

Organic Processing

January/February 2008

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*Strategies for Best Practices in Food, Fiber and Personal Care*

## Top Ingredient Trends for 2008

**NOSB Update**

**O~Wool Warms Up Winter**

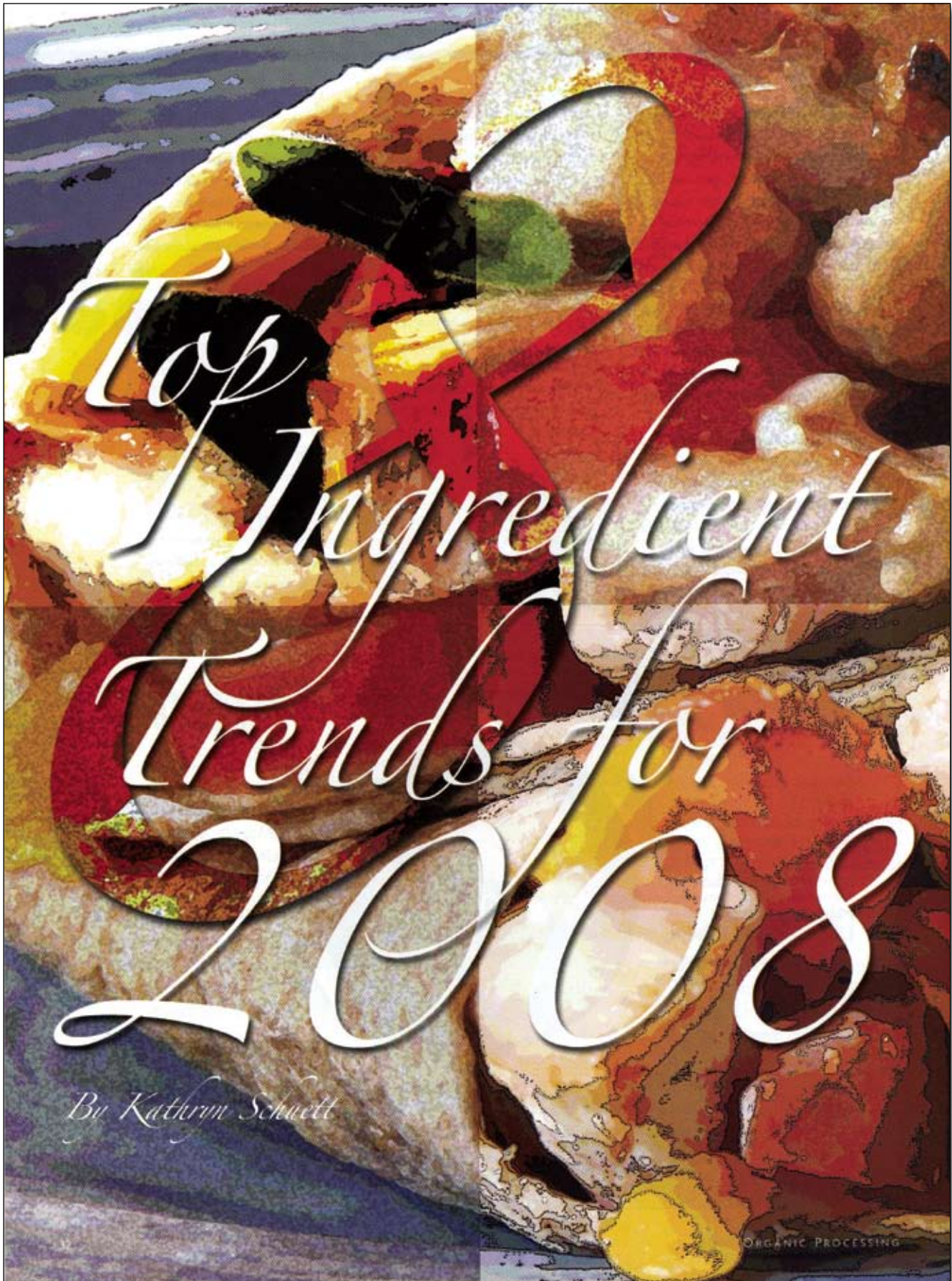
**Organic Critical Control Points**

**Demos on His Next Big Thing**



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Top  
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By Kathryn Schuett

ORGANIC PROCESSING

conventional farmers start using GMO seed, there is an increasing chance of organic fields getting contaminated," said Ken Roseboro, editor of *The Organic & Non-GMO Report*. "It's becoming a real threat and the organic industry really needs to protect its integrity." To ensure products are GMO-free, many ingredient manufacturers including Northland Organic, SK Food, Briess, Cargill and others have already created their own programs to protect the organic/non-GMO identity of their products.

The latest step in this movement is the creation of The Non-GMO Project, a non-profit group supported by Whole Foods, Organic Valley, United Natural Foods, Good Earth, Nature's Path, Lundberg Farms, Eden and many others. This group is aimed at educating the organic and natural industries on GMOs and creating a standard and verification process to help protect our GMO-free integrity. The standard, developed by over 40 industry leaders, is set to be released at Natural Products Expo West in March of this year. Manufacturers are encouraged to get involved by submitting product information at [www.nongmoproject.org](http://www.nongmoproject.org).

## "BETTER FOR THE WORLD" INGREDIENTS

We may not all be able to join the Peace Corps or Greenpeace but, as consumers, many of us feel that we can make a difference with our dollar.

In "Sustainability: Understanding the Consumer Perspective," The Hartman Group reported that 93 percent of Americans have some sort of sustainability consciousness, and out of that 75 percent think their purchases have an impact on society.

And this belief is making it all the way to the check out lane. In "The Future of Ethical Food and Drinks," Global Business Insights reported that over 25 percent of U.S. consumers bought more socially responsible groceries in 2006 than the year before, and this trend is expected to have grown even more in the last year.

Within the trend of ethical, feel-good products, organic is already a key player but organic processors have a huge opportunity to take their authenticity to the next level by supporting other socially responsible initiatives in their product development.

## 5. FAIR TRADE

According to Global Business Insights, the combined total of the European and North American fair trade markets is \$2.6 billion and the overall market is growing fast with a compound average annual growth rate (CAGR) of 38 percent between 2001 and 2006. Research from Mintel supports these findings as well. In this past year alone, they forecasted 57 percent growth of fair trade beverages and a 150 percent increase in fair trade food introductions.

One of the biggest launches this year was Ben and Jerry's fair trade vanilla and chocolate ice creams, but many other companies are leading this charge as well. Simply Organic introduced four new baking mixes including chai scones, cocoa biscotti, carrot cake and banana bread, all of which feature organic, fair

trade ingredients such as sugar, vanilla and chocolate. Their sister company, **Frontier Co-op, has been making organic, fair trade teas for a while, but they wanted to go beyond just tea.**

**"There is a general excitement in being able to incorporate these ingredients in more products, and finding another way to include fair trade in everyday life," said Steve Krusie, marketing director.**

**"And it's not just about doing it for the sake of it. These are quality ingredients. Sales have been greater than what we expected and we are staying focused on keeping up with demand."**

Other organic products featuring fair trade certified ingredients include a new coffee-soda drink called Java Pop, Larabar's Jocolat bars, NuVita's chocolate hempshake, Stonyfield Farm's chai vanilla frozen yogurt and Blackwell's chocolate gelato...to name just a few.

Currently, the selection of fair trade organic ingredients available to processors includes cocoa, bananas, rice, sugar, vanilla, coffee, tea (including chai flavor blends) as well as vanilla, coffee and chocolate flavored extracts. This list is



Simply Organic has four baking mixes made with fair trade certified ingredients.

likely to expand soon as TransFair, the U.S. fair trade authority, explores certifying other commodities such as spices. Guidelines for use of the TransFair seal vary depending on your product formulation.

A trendlet within fair

(continued on page 56)

## RESEARCH RESOURCES

The Hartman Group	<a href="http://www.hartman-group.com">www.hartman-group.com</a>	425-452-0818
Datamonitor	<a href="http://www.datamonitor.com">www.datamonitor.com</a>	212-686-7400
International Food Information Council	<a href="http://www.ific.org">www.ific.org</a>	202-296-6540
Global Business Insights	<a href="http://www.globalbusinessinsights.com">www.globalbusinessinsights.com</a>	44 (0) 20 7675 0990
Mintel Group	<a href="http://www.mintel.com">www.mintel.com</a>	312-932-0400
Natural Marketing Institute	<a href="http://www.nmisolutions.com">www.nmisolutions.com</a>	215-513-7300
Nutrition Business Journal	<a href="http://www.nutritionbusiness.com">www.nutritionbusiness.com</a>	303.998.9398
Packaged Facts	<a href="http://www.packagedfacts.com">www.packagedfacts.com</a>	800.298.5294