



Organic Food Quality & Health

Organic Food Quality News

FEBRUARY 2004

This monthly newsletter, edited by nutritionist and independent organic researcher Shane Heaton, is provided by the FQH association to keep researchers, the industry and other interested parties abreast of the latest news in organic food quality, research, health, diet and other relevant issues. Comments and contributions are welcome, or if you find an item of news that you think should be included, please email shane@dontjustsurvive.com

Quotes of the month:

"Tests of human fat for pesticide residues show that human bodies are so heavily polluted that - were we cannibals - our own meat would be unfit for human consumption" Dr Paula Baillie-Hamilton, *The Detox Diet*, Penguin 2002

"Our exposure to chemicals in air, food and water violates human rights"
Sandra Steingraber, 'Contaminated without Consent' - Rachel Carson Memorial Lecture Dec 03

"The problem with the gene pool is, there is no lifeguard." Anon

Contents

1. Pesticides - campaign video; soft drinks in India
2. Additives - calls for labelling
3. Antibiotics - vitE alternative to drugs
4. GMOs - contaminated organic soya; GM DNA survives digestion; organic contamination inevitable
increased chemical use in GM crops; African project fails
5. BSE - pigs in NZ; new form in cows
6. Nutrient content - milk fats compared
7. Health & Diet
8. Research - global area expands; FSA sets agenda; human tests justified; EU plant genomics priority
9. Promotion - futurists predict organic future; new target markets identified
10. Politics

Organic food quality and health research newsletter: news@dontjustsurvive.com

1. PESTICIDES

UK: Anti-pesticides campaign video

Anti-pesticides campaigner Georgina Downs, whose family's health has been affected by sprays from the farm next to their home, has produced a video to show the Government the devastating effects of using pesticides, and other hazardous chemicals, on the health of people living in rural areas. She decided to make the video after receiving correspondence, from people all over the country, reporting acute and chronic long-term ill-health effects following exposure to pesticides sprayed on nearby fields. The most common illnesses reported include clusters of cancers (especially breast cancer among rural women), leukaemia, ME and asthma.

INDIA: Pesticides in soft drinks

Coca-Cola and PepsiCo sold soft drinks containing pesticides harmful to human health and misled India's 1 billion people over claims that their products were safe for human consumption, Indian MPs concluded yesterday. Their report recommended stringent new regulations for fizzy drinks which would "seek complete freedom from pesticide residues [in] aerated beverages". Tests by campaigners last year showed Pepsi's soft drinks had 36 times the level of pesticide residues permitted under EU regulations and Coca-Cola's had 30 times the level. Toxins included lindane and DDT. (The Guardian, UK)

[-back to contents-](#)

2. ADDITIVES

UK: Calls for labelling

The Consumers' Association is demanding new rules to ensure that all additives used in foods – sweeteners, colourings, flavouring and thickeners – are clearly marked. It is concerned that people who try to avoid certain additives, usually for health reasons, find it impossible to spot them. In a survey of 2000 people a third said that they tried to avoid additives but could never find them on a list of ingredients. The association challenges the need for additives just to make food more colourful, to replace "real" ingredients or to make junk food seem more healthy and appealing. (The Times, UK)

[-back to contents-](#)

3. ANTIBIOTICS

USA: Vitamin E alternative to drugs

Adding vitamin E to the diets of turkeys may further reduce the likelihood of consumers contracting a serious food borne illness from eating turkey meat, according to the US Agricultural Research Service. Scientists from the Agricultural Research Service, which is the chief scientific research agency of the US Department of Agriculture (USDA), were studying ways to control *Listeria monocytogenes*, a major human bacterial food borne pathogen found in poultry. Microbiologist Irene Wesley of the ARS National Animal

Organic food quality and health research newsletter: news@dontjustsurvive.com

Disease Center (NADC) in Ames, Iowa, found that supplementing turkeys' diets with vitamin E stimulates their immune responses, helping them clear the gut of the microorganism that causes the disease. This can in turn lead to reduced contamination of carcasses at slaughter and during processing, the ARS said. The ARS plans to test the effectiveness of vitamin E against Salmonella and Campylobacter, two other food borne pathogens.

Source: just-food.com 16 Jan 2004

[-back to contents-](#)

4. GMOs

UK: Soil Association response to GM contamination of soya products

Research by Professor Murphy of the University of Glamorgan tested 25 soya products for the presence of GM Soya (Round up Ready Soya). Ten out of the 25 products tested (40%) gave positive results. Five of the ten containing GM soya were organic, of which one is certified by Soil Association Certification Ltd (SACert). This was Organic Soya Flour bought in Hebden Bridge, Yorkshire, in September. The level detected was just above the detection limit of 0.1%. The Soil Association contacted Professor Murphy to obtain details of the products tested, so that these could be made public. SACert will work with the manufacturer to identify the source of the GM material in the products tested, and will then take steps to further improve systems to eliminate the problem. SACert found GM contamination in organic animal feed 18 months ago and the findings were made public at the time. As a result, we are drawing up a protocol with key parts of the organic food industry to keep organic animal feed free of GM. Peter Melchett, the Soil Association's Policy Director said: "The Government appears to be about to allow GM maize to be grown in the UK - these plans must be scrapped. "The public does not want GM food and the food industry continues to struggle to keep GM out of products. If GM crops are grown in this country, we will see more contamination problems and consumers will be faced with higher costs to stay GM-free." The Soil Association, and many other organisations and experts on the Government's Organic Action Plan Group, is calling on the entire food industry to aim for 0.1% (surrogate zero) GM contamination - the lowest reliable and repeatable level of detection - at every stage in the food chain.

([Soil Association](#) PRESS RELEASE 5 Feb 2004)

UK: Traces of GM DNA found in digestive tract

As fierce opposition to genetically modified plants continues across the globe, findings from a breakthrough study in the UK suggest that foreign DNA can survive to the small intestine, providing fuel to the anti-GMO fire. The inclusion of genetically modified (GM) plants in the human diet has raised concerns about the possible transfer of transgenes from GM plants to intestinal microflora and enterocytes. But the persistence in the human gut of DNA from dietary GM plants remained an unexplored land. Scientists led by Harry Gilbert at the university of Newcastle in the UK set out to study the survival of the transgene *epsps* from GM soya in the small intestine of human ileostomists - people with a colostomy bag. They found that DNA can survive to the small intestine, and that low frequency gene transfer to the gut microflora of gene fragments may have occurred. However, the study showed that whole genes were not present in the microflora, and that it was unlikely that there was DNA transfer to the intestinal epithelial cells, and risk to human health was thought to be "highly unlikely".

Organic food quality and health research newsletter: news@dontjustsurvive.com

Reporting their findings in the 18 January issue of *Nature Biotechnology*, the scientists write that while the plant DNA was found in the small intestine of ileostomists there was no survival of the DNA in the large intestine of subjects who had not undergone such surgery. According to the scientists, it appeared that low frequency gene transfer from ingested DNA to the gut microflora had occurred already in 3 of the 7 ileostomists prior to the trial. The authors of the paper say "it is highly unlikely that the gene transfer events seen in this study would alter gastrointestinal function or pose a risk to human health. Nevertheless, the observed survival of transgenic DNA from a GM plant during passage through the small intestine should be considered in future safety assessments of GM foods." The paper, "*Assessing the survival of transgenic plant DNA in the human gastrointestinal tract*," by Trudy Netherwood, Susana M Martín-Orúe, Anthony G O'Donnell, Sally Gockling, Julia Graham, John C Mathers & Harry J Gilbert appears in *Nature Biotechnology*, 18 January 2004, doi:10.1038/nbt934.
Foodnavigator.com 21/01/2004

EU: Organic contamination inevitable

The European Commission's Agriculture Commissioner Franz Fischler has warned delegates at a conference on organic farming that food which is completely free of GMOs is a thing of the past. When it comes to setting acceptable thresholds for the levels of GMOs in organic and conventional products, the Commissioner said that Europe must take guidance from scientists, rather than politicians. His views were echoed at the conference by a leading expert from the Danish government's institute of agricultural sciences. Birte Boelt, head of research within the institute's department of plant biology, said: '*Zero tolerance is not possible.*' (<http://www.foodnavigator.com/news/news-NG.asp?id=49351>)

US: Chemical dependency up (not down) on GM crops

Contrary to the often-heard claim that GE technology has markedly reduced pesticide use, today's GE crops have modestly increased the overall volume of pesticides applied in the production of corn, soybeans, and cotton from 1996 through 2003. There is now clear evidence that the average pounds of herbicides applied per acre planted to herbicide tolerant (HT) varieties have increased compared to the first few years of adoption. This is no surprise, given that scientists have warned that heavy reliance on HT crops might lead to changes in weed communities and resistance, in turn triggering the need to apply additional herbicides and/or increase rates of application. These predictable ecological adaptations have now been documented in the case of HT crops and have eroded some measure of the initial efficacy of HT technologies.

For the full report visit www.biotech-info.net/Technical_Paper_6.pdf

KENYA: GM project fails

A showcase project to develop a genetically modified crop for Africa has failed. Three years of field trials have shown that GM sweet potatoes modified to resist a virus were no less vulnerable than ordinary varieties, and sometimes their yield was lower, according to the Kenyan Agricultural Research Institute. Embarrassingly, in Uganda conventional breeding has produced a high-yielding resistant variety more quickly and more cheaply. The GM project has cost Monsanto, the World Bank and the US government an estimated \$6 million over the last decade. It had been held

up worldwide as an example of how GM crops will help revolutionise farming in Africa. (New Scientist)

[-back to contents-](#)

5. BSE

NEW ZEALAND: Pig wasting disease

Green MP Sue Kedgley today called for an immediate ban on the feeding of pig meat to pigs, following evidence that the practice was likely to have been responsible for the outbreak of post-weaning multisystemic wasting syndrome (PWMS). Ms Kedgley, the Green spokesperson for Safe Food and Consumer Affairs, said consumers would be repelled by the thought of animals being fed the remains of their own kind, especially as it has been implicated in major health scares such as Mad Cow Disease. The feeding of pig meat to pigs, chicken meat to chickens and beef products back to cows is a cannibalistic practice that must be made illegal in New Zealand", said Ms Kedgley.

"It is frankly astonishing that it is not already illegal in New Zealand, given its connection to Mad Cow disease, and the fact that this practice is banned in many other parts of the world. While the pig industry has a voluntary industry code of practise in place, which advises farmers not to feed pig meat to pigs, this voluntary code has no force in law, provides no guarantee against breaches and simply cannot be relied upon for public safety," she said. Ms Kedgley also called on MAF to re-introduce regulations requiring pigswill to be boiled for a specified time to kill infectious organisms. "MAF discontinued regulations around pigswill a few years ago on the grounds that the regulations were too costly to implement," Ms Kedgley said. "Ironically, the advent of this disease will cost farmers more than would have been spent on proper enforcement."
9 February, 2004

ITALY: New form of mad cow disease

By Jon Bonné MSNBC Feb. 17, 2004 with the Associated Press

A new form of mad cow disease that resembles a human form of Creutzfeldt-Jakob Disease, rather than the cow form of the illness, has been found in two Italian cows, researchers said. Scientists in Italy said they found the new form of the disease in two of eight samples randomly chosen from the total of 103 samples of cow brainstems in their country that tested positive for mad cow disease. The two samples had brain damage that resembled that found in the standard form of human Creutzfeldt-Jakob Disease, known as sporadic CJD, rather than the form usually found in cows, known as bovine spongiform encephalopathy (BSE) and commonly called mad cow disease. Both BSE and the human form of CJD are fatal brain ailments caused by mutant forms of proteins known as prions, though the two are caused by different forms of the prions. Hundreds of people, primarily in England, have suffered from what is called variant CJD, a human form of BSE thought to be acquired by eating meat from infected cows.

But the team of Italian researchers found brain damage in the cows that resembled similar damage seen in human brains infected with sporadic CJD. The findings appear to indicate that cattle, like humans, can develop a sporadic form of the disease. Salvatore Monaco,

Organic food quality and health research newsletter: news@dontjustsurvive.com

lead author of the new study, told The Associated Press it might also represent a new foodborne form of the illness. As such, the finding highlights a long-standing mystery among researchers about the causes of sporadic CJD, which accounts for more than 80 percent of CJD cases worldwide. While variant cases of the illness have been traced back to tainted meat, many scientists believe the sporadic form found all over the world is caused by spontaneous genetic mutation; to date, no specific cause for sporadic CJD has been documented. Because the causes of the two forms of the disease were so different, it was always assumed they should be handled as separate health concerns. But the discovery of a new form of the disease in cattle leaves open the possibility that the sporadic form of the disease could be transmitted through food. If such a connection were to be confirmed, it could drastically change governments' risk assessments for mad cow disease. "There's a lot of science that has to be done in order to make a link, if one exists, but it does open that concern," said Dr. Neil Cashman, a professor and researcher at the University of Toronto's Center for Research in Neurodegenerative Diseases.

However, Dr. Paul Brown of the National Institutes of Health insisted the finding does not indicate an increased threat to humans. If a new form of mad cow disease had been affecting humans, Brown suggested, it should have been reflected in an increased incidence of CJD. Yet European scientists tracking all cases of sporadic CJD for the last decade have not found an increased incidence, said Brown, an expert in prion diseases at the National Institute of Neurological Disease and Stroke who was not part of the research team. While just one American case of variant CJD has been recorded, and that is thought to be traced back to England, about one in a million people in the United States are found to have traditional CJD.

Both the human and cattle diseases cause holes to form in the brain, though the precise mechanics remain a matter of some debate. While the Italian researchers found these holes in all the samples, two cows had an accumulation of amyloid plaque in their brains, a substance often found in human neurological diseases including sporadic CJD and Alzheimer's. The researchers were surprised because the plaques had not previously been seen in cattle. They also found the prions in the two cows' brains to be similar to those found in people with sporadic CJD. The Italians named the new form of the disease BASE, or bovine amyloidotic spongiform encephalopathy, based on mad cow disease's official acronym, BSE. Like Alzheimer's and other degenerative brain diseases, sporadic CJD results in a gradual breakdown of neurological functions and, for most patients, death within a year of the disease's onset. There is no known cure for any form of CJD.

Monaco, of the Department of Neurological and Visual Science, Policlinico G.B. Rossi, in Verona, Italy, told the AP in an e-mail interview that he believes the incidence could be as high as 5 percent among cattle with mad cow symptoms. The researchers, whose findings were reported Monday in the online edition of the Proceedings of the National Academy of Sciences, suggest apparently standard BSE cases be tested for the new form. "Although observed in only two cattle," they wrote, "the BASE phenotype could be more common than expected." However, while the new form shares similarities with human CJD, both the researchers and others who reviewed their work cautioned against assuming a link between the two. Their finding adds another layer of complexity to a growing pile of evidence that suggests the connections between CJD and mad cow disease are not as straightforward as once thought.

In a 2002 article, British researcher John Collinge -- who helped document the similarities between mad cow disease and variant CJD in humans -- discovered that mice infected with the prions that cause mad cow disease developed both the variant and traditional

forms of CJD. Brown noted there have been unpublished reports from Japan of cows with a different form of mad cow disease. And in 1998, three of the Italian researchers even documented a case of CJD in an Italian man whose cat was simultaneously stricken with a feline form of the disease. The precise source of BSE is so crucial because it dictates how governments respond to prevent further human cases of mad cow disease. Cattle are believed to develop BSE from eating infected tissues of other animals. That feed has now been banned in many countries, including the United States -- which in 1997 banned its use on cows and some other livestock but still allows it on certain animals. However, Cashman noted, the Italian scientists' discovery resurfaces earlier considerations that the first case of BSE might have formed spontaneously, rather than a result of feeding cattle protein to other cows, as has been suspected.

Similarly, Dr. Michael Hansen, who researches prion diseases for Consumers Union, said the new findings cast additional skepticism on the long-held notion that all mad-cow cases stem from the same aberrant prions uncovered in British cattle. The clear line generally drawn by researchers between the sporadic and variant forms may be more difficult to maintain. "People always thought it strange that all these cases of mad cow so far were one strain," Hansen said. "It doesn't prove anything, but it's more suspicious. We need to pay more attention to all forms of CJD," not simply the form tied to mad cow disease.

The findings, and the recommendation for broader testing, are likely to raise new questions about the current methods to detect BSE. Authorities discovered the first U.S. case of mad cow disease last December in a Washington state dairy cow imported from Canada. The cow was one of 20,000 tested by American officials in 2003, in a surveillance program that mostly focused on injured and sick cows. This year, the U.S. Department of Agriculture plans to test 40,000 head of cattle for mad cow disease, out of some 35 million slaughtered annually. The testing levels, while in compliance with international guidelines, fall far short of testing regimes in many other countries. The Italian scientists, for example, discovered the aberrant cases through the use of rapid BSE testing kits used to test 1.6 million Italian cows between January 2001, when the Italian government mandated testing on all older cattle, and August 2003.

Calls have increased in recent weeks for the use of rapid tests and of more widespread testing on the U.S. herd. A panel of House lawmakers Tuesday [told the U.S. Department of Agriculture](#) that it needed to expand its testing to at least 200,000 head of cattle. The USDA has said the current plans for testing are sufficient. It announced Feb. 9 that it had ended its probe to find other suspect cattle from the same birth herd as the infected cow, finding only 14 of the 25 cows considered at highest risk. While American testing procedures remain focused on sick cattle, the researchers in Italy did not indicate that the cows in the study exhibited outward signs of illness at slaughter. However, they were 11 and 15 years old -- older than most cattle intended for human consumption. Researchers also hope to find out more about the effects of aging on BSE and related diseases.

[-back to contents-](#)

6. NUTRIENT CONTENT

Italy: Higher beneficial fats in organic milk and dairy products

Fatty acid composition and fat-soluble vitamin concentrations were measured to compare the milk fat composition in organic certified milk and dairy products with those produced by

conventional systems. Significantly higher cis-9 trans-11 C18:2 (CLA), linolenic acid (LNA), trans -11 C18:1 (TVA) and a-tocopherol (TH) concentrations were measured in organic buffalo milk and mozzarella cheese. Similar results were obtained from the analysis of heat-treated cows milk and dairy products where all organic samples contained significantly higher CLA, TVA, LNA, TH and b carotene concentrations than did conventional dairy foods. A negligible influence of milk processing on CLA and TVA yield was seen. Among the different parameters, the CLA/LA ratio value better characterised organic versus conventional milk fat and its use as a marker for the identification of organic dairy products is suggested. The influence of animal diet, and potential implications of milk fat composition, on nutritional quality of organic dairy products is considered.

Paolo Bergamo P et al. 2003, Fat-soluble vitamin contents and fatty acid composition in organic and conventional Italian dairy products, Food Chemistry 82; p625-31.

www.elsevier.com/locate/foodchem

[-back to contents-](#)

7. HEALTH & DIET

[-back to contents-](#)

8. RESEARCH

WORLD: Organic agriculture grows worldwide

IFOAM, the Institution of Ecology & Agriculture (SÖL) and the Research Institute of Organic Agriculture (FiBL) present the revised and updated edition of the study "The World of Organic Agriculture - Statistics and Future Prospects" at BioFach 2004. The authors assume a worldwide organic area of 24 million ha for 2002. Australia has the largest organic area with approx. ten million hectares, followed by Argentina (3 million ha) and Italy with over a million hectares. The study produced with the support of NürnbergMesse was presented at the World Organic Trade Fair at 10 a.m. on Friday, 20.2.2004.

UK: FSA identifies key research areas

The UK's food watchdog is looking to commission research and survey work for programme areas designed to 'inform and support' the formulation of policy. The Food Standards Agency (FSA) said last week that it is calling for research and survey projects in a number of areas. Key domains include microbiological risk assessment (M. bovis in cheese); microbiological surveys (salmonella in eggs); mycotoxins and process contaminants research and surveys, and diet and cardiovascular health (salt, whole grain foods). Food acceptability and choice (portion size, snacking), dietary surveys and nutrients in food, as well as toxicology and exposure research and surveys are also in the forefront for research needs. In addition to commissioning research projects, the agency will appoint programme advisers and coordinators to 'maintain an overview and provide an

Organic food quality and health research newsletter: news@dontjustsurvive.com

external perspective on the various programme areas'. Further information about the research areas can be found on the FSA website. (source: Foodnavigator.com)

US: Experts say toxic tests on humans can be justified

Dosing volunteers with toxic pesticides and pollutants for scientific purposes is justified only under strict conditions and with careful review, a National Academy of Sciences panel said Thursday. The Environmental Protection Agency should establish a special review board to evaluate any studies that involve intentionally giving people toxic chemicals, the committee said. "Human studies involving pesticides, air pollutants, or other toxicants — as opposed to therapeutic agents — are particularly controversial, and because of this, EPA should subject these studies to the highest level of scientific and ethical scrutiny," said committee co-chairman James Childress, a professor of ethics and medical education at the University of Virginia. Erik Olson of the Natural Resources Defense Council said he was very troubled by the report. "We find it gravely disturbing," he said, that toxic chemicals could be tested on humans and that the government would use the results of such tests done by industry in the past. EPA spokeswoman Cynthia Bergman said the agency was still reviewing the report and had no immediate response. CropLife America, a pesticide industry trade group, welcomed the report, saying it agrees "with the major finding that human testing is ethical, provided there are safeguards and sound science is used.

"Our industry is ethically and legally bound to provide regulators the information they need to determine that products are safe as they set stringent guidelines for their proper use," the group said in a statement. The panel convened by the National Research Council, the operating arm of the academy, looked at 19 pesticide studies received by EPA since 1991 involving volunteers. It said any human testing of chemicals must be approached with the utmost caution and care. Asked about the possibility of testing in children, committee member Ellen Wright Clayton of Vanderbilt University said the panel urged EPA to adopt procedures used by other government agencies that say testing in children must seek to answer a question of enormous importance that can't be done in another way and must be reviewed by both a local and national review board. "I suppose it is possible to imagine a study that might meet those criteria," she said, but the panel didn't try to come up with an example. EPA generally assesses human risk by determining the lowest level that is harmful to lab animals and extrapolating from that. But it has sponsored human studies when it considered them necessary to set health-related regulations.

The academy panel said intentional dosing studies in humans should be considered only if all of a set of conditions are met. EPA turned to the academy for advice after a debate over human studies broke out when pesticide manufacturers — seeking to show that a set of 1996 standards for pesticides in food were too strict — conducted a series of studies on humans and submitted them as evidence. Those studies were challenged by some scientists, environmentalists and public interest groups on ethical grounds, arguing that people should not be put at risk to establish regulatory standards. The academy committee concluded that "improving the accuracy of the science employed in regulatory decisions ... constitutes a societal benefit that can justify the conduct of a human dosing study." The Associated Press Updated: 7:20 a.m. ET Feb. 20, 2004

EU: Plant genomics a priority

The EU has provided €2.2 million of funding for a new project that aims to promote transnational cooperation in plant genomics research and, ultimately, better coordinate the €80 million spent annually in Europe on such activities, reports CORDIS. The 'European

Research Area plant genomics' (ERA-PG) project began on 1 January, and brings together funding organisations, ministries and scientific academies from ten EU countries (Austria, Belgium, Denmark, Finland, France, Germany, Italy, Netherlands, Spain, UK) and Norway. Core elements of the work programme include developing common management procedures for national research programmes, exchanging best practice, and promoting joint activities, such as the pooling of resources and issuing joint calls for proposals. Commissioner for Research, Philippe Busquin, said: *'Plant genomics was pioneered and developed in Europe. It is an area that holds much potential for addressing important societal issues, ranging from sustainable agriculture and the clean up of polluted sites to food quality and human health. I welcome the commitment of national plant genomics programmes to pool efforts in an ERA-NET cooperation scheme. It should help to keep our world class researchers in Europe,'* he added. The €80 million invested in plant genomics research in Europe every year is roughly the same amount as in the US. However, this funding is split between numerous national organisations, which, the Commission argues, reduces its overall impact. It believes that coordinating the activities of these national organisations will ensure Europe deploys its resources more coherently, optimises its infrastructure investments, and delivers leading edge research results. International coordination is not a new concept within plant genomics research in Europe. ERA-PG builds on existing collaboration between France and Germany, which, together with Spain, have established a jointly funded plant genomics programme. And the project organisers do not expect the cooperation to be limited to the current ERA-PG members, stating their commitment to expand the project to those other Member States and candidate countries that are launching their own research programmes in the field. Having held the project launch meeting on 29 and 30 January, the international partners have already begun an exchange of information designed to determine the current state of research in each of the participating countries, which will then help to guide the future strategic activities of ERA-PG. Foodnavigator.com - 04/02/2004

[-back to contents-](#)

9. PROMOTION

GERMANY: Organic and wellness and megatrends

The Future Institute of well-known researcher Matthias Horx recently presented a study on "Future Markets 2004". Horx looks into the organic future: healthy eating will become a mass market and organic food is the classic market of the future for the food industry. "Organic food has successfully moved to the heart of society", is his message. The future researcher thinks healthy eating will become a matter of prestige and a lifestyle theme. There would be a demand for even more healthy prepared foods, with resulting growth of the convenience market. According to a detailed report in the magazine "Lebensmittelzeitung", the out-of-home business is growing and modern concepts combine lifestyle trends like mobility, wellness and natural food".

<http://www.zukunftsinstitut.de>

Along the same lines, retail psychologist Dr Hugh Phillips predicted this month that "The next big thing will be an uncontaminated, physically and ethically clean food chain".

Organic food quality and health research newsletter: news@dontjustsurvive.com

GERMANY: New target groups for organic products

The target groups for the organic food market are changing. The Institute for Social-Ecological Research (ISOE) on behalf of the Federal Organic Agriculture Programme has therefore determined five current "organic types" - from the "totally convinced" to the "young and undecided" - and estimated the respective market potentials. The scientists developed proposals for target group-orientated marketing and communication strategies for this purpose. The study identifies the following groups of consumers: the totally convinced, the successful and demanding, the 50+ health-orientated, the cautious and sceptical, and the young and undecided. A workshop for analysis and ideas for the marketing of organic food products is offered at the BioFach Congress. A PowerPoint presentation is obtainable from ISOE for 10 EUR.

<http://www.isoe.de/newframe.htm>

[-back to contents-](#)

10. POLITICS

[-back to contents-](#)

-end-