most abundant bird ever to have lived, was left to rot by the side of a railway track.

Try making a joke out of that.

■ *Malcolm Tait's new book The Birdwatcher's Companion is published by Robson Books this summer.*

THTC

HIGH ROLLERS

Do you want your clothes to be fashionable and to look good or to be ethically produced in ways that respect the workforce and the environment? Not long ago that was the choice. But thanks to The Hemp Trading Company (THTC), whose fairly-traded, organically-produced garments are going down a storm with Britain's hip-hop and drum and bass communities, you can now have both. **Jeremy Smith** spoke to Dru and Gav Lawson, the two brothers running the UK's hippest hemp clothing company

ECOLOGIST: Why hemp?

DRU LAWSON: When I left university I was looking for the ultimate environmental job. From all of my reading on hemp I was convinced that... increasing the amount of hemp grown was going to help flip the pyramid of oil production... All the money and power in oil is at the top; an increase in hemp would bring it down and put it in the hands of the farmers, because while one vast oilfield may be owned by one vast company, hemp has always traditionally been grown by small farmers. So by increasing the amount of hemp grown you're supporting a small-scale approach to agriculture. Furthermore, hemp cultivation is and always has been performed organically.

ECOLOGIST: Where do you source your

hemp from?

DRU LAWSON: Currently, all our hemp comes from China. We started in eastern Europe, but the quality of the fibre was too poor for our clothes, which we aim to make as hardwearing and longlasting as possible without compromising on the feeling of the fabric, its fit, its ability to keep its shape or hold its colour. We then moved to Nepal, but soon discovered that the Nepali hemp was actually second-rate Chinese hemp that the Chinese were dumping in Nepal. So we moved our production to China, which still produces the best-quality hemp in the world.

ECOLOGIST: Chinese clothing factories are synonymous in many people's eyes with sweatshops. Your labels say 'fairly traded' but are not officially certified by the Fairtrade Foundation. Why?

DRU LAWSON: To achieve Fairtrade accreditation the companies you work with have to be cooperatively run. The factory that we're dealing with is a traditionally structured capitalist company, but one that we believe is set up in exactly the right non-exploitative way. It's not a cooperative; it's not a collective: it's a hierarchically organised company that we think is operating well within the framework of a fair, ethical, solid and positively progressive organisation.

ECOLOGIST: How can you be sure?

DRU LAWSON: Channel 4 made a series called *The Power of Choice*, aimed at teenagers to show them the effects of how they choose to spend their money. One episode was on clothing, and we were one of the companies chosen as an example of ethical clothing practices.



However, China wouldn't grant Channel 4 journalist visas because previously any journalists wanting to write about clothing and China had been doing so to expose sweatshops. So I went over with a stills digital camera ostensibly on a business trip.

By that time I'd already seen factories in a lot of different countries: in the UK, across eastern Europe and in Nepal. But I had never seen anything comparable to the factory supplying our hemp. For example, one of the first things the owner had done after building his new factory was establish community buses to bring all the workers in from the villages. When I asked him how old the youngest person was, he laughed and asked me back: 'I employ 40 people. Why would I employ people who don't have the skills I need to make absolutely top-quality clothing?'

On average, the people that worked there were late 20s to 30s. The oldest person was 65, and that was the owner's father. The youngest was 19. All the kitchens were absolutely immaculate. They had proper bedrooms, rather than bunks, if they had to run split shifts through the night to meet an order. Everyone was wearing full safety equipment. The temperature of the factory was fully controlled. I came back from China knowing I was working with a man I could trust. I know this might not wash in the international clothing industry, but in the end I believe my own eyes more than I believe a certification stamp.

ECOLOGIST: Likewise, your shirts say they're organic, but there's no Soil

Association logo. So are they?

DRU LAWSON: We're working with the Soil Association to sort this out. The difficulty is that in order to be certified organic, every single one of the farms supplying the factory has to be certified, and to do this we have to pay for the Soil Association to go to China and visit every single farm. The alternative – to find or create a giant industrial hemp farm and just get that one alone certified – is not an option. I'd rather know in my heart that my clothing is organic yet uncertified, but that selling it supports hundreds of families, than be able to carry the official badge of organic certification but perhaps mean the end of these many farmers' livelihoods.

ECOLOGIST: Aside from the hemp fibre itself, how environmentally sustainable is your production process?

DRU LAWSON: As yet organic dyes are really not high enough quality. Of course we want to and will use them, and we are working with several people developing ranges. When we can produce one that works well enough we'll use that one, and then keep adding more and more until all our dyes are organic. And as soon as we have some money, we'll be investing it

in developing all these processes further. But at the moment the dyes are of poor colours that will wash out of the fabric too quickly.

Our T-shirts are £25 pounds. We've built a name for using the best-quality organic hemp available. People won't accept buying a T-shirt if the dye washes out within a year. Right now we think it is more important that our raw material is 100 per cent organic and that we sell as much of it as possible, meaning more and more organic hemp is planted. Likewise, there is a machine in the east coast of the US for screen printing, but for us to get the licence to bring it over to the UK would cost us £500,000, which we simply don't have. And we can't ship our T-shirts from China to the States and then onto the UK: it's totally unsustainable to be using up that much energy.

ECOLOGIST: The same could be said of working with China? Hemp's been legal to grow in the UK since 1994. Why don't you grow your hemp here?

DRU LAWSON: Because right now anyone granted a licence to grow hemp contractually has to sell it to a company called Hemcore, which uses it for animal bedding and low-quality fibre uses. This



Keeping it real in the family – the brothers Lawson, Dru (l) and Gavin (r)



Uk hip hop legend Rodney P (Riddem Killa / Lowlife Records)

is starting to open up, but even if we were able to keep our own fibre, there is no mill that can spin it into yarn at the moment, and no factory with any experience of spinning, or weaving and knitting hemp. Without the enzyme processes used by the Chinese the fibre would be too thick and rough and heavy to be used as a T-shirt fibre. The hemp industry is trying to work around these issues, and several companies are developing a decorticator that provides a fine enough fibre to be spun in traditional cotton equipment. THTC has already agreed to purchase our material from one of these decorticator technologies, but it is still in early day development. As soon as it becomes possible, THTC intends to support this industry in every way we can.

ECOLOGIST: You express concern for your farmers, but what influence can you really have when you are thousands of miles away?

DRU LAWSON: At first when we were ordering just 1,000 T-shirts we didn't have a lot of clout and we couldn't really make any demands on our suppliers. But now that we're ordering 10,000 to 15,000 T-shirts a season, and represent maybe 10 per cent of their business, it's in their interest to go out of their way to employ people to help us out. Soon we'll be able to go to China and select the best 50 or 60 farms growing hemp for us, and secure organic certification for them while also making sure all our farmers are fully aware of and support what we are trying to achieve.

ECOLOGIST: While it may be true that as your company grows it gives you more bargaining power, does it not also make it harder for you to keep true to the ethics you espouse?

DRU LAWSON: We're always trying to balance this issue – trying to sell as many T-shirts as possible in order to really influence the agriculture system and yet not sacrifice the quality for which we are known or the principles in which we believe. For example, if we can sell 100,000, 100 per cent organic hemp T-shirts but to do so we need to sell 50,000 to a U2 tour and U2 demands having this 10-screen plastisol process on them, we think that is acceptable. If our raw

product is 100 per cent organic then we are willing to be more flexible with the other processes.

ECOLOGIST: How did you differentiate yourselves from other hemp retailers?

GAV LAWSON: The turning point was when I finished uni, where I'd been studying marketing and music production. Dan, the third founding member of THTC, and I insisted that to really make our products sell it was not enough just to make good clothes; we had to build a brand. We began sponsoring nights, connecting with people, talking to DJs and promoters. We took risks. Of the 1,000 garments we had made in Nepal, we gave 800 away as marketing. I would go to clubs four or five times a week, becoming friends with MCs and the DJs, getting them to throw out free samples into the club, while letting the crowd know all about this new young brand. It was hard work, but the support from the DJs and MCs I got to know well was awesome.

Soon the DJs and MCs were wearing our clothes, too. At the time THTC hit the scene British hip-hop was, as it continues to be, witnessing a massive period of growth. We committed ourselves to a policy of only supporting UK hip-hop and drum and bass artists, except for a few select artists that suit the brand's identity and our personal tastes, and certain switched-on, politically aware comedians like Mark Thomas, Robert Newman and the actor Woody Harrelson.

Every time we ran a local promotion we ensured our clothes were available through a local shop. We linked up with fashionable websites and record labels, everything we could to build a buzz around a brand which still only had a few hundred items of clothing actually available to sell. Before long people were coming to us asking to be associated, and it is wonderful to be in the position now where we are approached almost daily by people asking for sponsorship. I wish we could work with everyone.

ECOLOGIST: Are there companies, organisations or bands, even, that you simply wouldn't provide T-shirts for?

DRU LAWSON: We've spent too long building up a distinct, credible brand – it would be a disaster for people to make the wrong association. For example, when So Solid Crew were up on gun charges they wanted us to do their merchandise, which would have got us huge publicity, but totally the wrong sort. We'd never work with cigarette or drinks companies, either.

On the other hand, this very dilemma was one of the reasons we set up a second company called Eco-T to produce completely unbranded organic clothes that people can design as they wish – say for tour merchandise or whatever. We want as many people as possible to be wearing organic hemp, but we don't want the association of, say, a Robbie Williams tour with the THTC brand. Now, through Eco-T, we're talking with EMI to do shirts for their bands' tours. [As *The Ecologist* went to press we learnt that from April Virgin is to stock THTC's range of T-shirts in its stores across the country.]

ECOLOGIST: Are you not concerned that such associations might compromise what you're doing?





Clothing the community (l to r): UK DMC 2004 mixing champion DJ Blakey; Dynamite MC (MC for Roni Size); Foreign Beggars (Best Act, UK hip-hop awards 2004)



DRU LAWSON: What we're trying to do is to create a model of sustainable business using sustainable products all the way along the chain. With Eco-T we will sell to almost anyone because what we are selling them is a totally ethically produced product: a fairly traded, organically produced, undyed, untreated T-shirt. Furthermore, we believe that in our own small way we're making these companies a little more ethical simply through doing business with us. We won't

change what we do to suit them, but if they will adapt to using our products, we'll sell to them. You have to ask yourself the question: 'If working with us means these companies are taking their first step towards becoming more ethical, do we say "no you can't do it" or "yes you can"?' And, anyway, we'll charge them more, which allows us to give discounts

to people such as charities and those we really do respect.

ECOLOGIST: What would you say to any young person wanting to do something similar to what you have done?

DRU LAWSON: Looking back to when we started I'm embarrassed at how little we knew and how much we believed we knew it all. In truth we were just another typical hemp company, so overwhelmed with the power and the potential of the plant we got lost in dreaming 'won't it be wonderful when we've done this?' or 'isn't the world going to be great when...' rather than getting down to the nitty-gritty, doing the maths and making a company that actually worked.

Too many people don't want to do the hard graft. We had so many failed starts because we were ambitious beyond our means. It was only when we went back to basics, started with the simplest thing and made sure we got that right, that things really began to happen. Don't try to change the world with the first thing you do. Just try to make that one thing work as ethically and sustainably as possible.

MORE THAN JUST A BUSINESS

In 2003 THTC ran a project at west London's Feltham Young Offenders Institute, working with the teenagers inside and getting them designing T-shirts. Dru had visited Feltham on an unrelated issue, and while wandering around seen a lot of children sitting in their cells, rapping and MC-ing. On the same visit he was shown an art room filled with teenagers being made to paint still lifes of flowers. 'A substantial amount of these kids are in there for spraying graffiti,' explains Dru. 'They've been locked up for breaking the law, yet in their own way they were trying to express their creativity. And now they are locked away being told to paint something that has no bearing on the way they know the world.'

The idea of the Feltham project was to get these children to design not tags for trains that would get them stuck

inside again, but designs for T-shirts that THTC would pay them for, exhibit on the company's website and, if they were good enough, use as an actual design print for its T-shirts. 'They've had everyone tell them how bad they are,' remembers Dru. 'We wanted to allow them to see a value in what they were doing.'

But Feltham shut the project down. It told THTC that the children weren't allowed to put their names to their designs; the company wouldn't be allowed to exhibit them on the company's website; and it wouldn't be allowed to pay the children, or their families, any money for the work they had done. 'Feltham is 900 kids, with suicide attempts almost daily,' says Dru. 'But for most of the staff the attitude is "life's too good for them".' To this day, THTC is still trying to get the project started again.

■ **SUBSCRIBER?** Turn to page 37 for our free THTC organic hemp T-shirt offer.

BOOKS

THE DECLINE OF CAPITALISM: can a self-regulated profits system survive?

Harry Shutt

Zed Books, 2004, £9.99

Since Shutt's *The Trouble with Capitalism* highlighted the fragility of the economic bubble of the 1990s a series of economic disasters has proven him right. Yet those at the reins of the world's economy continue on exactly the same path. In this timely sequel, Shutt suggests a radical agenda for reform.

INDIA DIVIDED: diversity and democracy under attack

Vandana Shiva

Seven Stories Press, 2005, £7.99

Nuclear power; the caste system; biotechnology; sectarian violence in Gujarat: India, the world's largest democracy, is being torn apart by seemingly unresolvable struggles. In *India Divided* the country's leading human rights and environmental activist chronicles the battles reshaping a country still largely defined by its past.

A GOOD LIFE: the guide to ethical living

Leo Hickman

Eden Books, 2005, £15

Should I buy organic, fair-trade, or local produce that is neither? Such are the questions confronting anyone trying to live ethically. Hickman's overview of everything from how to clean your toilet without using polluting chemicals to what fruit is in season in February makes a handy guide for 'beginners'.

NATURAL ENEMY, NATURAL ALLY: toward an environmental history of war

Edited by Richard P Tucker and Edmund Russell

Oregon State University Press, 2004, [\$29.95]

Whenever the victims of war are listed, one always gets overlooked: the environment. This scholarly collection of essays attempts to right that wrong, while also examining the other side of the coin: the impact of the environment on the nature of war.

KEEPERS OF THE SPRING: reclaiming our water in an age of globalization

Fred Pearce

Island Press, 2004, \$26

Longtime *New Scientist* environment consultant Fred Pearce has travelled to every corner of the globe to research this important book, which performs a much more important service than adding to the ever growing weight of literature depicting the growing water crisis. What Pearce has done is visit the eponymous 'keepers of the spring': the many people around the world

struggling to maintain an equitable water supply for us all. Forget big dams. This is a story of rainwater harvesting, Israeli spring tunnels, Cypriot qanat diggers, and fog catchers in the barren wastes of the Chilean Atacama desert. An inspiring and essential read.

WATER INC.

Varda Burstyn

Verso, 2005, £16

If water really is going to be to the 21st century what oil was to the 20th, then Burstyn's gripping thriller is a case of fiction anticipating reality. Shades of Carl Hiassen and TC Boyle as a ragged bag of revolutionaries battle the powers of big business in a bid to protect the world's water.

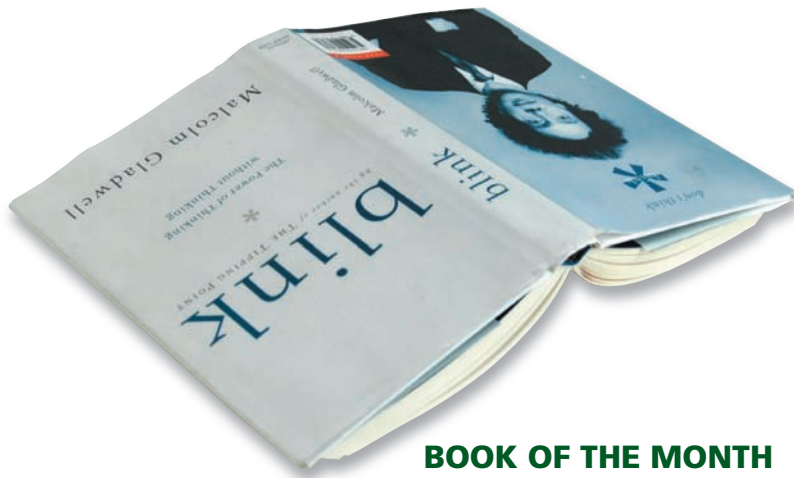
LAWLESS WORLD: America and the making and breaking of global rules

Philippe Sands

Allen Lane, 2005, £12.99

What does it mean when the world's leading power simply ignores the rules it doesn't like? [In this powerful book international law expert Philippe Sands examines the implications of the US's rejection of international conventions, and Britain's continuing willingness to turn a blind eye to this behaviour.





BOOK OF THE MONTH

Blink: the power of thinking without thinking

Malcolm Gladwell
 Allen Lane, 2005, £16.99
 Reviewed by Matilda Lee

Malcolm Gladwell is like a jeweller, able to see a diamond in the rough where most of us just see a stone; by subjecting his topics to careful examination, he cuts at just the right angle so they become gems. Throughout his work, the *New Yorker* writer's gift has been his ability to show readers a glimpse of fascinating social phenomena at work in the seemingly trivial and minute.

Gladwell's first book, *The Tipping Point*, was a brilliant analysis of trends, of the how and why certain ideas, behaviour and products catch on and move through populations like infectious diseases. It has become an indispensable tool for anyone involved in creating change in society. His new book, *Blink*, aims to show that the unconscious judgments we make of things and people in the blink of an eye are far more important than we acknowledge. *Blink* shows us the enormous implications this has on society.

Take what Gladwell calls the 'Warren Harding error'. The tall, dark and handsome Harding was one of the worst presidents in US history. Despite his undistinguished political record before his election, voters saw his good looks and jumped to the entirely unwarranted conclusion that he *seemed* presidential. Gladwell says the Warren Harding error helps explain why 'so many mediocre people find their way into positions of authority'. This phenomenon is alarmingly widespread: when Gladwell profiled the CEOs of America's Fortune 500 companies (the US's 500 most successful firms), he found that not only were they overwhelmingly white males (more on which shortly), but that they were an average three inches taller than the rest of the population. Most of us automatically associate leadership ability with imposing physical stature.

Blink also describes how our stated conscious values may be utterly incompatible with our unconscious attitudes. So, while we may not consciously be racist, on an unconscious level a large

number of us (including the author himself, who is mixed-race) have a harder time linking 'good' things with black people and 'bad' things with white people.

Equally daunting, is the way outside influence affects the *quality* of our thought. Gladwell cites an experiment in which students were primed how to think about themselves in advance of a test. Those primed to think about what it is like being a professor tested significantly better, with average scores of 55.6 per cent, than those told to think about being a football hooligan, whose scores averaged 42.6 per cent.

Gladwell was in London recently to promote his book, when I had the opportunity to ask him how the ideas in *Blink* and *The Tipping Point* relate to our disregard for the natural environment. He quickly fell on the issue of cars and, in particular, a series of Honda TV ads now showing in the US; the campaign emphasises how Honda's hybrid-electric vehicles are in tune with the environment. He believes that Honda's status as an industry insider means it can move the issue of greener, more energy-efficient cars forward much quicker than can 'outsider' environmental NGOs or activists. He said: 'There is an acceptable band of conversation in any marketplace. Today Hummer gets away with running TV ads that are unabashedly about domination over our environment, and there is very little in the way of protest.'

This is important because, as *Blink* makes clear, our behaviour is extremely influenced by how issues are framed. Changing the first thing that pops into our minds when we think about the automobile is as important as changing the automobile itself. If cars were reframed in terms of efficiency or responsibility, instead of size and domination, then real change in the market could occur. 'It is very difficult for an outsider to reframe,' said Gladwell. 'It has to be framed from the inside... Honda could force everyone else to play that game.' One begins to wonder how society could be revolutionised if only huge multinationals started extolling the benefits of organic cotton, energy-efficient technologies and fairtrade food.

Another of *Blink's* big themes is the extent to which today's business and political culture is in the stranglehold of market research, and how this severely inhibits risk-taking and innovation. Gladwell says: 'Corporations do their little focus groups without understanding that the whole edifice on which market research depends is powerfully biased against change.' The new and the different are repeatedly knocked down in the closed, tunnel-visioned process of market research. And corporations, like politicians, are terrified of launching anything that is not confirmed by market research.'

Blink enables the reader to reflect about the unseen powers that shape society. Those in senior positions in business and government would do especially well to get hold of a copy.

■ Matilda Lee is the associate editor of *The Ecologist*

CRUDE: the story of oil

Sonia Shah

Seven Stories Press, 2005, £13.99

It was a story waiting to be told. In the same vein as Mark Kurlansky's *Cod*, Sonia Shah's book tells the story of one of the most influential forces of our times: oil. Casting her eye back to the industry's murky beginnings, Shah reveals how oil replaced coal as our number-one power source, and then went on to determine everything from who won WWI to why our world is increasingly encased in plastic. Exxon Valdez, community struggles in Nigeria, the surreal world of the oil barons: it's all here in this eloquently written, urgently needed book.

Reviewed by Simon Jones

THE I HATE CORPORATE AMERICA READER: how big companies from McDonald's to Microsoft are destroying our way of life

Edited by Clint Willis and Nate Hardcastle, Thunder's Mouth Press, 2005, \$15.95

Eric Schlosser, Jerry Mander, Greg Palast, Sheldon Rampton, Jonathan Matthews... The authors included in this wonderful primer on all that's wrong with corporate America read like a roll call of the best activist writers around. Every topic of corporate malfeasance imaginable is covered: from the way big pharma sells us new syndromes and diseases just so it can sell us the cures, to the transformation of children into marketing tools for big business. Got a friend still working for 'the Man'? Leave this book by their bedside and ask them a few weeks later how they sleep.

Reviewed by Jeremy Smith

WEBSITE OF THE MONTH



Alliance Against Urban 4x4s (www.stopurban4x4s.org.uk/)

Everything you need to know about four-by-fours, and a whole lot more. Print off spoof parking tickets and stick them on windcreens of SUVs in your area. The tickets catalogue all that's wrong with these petrol-guzzling monsters.

Become a pedestrian activist (or is that activist pedestrian?). Get yourself a 'not safe, not clean, not cool' T-shirt and you can let the morons who drive these

things know what you think every time they pull up as you're crossing the road.

And aside from the fun, there are revealing facts on SUVs' appalling environmental and safety records, and a top 10 list of reasons why you shouldn't be driving one.



FILM REVIEW

The Yes Men

Directed by Chris Smith, Dan Ollman and Sarah Price

They dress in gold lamé catsuits with giant phallic appendages, and deliver lectures posing as representatives of the WTO.

They explain to shocked students how human shit is to be processed into food for the poor. They are the Yes Men, the most surreal and, in many ways, most successful 'performance activists' working today.

Smith, Ollman and Price's hilarious film follows Andy Bichlbaum and Mike Bonnano on a whistle-stop global tour of the corridors of power, one that ends with a lecture in Australia, during which the pair announce that the WTO is to be disbanded and refounded upon ethical lines. Throughout the film what is most remarkable is the different audiences' responses. Businessmen accept the Yes Men's outlandish theories because they are based on the same economic logic that drives their lives; economists debate them on TV news shows, at no time twigging that the pair are impostors.

If you thought fighting corporate globalisation meant giving up on pleasure for an arduous and worthy struggle, think again. In the company of the Yes Men it has never been so much fun.

Reviewed by Harry Ram

RADIO HIGHLIGHTS

Spotlight on: **Resonance FM**



A lecture by Arundhati Roy, field recordings from Jeddah, a sermon from the *Ecologist's* spiritual leader Reverend Billy, an

improvised opera about the Roman emperor Nero. Resonance FM is a radio station like no other. Launched in 2002 at John Peel's Meltdown festival, it has grown to become a world leader in alternative radio. Coming across it on your dial (104.4 FM in London; www.resonancefm.com worldwide), is to be transported into a world of mystery and fascination: one where the usual rules do not apply. The station aims to offer a space to all that is feared and refused by the insipid, corporate, enclosed world of mainstream broadcast media. Operated by volunteers, it is a democratic, open-source, open-mic operation. If you have a good idea, Resonance will air it.

And so it is that *The Ecologist* and its financial guru Max Keiser (see page 13) both have new shows on Resonance FM that aim to send traditional current affairs programmes to A&E. *The Truth About Markets*, Stacy Herbert and Max Keiser's show (Saturday, 7-7.30pm) is described as 'a hand grenade in a house of peaches'. If Hunter S Thompson had ever worked on Wall Street this is what he would have sounded like. And *The Ecologist's* deputy editor Jeremy Smith digs beneath the headlines in *Soil and Soul* (Monday, 6.30-7pm). Guests so far have included the activist pranksters the Yes Men (see page 66), the McLibel Two (see page 14) and primatologist Jane Goodall. The show takes a single issue or life and gives a real insight into the politics that define it.



OUR FIVE BOOKS: THE YES MEN

Andy Bichlbaum and Mike Bonnano are the Yes Men. The eponymous film about them is reviewed on page 65. The victims of their spoofs include the WTO, George W Bush and Dow Chemical. *Ecologist* deputy editor Jeremy Smith caught up with them while they were promoting the film and asked them what books have influenced them, and what ones they would use to influence others...

Q What was the first book that made you realise 'something was wrong'?

A *Good Grief, Charlie Brown* by Charles M Schultz, (Coronet Books)

Q What book would you give to every politician?

A To every nominally leftist politician who has lost his or

her way (ie, just about all the Democrats, the New Labour crowd, etc): *What's the Matter With America: the resistable rise of the American right* by Thomas Frank (Secker & Warburg; published in the US as *What's the Matter With Kansas: how conservatives won the heart of America*, Owl Books). It's about the US, obviously, but the same lessons go for Britain, Germany, France, etc: how the spinelessness of the left has paved the way for fascism. To every right-wing politician, the complete works of Isaac Asimov, because they number over 200, are really very absorbing, and would take so long to read that perhaps they wouldn't have much time to do other things for a while. That's more than one book, but they

could be bound into a single gargantuan tome at a quality bindery so as to comply with the rules of the query. The complete works of Louis L'Amour would also work just fine.

Q ...To every CEO?

A *Global Problems and the Culture of Capitalism* [itals] by Richard Robbins (Allyn & Bacon). Plus a handbook on what to do when, after reading Robbins' book, they're sued by their shareholders for doing the right thing.

Q ...To every child?

A *Global Problems and the Culture of Capitalism* by Richard Robbins. Or *Steal This Book* by Abbie Hoffman (Four Walls Eight Windows). Or *The South Park Viking Desk Encyclopedia* by Kyle Broflovski. Or *Good Grief, Charlie Brown*.

Q It's 2050. The ice caps have melted. You are only allowed one book on the Ark. What is it?

A Since the only goal would be to pass the time waiting for things to be nice again, and scientists estimate that even starting from a population of water rats and seaweed it would take only a few million years for full species diversity to blossom anew, we'd take along the *Oxford English Dictionary*, so as to remember what English was like. And a set of playing cards.

GET A LUNGFUL OF THIS

The complete list of substances added to cigarettes, as compiled by the Indiana Prevention Resource Center at Indian University, contains 599 entries. Here are some of the most interesting ones...

Ambergris tincture
Ammonia
Amyl butyrate
Apple skins, extract and juice concentrate
Benzoic acid
1-butanol
Caffeine
Carbon dioxide
Carrot oil
Chocolate
Civet absolute
Coffee
Cognac white and green oil
Ethyl alcohol
Fig juice concentrate
Guaiac wood oil
Hexyl phenylacetate
Honey
Hop oil
Maple syrup and concentrate
2-methoxy-4-vinylphenol
2-methylheptanoic acid
Beta-naphthyl ethyl ether
Nutmeg powder and oil
Phosphoric acid
Rum
Skatole
1,5,5,9-tetramethyl-13-oxatricyclo(8.3.0.0(4,9))tridecane
Urea
Vinegar
Yeast

Taken from The Disinformation Book of Lists (Disinfo Books; www.disinfo.com)

TURN OFF THE TV AND... WAKE UP TO TRADE JUSTICE

Friday 15 April, 10pm-8am, central London

This year, Britain hosts the G8 summit and takes over the presidency of the European Union. This gives the government a unique opportunity to try to change the unjust international trade system that keeps billions of people in poverty and harms our environment. Hundreds of thousands of people across the world will be taking action together, as part of the Global Week of Action

for Trade Justice (10-16 April). On 15 April, Whitehall will be lit up with thousands of candles and lanterns during an all-night vigil. There will be music, speeches and a dawn procession past Downing Street. To keep you going till morning, there will also be activities and workshops, stewards, hot drinks, a fair-trade café and warm, dry places to go throughout the night.

www.april2005.org

Your 32-page guide to ethical living

green pages

ETHICAL TOYS

IN SEASON RECIPES FOR APRIL:

Wild garlic soup with chorizo bread
Warm potato and wild sorrel salad
Wood pigeon with red wine and raisins

CELEBRATE SPRING WITH A

RHUBARB BELLINI ...
VODKATINI ...
MULE ... MARGARITA ...
OR SHERBET DIP-DABS



THE WONDERFUL
WORLD OF
WATER-SAVING
TOILETS

TWELVE OF
THE BEST
organic
Spanish
wines

MITCH
TONKS'
FAVOURITE
SCALLOP
RECIPES

'MY BATTLE
TO GREEN
THE FASHION
INDUSTRY'
BY KATHARINE
HAMNETT

THE QUICK GUIDE TO
CHEMICAL-FREE LIPSTICKS

Contents



69 APRIL IN SEASON WITH HUGH FEARNLEY-WHITTINGSTALL AND GILL MELLER

As the nights grow steadily lighter, and the sun's rays gradually stronger, kick off the winter blues with some delicious seasonal Spring recipes from the wizards at River Cottage. Try Hugh's warm potato and wilted sorrel salad or maybe you'd prefer Gill's salad of spring onion, smoked salmon and boiled eggs. Either one should slip down a treat with one of four rhubarb cocktails to choose from...

74 MITCH TONKS: KING OF SCALLOPS

Another reason to look forward to April... scallops. Once you've got past their formidable shell, scallops have to be one of the tastiest, most succulent, and thankfully abundant of seafoods. This month, Mitch picks his favourite scallop recipes from sea scallops with garlic glaze to scallops marinated with lime, chilli, mint and coriander.

76 MONTY'S DOZEN ORGANIC WINES FROM SPAIN

After a slow start, Spain is now developing some of the world's best organic and biodynamic vineyards. From Rioja to La Mancha, Monty whips through the Spanish wine regions, picking his favourite 12 organic wines from across the regions.

80 KATHARINE HAMNETT'S ETHICAL FASHION PAGES

Starting this month, Katharine Hammett one of the UK's leading fashion designers, takes a critical look at the fashion industry, and how you can use your consumer power to influence the brands you love to wear.

82 LIP SERVICE

Also starting this month, Kim Erickson, author of the bestselling book *Drop Dead Gorgeous: protecting yourself from the hidden dangers of cosmetics*, takes a beauty product and shows that you needn't compromise your ethics or health to look good. This month she tackles lipsticks.

84 ETHICAL TOYS

This month we take a look at the damaging aspects of the toy industry and select a bunch of toys and toy companies that put the health and happiness of your child above their bottom line.

86 WATER SAVING TOILETS

A staggering 30-40 per cent of the water we use in our homes is for flushing the loo. Yet by taking a few simple steps or swapping your old toilet for an eco-loo, you can minimise your water usage, and save money too.



APRIL IN SEASON



Hugh Fearnley-Whittingstall and River Cottage HQ chef **Gill Meller** present some of their most delicious seasonal recipes – for April that means zesty rhubarb cocktails and wild garlic soup

APRIL SEASONAL VEG

Dandelion
Morel mushrooms
Potatoes
Spring Greens
Chervil
Tarragon
Carrots
Spring onion
Garlic
Sorrel

HUGH'S SEEDLING SALAD

I sow my first vegetables of the year, mostly salads, in mid or late February. The seeds go into plugs and seed trays in the polytunnel, which, however harsh the weather, is pretty much frost-proof. A month or so later, some are ready for planting out, either in the polytunnel bed, or with frost-proof seedlings such as peas and beans, outside (after hardening off).

Inevitably, I sow far more than I need, especially of the lettuces and other leafy greens. But by the time the seedlings are ready for planting they may have a good four or five inches of growth already: far too much edible leaf to waste. So I harvest them to make a symbolic 'first salad' of the year. In fact, with good polytunnel management, I may still be cropping the winter salad greens at the same time as these spring seedlings are ready for picking. But by that time the winter lettuces (tatsoi, mizuna, rocket and various chicories) are coarse, and their

pungent, bitter flavours are beginning to pall. By contrast, the tiny spring leaves, auguring a whole summer of salads to come, are so delicate, tender and sweet that even if they offer only a scant plate for three people to share the exercise is worthwhile.

My seedling salad will include a variety of tiny lettuces, both cos and butterhead types. The other thing I always like to use is a few pea shoots. The young tips, with three or four leaves attached, can be plucked without harming the rest of the seedling, which will rapidly grow back. They have a wonderful leguminous taste that is delicious with a little light olive oil and lemon dressing. I like pea shoots in a salad so much that I now dedicate a tub in the polytunnel to peas for 'salad only' purposes, plucking them mercilessly and even re-sowing in midsummer and early autumn. In restaurants that

take their salads seriously you'll already see pea shoots at this time of year. I have a hunch they'll be coming to a supermarket near you soon.

I also like to pinch a few baby spinach leaves for a seedling salad, and sometimes I might include, for a little bite, some chives in half-finger lengths, or a few tiny new rocket leaves. The latter should be taken from a direct February sowing (rocket is so feisty and prolific that there's no need to bother with plugs), never the coarse winter leftovers.

The leaves should be lightly washed and gently dried: shake them in a tea towel rather than risk bruising them in a salad spinner. The dressing must be simple and unobtrusive - ie, no mustard or garlic. Try a tablespoon of good olive oil mixed with just a couple of teaspoons of lemon juice or good vinegar, plus a pinch of sugar, salt and pepper.

Actually, this recipe gets another seasonal hit about seven months later in September/October. Just as the tomatoes come out of the polytunnel, the seedlings of the aforementioned winter salads, again planted in plugs a month or so before, go in. There are the usual surplus seedlings, but this time of the pungent and powerful chicories and oriental greens. So it's a whole different salad: one that marks a big change in the season and braces one for the winter to come.





HUGH'S WARM POTATO AND WILTED SORREL SALAD

If you didn't see any wild sorrel peeping through in March it should certainly be around by April. And if you grow the cultivated variety in your garden, you'll know that, having overwintered it, you can expect the first decent crop around now. The first Jersey royals should be in the shops by the end of the month, too. Try this recipe with them, and revisit it later in the year when the delectable waxy potato varieties la ratte, epicure and pink fir apple become available. This is a very easy recipe, and it is also one of my favourites. I like to serve it as a dish on its own, or as a side dish with simply cooked fish, especially an early trout or salmon.

How to make (serves four as a starter)

Scrub about half a kilogram of new potatoes, such as Jersey royals, and boil them in well-salted water until just tender. Jersey royals in particular lose much of their charm if overboiled, so be vigilant and taste a small potato after just seven minutes or so; eight to 10 minutes is often long enough.

While the potatoes are cooking, strip the central veins out of two or three good fistfuls of sorrel (wild or cultivated). Wash well and shred into ribbons about one centimetre wide. As soon as the potatoes are ready, drain them and put them in a bowl with a large knob (about 50 grams) of butter and a trickle of olive oil. Throw the shredded sorrel into the bowl and toss well. Leave for a minute, so the heat of the potatoes wilts the sorrel, then toss again. Rest for another minute, then season with salt and pepper and serve at once.

HUGH'S RHUBARB AND CUSTARD TRIFLE

April marks the end of the season for forced indoor rhubarb (which begins in mid-December) and the beginning of the season for outdoor cultivated

PHOTOGRAPH BY SIMON WHEELER

rhubarb. So, two excellent reasons for thinking about rhubarb this month. I hardly need an excuse, as I love the stuff. This is my favourite rhubarb pudding.

How to make (serves six)

Wash, trim and cut into five-centimetre lengths about half a kilogram of rhubarb (forced or outdoor, as available). Put in a pan with 100 millilitres of freshly squeezed orange juice and four tablespoons of sugar. Bring to a simmer and cook gently until the stalks are tender but still hold their shape. Taste the rhubarb; it should be tart, as the sponge and custard will sweeten the trifle. But if it's unpalatably sour, add a little more sugar. Strain off about 200 millilitres of the juice. Transfer the remaining rhubarb to a non-metallic dish. Chill both juice and rhubarb in the fridge. Make a rich custard. Put 250 millilitres of double cream and 250 millilitres of whole milk in a pan with a split vanilla pod and scald till not quite boiling. Beat four large egg yolks with 100 grams of caster sugar and whisk in the hot cream. Return this custard to the pan over a very low heat and stir constantly until it thickens, making a glossy coat on the back of the spoon. Remove from the heat and continue to stir for a minute as it cools. Then strain through a sieve into a bowl and chill. When cold, it should be spoonably thick rather than pourable. Take (or make) a simple plain sponge cake, such as Victoria or Genoese sponge. Break it into chunks and press lightly into six large wine glasses, filling the bottom third. Pour in enough of the chilled rhubarb juice to soak the sponge thoroughly. Now pile in a generous layer (the next third of the glass) of the chilled, thickened custard. And then top with a layer of the stewed rhubarb. You can, if you like, top with a mound of stiffly whipped cream and a sprinkling of toasted almonds. But I prefer the pure rhubarb and custard version.

HUGH'S RHUBARB COCKTAILS

You may be sceptical, but I urge you to try some - indeed, all - of these drinks. They are genuinely classy cocktails, and the zesty tang of rhubarb makes them uniquely refreshing. All the cocktails are based on a light rhubarb syrup, poured off from a pan of stewed rhubarb. The rhubarb itself can be used to make a classic fool or crumble.

How to make (serves six)

Wash and cut up 500 grams of rhubarb and put it in a pan with the juice of two oranges and four tablespoons of sugar. Gently stew the rhubarb at a quiet simmer for about 10 minutes, until it is quite tender. Use a sieve to strain off the syrup into a jar. Leave to cool, then put it in the fridge to chill. The syrup will keep in a sealed jar in the fridge for up to a month.

RHUBARB BELLINI

My personal favourite, this really gives the classic peach Bellini a run for its money. A great seasonal variation is the plum Bellini, which can be made in exactly the same way, with any good cooking plum, in August and September. The right ratio of champagne or dry sparkling wine to rhubarb syrup is about 4:1. With this in mind, pour a good slosh of syrup into a flute and top up with chilled champagne or dry sparkling wine. The mix will foam enthusiastically, so let it settle and top up again. You can use a baby rhubarb stalk dipped in lightly beaten egg white and then caster sugar as a decorative but edible swizzle stick.

RHUBARB VODKATINI

If you're sold on the notion of rhubarb cocktails after the Bellini (and I think you will be), and you like a stiffer drink, try pouring two parts

vodka, one part rhubarb syrup and a pinch of ground ginger into a cocktail shaker with ice. Shake and strain into a martini glass. Serve with a short baton of raw rhubarb in the bottom of the glass (instead of the olive).

RHUBARB MULE

For a long summer drink, mix the rhubarb syrup with an equal quantity of vodka; pour over ice in a tall glass; add a few bruised mint leaves, and top up with ginger ale.

RHUBARB MARGARITA

This is three parts rhubarb syrup, two parts tequila and one part Cointreau or triple sec. Shake with ice and pour into a margarita glass - salt-rimmed, if you like.

RHUBARB 'SHERBET DIP-DABS'

You can serve, as accompanying 'canapés' to any of the above cocktails, a few batons of freshly cut raw rhubarb arranged around a bowl of caster sugar. You dip the end of a baton into the sugar and bite off the last centimetre or so. The sour-sweet sensation is a bit like that old sweet-shop favourite, the sherbet dip-dab. In a less alcoholic context, it also makes a great treat for kids.





HUGH'S WOOD PIGEON WITH RED WINE AND RAISINS

Wood pigeons are resourceful and effective winter feeders, and in all but the most severe winters (a distant memory these days) they keep their condition pretty well over the cold months. Nonetheless, the arrival of spring seedlings, peas, beans and, in particular, rape is a great resource for them, and they should be in good nick by the end of the month - for eating as well as breeding.

This recipe is based on a lovely old-fashioned pigeon stew, but I've changed the emphasis so that the breasts can be flash-fried and served rare, while the carcasses go to make a wonderful stock that can be reduced to make an intense, fruity sauce. It's quite a cheffy dish, I admit, but it isn't hard, and sometimes it's fun to cook like this.

How to make (serves four)

Slice the breasts off four oven-ready pigeons, as close to the bone as you can. Marinate these, if you like, in one tablespoon of olive oil, with half a finely sliced onion, a few sprigs of fresh thyme (or half a teaspoon of dried) and a few twists of black pepper.

Cut two large carrots into chunks and two onions in half. Brush the breastless pigeon carcasses and the vegetables with olive oil and place them in a roasting tin. Roast in a moderately hot oven (200° centigrade / gas mark six) for about half an hour, until well browned, then transfer to a stockpot. Deglaze the still-hot roasting tin by pouring in a glass of red wine and scraping up all the burnt bits, then add these juices to the pot. Add a couple of bay leaves and enough water just to cover the carcasses. Bring to the boil and simmer very gently for at least two hours (three or four if you like) to give a well-flavoured stock.

Meanwhile, put two tablespoons of raisins in a small pan, cover with a glass of good red wine and bring to the boil. Remove from the heat immediately, cover and leave to

macerate.

Strain the stock through a sieve and then through muslin or a cotton cloth. Put it in a clean pan and boil hard until reduced to a scant 250 millilitres. Strain in the wine from the raisins and continue to reduce till you have just a few tablespoonfuls of intense gravy. Only now should you season the sauce (any earlier and it would become unpalatably salty as it reduces). Then add the raisins and simmer gently for a couple of minutes to plump them up.

Take the pigeon breasts from the marinade and wipe clean. Heat a little dripping or oil in a heavy frying pan until fairly hot. Flash-fry the breasts in the pan, turning occasionally, and seasoning, until they are nicely browned; no longer than four minutes in all, if you like your meat rare, five to six minutes for medium, seven to eight if you want to spoil it!

Leave the pigeon breasts to rest on a wooden board for 10 minutes. Then slice each one on the bias into three or four thick slices, showing the nice pink meat in the middle. Arrange two sliced breasts on each of four warmed plates, and spoon over the sauce, with plenty of raisins, over the breasts. Serve with creamy mashed potatoes and lightly steamed buttered greens.

■ *These recipes are taken from Hugh Fearnley-Whittingstall's River Cottage Year and from River Cottage HQ chef Gill Meller. The paperback of River Cottage Year is now on sale (£14.99) For more information about River Cottage, or to book to attend a River Cottage seasonal feast, visit www.rivercottage.net*

GILL'S WILD GARLIC SOUP WITH CHORIZO AND BREAD

Very common throughout England and Wales, wild garlic (otherwise known as ramsons) is a native bulb found in damp woods and shady lanes. The whole plant is edible. The first green spikes, which appear in early March, can be used like chives. The flowers look amazing in green salads, and the bulbs, which I use in my recipe here, are a mild alternative to cloves of garlic.

Ingredients (serves four to six)
A little olive oil, 200 grams of chorizo sausage sliced into rounds, one large sliced onion, four or five wild garlic bulbs cleaned, trimmed and sliced, one litre of good light chicken stock, a handful of freshly picked, shredded wild garlic leaves, a handful of young, shredded kale leaves, 100 grams of three- or four-day-old sourdough bread (or similar) torn into pieces, flat-leaf parsley and salt and pepper

How to make

Add a drop of olive oil to a heavy-based saucepan and fry the sliced chorizo over a medium heat for two or three minutes. Add the onion and sliced wild garlic bulbs, and continue to fry until softened; be careful not to let the garlic colour as this gives a bitter flavour. Add the chicken stock and bring to the boil; then turn down the heat and simmer gently for 10 minutes. Two minutes before serving throw in the garlic and kale leaves. Taste before seasoning with salt and pepper, and finish the soup by adding the torn bread and some chopped flat-leaf parsley.

GILL'S SALAD OF SPRING ONIONS, SMOKED SALMON AND BOILED EGGS

If you don't keep your own hens, I recommend finding a source of really fresh, free-range eggs. And when buying smoked salmon look for the real craft oak-smoked stuff. Then if you just happen to have spring



onions growing and a few winter lettuces left, I suggest you put this simple salad together at once!

Ingredients (serves four to six)
Two or three small sweet winter lettuces, a bunch of spring onions, six free-range eggs, 500 grams of smoked salmon (organic or wild), salt and pepper, olive oil and one lemon

How to make:

Wash the lettuce and the spring onions. Trim and slice the onions on an angle, quite thinly. Tear the lettuce: into whole leaves if they're small. Boil the eggs until almost, but not quite, hard-boiled (between four and five minutes, depending on the size of the egg). Peel and quarter the eggs (preferably while still warm) and combine with all the other ingredients in a mixing bowl. Add a slug of olive oil and the lemon juice, and season well with black pepper and a pinch of Maldon sea salt. Toss in a handful of the fresh lettuce leaves, and serve with hot crusty bread.

■ River Cottage HQ runs courses and events designed to promote a better understanding of the nature and origins of what we eat. April courses include *Catch & Cook* with Nick Fisher and *Pig in a Day* with Ray Smith. For more information and to book, please visit www.rivercottage.net

MITCH TONKS' APRIL FISH RECIPES: SCALLOPS



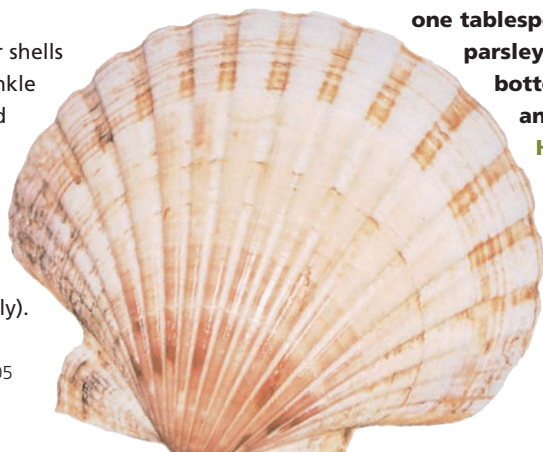
GRILLED QUEEN SCALLOPS WITH ANCHOVY, ROASTED GARLIC AND MINT

(serves two)

Ingredients: Two cloves of garlic, olive oil, a small handful of fresh mint leaves, three anchovy fillets, sea salt, egg yolks, 75 grams of unsalted melted butter, a pinch of cayenne pepper, lemon juice, 12 queen scallops in their shells

How to make: Put the garlic into a small roasting tray with a little olive oil and roast in the top of the oven at about 170° centigrade for about 20 minutes until soft. Squeeze the garlic out of its skins into a pestle, add the mint, anchovies and some sea salt and work to a smooth paste. It will smell great. Put the egg yolks into a heat-proof glass bowl. Hold onto the edge of it with a towel, add a tablespoon of cold water and keep whisking the yolks while you hold the bowl carefully hovering 12 to 15 centimetres above the flame on the stove top. You want to cook the eggs until they have a double-cream consistency: too much heat and they will end up as scrambled eggs, so don't put the bowl too near the flame. Gradually add the melted butter in a thin stream, whisking as if making mayonnaise. The butter and eggs will emulsify and give you a thick buttery sauce - hollandaise. Stir in the garlic paste and add cayenne and lemon juice to taste.

Lay the scallops in their shells on a roasting tray, sprinkle lightly with sea salt and brush each one with just a little butter. Place under a hot grill for two to three minutes (no longer, as they can dry very quickly).



Place a tablespoon of the sauce on each one and return to the hot grill until the sauce has lightly browned. Serve.

PAN-FRIED SCALLOPS WITH SAUCE VIERGE

(serves four)

Ingredients: 24 scallops out of their shells, corals removed, 150 millilitres of olive oil, salt and pepper, coriander seeds, one large skinned and roughly chopped tomato, one clove of crushed garlic, one lemon, fresh basil

How to make: Brush the scallops with a little olive oil, then season them with salt and pepper. Crush a few coriander seeds in a pestle (the flavour is strong, so a little goes a long way). Heat a dry pan until very hot and sear the scallops on each side for one to two minutes. Arrange six scallops on each plate. Warm the remaining oil in a pan and add the coriander seeds, tomato and garlic. Stir in the lemon juice and shredded basil. Then spoon the oil over the scallops.

SEA SCALLOPS WITH A GARLIC GLAZE

(serves two)

Ingredients: 250 grams of melted butter, three cloves of garlic crushed into a paste, two egg yolks, juice of one lemon, one tablespoon of chopped tarragon, one tablespoon of chopped parsley, 12 scallops with bottom shells, olive oil and sea salt

How to make: First make the glaze. Melt the butter and garlic together and season. Allow to sit and infuse for 20

minutes in a heat-proof bowl. Whisk the egg yolks with a teaspoon of cold water until light and bubbly over a pan of boiling water; this will take two to three minutes. Be careful not to scramble the eggs. Remove from the heat, and in a steady stream, whilst whisking, add the melted butter and garlic until the sauce thickens. Then add the lemon juice and herbs and leave to one side. Next remove the scallops from their shells, brush them with olive oil and a sprinkling of salt. Sear on either side in a pre-heated dry frying pan for one to two minutes. Place them back into the shells, coat with the sauce and finally put under a very hot grill to glaze the top of the sauce.

MARINATED SCALLOPS WITH LIME, CHILLI, MINT, CORIANDER

(serves four)

Ingredients: Four large diver scallops with the roes removed, one tablespoon of chopped coriander, one tablespoon of chopped mint, tablespoon of chopped mild chilli, juice of one lime, sea salt and good olive oil

How to make: Slice the scallops into thin rounds. Toss together with the herbs, chilli and lime and marinate for 10 minutes in the fridge. Place in single layers on plates, drizzle with olive oil, season with salt and serve.

LINGUINE WITH SCALLOPS, ARTICHOKE AND WALNUTS

(serves two)

Ingredients: Two artichoke bottoms cut into quarters, 50 millilitres of olive oil, 25 grams of walnuts, two tablespoons of mascarpone cheese, 50 millilitres of double cream, one garlic clove,

150 grams of cooked linguine, a handful of fresh chopped parsley, juice of half a lemon, sea salt and freshly ground black pepper, four scallops each cut in half to give two round discs

How to make: Fry the artichoke bottoms in olive oil until softened. Put the walnuts, mascarpone, cream and garlic into a food processor and blitz until smooth. Add this mixture to the pan and warm over a gentle heat, then add the pasta, parsley and lemon juice. Season with sea salt and pepper. Heat a frying pan until

hot and sear the scallops on either side for about a minute and a half, until nice and golden. Place the scallops on top of the pasta and serve.



in Mitchell Tonks' restaurant, fishmonger and cookery-school business FishWorks has sites in Bath, Bristol, Christchurch and London. It also makes next-day deliveries of seafood fresh from Newlyn fish market in Cornwall. Mitch is the author of two seafood cookbooks: *Fresh* and the *FishWorks Seafood Café Cookbook*



savethebacon
The farmers' market on the web

The finest organic meat, fish, fruit, and veg delivered to your home or office at reasonable prices

UK-wide delivery

www.savethebacon.com or 01604 696859



THE ORIGINAL



FARM FRESH ORGANIC PRODUCE

BEEF, LAMB, PORK, POULTRY, DUCKS, PIES, PATES & SAUSAGES
FARM PREPARED ORGANIC MEALS, WILD NATURAL SEA FISH DIRECT FROM THE OCEANS, DAIRY PRODUCE, VEGETABLES & FRUIT

Daily deliveries in London, the home-counties and nationwide. Call today for a full catalogue and details of our delivery service

Telephone: 01460 234 387
Fax: 01460 234 591
www.swaddles.co.uk

ORIGIN COFFEE READER OFFER

Cornwall based Origin coffee trade only in organic, Fairtrade and Rainforest Alliance coffees. All are 100% arabica. All have been chosen for their outstanding taste.

■ Visit www.origincoffee.co.uk and click on 'Ecologist Offer' to get your hands on a bag of Origin coffee and a heavy white porcelain latte mug for the special price of **£3.50** (plus p&p).

THE OFFER LASTS UNTIL MAY 6TH




Origin coffee, Mill House, Treadreva Mill, Constantine, Falmouth, Cornwall
ph: 01326 340 320
email: info@origincoffee.co.uk



Organic Food by Mail Order

What could be easier? We have a huge range of foods, and can help you find what you need

Ring us on 01455 556878, visit www.goodfooddelivery.co.uk, or come to our shop in Cotesbach, Leics

Soil Association Licensed

GoodnessTM

direct

Home delivery of 1000's of healthy, organic foods & eco-friendly products

www.GoodnessDirect.co.uk
tel. 0871 8716611



Monty's dozen: Spanish wines



The dry Iberian climate makes Spain ideally suited for the production of organic and biodynamic wines

Spain provides some of our best-known wine names: Rioja, fizzy Cava and sherry. And, after a slow start, it is now developing some of the world's most quality-oriented organic and biodynamic vineyards.

Around 1.5 per cent of Spain's vineyards are certified organic, in line with the world average. La Mancha in the centre of the country, Rioja in the northeast and the Penedès area around Barcelona, where Cava sparkling wines come from, lead the way.

Unlike in most countries, Spain's organic inspections are controlled directly by the regional governments, not by private certifiers. So, in theory, standards should be fairly uniformly applied.

Spain's dry, Mediterranean climate is, of course, well-suited to organic farming. Only wetter Spanish regions, like the Atlantic-influenced Galicia in the west of the country, find organics tougher: fungal diseases love humidity.

For purists, though, Spain has one huge advantage when it comes to organics and biodynamics. Many traditional vineyards in the driest areas contain vines that grow as individual bushes, rather than as long hedges.

This is important as bush vines don't need posts and supporting wires, whereas hedge vines do. This saves energy during planting, and cuts down on the use of

primary resources like cement or wood for posts or metal for wires. And biodynamic growers want wire-free vineyards: they say metal wires conduct ethereal and cosmic electromagnetic energies in a negative way, making vines more likely to mutate or grow abnormally as if they had vine cancer.

They also say that bush vines are inherently stronger: they have to make their own way in the world, and can't cling meekly to supporting wires provided by the winegrower.

Spain's Andalusia region has yet to produce an organic sherry. The problem is not avoiding chemicals in the vineyard, as this is easy in such a bright, dry climate. The difficulty with sherry is that it requires rows of barrels (or *soleras*) of wine to be laid down for many years, and then their contents to be blended across vintages or different years. Keeping organic and non-organic barrels apart becomes an administrative nightmare. However, the firm of Hidalgo is on course to produce Spain's first organic sherry.

The country's organic vineyards offer great value for money and, at their best, give us wines that combine what we all want: soft New World-style fruit flavours with the extra bonus of mineral flavours that make the wines a pleasure, not a chore, to drink. Take note, please, Australia.



Monty Waldin, author of the world's first biodynamic wine guide,

has spent years familiarising himself with the complexities and vagaries of organic and biodynamic wine production



WHITE

1) Can Vendrell Blanco, Albet i Noya, DO Penedès 2004

This clean, fruity white puts to bed the notion that Spanish whites are fruitless and flabby.

Price: £5.89

Stockist: Corks of Cotham, Bristol, 0117 9731620, www.corksof.com

2) Albet i Noya, Cava Can Vendrell

Deliciously fruity mouth-filling fizz to make you forget mass-produced Spanish sparkling wine sold in absurd black bottles.

Price: £6.99

Stockist: Vintage Roots

3) Genoli, Rioja Blanco 2003

Creamy dry white Rioja with bright textures to liven up lunch or dinner.

Price: £5.45

Stockist: Vintage Roots

4) Albet i Noya, Xarel·lo Classic, 2003, Penedès

Dry, grassy white part-sourced by the Albet i Noya family from old

vines owned by local farmers around Barcelona.

Price: £5.65

Stockist: Vintage Roots

5) La Mancha Organic Blanco

Soft quaffer made from Airén, one of the world's most widely planted grapes, although it is found mainly in Spain's La Mancha region.

Price: £4.20

Stockist: Vintage Roots

6) Albet i Noya, Chardonnay, DO Penedès 2003

Barrel-fermented Chardonnay with piercing tropical fruit and mineral flavours.

Price: £10.99

Stockist: Vintage Roots

RED

1) Edén Collection, Tempranillo 2003

Tempranillo is Spain's plummiest grape. An easy-drinking red.

Price: £4.59 **Stockists:** Harvest Natural Foods, Bristol, 0117 9245997; Unicorn Grocery, Manchester, 0161 8610010,

www.unicorn-grocery.co.uk; Sorley Farm Shop, Kingsbridge, South Devon, 01548 854078,

www.sorleytunnel.com

2) Uso de Bagordi, Rioja DO 2003

Spain's Tempranillo grape meets Bordeaux's Merlot.

Price: £6.29 **Stockists:** Marshford Organic Produce, Bideford, Devon, 01237 477160,

www.marshford.co.uk; Planet Organic, London, 020 7221 7171; Eighth Day, Manchester, 0161 273 4878,

www.eighth-day.co.uk

3) Monastrell, Bodegas San Isidro, DO Jumilla 2002

High-alcohol, firm but juicy red

made from Mourvedre.

Price: £6.39 **Stockist:** La Cave Robert, Derby, 01332 231 863

4) Aloque, Vina Ijalba, Rioja 2004

Lighter style red from 50 per cent each of Tempranillo and Grenache.

Price: £5.60 **Stockist:** Vintage Roots, Arborfield, Berkshire, 0118 9761999, www.vintageroots.co.uk

5) Dominio Los Pinos Barrica, Valencia 2002

Early-drinking Bordeaux-style red without Bordeaux's tannins.

Price: £6.09 **Stockists:** Half Moon Wholefoods, Huddersfield, 01484 456392; York Beer & Wine Shop,

01904 647136, www.yorkbeerandwineshop.co.uk; Ryton Organic Gardens Shop, Coventry, 02476 308201, www.hdra.org.uk

6) Mas Igneus, DO Priorat 2002

Massively flavoured red from mountains so steep and scree-covered even the goats get scared.

Price: £10.40 **Stockist:** Vintage Roots

THE BEST SHOPS IN THE UK

Want to buy tasty ethical food but don't know where to shop? You're not the only one. That's why we've compiled a nationwide list of the UK's best shops.

Each one has been handpicked by *The Ecologist* for its ethical sourcing and high-quality range of products. Plus, they're run by independent traders. That means profits go into the local community, not the pockets of shareholders. So, if you need shampoo,



chocolate ice cream (with chunky bits), or just veg from local farms, head out to one of the shops on the list below.

THE BEST SHOPS IN THE UK

- ✓ Independent
- ✓ Organic
- ✓ Locally- and ethically-sourced products
- ✓ Fairtrade products
- ✓ GM-Free
- ✓ Run by nice people

If you've found a shop in your area that you think should be listed here, email: bestshops@theecologist.org

BRISTOL

Harvest Natural Foods
11 Gloucester Road
The Better Food Company
Sevier Street
Wild Oats
9-11 Lower Redland Road

BUCKINGHAMSHIRE

Chesham
Healthright
27 High Street

CAMBRIDGESHIRE

Cambridge
Arjana Wholefood
Unit 7 Dales Brewery, Gwydir Street
Barton
The Larder
Burwash Manor Farm

CHESHIRE

Chester
Rainforest
51 Watergate Row

CUMBRIA

Keswick
Sundance Wholefoods
33 Main Street
Penrith
The Village Bakery
Melmerby
Ambleside
Silver Moon
North Road

DERBYSHIRE

Ashbourne
Natural Choice
24 St John Street
High Peak

Organic Shop
3 Sett Close, New Mills

DEVON

Chumleigh
The Dairy
Fore Street
Plymouth
In Other Words
64 Mutley Plain

DORSET

Blanford
Green Hill Organic Farm
Child Okeford

GLOUCESTERSHIRE

Bisley
Green Shop
Cheltenham Road
Cirencester
The Organic Farm Shop
Abbey Home Farm, Burford Road
Cheltenham
Rendezvous
16 Portland Street
Natural Grocery Store
142 Bath Road

MANCHESTER

On The 8th Day Co-Op
111 Oxford Rd

HAMPSHIRE & ISLE OF WIGHT

Ringwood
Scoltocks Health Foods
1 Market Place

HEREFORDSHIRE

Ross On Wye
Field Fayre
18-19 Broad Street

HERTFORDSHIRE

Berkhamsted
Cook's Delight
360-364 High Street
Radlett
Destiny
Batters Green Farm, New Road

KENT

Canterbury
Well House Organics
Perry Court Farm, Garlinge Green

LANCASHIRE

Lancaster
Single Step Co-op
78a Penny Street

LINCOLNSHIRE

Stamford
Silverlane Foods
2 Silver Lane

LIVERPOOL

Windmill
337 Smithdown Road

LONDON

Planet Organic
22 Torrington Place, WC1
Planet Organic
25 Effie Rd, SW6
Nutri Centre
7 Park Crescent,
Natural World
115 Holloway Rd,
The Grain Shop
269a Portobello Road
Brixton
Brixton Wholefoods
59 Atlantic Road, SW9 8PU
Camden
Heartstone

106 Parkway, NW1 7AN

Chelsea
Here
125 Sydney Street
Crouch End
Haelan Clinic
41 The Broadway, N8 8OT
Just Natural...Organic Solutions
304 Park Road, N8 8LA
Ealing
Farm W5
19 The Green, W5 5DA
Halesworth
Focus Organic Foods
14 Thoroughtfare
Hammersmith
Bushwacker
132 King Street, W6 0QU
Kensington
Luscious Organic
240-242 Kensington High Street, W8 6NE
Kew Gardens
Oliver's Wholefood Store
5 Station Approach, TW9 3QB
Maida Vale
Organic Grocer
17 Clifton Road, W9
North Finchley
Alternatives Health Store
339 Ballards Lane, N12 8LJ
Notting Hill
Planet Organic
42 Westbourne Grove, W2 5SH
Primrose Hill
Sesame
128 Regents Park Road, NW1 8XL
Shoreditch
Spitalfields Organics
103a Commercial Street, E1 6PG
Stoke Newington
Mother Earth
5 Albion Parade, N16 9LD
Walworth
Baldwins Health Food Centre

SPECIAL READER OFFER

Special offers for *Ecologist* readers on organic and fairly-traded products recommended by the magazine

FREE PACKET OF ALARA ORGANIC BRANBERRY MUESLI WITH EVERY PURCHASE OF ALARA ORGANIC RICH MUESLI



Organic Rich Muesli
Alara Organic Branberry
 muesli is a delicious mix of wheat, malted flakes, sultanas, bran flakes, California raisins, strawberries, almond flakes and blueberries.
Alara Organic Rich has been formulated to provide you with a wide range of vitamins, minerals

and nutrients to set you up for the day. It's more than 40 per cent fruit, nuts and seeds.

Cut this coupon out and redeem the offer at an *Ecologist*-approved shop from the list on these pages.



WHO IS ALARA?

Alex Smith started Alara in 1975 from a squat in the heart of London after he found two £1 notes in the gutter. Since then it has grown into a family-owned muesli-manufacturing business that offers a delicious range of Soil Association-certified organic, gluten-free and fair-trade muesli.

FREE PACKET OF ALARA ORGANIC BRANBERRY MUESLI



with every purchase of Alara Organic Rich Muesli



OFFER AVAILABLE FROM ECOLOGIST-APPROVED SHOPS THAT STOCK ALARA PRODUCTS. OFFER NOT REDEEMABLE FOR CASH

COUPON VALID UNTIL: 20 APRIL 2005

171 Walworth Road, SE17
West Hampstead
 Peppercorns Natural Foods
 193-195 West End Lane, NW6 2LJ

NORFOLK

Norwich
 World Shop
 38-40 Exchange Street
 Green City Central
 42-46 Bethnel Street
 Natural Food Store
 Norfolk House Yard, St Nicholas Street

NORTHAMPTONSHIRE

Northampton
 Cultivate
 The Old Laundry, Bedford Road

NORTHUMBERLAND

Newcastle Upon Tyne
 Out Of This World
 Gosforth Shopping Centre

NOTTINGHAMSHIRE

Nottingham
 Out Of This World
 Unit 1 Villa Street, Beeston

OXFORDSHIRE

Charlbury
 One Village
 27-29 Oxford Street, Woodstock
Oxford
 Uhuru
 48 Cowley Road

SHROPSHIRE

Ludlow
 Myriad Organic Foods
 22 Corve Street
Shrewsbury
 Wild Thyme

1-2 Castlegates

SOMERSET

Glastonbury
 The Wholefood Store
 29 High Street
 Growing Needs
 11 Market Place

Bath

Harvest Wholefoods
 37 Walcott Street
 Natural GB Ltd
 Green Park Station Road
 Neal's Yard Remedies
 7 Northumberland Place,

STAFFORDSHIRE

Stoke-on-Trent
 Real Food Company
 50 Sandbach Road South, Alsager

SUFFOLK

Bury St Edmunds
 Longwood Farm and Unwins Organic Produce
 Tuddenham St Mary

SURREY

Cranleigh
 Natural Life
 190 High Street

SUSSEX

Forest Row
 Seasons
 10-11 Hartfield Road
Brighton
 Sunny Health Foods
 76, Beaconsfield Road

WARWICKSHIRE

Lemington Spa
 Gala
 7 Regent Place

Coventry

Organic Enterprises
 Ryton Organic Garden, Ryton On Dunsmore

WILTSHIRE

Salisbury
 Green House
 120 Fisherton Street

Warminster

Purely Organic
 Deveril Trout Farm, Longridge Deveril

YORKSHIRE, WEST

Shipley
 Helen Kemp
 79 Victoria Road
Hebden Bridge
 Green Shop
 Hebble End Mill

YORKSHIRE, NORTH

Sheffield
 In A Nutshell
 31 Chesterfield Road
 New Roots
 347 Glossop Road

SCOTLAND

Berwick
 Earth Matters
 67 High Street
Edinburgh
 Darnhead Organic Foods
 32a Darnhead, Old Pentland Road
 Fruitmarket Gallery
 45 Market Street
 One World Shop
 St. John's Church, Princes' Street
Glasgow
 Grassroots
 20-22 Woodlands Road, Charing Cross
Lothianburn

Darnhead Organic Foods
 32a Darnhead, Old Pentland Road

Forres

Phoenix Shop
 The Park
Perthshire
 Southwest Fullerton Organic Farm

Miegle

WALES

Crickhowell
 Cheese Press
 18 High Street
Aberystwyth
 Treehouse Plc
 3 Eastgate
Bangor
 Dimensions
 15 Holyhead Road
Lanberis
 Saffron
 48 High Street

IRELAND

Co. Wicklow
 Ecoshop
 Unit 1, Glen Of The Downs Garden Centre, Kilmacanogue
Co. Cork
 Quay Co-op
 24 Sullivan's Quay

“MY BATTLE TO GREEN THE CLOTHING INDUSTRY”

Katharine Hamnett is one of the UK's leading fashion designers. In 1984 she famously wore a T-shirt opposing the purchase of US Pershing missiles at a reception attended by Margaret Thatcher. Since then she has campaigned on nuclear power, Third World debt, human rights, HIV and environmental issues.

BY KATHARINE HAMNETT



In 1989 I did some research on the social and environmental impact of the global clothing and textile industries. The results of this research were shocking. The clothing industry is the third or fourth largest industry in any developed economy, employing one billion people worldwide. Millions of these people work in police states in conditions of slavery. Textile production causes pollution and environmental

degradation on a colossal scale: dioxins, the world's number-one pathogen, are released into the environment in enormous quantities by PVC and chlorine bleach; heavy metals seep out of dye stuffs; rivers are contaminated by stone-washing; toxic chemicals are released into the environment in all viscose fibre extraction; and poisonings occur due to sheep dip in wool farming (there have been over a thousand in the UK alone).

The farming of conventional cotton is a modern-day nightmare: 400 million cotton farmers in the developing world are living in conditions of abject poverty due to the high costs and negative health impacts of pesticides used on cotton; up to 100,000 people (Pesticide Action Network) are dying every year of accidental pesticide poisoning; up to 1

million a year are suffering from acute long-term poisonings; 200,000 farmers commit suicide per year. Conventional cotton farming also causes long-term contamination of aquifers, rivers, the seas and air and desertification.

Growing cotton organically can reverse this situation. It delivers a 50 per cent increase in income by cutting the cost of inputs by 40 per cent and allowing farmers to access the 20 per cent premium for certified organic. It enables farmers to feed and educate their children, dig wells and afford healthcare. It makes agriculture viable, and it stems migration to the cities and the accompanying spread of HIV.

It's marginally more expensive. It would put 70p on a Zara shirt, and £1.89 on one from Helmut Lang. Farmers do get a drop in yield initially, but

this is more than compensated for by the drop in the cost of inputs.

Organic cotton is neither brown nor lumpy. If you're in any doubt about this visit the textile department at the Victoria & Albert Museum or Bath's Museum of Costume and look closely at pre-1840 clothing: you will see that the cotton, all organic, is a finer quality than virtually anything on the market today.

Conventional cotton agriculture in Africa is bordering on collapse.

Growing cotton organically tips the balance from extinction to beyond survival. It makes farming communities sustainable. All of this without outside international aid; all of this for 1 per cent more on the price of a T-shirt. How can you argue with that?

Since 1989 I have been campaigning and trying to



change the fashion industry from within, with little success. I did a menswear collection for a huge UK chain store that wouldn't PR the collection as organic because it said people would ask what was wrong with all their other cotton. An Italian jeans manufacturer refused to hand over the percentage of the price of the garment to be paid to the cotton farmers, so I had to go in with a Channel 4 TV crew to pick up the cheque. A famous manufacturer I was working with substituted all the organic cotton qualities I had selected with conventional cotton; when I refused to have a chlorine bleach-wash on the jean he told me that if I 'carried on with this environmental shit I could fuck

off with my collection' (which I did). At one textile fair, a large cotton mill asked me: 'Why should we do organic cotton when you are the only one asking for it?' The industry doesn't give a fuck.

I terminated all my contracts in 2004 and am now working on developing a new collection myself with a completely ethical supply chain as environmental as I can get it. I will start out by using organic cotton, pesticide-free wool, vegetable-tanned leather and other environmental and ethical fabrics that become available. The Katharine E Hamnett range will be available online from the website www.katharinehamnett.com beginning this September.

What can YOU do now?

Use your power as a consumer. Industry listens to consumers even if governments don't.

- As from now don't buy anything from a country with a poor human rights record.
- Buy one organic cotton garment this year.
- Contact your favourite brands and tell them you love their stuff, have bought loads in the past, but in three years' time you want all the cotton that you buy from them to be organic, and you won't buy anything more from them until that is so.

- Topshop www.topshop.co.uk
- Hennes www.hm.com
- Levi's cs.ukeire@levi.com
- Nike www.nike.com
- Puma www.puma.com
- Marks & Spencer www.marksandspencer.com
- La Redoute www.redoute.com
- Ralph Lauren www.polo.com
- Liz Claiborne www.lizclaiborne.com
- Asda www.asda.co.uk
- Wal-Mart www.walmartstores.com
- Harrods www.harrods.com
- Gucci www.gucci.com
- Prada www.prada.com
- Diesel www.diesel.com
- Louis Vuitton www.vuitton.com
- Jasper Conran www.jasperconran.com
- Karen Millen enquiries@karenmillen.com
- John Lewis www.johnlewis.com
- Gap www.gap.com
- Adidas www.adidas.com/uk

INTRODUCE YOUR FRIENDS TO THE MAGAZINE YOU LOVE
 Contact supporters@theecologist.org for details

visit us online @
www.terramar.co.uk



fair trade | organic clothing
 enquiries and wholesale 07929371684



a collection of quality garments in beautiful organically grown fabrics for all the family

mailorder catalogue from
 Schmidt Natural Clothing
 (0845) 345 0498 local rate
www.naturalclothing.co.uk



Available Online @
www.funkygandhi.com

+ WHOLESALE BLANK OR PRINTED T-SHIRTS
 CONTACT>>
INFO@FUNKYGANDHI.COM
 OR CALL 0797 999 3533
 +NEW>> LongSleeved Ts & Jumpers!



60% off normal price  inbi-hemp

Clothing for the Inner YOU

100% Organic Natural Hemp Fibres

Great Sale Now On

0870 333 1858
hemp@inbi-hemp.co.uk
www.inbi-hemp.co.uk

Offer valid for a few days only and subject to terms and conditions.

FANCY MAKING A DIFFERENCE?
 Contact supporters@theecologist.org to find out how

LIP SERVICE

Why use potentially carcinogenic conventional lipsticks when there are healthy and environmentally friendly alternatives available instead? BY KIM ERICKSON

Love sporting a bit of colour on your lips? Consider this: one tube of lipstick contains more coal-tar colours than any other cosmetic. The World Health Organisation considers all such ingredients possible carcinogens. Conventional lipsticks also rely on parabens and other chemical preservatives that can mimic oestrogen or degrade into formaldehyde. Since you ingest tiny bits of lipstick every time you eat, drink or lick your lips, you may be eating a potentially harmful brew of chemicals. Kiss off the chemicals in favour of natural lipsticks, which keep your lips soft and smooth with plant oils and antioxidant-rich vitamins. Not only are these natural moisturisers non-toxic, some may actually be good for you. For example, jojoba oil, a staple in many natural lipsticks, boasts anti-inflammatory properties. And vitamin E protects cellular proteins and increases the lips' ability to hold moisture. Natural minerals and plant dyes provide a range of rich colours that can liven up even the palest complexion. Here are my favourite picks for the healthiest, and most environmentally friendly, lipsticks on the market.

■ **Aubrey Organics Natural Lips** add colour and shine to your lips with plant dyes and natural emollients like jojoba and carrot oils. These 100 per cent vegan pots of colour come in four sheer shades that your mother would love. www.aubrey-organics.com

■ **Dr. Hauschka** offers 12 buttery shades of lipstick that provide velvety-smooth coverage. Created with rose petals, almond extract, jojoba oil and plant waxes, these lipsticks give lips a natural, sophisticated finish. For more definition, Dr. Hauschka lip-liners work together with their lipsticks, creating harmonious colour combinations. www.drhauschka.co.uk; 01386 792 622

■ **Logona Shimmering Lipsticks and Classic or Trend Lip Shades** rely on candelilla wax, beeswax and jojoba to soften and moisturise. Antioxidants like vitamin E and passion flower extract help to nourish and protect lips from the elements. The 11 vibrant, trendy colours have gold undertones that add shimmer to your lips. Logona lipsticks do contain lanolin and are scented, however, making them inappropriate for people with allergies or sensitivities. www.spiritofnature.co.uk; 0870 725 9885

■ **Earth's Beauty** glaze and shimmer nectar lip compacts are a convenient way to dash on a spot of colour while on the go. Handmade with natural plant oils, beeswax, honey and natural colourings, these healthy lipsticks are available in compacts (complete with mirror and applicator) or in travel-size pots. There are four sheer glazes to choose from: Rose Blush, Wild Rose, Natural Taupe and Coral Blossom. For more coverage and a matte finish, the shimmer nectar compacts offer six earthy shades from natural rose to deep wine. www.earthsbbeauty.com; www.absolutelypure.com



■ **Living Nature Luscious Lips** range is coloured with non-toxic minerals and oxides that form a natural sun screen. Eschewing petroleum-based chemicals, the long-lasting colours glide on effortlessly and leave your lips feeling soft and moist for hours. Living Nature makes its lipsticks in small batches to ensure quality and effectiveness. Available in a dozen shades with names like Laughter and Rain, these lipsticks nourish and moisturise with wild Manuka honey and jojoba wax. All of the lipsticks are encased in recycled plastic. www.livingnature.com; 01794 323 222



Kim Erickson is an environmental health writer and the author of *Drop Dead Gorgeous: protecting yourself from the hidden dangers of cosmetics* (Contemporary, 2002)

**How can you save 30% on the newsstand price of The Ecologist?
Take out a subscription. Call 01795 414 963
or visit www.theecologist.org now.**

miessence
certified organics

Introducing Miessence. An Australian Made Certified Organic Range of Skin, Hair & Health Care.

Organic food for your skin...

Also Organic Cosmetics

- Unrivalled Potency and Vitality
- Revolutionary Bio-Active Cold Formulation process
- 100% Active Beneficial Ingredients
- Absolutely NO Synthetic Chemicals

Our products are certified to international food standards.

For exciting business opportunities and/or info contact Louisa on
T: 07092 852434. E: louisa@inlandevent.com.au. W: www.onegrp.com/7gaskell





mybeingwell.com

Visit www.mybeingwell.com to see our extensive catalogue of 100% chemical-free skincare and cosmetics. Stockists of Living Nature, Burt's Bees, Weleda, Mother Earth and much, much more!

Phone/Fax: + 44 (0) 1326 377555 · sales@mybeingwell.com



AKAMUTI

100% Natural & Organic Skincare

- No Parabens or Preservatives
- Fairtrade & Organic Ingredients
- People & Planet Friendly
- No Animal Testing

Visit our Online Shop
www.akamuti.co.uk
Mail Order tel: 0845 4589242 (local)



STUCK FOR GIFT IDEAS?
Gift subscriptions to the ecologist only cost £24
Call 01795 414 963 or visit
www.theecologist.org

GO ORGANIC *Buy 2 get 1 free*

with Shower Gels & Foam Baths
Hair Shampoos and Conditioners

FREE FROM

- ◆ Petro-chemicals
- ◆ Synthetic Perfumes
- ◆ Sodium Laurel Sulphate
- ◆ Parabens

Neroli and Sandalwood Foam Bath
Grapefruit and Kiwi Shower Gel
Patchouli & Lavender Bath and Shower Gel
Lavender and Spanish Sage Foam Bath
Eucalyptus & Juniper Shower Gel

Shampoo and Conditioners
Wild Mint and Rosemary Shampoo
Passion Flower & Chamomile Shampoo
Mandarin & Cucumber Shampoo
Lemongrass & Alpine Moss Shampoo
Jojoba Conditioner & Fragrance free Conditioner

Check out all our other *free from* products on
www.essentially-yours.co.uk
or call 01372 465414



www.earthbound.co.uk

EARTHBOUND Organics

Nourish, Revitalise and Moisturise
Skin care from nature for all people

Tel: 01597 851157



The only claim we make is being 100% natural and affordable

A fabulous range of cosmetics, toiletries and skin care products, hand made with natural botanical ingredients and no animal testing.

Perfect for people who choose indulgence that doesn't mess up the planet.

01736 366008 www.purenuffstuff.co.uk
info@purenuffstuff.co.uk

no SLS • no parabens • no chemicals • no perfumes • no synthetic colours • no unnecessary packaging



ETHICAL TOYS

Give a child a non-toxic, ethically-made toy and avoid the pitfalls of today's Disneyfied toy market

The average child's toy sold in the US or Europe is made in a crowded sweatshop by a Chinese peasant girl paid pittance wages, wearing no protective clothing and relying on little in the way of worker rights. Contrast that with the average multinational toy executive on a fat-cat salary, working for, say, Mattel or Disney and overseeing million-pound marketing budgets, and you will get some idea of what the world's toy market has become. Around 75 per cent of the world's toys are manufactured in China, where there are nearly 10,000 toy factories. Today, children the world over play with the same plastic action figures, Barbie dolls and Disney film tie-in characters.

Toy manufacturing has a huge impact on our health and the environment. Most toys are made from petroleum-based plastic, and even wooden ones are subjected to a number of harmful toxic processes and ingredients before they reach the shelves. So the next time you buy a toy for your or someone else's child think not just about the gift, but the kind of world you are buying into.

CHECKLIST

Non-toxic

Children will put anything in their mouths, so don't buy toys made from PVC plastic, which may include phthalates, suspected hormone-disruptors that have also been linked to liver and kidney damage. Instead, choose toys made from natural materials such as wood, hemp and cotton.

■ Wooden toys should not be made using toxic azo dyes, leaded paints or chemical preservatives such as formaldehyde. Choose toys that use non-toxic dyes and natural oil finishes such as linseed, walnut oil and beeswax, all of which are safe.

Sweatshop-free

Choosing toys that have been made with ethical standards, such as those of the Fairtrade Foundation, will ensure that workers get fair wages for their work and that there has been no abuse of child labour.

No old-growth forest destruction

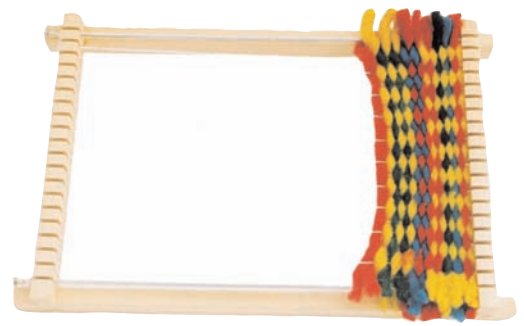
Wooden toys should be certified by the Forest Stewardship Council, or an equivalent guarantor of responsible forestry, to ensure that old-growth and endangered trees are preserved.

No unnecessary packaging

Many children's toys are packaged inside oversized boxes and wrapped in layer upon layer of plastic wrap. This is completely unnecessary for the product.

Non-Disneyfied

Help a child think outside the box by exposing them to toys that aren't based on multi-million pound Hollywood film characters.



Tatty Bumpkin

Yoga doll (£15, pictured below). Designed for girls and boys, the doll is made by a fairtrade co-op in Sri Lanka. It can go into most yoga positions and is a good introduction to the activity for your child. (www.tattybumpkin.com)

Spirit of Nature

Happy Home dolls house (for three-year-olds and above, £69.90). For every tree used to make this dolls house, another six are planted. Made using non-toxic finishes (eg, beeswax) and dyes. (www.spiritofnature.co.uk)

Baby-O

Fat rabbit doll (£8.00) uses 100 per cent organic cotton inside and out, and is dyed with metal-free dyes, making it safe for babies. (www.baby-o.co.uk)

Ecotopia

Solar-powered wind turbine (£19.99). A solar-powered model wind turbine demonstrates how solar power works. The three-bladed turbine rotates when the sun shines. (www.ecotopia.co.uk)

Born

Alphabet and number blocks (for one-year-olds and above, £12.99). Made from sustainable rubber wood and coloured with non-toxic waterproof paint, these bricks are great for building and as an educational aid for counting and reading. (www.borndirect.com)

Arujo Wooden Toys & Games

Wooden hoopla game (for three-year-olds and above, £33.50). Ethically produced; made of rubber wood from Sri Lanka and Thailand; the trees are only cut down when they reach the end of their rubber-producing lives. (www.wooden-toys-shop-arujo.co.uk)

Myriad Natural Toys

Children's weaving frame (for five-year-olds and above, £7.50, pictured above). Teach your child how to weave using this wooden frame. (www.myriadonline.co.uk)



BABY-O 
Style with a conscience

100% organic cotton toys for baby.

To find out more about our full range of 100% organic toys, clothing, nappies, bedding and skincare products visit us at www.baby-o.co.uk or call 0870 760 7552



w.greenfibres.com

Greenfibres sells products that offer the best ecological alternatives to many everyday products.

- organic mattresses
- organic clothes
- organic towels
- eco cleaners

for a free catalogue:
GREENFIBRES
 99 high st (eco),
 Totnes Devon TQ9 5PF
 tel 0845 330 3440



Register with our website now for a **FREE GIFT** and earn valuable bonus points every time you shop!

arujo 

Ethically made wooden toys and games from around the world

For a copy of our new catalogue call us on 01295 271218 or email: info@arujo.co.uk
www.wooden-toys-shop-arujo.co.uk

www.ecotopia.co.uk

Sustainable Wood - Fair Trade - Children's Toys



£30.00

Shopping for a greener, cleaner future.

Environmental Lifestyle

tatty bumpkin 



Organic and natural lifestyle for little ones
 clothes, classes, toys
 health-FUN
 bendy, giggly, clever and strong
www.tattybumpkin.com

The Natural Nursery

Fairly traded toys, cloth nappies, natural toiletries, organic clothing & bedding



Call 0845 8901665
www.naturalnursery.co.uk

Snazzypants 

For all your cloth nappy needs and more

www.snazzypants.co.uk

BORN 



100% sustainable



100% organic



100% natural

BORN has a wide range of fair trade toys made from sustainable wood, non-toxic paint and organic cotton
 Visit BORN and discover a different approach to parenting...

Bath 134 Walcot Street T 01225 334434
Online www.borndirect.com Shops open 9.30 - 5.30
Bristol 64 Gloucester Road T 0117 924 5080

HemPresto 

01278 422060 or 07968 170154

Complete Nappy System (CNS)

- Absorbent Hemp
- Organic Cotton
- Easy Changes

Also available from HemPresto:
 Washable, Waterproof Changing Mats
 Organic Cotton / Hemp Boosters
 Organic Washable Wipes Kits
 Ultra Biodegradable Liners
 Tea Tree Oil, and more

And introducing 'Teddy Comes Too'
 Brightly coloured, soft slings for children
www.hempresto.co.uk

Cloth Nappies
 Including Hemp and Organic cotton

no pins
 wide range
 free advice



free brochure: 01430 425257
 Online info and ordering at www.cuddlebabes.co.uk

Kinder To Baby's Skin and better for the Environment

ECO DISPOSABLES
 nappies that do not cost the earth!
 (introductory offers from only 12p per nappy)



BABY CATALOGUE
 with more than 600 natural products!
 Baby clothing, bedding, furniture, wooden toys and more...

Spirit of Nature
 0845 200 6745
www.spiritofnature.co.uk

FREE NAPPY SAMPLE

Myriad
 Natural Toys



For toys that fire the imagination and spark the creative process!
 Wooden toys, silk dressing-up clothes, art & crafts, books & music.

01725 517085 www.myriadonline.co.uk

WATER-SAVING TOILETS

Greening your home doesn't have to be dirty work with these eco-loo ideas.



A staggering 30-40 per cent of the water we use in our homes is for flushing the loo. That works out at two baths worth of water per day for the average family. Yet by taking a few simple steps or swapping your old toilet for an 'eco-loo', you can minimise your water usage, and save money too.
 BY ESMAY WALKER FROM THE GREEN BUILDING STORE

Starting with the least effective in terms of water-use reduction, the options are as follows:

SAVE-A-FLUSH

How it works: Simply place a Save-a-Flush(sachet in the toilet cistern. The contents of the sachet will absorb water, thereby reducing the amount needed to refill the cistern.

Water saved: One litre with every flush.

Limitations: Although cheap, Save-a-Flush(saves much less water than some of the other options.

Cost: At just £1.41 per unit (or provided free by some water companies), possibly the cheapest water-saving device available.

Find out more: www.save-a-flush.co.uk

THE HIPPO

How it works: Like a bucket. As the cistern fills up the Hippo, in effect a box open at the top, fills with water. When you flush, the water stays in the Hippo, reducing the amount being flushed away.



Water saved: Up to three litres with every flush.

Limitations: Hippos work better in older nine- to 12-litre cisterns, but can also be installed in toilets that have a lower flush volume.

Cost: A pack of Hippos should last a lifetime, and costs about £5.99. If they are working effectively, the payback period is estimated at eight to 12 weeks. After that they potentially offer a regular cost saving of up to £20 per year on metered water bills.

Find out more:

www.thameswaterutilities.com/waterwise/hippo/hippo.html

THE INTERFLUSH

How it works: A kit that fits on top of your WC cistern and connects to the front-mounted flush handle. Only flushes when the handle is held down: releasing the handle stops the flush.

Water saved: You only use enough water to clear the toilet pan.

Limitations: Cannot be used on toilets with a valve flush.

Cost: Around £25.

Find out more: www.interflush.co.uk

COMPOSTING (OR DRY) TOILETS

How they work: By providing an enclosed environment for the natural process of aerobic decomposition. Contrary to popular belief, composting loos are no longer pits in the ground, and many can be installed indoors in the bathroom like normal toilets. They can be extremely basic or state-of-the-art, depending on how much time and money you have. Over the last 40 years many different composting loos have been developed, the most advanced featuring anything from fans to electronic controls. They also allow you to recycle your waste for use around the garden as plant fertiliser.

Water saved: They use little or no water and are not connected to sewerage systems.

Limitations: They are expensive compared to the simple devices mentioned above, but much cheaper than installing a whole new sewerage system and septic tank.

Cost: Around £1,000-plus.

Composting toilets typically fall into one of two systems:

A) Batch systems

Consist of between one and four containers, which are replaced on a rotational basis when full. After a full cycle is complete the first container is ready to be emptied and used as compost.

B) Continual process systems

Vary from basic two-chamber systems to full-flush systems that automatically deposit waste into a composting chamber. All are designed to be in a constant state of composting and provide useable compost within six to 12 months.

Find out more: www.compostingtoilet.org

When you call any of the companies advertising on these pages be sure to tell them: 'I SAW YOUR ADVERT IN THE ECOLOGIST'

The UK's leading environmental builders merchant

LIVOS - The healthy approach to quality paints and finishes



Vrogum - for energy efficient, high quality,



made to measure windows & doors



01795 530130
www.ecomerchant.co.uk



REDISCOVER THE JOYS OF PAINT



REMAIN IN HARMONY WITH NATURE



GREEN WITHOUT COMPROMISE

AURO - WATER BASED PAINTS,

- Made from wood resins, plant oils, plant chemicals, and earth pigments - promoting a healthy environment for your home and your family.
- You can put old paint and waste material into your compost bin, demonstrating our total commitment to the environment.
- Our paints contain no 'Acrylics' or 'Alkyds' which may be found in other 'water based' paints.
- Voted best DIY product in 2003 by 'Ethical Consumer' readers, you'll find you can breathe easier using our paints and wood finishes.

Please contact us on
tel: **01 452 772020**
fax: **01 452 7701 04**
e-mail: sales@auroorganic.co.uk
or visit www.auro.co.uk for a list of suppliers.

GREENLANDS

green solutions for every problem

Specialists in
ECO/BIO, GREEN, RECYCLED AND ENVIRONMENTAL PRODUCTS

For cleaning care, home, pet, travel, garden care and much more

PUBLIC AND COMMERCIAL

buy online at www.greenlands-env.co.uk
or contact 01892 871285 for assistance

green systems uk

Advanced Solar Collectors, Biomass/Wood Boilers and Heat Pumps for Heating & Hot Water

Tel: 01763 260719
www.greensystemsuk.com

"Save money on your bills and create a better environment for future generations."

the **recycle works** Reduce Re-use Recycle...
Log Splitters

Keep your home fires burning with ease

- 5 ton splitting force
- Log size max 52cms
- Simple operation
- 2.04 HP motor, 2800Kw. 240v
- Free delivery (to most of the UK)

Designed for family recycling

Full range of products available from
www.recycleworks.co.uk
The Recycle Works Ltd, Unit 1, Bee Mill, Rochester, PR3 3XJ
Tel: 01254 820088

STUCK FOR GIFT IDEAS?

Gift subscriptions to The Ecologist only cost £24
Call 01795 414 963 or visit
www.TheEcologist.org

Sustainable Decorating and Building Materials

from

Earth and Reed Ltd

Non-toxic, high quality products
Paints, pigments, boards, insulation and plasters

Needham Market, Suffolk
Tel: 01449 722255

www.greenfibres.com

organic clothes, bedding, pillows, & mattresses for adults and children

would you like a free mail order brochure? 01803 868.001

vertue

NATURAL carpet cleaning service

using the vertue range of 100% natural cleaning solutions. Non toxic, will not cause eczema, asthma or allergies and removes toxic residues from chemical cleaners.

For a free quote call on **020 8806 7294/0781**

REAL FIRE - RECYCLED WOOD

Environmentally friendly wood fuels and firelighters

extra hot★
easy to light★
kind to the environment★

For enquiries on delivery and prices call 01953 455854
or visit www.ebc-ecofuel.co.uk

EDUCATION & COURSES



Solar Electricity Installation Course

Learn how to design & install solar electric systems.

5 day intensive courses in France.

Contact Green Dragon Energy.

Website: www.greendragonenergy.co.uk

Tel: 01654 761 731

Email: courses@greendragonenergy.co.uk



Insight, passion and skills for a real change

Integrate insights into ecology, society and self. Learn how to apply your passion to be most effective. Develop change skills for sustainability, ecological and social justice. Choose options ranging from *Conservation of Biodiversity* to *Spiritual Activism*.

MSc in Human Ecology

IN ASSOCIATION WITH THE UNIVERSITY OF STRATHCLYDE

Weekend schools and home study. One year full time, two years part time. MSc, Postgrad Diploma, Postgrad Certificate, and Short Course options.

12 Roseneath Place, Edinburgh EH9 1JB Scotland

T: 0131 624 1974 F: 0131 228 9630

E: courses@che.ac.uk

See www.che.ac.uk for full details.

Scotland's alternative university for ecology & community

SPRU

Science and Technology Policy Research

MSc in Science and Technology for Sustainability

This full or part-time course focuses on:

- **sustainability challenges in industrialised and developing countries**
- **interdisciplinary and problem oriented social science.**
- **with excellent career prospects in government, research, NGOs and business management.**

For full details visit our website at:

www.sussex.ac.uk/spru/

or contact us at:

SPRU, The Freeman Centre,

University of Sussex,

Falmer, Brighton BN1 9QE

T +44 (0)1273 686758

E sprugadmission@sussex.ac.uk



PRACTICAL ECOLOGY

Scargill's woodlands are sustainably managed and are accredited by the Forest Stewardship Council



Courses are open to individuals and groups on a residential or non-residential basis.

Our courses for 2005 include:

Dry Stone Walling

4-8 April (£178 residential)

Working with Willow

25-28 April (£148 residential

- includes materials)

The Body Language of Trees

16-20 May (£178 residential)

"This is not just a place in the Dales, it is a place to open your heart.

Highly recommended"

- *The Good Retreat Guide, 2004*



Contact us now for a programme!

Scargill House, Kettlewell, Skipton, BD23 5HU

Tel: 01756 760 234 Fax: 01756 760 499

email: info@scargillhouse.co.uk Website: www.scargillhouse.co.uk

Registered as a charity, No. 228031 A company limited by guarantee.

Registered in England, No. 616679

HOLIDAYS



Organic Places to Stay

Stay on an **organic farm** or an **organic smallholding** (self-catering and catered), or stay in a bed & breakfast / guesthouse / small hotel where **organic produce is used according to availability**. There are **over 400 places** to stay in the UK / Ireland and around **700 places abroad** (in a total of 50 countries). **New accommodations** are added to the website every week.

Tel: 01943 870791
E-mail: lindamoss@organicholidays.com
Web: www.organicholidays.com



Yurtworks

Cornish yurt Holidays & Event Hire

www.coppiceworks.co.uk
timhutton@coppiceworks.co.uk
Tel: 01208 850670



wildlife, native culture and active adventures

MAIR'S TOURS

On reflection I am glad there are tour operators that care

Tel: 0118 950 2281

www.nkf-mt.org.uk

OFFICE RESOURCES

GRAPHIC DESIGN AND PRODUCTION WITH MINIMAL ECOLOGICAL IMPACT.

Through detailed research into materials and new technology, Ecographic specialises in meeting the design needs of environmentally-concerned organisations.

Tel: 01273 201361 contact@ecographic.co.uk
www.ecographic.co.uk

are you doing your bit to...
RECYCLE?



Call **FREE** on:
0800 542 14000
www.looprecycle.co.uk

recycling
made
easy!

loop™

broadband is growing...
trees

unlimited monthly packages 150Kb £16.50 / 500Kb £22.50 / 1Mb £28.50
advanced web hosting from £4.50 / month

we plant a **tree** for every new member *

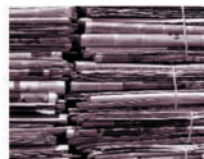
Green ISP is a reliable and cheaper alternative to bigger suppliers. When you call us, you speak to humans. We don't tie you to year long contracts or limit downloads and we plant a tree for you when you sign up because we believe powering the Internet shouldn't damage our planet.

Pay as you go & unmetered dial-up available.
Switch your broadband connection for only £15.

sign up online at www.greenisp.net
call 0845 058 0659
sales@greenisp.net

green ISP
environmentally guided internet

green ISP is a not for profit company limited by guarantee. No. 04817314. *Applies to new broadband and hosting customers.



paperback the UK's leading recycled paper supplier
For more information visit our website
www.paperback.coop or call 020 8980 2233

www.paperback.coop

Essential directory

The Ecologist's guide to more sustainable living

BABY

Make the first 21 months of your child's life calmer and easier by cutting down on clutter and making sure everything you buy is natural

ACCESSORIES

Beaming Baby.....	0800 0345 672
Eco Babes.....	01366 387 851
Ecobaby Basics.....	01223 811 633
Ecotopia.....	01453 752 345
Green Baby.....	0870 240 6894
Little Earthlings.....	02829 541 214
Little Green Earthlets.....	08701 624 462
Lollipop.....	01736 799 512
Muladula.....	01453 768 549
Natural Collection.....	0870 331 3333
Natural Nursery, The.....	0845 890 1665
SoOrganic.com.....	0800 1692579
Spirit of Nature.....	0870 725 9885

CLOTHING

Baby Organics.....	020 8255 4040
Baby-O.....	0870 760 7552
Born.....	01179 245080
Clothworks.....	01225 309 218
Cut4Cloth.....	01326 340 956
Global Kids.....	01530 457 146
Gossypium.....	01273 488 721
Greenfibres.....	0845 330 3440
Greenscene.....	07813 282 566
Greensleeves Clothing.....	020 8458 1559
Healthy House, The.....	01453 752 216
Huggababy.....	0870 046 4844
Nature's Fibres.....	01622 853 517
People Tree.....	020 7739 0660
Schmidt Natural Clothing.....	0845 345 0498
Su Su Ma Ma World Wear.....	01273 300 606
Texture.....	020 7241 0990
Tiny Sprout.....	01892 863 646

FOOD

Baby Organix.....	0800 39 3511
Babynat Organico.....	01189 510 518
Hipp.....	0871 871 6611
Holle Baby Foods.....	01386 792 622
Mums 4.....	01926 771 285
Organico (see ad back cover ad).....	0118 951 0518
Truuly Scrumptious.....	01761 239 300

NAPPIES

ECO DISPOSABLE.....	
Natural Baby Company, The.....	01983 810 925

Naturebotts.....	0845 226 2186
See Saw.....	0131 2281939
The Bottom Line.....	01543 250 810

RE-USABLE

Born.....	01179 245080
The Nappy Lady.....	0845 456 2441
Nature Botts.....	0845 226 2186
Sam I Am.....	01522 778 926
Smile Child.....	0800 1956 982
Snazzypants.....	01522 778 440
Twinkle Twinkle.....	0118 934 2120

NAPPY LAUNDRY SERVICES

Dinky Diapers.....	0117 986 6167
Nappy Ever After.....	020 7383 5115
Nappy Tales.....	01235 812 747
Natural Nappies.....	01376 563 787
Nifty Nappies.....	01420 549 659
Number1 for Nappies.....	01992 713 665
The Nappy Box.....	01423 358 571
The Scottish Nappy Company.....	0800 015 5570
Tops for Bottoms.....	0151 343 1356

TOILETRIES

Earth Friendly Baby.....	020 8424 8844
Green People.....	08702 401 444

TOYS

British Toymakers Guild.....	01225 442 440
Escor Toys.....	01202 591 081
Gaia Distribution.....	01225 484 472
Green Board Game Company.....	01494 538 999
Holz Toys.....	0845 130 8697
in2play.....	0845 890 1392
Myriad.....	01725 517 085
Toys for Children.....	01594 824 007
Tulip Toys.....	01709 546 778

ORGANISATIONS

Baby Milk Action.....	01223 464420
Real Nappy Association.....	01983 401959
The Nappy Lady.....	0845 4562441
Women's Environmental Network.....	020 7481 9004

CAREERS & RECRUITMENT

In your next water break why not call a few of these numbers... You don't want to be a hamster all your life, do you?

The British Ecological Society.....	020 8871 9797
Charity Action Recruitment.....	020 7928 2843
Charity Connections.....	0207 202 9000
Charity Job.....	020 8390 1177
Countryside Jobs Service.....	01947 896 007
Eden Recruitment.....	0870 787 7630
Ends Environmental Job Search.....	020 7814 5309
Environment Job.....	0161 282 0920
Environment Jobs.....	01977 690 698

The Ethical Careers Service.....	01865 245 678
Evergreen Resources.....	01256 314 620
Execucare.....	020 7761 0700
Getalife.....	0161 277 5200
The Green Group.....	01268 468 000
Index Environmental Recruitment.....	01252 811 333
One World.....	020 7239 1400

WWW.EARTHWORKS-JOBS.COM

Worldwide careers in ecology and conservation

DRINK

MAIL ORDER

BEER AND CIDER

Beers In A Box.....	01924 489 222
Black Isle Organic Beers.....	01463 811 871
Dunkerton's Traditional Cider and Perry.....	01544 388 653
Freedom Organic Beer.....	020 8748 0903
Fuller's Vintage Ale.....	020 8996 2085
Hambleton Ales.....	01845 567 460
Houston Brewery.....	01505 614 528
O'Hanlons.....	01404 822 412
Only Fine Beer.....	01245 255 579
Organic Brewhouse.....	01326 241 555
Pennard Organic Wines & Cider.....	01749 860 393
Smiles Brewing Company.....	01275 375 878
Skinner's Brewery.....	01872 271 885
St. Peter's Brewery.....	01986 782 322
Valhalla Brewery.....	01957 711 658
Weston's Cider.....	01531 660 233

COFFEE

The Bean Shop.....	01738 449 955
Burgil Coffee.....	020 8560 0263
Café Direct.....	020 7490 9520
Equal Exchange.....	0131 220 3484
Hampstead Tea and Coffee Co.....	020 8731 9833
More Organics.....	0173 636 6008
Organico (see ad back cover).....	0118 951 0518
The Tea and Coffee Plant.....	020 7655 4574

SPIRITS

Juniper Green Organic Gin.....	01483 894 650
The Organic Spirits Company.....	01483 894 650

ORGANIC SPIRITS

Juniper green gin. UK5 vodka
Papagayo white and spiced rums

Order direct from:
Vintage Roots/ Vinceremos
or call 01483 894650

TEA

Clipper Teas.....	01308 863 344
Eleven O' Clock Tea.....	01635 278 648
E-Teas.....	0800 849 4039
Hampstead Tea and The Coffee Co.....	020 8731 9833
Nothing But Tea.....	0123 485 3855
The Tea and Coffee Plant.....	020 7655 4574

WINE

Pennard Organic Wines & Cider.....	0174 986 0393
Sedlescombe Organic Vineyard.....	0800 980 2884
The Organic Wine Company.....	01494 446 557
Vinceremos.....	01132 440 002
Vintage Roots.....	0800 980 4992

FOOD

The following all supply delicious organic food. If we've missed someone you think is an organic food hero, please email us their details at editorial@theecologist.org

DAIRY

BUTTER & CREAM

PRODUCER

Yeo Valley.....	01278 652 243
Rachel's Organic Dairy.....	01970 625805

CHEESE

MAIL ORDER (ORGANIC)

Bath Soft Cheese.....	01225 331 906
Birdwood Farmhouse Cheesemakers.....	01452 750248
Caws Cenarth Cheese.....	0123 971 0432
Godminster Vintage Cheese.....	0174 981 3733
H.S. Bourne.....	01948 770214
Llanboidy Cheesemakers.....	01994 448303
Llanglofan Farmhouse Cheese.....	01348 891241
Loch Arthur Creamery.....	01387 760296
Staffordshire Organic Cheese.....	01782 680366

PRODUCER (ORGANIC)

Alhamwood Cheeses.....	01749 880 221
Caerfai Cheeses.....	01437 720 548

ICE CREAM

MAIL ORDER (ORGANIC)

September Organic Dairy.....	01544 312 910
------------------------------	---------------

MILK

PRODUCER (ORGANIC)

Classic Organic – flavoured milk.....	01691 650450
Rachel's Organic Dairy.....	01970 625805
Yeo Valley.....	01278 652 243

YOGHURT

Rachel's Organic Dairy.....	01970 625805
Yeo Valley.....	01278 652 243

FISH

ORGANICO
0118 951 05118

See advertisement on the outside back cover.

**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 ...arranging a late delivery?
- 2 ...getting it delivered to a neighbour?
- 3 ...having it delivered to your local newsagent/ chip shop, etc?
- 4 ...arranging for the provider to hide it somewhere?

BEDFORDSHIRE

Bedford
David Catlin.....01525 861 452

BERKSHIRE

Reading
Ellis Organics0118 9722826
Organico.....0118 951 0518
Tolhurst Organic Produce.....0118 9843 428

BUCKINGHAMSHIRE

Wendover
Fieldfare Organic and Natural ...0845 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 Organics.....01925 758 575
Malpas
Oakcroft Organic Gardens01948 860 213
Northwich
Stockley Farm Organics01565 777 492
Sale
The O Zone.....0161 291 8862
Warrington
Northern Harvest0845 602 3309

CORNWALL

Saltash
A & N Health Foods.....01752 844 926
St Agnes

Tree Of Life Organics.....01872 552 661
St Austell
Cotna Organics.....01726 844 827
St Martins-by-Looe
Kevalar Farmers.....01503 250 135
Truro
Hendra Farm Organics01872 572 301

CUMBRIA

Brampton
Eva Botanicals.....01697 741 906
Lady Jane's Tea Room07941 731 255
Grange over Sands
Howbarrow Organic Farm.....01539 536330

DERBYSHIRE

Ashbourne
Meynell Langley Organic Food...01332 824 815
New House Organic Farm01335 342 429
Adams, Nick.....01335 360 996
Chesterfield
The Organic Stores.....01244 881 209
Derby
Organic Pumpkin01332 370 254
Matlock
Beano's Wholefoods.....01629 57130
New Mills
The Organic Shop01663 747 550

DEVON

Barnstaple
Lugg Smallholding01598 710 558
Beaworthy
Earthstar, Little East Lake Farm...01409 221 417
Holsworthy Organics.....01409 221 417
Bideford
Marshford Organic Produce.....01271 322 855
Bovey Tracey
Yarner01364 661 503
Buckfastleigh

Riverford Organic Vegetables0845 600 2311
Crediton
Linscombe Farm.....01363 84291
Exeter
Shilngford Organics.....01392 832 729
RodandBens01392 833 833
Elder, D01392 860 856
Great Cummins Farm01647 61278
Ilfracombe
West Hill Farm01271 815 477
Kingsbridge
Alan's Apple.....01548 852 308
Newton Abbot
Dartmoor Direct Co-Operative...01364 631 528
Woodland Organics01803 813 760
Nature's Round07810 127 376
Pyworthy
Ceridwen Herbs01409 254 450
Tavistock
Tamar Organics.....01822 834 887
Tiverton
Ms Kate Palmer01884 861 269

DORSET

Bournemouth
Bourne Organic.....01202 778 516
Blandford Forum
Gold Hill Organic Farm.....01258 861 413
Bridport
Bothen Hill Produce01308 424 271
Dorchester
Longmeadow Organic Vegetables....01300 341 779
Ferndown
Sturts Farm Community01202 870 572
Pulham
Cannings Court Organic Farm...01258 818 035
Wimborne
Long Cricheil Organic
Walled Garden.....01258 830 295

DURHAM

Darlington
Acorn Dairy.....01325 466 999

ESSEX

Brentwood
Legg, RG.....01277 211 883
Halstead
Organic Choice01787 478 471
Ongar
Ashlyns Organic Farm01277 890 788
Fair Organics.....01277 890188

GLOUCESTERSHIRE

Cheltenham
Slipstream Organics01242 227 273
Dursley
Better For Organics.....01453 545 090
Lydney
La Bodega01594 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 Foods01457 837 743
Stockport
Limited Resources.....0161 477 2040
Whalley Range
Glebelands Market Garden Ltd..0161 718 5328

**HAMPSHIRE AND
ISLE OF WIGHT**

Andover
Naturally Health Foods.....01264 332 375
Clanfield
Naturally Organic023 9236 0196
Heckfield
Park Farm Organics0118 932 6650
Lymington
Warborne Organic Farm.....01590 688 488
Southampton
Sunnyfields Organic023 80871408
Whitchurch
Laverstoke Park Produce.....01256 890 900
Harroway Organic Gardens.....01256 895 346

HEREFORDSHIRE

Bodenham
Butford Organics.....01568 797195
Hereford
Biosphere Organics01432 820 082
Green Acres Organic Growers....01568 797 045
Abundance Produce.....01981 540 181
Kingstone
Arkstone Mill Produce.....01981 251 135

HERTFORDSHIRE

Potters Bar
Everybody Organic Ltd.....01707 651 243
Watford
Farm2door01923 490 526

KENT

Ash
Ivy House Farm01304 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 Farm01474 815 393
Horsmonden
Simply Wild Food Company08456 586 141
Ightham
Church View Farm.....01732 886 680
Tunbridge Wells
Organic Health Shop, the.....01892 538 155
Wingham
Wingham Country Market01227 720 567

LANCASHIRE

Lancaster
Growing With Grace01524 251 723
Ormskirk
Gielty, A&D01695 421 712
Preston
Growing with Nature.....01253 790 046
Flintoff, Libby01995 679 728

LEICESTERSHIRE

Barkby Thorpe
Picks Organic Farm Shop0116 2693 548
Boston
Woodlands Farm.....01205 722 491
Countesthorpe
Bambury Organic Farm0116 247 8907
Loughborough
Manor Farm.....01509 646 413
Lutterworth
Naturally Good Food01455 556 878
Sapcote
Watts, DA01455 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, BML.....01945 440 388
Spilsby
Eden Farms.....01790 763 582

LONDON

EC2
The Organic Delivery Company ..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 & Cole020 7737 3648
SE6
Capricorn Organics020 8306 2786
SW3
Here.....020 7351 4321
SW8
Food Ferry Company, the.....020 7498 0827
W12
The Fresh Food Co020 8749 8778

MERSEYSIDE

DIRECTORY

Thurstaston
Church Farm Organics.....0151 648 7838
Liverpool
Organic Direct.....0151 7076 949
Windmill Wholefood Co-op.....0151 7341 919

MIDLANDS, WEST

Birmingham
.....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
The Green Shop.....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.....0115 960 9014

OXFORDSHIRE

North Aston
North Aston Organics.....01869 347 702
Chipping Norton
Chipping Norton Organics.....01608 642 973
Sarsden Organics.....01608 659 670

SHROPSHIRE

Craven Arms
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
Truuluu 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
The Real Food Company.....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
Worplesdon
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.....01342 823 392
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
The Organic Experience.....01249 720 274
Tallywacker Farm.....01249 750 035
Swindon
Barker, DI & AM.....01793 770 219
Coleshill 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

Driffield
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
Northallerton
Low Leases Organic Farm.....01609 748 177
Robinson, DS.....01609 772 032
Richmond
Hazelbrow Organic Farm.....01748 886 224
Farm-A-Round.....020 7627 8066
Bluebell Organics.....07759 832 234
Tadcaster
The Organic Pantry.....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
Wetherby
Goosemoor Organic Produce.....01423 358 887

SCOTLAND

Aberdeen
Lembas.....01569 731746
Ardrrossan
Wildly Organic.....01294 472075
Armadale Pier
Rubha Phoil Forest Garden.....01471 844700
Birkhill
Bee-Organic.....01382 581186
Cupar
Bellfield Organic Nursery.....01337 860764
Dumbarton
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
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
Achnaclòich.....01471 855315
Turriff
Greeness Organics.....01888 544877

WALES

Anglesey
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
Haverford West
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

Where do you get your meat?

Might there be a different way of buying meat that works well for you, that could guarantee better quality and give you a cleaner conscience? Could you buy locally, buying direct from the people who actually farm the animals that produce the meat? Or could you use a butcher who can tell you where all his or her meat comes from, and get special things for you when you want them?

BOX DELIVERY

BERKSHIRE

Lambourn
Sheepdrove Organic Farm.....01488 71659

CAMBRIDGESHIRE

Ely
Naturally Yours.....01353 778 723

CORNWALL

Cusgarne
Cusgarne Organics.....01872 865 922

Penzance
Vivian Olds Ltd.....01736 788 520

Truro
Carleys of Cornwall.....01872 277 686
Mewton PG.....01872 540 343
Nuncarrow Organic Farm.....01872 540 343

Tywardreath
Stoneybridge Organics.....01726 813 858

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Real Farm Foods Ltd.....01235 762 461

SOMERSET

Exmoor
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

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330

Wentwood
Wentwood Organic Farm.....01753 536 330



FASHION

GENERAL

And Albert.....01482 863 068
Bishopston Trading Company.....01453 766 355
Chandni Chowk.....01179 300 059
Cloths Works.....01225 309 218
Daily Bread Co-Operative.....01604 621 531
Epona.....01914 151 201
Ethical Wares.....01570 471 155
Ford Barton.....01398 351 139
Ganesha London.....020 7928 3444
Garthenor.....01570 493 347
Gossypium.....01273 488 721
Green Fibres.....0845 330 3440
SEE ADVERT ON PAGE 85
Grounded.....020 7503 0279
Hemp Union.....01482 225328
Hug.....0845 130 1525
Isle of Mull Weavers.....01681 700 265
Marlo Clothing.....01736 753 254
Myriad Organics.....01584 872 665
Natural Collection.....0870 331 3333
Natural Dye Company.....01258 840 549
One World Shop.....01312 294 541
Organic Attire Co.....020 7924 3345
Patagonia.....0033 450 88 44 44
People Tree.....020 7739 0660

Schmidt Natural Clothing.....0845 345 0498
Shared Earth.....01904 632 896
Siesta.....01227 464 614
Spirit of Nature.....0870 725 9885
Spurriergate Centre.....01904 629 393
Texture.....020 7241 0990
Terramar Organics.....07929 371684
Treehouse TLC.....01970 625 116
Traidcraft.....01914 911 001
World of Difference.....01788 579 191

SHOES

Birkenstock.....020 7240 2783
Ethical Wares.....01570 471 155
Fairdeal Trading.....0870 766 5796
Green Shoes.....01803 864 997
Vegetarian Shoes.....01273 691 913

T-SHIRTS

Equop.....0117 953 9991
FunkyGandhi.com.....07979 993 533
Howies.....01239 614 122
Terramar Organics.....07929 371684
THC.....020 8630 9001
Tonic T-shirts.....07838 250 749

FUNERALS

COFFINS

Eco Coffins.....01303 850 856
Greenfield Coffins.....01440 788 886

FUNERALS

Arka.....01273 746 011
Celtic Casket.....01283 521 104

The Funeral Company Ltd.....01908 225 222
Green Endings.....020 7424 0345
The Natural Death Centre.....0871 288 2098
S. Stibbards & Sons.....01239 614 122
Sawd Partnership.....01795 472 262
Somerset Willow Co.....01278 424 003
Willow Weave.....01953 887 107

GARDENS



ALL PURPOSE

British Eco.....0191 209 4161
Natural Collection.....0870 331 3333
Organic Gardening
The Catalogue.....0845 130 1304
Tamar Organics.....01822 834 887
The Green Shop.....01452 770 629

COMPOSTING

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 Wigglers.....01981 500 391
Wonder Worms.....01422 831 112

FENCING

Evalast Fencing Systems Ltd.....01772 687 779

FERTILISERS

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

Agralan.....01285 860 015
Defenders Ltd.....01233 813 121
Scarlets 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

HEALTH & BEAUTY



You can absorb up to two kilos of chemicals through toiletries and cosmetics each year. So throw away all your toxic beauty products and choose these ones that are kind to your body as well as the environment

COSMETICS & BEAUTY TREATMENTS

Avea	870 1999 219
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.com	01326 377555
Organica J.	01330 850257
Primavera Aromatherapy	01373 812640
Suvarna Pure and Natural Cosmetics	01695 728286

DEODORANT

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

Simply Soaps	01603 720 869
The Soap Kitchen	01805 622944
Woodspirits	0208 2934949

SUN PROTECTION

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

Akamuti	0845 4589242
---------------	--------------

Ascent	01497 847788
Body Organics	0870 870 8586
Bio-D Company Ltd	01482 229950
Ciocolatina	01189473178
Comfort and Joy	01367 850278
Creightons Naturally Plc	01903 745611
Dolma	0115 9634237
Dr. Hauschka Natural Skin Care	01386 792 622
Essentially Yours	01372 465 414
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
Mybeingwell.com	01326 377555
Naturisimo.com	020 75847815
Neal's Yard	020 7498 1686
Nirvana Natural	01494 880885
Organic Blue	020 84248844
Organic Botanicals	01273 773182
The Organic Health Shop	01892 538155
Potions and Possibilities	01394 386161
Primavera Aromatherapy	01373 812640
Pure Nuff Stuff	01736 366008
Pure Potions	01273 555 123
Simply Nature	01580 201687
SoOrganic.com	0800 1692579
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

Green People	01444 4011444
Kingfisher Toothpaste	01603 630484

HOLIDAYS

The following holidays have all been recommended to us by friends and family. We hope you enjoy them as much as they did, and if you know of any other places that Ecologist readers might enjoy please email editorial@theecologist.org

SHARPHAM FAMILY CAMP

Saturday 30 July to Sunday 7 August
2005. A family holiday in beautiful Devon countryside. Price: adults £130, Children and teens £60, under-3s free
Tel: 01803 732 324
www.sharphamfamilycamp.co.uk

**FRENCH PYRENEES
Two traditional stone-houses**

850 metres up, with wonderful views of the Chateau de Monsegur; ideal walking and relaxing; £170 to £200 pw depending on numbers; 90 minutes from Carcassonne.
Tel' 00 3356 101 3046
for photos and information

DEVON, THE MAGIC COTTAGE

Enjoy quality time in cliff-top hamlet, where time stands still. Scrumptious breakfast, home-made bread and garden-grown herb teas. Delightful rooms. B&B from £25 each.
Brochure 01935 512238

VEGETARIAN VISITORS TO WEST CORK

Self-catering apartments in peaceful wooded surroundings. Suit singles, couples, families and groups; from £75 to £180 per week. 10 per cent discount for bookings confirmed before April 2005. Organic vegetables, bread and wholefoods available.

Green Lodge, Ballylickey,

Bantry, County Cork;

tel: 00353 2766146; email:

gnlodge@iolfree.ie; web:

[www.homepage.eircom.net/~](http://www.homepage.eircom.net/~greenlodge)

greenlodge

THE ECOLOGE

A simpler way to relax! A wonderful break from the real world. Freedom for children.

Magic moments. Great Hospitality.

Somewhere precious.

Www.internationalbusinessschool.net/eco-lodge.

gclarke@internationalbusinessschool.net Tel;01205 870062/870396

DISCOVER UNSPOILT SLOVAKIA

Timber cottage deep in a forest village. Over 40 per cent of Slovakia is forest (more than Switzerland or Norway). Rich ecology of wild flowers, butterflies, birds, etc, sustains several hundred wolves, bears and eagles. Sleeps four to six, two bedrooms with en-suite bathrooms, from £250 to £390 for cottage per week.
www.SlovakCottages.com

DEVON/CORNWALL

Houseboat on private lake. Traditional wide-beam barge sleeping four or five in two en-suite cabins. Set in 35-acre site with exclusive trout fishing. Local off-road cycling, walking, sailing, £330-£695 pw
www.blagdonwater.com
Tel: 01566 – 779830

HEREFORDSHIRE AONB

16th century stone barn, sleeps four, plus cot, on working rare-breeds farm. Two bathrooms, beautiful views over rural valley, stream, wood. Excellent walking. First night £90, then £35-85 per night.
Tel: 01886 884362

Yurt & camping holidays on Cornish organic farm

Holidays on our farm on Bodmin Moor will leave you feeling relaxed, refreshed, and at peace with nature
01208 850491
www.southpenquite.co.uk

HOME

From ingenious, easy-to-fit water-saving devices, to reclaimed building materials: everything you'll need to renovate and clean your home environmentally is in these listings

ENERGY

ELECTRICITY: suppliers

Ecotricity.....	08000 326 100
Good Energy.....	0845 456 1640
Green Energy.....	0845 456 9550

Generation

Dulas Ltd.....	01654 705 000
Green Dragon Energy.....	01654 761 731
Rainbow Solar Trading.....	01983 533 129
Sustainable Energy Installations.....	01256 392 704
Wind and Sun Ltd.....	01568 760 671

EFFICIENCY: Energy saving

Eco-Exmoor Ltd.....	01598 763 595
Energy and Environment.....	0161 881 1383
ESI.....	01481 722 299
Lumin8.....	01233 666 000
The Organic Energy Company.....	0845 458 4076

Light bulbs

Lampholder 2000.....	01536 520 101
Lumin8.....	01233 666 000

Insulation

Ecomerchant.....	01795 530 130
SEE ADVERT Opposite	
Products Ltd.....	01484 854 898
Green Building Store.....	01484 854 898
The Green Shop.....	01452 770 629
Green systems.....	01763 260 719
Heraklith UK Ltd.....	01628 784 330
Klober Ltd.....	01934 853 224
Polarwall Ltd.....	01392 841 777
Thermafleecce.....	01768 486 285

HEATING

Ground Source

Dando Geothermal.....	01903 731 312
Earthwise Scotland Ltd.....	01330 833 915
Eco Heat Pumps.....	01142 962 227
Geoscience Ltd.....	01326 211 070
Geothermal Heating International.....	02476 673 131

Green Systems.....	01763 260719
Groenholland UK Ltd.....	07905 508 726
Ground Source Solutions Ltd.....	01246 822 808
Ice Energy.....	01865 882 202
Kensa Engineering Ltd.....	01326 377 627

Solar Thermal

Future Heating Ltd.....	020 8351 9360
Green Systems.....	01763 260719
HiTech Energy Ltd.....	0845 601 3540
The Organic Energy Company.....	0845 458 4076
Radiant Energy.....	01522 525 300
The Solar Design Company.....	0151 606 0207
Solarsense UK Ltd.....	01275 394 139
Solar Twin.....	0845 130 0137
Sun Harvester.....	01786 822 827
West Wales Solar Heating.....	01994 419 439

Wood Fuel & Stoves

Able Fuels Ltd.....	01484 515 578
Beacon Stoves.....	01559 371 058
Bio Energy Devices.....	01446 781 415
Bioenergy Technology Ltd.....	01825 890 140
Chilli Penguin Stoves.....	02920 865 536
ebc wood fuels.....	01953 455 854
Green Systems.....	01763 260719
Rural Energy Ltd.....	01664 454 989
Wood Energy Ltd.....	01398 351 349

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
Nicholas Hare.....	0207 607 4433
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
--------------	---------------

Roofing specialist

Rawnsley Woodland Projects.....	01208 813 490
---------------------------------	---------------

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
Capital Water Treatment.....	01484 854 898
Hippo the Water Saver.....	01989 766 667

Filters

Aqua Vitae.....	01404 841 841
Aquasaver Ltd.....	01288 354 425
Eden.....	0800 917 0977
Earthly Goods.....	01480 812 004
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

HOME RENOVATIONS

Flooring

Ashcroft Reclaimed Timber Flooring.....	01243 554 769
Drummonds Architectural Antiques.....	01428 609 444
Forbo-Nairn Ltd.....	01592 643 777
Rawnsley Woodland Products.....	01208 813 490
Treesave Reclamation Ltd.....	01787 227 272
Treework Flooring.....	01275 464 466
Yorkshire Reclaimed Flooring.....	01937 843 532

Paints & paint remover

Auro Organic Paints.....	01452 772 020
Earth & Reed Ltd.....	01449 722 255
Earth Born Paints.....	01928 734 171
Eco Solutions Ltd.....	01934 844 484
Environmental Construction Products Ltd.....	01484 854 898
Green Building Store.....	01484 854 898
SEE ADVERT ON PAGE 23	
Green Paints.....	01507 327 362
LILI.....	01296 714 184
Little Green Paint Company.....	0161 230 0880
Livos UK.....	01795 530 130
Lizzy Induni Traditional Paints.....	01929 423 776
Nutshell Natural Paints.....	0136 473 801
Osmo UK Ltd.....	01296 481 220

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
Rawnsley Woodland Products.....	01208 813 490
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
Environmental Construction Products Ltd.....	01484 854 898
Merewood Joinery.....	01614 800 363
Preston Door & Pine Stripping.....	01772 725 943

BEDDING AND LINENS

Green Fibres.....	0845 330 3440
Schmidt Natural Clothing.....	0845 3450 498
Texture.....	020 7241 0990
Willey Winkle.....	01432 268 018

CLEANING

21st Century Health.....	0800 0260 220
Aqua Ball.....	0800 026 0220
Bio-D Company Ltd.....	01482 229 950
Down to Earth.....	01793 732 000
Ecotopia.....	01453 752 345
Ecover.....	01635 574 553
Green Fibres.....	01803 868001
Greenlands.....	01892 871 285
The Healthy House.....	01453 752 216
Natural Eco Trading Ltd.....	01892 616 871
Vertue.....	020 8806 7294
Wonderwash Laundry Ball.....	0161 832 7788

FURNITURE & FURNISHINGS

New

Arbor Vetum.....	01386 840 438
Grand Illusions.....	01747 854 092
Lombok.....	020 7736 0001
Rawnsley Woodland Products.....	01208 813 490
Senior & Carmichael.....	01737 844 316
thingbuilder.....	07779 623 964
Treske Ltd.....	01845 522 770
Recycled & Salvage	
African Trackwoods.....	01488 686 850
Architectural Salvage Centre.....	020 8459 2947
Art-eco.....	07792 702 735
D & A Binders.....	020 7609 6300
Living Concepts.....	020 8378 1009
Reclaimed Pine Online.....	01202 789 868
Reel Furniture.....	01603 629 396
thingbuilder.....	07779 623 964



MAIL ORDER

Too busy to make it to the shops? Then let them come to you. As well as the fruit and vegetable box schemes listed on page 91, there is a wealth of companies who deliver all your weekly needs right to your door.

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 556878
Oil in the Raw.....	0157 935 1178
Organico (see back cover ad).....	0118 951 0158
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

OFFICE RESOURCES



ELECTRICITY

Ecotricity0800 0326 100
 Good Energy01249 766 090
 Green Energy08454 569 550

GRAPHIC DESIGN

Ecographic01273 201 361
 Sussed Design01273 382 667

INK CARTRIDGES

Action Aid Recycling08453 100 200
 The Green Stationary Company .01225 480 556
 Office Green020 8592 9998

JANITORIAL

Environment Saving Supplies024 7638 6544
 Greenlands Environmental Care 01892 871 285
 Vertue020 8806 7294

PROMOTIONAL MATERIALS

Remarkable!020 8741 1234
 Save a Cup01494 510 167

Yo-Yo Promotions01252 620 593

RECYCLED OFFICE SUPPLIES

Dartex Office Supplies01322 521 545
 The Green Stationary Company 01225 480 556
 Paperback020 8980 2233
 Recycle It08707 743 762

STATIONERY

Ecotopia01453 752 345
 The Green Stationary Company 01225 480 556
 Remarkable!020 8741 1234

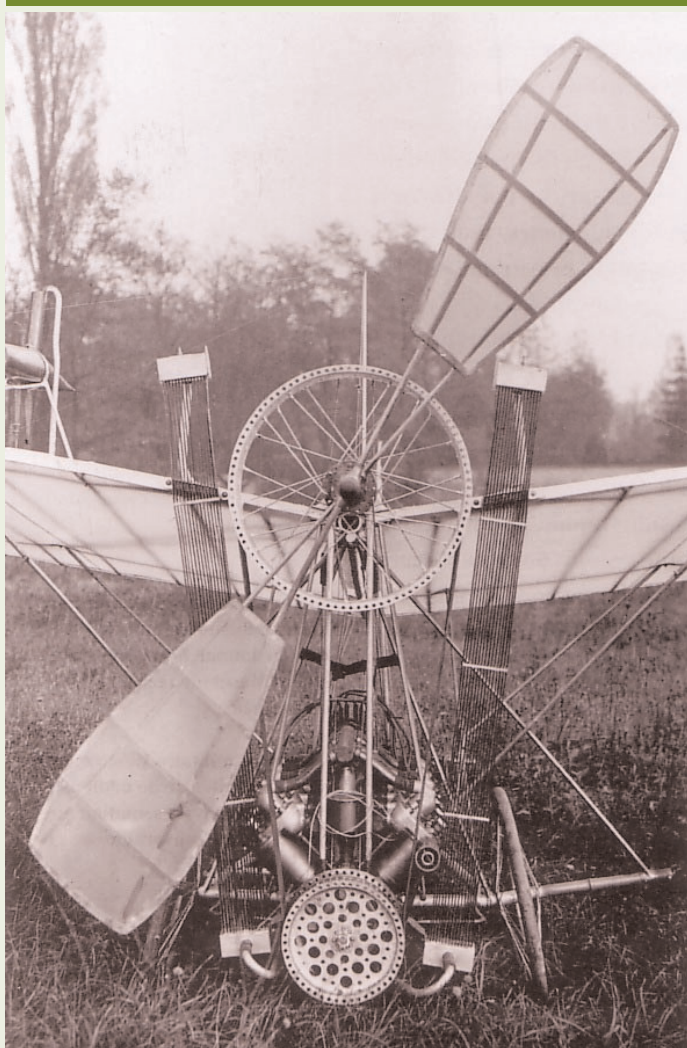
TELEPHONE & INTERNET

Green ISP0845 058 0659
 GreenNet08450 554 011
 The Phone Co-op08454 589 000

WATER COOLERS

Aquaid01223 830 400
 Simply Water01514 755 589

PERSONAL TRANSPORT



71 per cent of road trips by car are less than five miles long, and 46 per cent are less than two miles long. So why not leave the car keys on the kitchen table and make better use of your local transport network?

PERSONALS

EARTH WISE SINGLES

Friendship and romance for people interested in organics, permaculture, and eco-friendly living. Join the community that cares. Post your photo ad for free!

www.EWSingles.com

PERSONAL FINANCE

Do you want your hard-earned cash to finance wars, vivisection, or child labour? Or do you want it to support environmentally sound products and businesses? If the latter, call the organisations listed below

BANKING

Co-Operative Bank08457 212 212
 Ecology Building Society0845 674 5566
 Triodos Bank01117 973 9339

FINANCIAL SERVICES

Ethical Investment Co-operative 0845 458 3127
 Gaia0161 434 4681
 Naturesave01803 864 390
 Social Venture Network07958 772 864

INSURANCE

Absolute Mortgages01865 865 342
 C I S Insurance0161 829 4084
 Ecology Building Society01535 650 777

MORTGAGES

Absolute Mortgages01865 865 342
 CD Project0795 877 2864
 Ethical Investment Co-operative 0845 458 3127

BICYCLE

ORGANISATIONS

London Cycling Campaign020 7928 7220
 Sustrans0117 929 0888
 UK National Cyclists Organisation 0870 873 006

BUS

Travel Line08706 082 608

CAR

Bio-diesel fuel

Ebony Solutions01606 301 222

Breakdown

Environmental Transport Association0800 212 810

Electric cars

Electric Car Association01823 480 196

Electric scooters

Powabyke01225 443 737
 Electric Scooters01206 233 180

Fuel-saving devices

Eco Tek01844 212 939
 Power Plus01323 417 700

Recycling used motor oil

Oil Bank0800 663 366

Recycled tyres

Environmental Tyre Disposal020 8345 6115
 Tyre Collection Services0121 544 1408
 REG Tyre and Automotive Recycling01895 444 714

Sharing

Lift Share0870 11 11 99
 Car Clubs01132 349 299

TRAIN

TIMETABLE INFORMATION

National Rail Enquiries0845 748 49 50

PROPERTY

ORGANIC LAND TO RENT

Two acres of 43-year-old organic market gardens, south Cheshire. Soil Association accredited. Includes mobile glasshouses, machinery and a flat as living accommodation.

Tel 01948 860213
(evenings)

RECYCLING SERVICES

More than 60 per cent of your rubbish can be recycled. Most of it currently ends up in landfill sites or disappearing up incinerator chimneys. Don't bin it, recycle it

ALL PURPOSE

Forest Recycling Project Ltd.....	020 8539 3856
Loop	0800 542 1400
Paper Round.....	020 7620 3131
RECOUP.....	01733 390 021
Waste Watch.....	0870 243 0136

ALUMINIUM

Alcan Aluminium 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
-----------------------------------	---------------

BICYCLES

Re-cycle	0845 458 0854
Salvo.....	020 8400 6222

CARPETS

Carpet Burns.....	0133 259 4044
-------------------	---------------

CARTONS

Cutouts.....	01484 645 281
Tetrapak.....	0870 442 6000

CDS

Beacon Press	01825 768 611
--------------------	---------------

CLOTHING

Quilter Guild	01422 347 669
Oxfam.....	01865 312 610
Red Cross	020 7235 5454

CURTAINS

The Curtain Exchange.....	020 7731 8316
---------------------------	---------------

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
-----------------------------------	---------------

INK AND TONER CARTRIDGES

Office Green	020 8592 9998
UK Cartridge Recycling Association	01706 525 050

MOBILE PHONES

Fonebak.....	01708 683 400
--------------	---------------

OIL

Actionsmart	01656 648 899
Oil Recycling Association.....	01279 814 035

PAINT

Community repaint	020 8362 0752
-------------------------	---------------

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
---------------------------	----------------

TELEPHONE DIRECTORIES

Yellgroup.....	0800 555 444
----------------	--------------

TV MONITORS/ MERCURY LIGHT BULBS

Lamp recycling.....	01752 662 050
Mercury Recycling.....	0161 877 0977

VOLUNTEERING



Increasingly, volunteers are holding the fabric of the world together. Whether it's social cement that's needed or physical labouring, many of today's communities couldn't survive without thousands of hours of donated time. Are you doing your bit?

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
Time Bank.....	020 7401 5420

INTERNATIONAL

MAY ALSO OFFER UK PROJECTS

Africa and Asia Venture.....	01380 729 009
African Conservation Experience	0870 2415 816
Bio Sphere Expeditions	01502 583 085
Coral Cay	0870 750 0668
Cross-Cultural Solutions.....	001 914 632 0022
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

WORLDWIDE OPPORTUNITIES ON ORGANIC FARMS (WWOOF)

is an exchange network through which bed and board are given in return for help on organic farms. WWOOF provides excellent opportunities for organic training, cultural exchange and people wanting to change to a rural life or join the organic movement.

www.wwoof.org.uk

BLUE VENTURES



is an award-winning not-for-profit organisation dedicated to enhancing global coral-reef conservation and research. We continue to offer opportunities and field experiences to volunteers wanting to become actively involved in marine conservation.

www.blueventures.org
enquiries@blueventures.org
Tel: 020 8341 9819

ORGANIC MARKET GARDEN

in Cheshire offers opportunity to learn. Free accommodation for part-time or full-time, plus some money. Vegetarian and non-smokers only. Free Yoga lessons.

Tel: 01948 860213 after 9.30pm



We interrupt our regular programming for a moral advisory...



I'M THE REVEREND BILLY

Greetings children in the name of the Goddess that swims in the part of the sky NOT YET COVERED OVER WITH NIKE SWOOSHES, MICKEY MICE AND THE UN-NIPPLED MERMAID OF \$BUCKS. Please turn to page 1,000 in your hymn books, to the song

that sounds like the love calls of all the extinct animals, the soaring singers and the slimy singers: their songs are all still echoing in us.

I have a friend who loves tube mice, star-faced moles and blue-footed boobies. He reports the details of their ODD AND VERY BLESSED EVOLUTION with an enthralled tone in his voice. His performance of these entertaining life forms is a cross between a comedy routine and prayer: 'And then the booby stands on its egg with its UMBRELLA-LIKE BLUE FEET, and thus regulates the sun's penetration of the wet baby booby within.'

This morning I have a newspaper on the table before me, *The New York Times*. At the top of the front page are actors who hold small gold figurines in the air. One played a boxer and one played a singer, both masterful productions of nostalgia. On the bottom of the same front page is the photograph of a long line of orange square swatches of fabric in New York's Central Park. What comes to my mind, as I meditate on what information and imagery we choose to call important, is the philosopher William James's request that we discover 'the moral equivalent of war'.

What is our MORAL EQUIVALENT OF ART AND ENTERTAINMENT? My friend with his admiring mimicry of the oddest possible animals, with which evolution advertises its genius – I feel that I need to applaud my friend and his blue-footed drama. He and his booby should have at least the cultural prestige that I (not being able to help myself, AS I AM AN OBJECT FETID SINNER) accord the Oscars and the high art of Christo and Jean Claude. What is the Earth-saving equivalent of our expensive hypnotic culture? It's the Earth itself. The Earth would save itself if we gave it the microphone.

I don't mean to kick Hollywood. After all, why kill the messenger when we're already killing ourselves? We've repeatedly seen transporting performances in which the actors were faced with the end of life on earth and through their personal transformation, which we ourselves in the real world will have to perform if we are to have a future, they survive and save us all, AND WITH SWELLING STRINGS WE GET THE FALSE HEAVEN OF THE HAPPY ENDING THAT WE PAID FOR. But that cannot be instructive if we experience these dramatised truths while sitting in the dark, popcorning our eyes and mouth before the GOD OF THE GLOWING SCREEN. If, when we leave a cinema, we are just Consumers, then our brilliant artists have laboured on technical feats of procrastination – no matter what the content. The impact on our psychic bodies – HOW their stories come to us – is their overwhelming fact and purpose.

The major feature of the major feature film is that we stagger into the night, entertained to within an inch of lives. We have had a dramatic night, it was 'A GOOD MOVIE', but we received

the drama in the foetal position, pummeled into admiring passivity. The inability to act, regardless of the content of the storyline – that is the real movie plot. That is the META-PLOT

I don't mean to kick Hollywood. After all, why kill the messenger when we're already killing ourselves?

FROM THE DEVIL THAT LEAVES US CONSUMING THE EARTH INTO THE GROUND AS IF WE ARE AN UNQUENCHABLE CANCER. And this real movie is kept hidden from us, so that we won't do something rash, as in, say, REVOLT.

THE BLUE-FOOTED BOOBY MUST CRUSH CREATIONISM. Oh, did I change the subject? And another thing, the sensible spinning of this beautiful soft rock upon which we live – that beauty must be reclaimed. When we say, 'ah, that is beautiful!', spending \$12 to see the beauty shouldn't make it more beautiful. Leaving a cinema with nothing but a PARALYSING GREAT ART HANGOVER ATTENDED BY COMPLICATIONS OF CELEBRITY MASTURBATION... Is that the experience of beauty? It's time to be more demanding of the concept of beauty; it can't be just aesthetic consumption. Beauty must have in its experience the requirement that when we see it, we go out and defend it. When life is dying, then beauty must make us save life.

In closing, children, the Earth is never thanked by Oscar winners (although sometimes Mothers are, and that's pretty close). Remember, the Earth is not a location shot, is not a background, is not a bit player, and cannot be separated from the spotlight that makes a single personality, or a single product, famous. OSCAR WILL KILL THE BOOBY, IF OUR APPLAUSE IS MINDLESS. Let us pray, 'And the winner is – the Earth!'



Clean electricity for your home, wherever you live

Ecotricity is an electricity company with a difference ...we're dedicated to changing the way electricity is made.

Three great reasons to switch:

1. It won't cost you a penny more

You pay the same price as offered by your regional supplier - guaranteed

2. Quick and easy

We can supply your home no matter where you live*, a rented flat in the city or a cottage in the country. Switching your home to Ecotricity is quick and easy. Simply call us free on 08000 326 100 or register online at www.ecotricity.com

3. Better for the environment

Conventional electricity production methods pollute the atmosphere with gases that cause global warming. We're changing that by investing the money our customers spend with us to build wind turbines that produce clean electricity. Join Ecotricity today - you'll make a big difference.

"You'll be making an effortless contribution to the reduction of the gases that cause global warming and it's not often you can do something for the good of everyone without it costing you a penny". The Guardian 28/02/04



We're also creating new wildlife habitats alongside our wind parks.
Join us and we'll plant a tree for you.

Call free on **08000 326 100**
or visit **www.ecotricity.com**

ecotricity

*England and Wales only

There's plenty more fish in the sea



If you think differently
buy differently

Sustainably-fished tinned white and yellow fin tuna, sardines, mackerel, anchovies and herring. Packed fresh, using only the fillet and kept in cold pressed, untreated organic vegetable oils.

FISH 4 EVER

Winner of 4



Stockists: independent organic, fine food and farm shops, call 0118 9510 518 ext 26
or e-mail: info@organico.co.uk. Direct mail suppliers: Graig Farm 01597 851 655,
Goodness Direct 0871 871 6611 www.organico.co.uk