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Informe actividad
“Natural Products Europe & Organic Products Europe”
4-5 Abril de 2004
Código FIA-FP-L-2004-1-A-002

Fecha: 2 al 7 de Abril de 2004
Londres - Inglaterra

Asistencia a Feria y Seminario

Entidad Responsable: T&W Ltda.
Participante Individual : Julio Thiel D.

Actividad cofinanciada por FIA y T&W Ltda.



GOBIERNO DE CHILE
FUNDACION PARA LA
INNOVACIÓN AGRARIA



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1. Introducción

La actividad “Natural Products Europe & Organic Products Europe” considerada dentro del programa de capacitación del Fondo de Innovación Agraria para el año 2004, consistió en la asistencia a dos Seminarios que se realizaron simultáneamente en el marco de una de las ferias más importantes de productos naturales y orgánicos llevada a cabo en Londres durante los días 4 y 5 de Abril de 2004.

Los Seminarios centrados en temática referida a Productos Naturales y en la Conferencia Anual de The Soil Association (Agrupación Orgánica Británica) incluyeron temas variados sobre producción, legislación, nutrición y futuro de la actividad, participando como expositores importantes personalidades relacionadas a los temas además de los directivos de Soil Association.

Las diferentes conferencias se desarrollaron en cuatro salas, con gran despliegue de medios audiovisuales y comodidades para los asistentes.

El sistema obligaba a elegir las conferencias que más interesaran ya que se efectuaban cuatro conferencias en paralelo.

Por otra parte la visita a la Feria se podía organizar sin problemas ya que las conferencias se iniciaban una hora después de abierta la feria, se disponía de tiempo entre cada conferencia y la feria cerraba una hora después de finalizadas las conferencias.

2. Objetivos de la actividad

¿Por qué participar en esta actividad específica?

Los objetivos esperados eran conocer las novedades y tendencias del rubro de los productos orgánicos y naturales especialmente en el Reino Unido y también en Europa.

Se considera fundamental para el desarrollo de una empresa conocer en detalle los mercados y competencia externa, nuevos productos y tendencias mundiales.

Además al asistir a una feria donde se exponen una gran cantidad de productos se puede evaluar cómo está posicionada en el contexto mundial la oferta de la empresa y cómo puede mejorar para cumplir requerimientos de los clientes o exigencias legales.

Al mismo tiempo se pueden hacer contactos técnicos y comerciales que pueden ayudar el primero a mejorar la capacidad tecnológica de la empresa y los segundos a ampliar su actividad comercial, aunque no era el fin principal del viaje.

Además se contaba con el apoyo del Estado a través de FIA, recursos que estando disponibles es recomendable utilizar ya que existe un programa de actividades financiables muy interesante para diversas áreas.

3. Descripción de la organización Ferial y del Seminario

La Feria “Natural Products Europe & Organic Products Europe” se desarrolló en el Olympia Hall de Londres, centro ferial y de convenciones de importancia en esa ciudad. En la feria se presentaron 484 expositores, la mayoría individuales aunque también había stands institucionales representando países que incluían a su vez a varios expositores individuales. Los países con pabellón propio fueron Estados Unidos, Alemania, Italia, España, Nueva Zelanda, Australia, Grecia y Canadá.

Dentro de los expositores individuales se contaban empresas de todos los continentes.



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Los Seminarios se desarrollaron en cuatro auditorios de capacidad variable entre 100 a 250 personas. Dependiendo de los temas las conferencias estaban programadas para extenderse por 1 hora, 1 hora y media y 2 horas.

Las conferencias tuvieron el formato de mesas redondas donde cuatro expositores exponían durante 10 a 20 minutos para luego tener un tiempo de discusión entre los asistentes y los panelistas en las de mayor duración. Las programadas para 1 hora tenían un solo conferencista.

Había disponibilidad de un adecuado material impreso como guía que permitía organizar muy bien el tiempo para visitar la feria y participar de las conferencias.

4. Temas de las Conferencias

Se eligió asistir a conferencias de temas variados que me parecieron los más importantes para obtener una visión amplia y general de los temas que están importando en Europa. En total se asistió a 7 conferencias que se detallarán más adelante.

En total hubo 34 conferencias que en la práctica se puede decir que fueron cerca de 50 ya que algunas eran mesas redondas con participación de cuatro panelistas que exponían bastante extensamente.

Las conferencias del programa general fueron las siguientes:

- El Negocio de Tiendas al Detalle
- Reduciendo costos en las Ventas al Detalle
- Observando las Directrices
- Nutrición Óptima : La Próxima Generación
- Producción, Envasado y Ventas de Hierbas Medicinales
- El Futuro de los Productos Naturales
 - o El Consumidor Conciente
 - o Cómo vender al consumidor conocedor
 - o Influencias en las Tendencias e Innovación
 - o Exceso de Regulaciones
- Seguridad en productos de última generación
- Manejo de Marcas
- El Sistema Nutricional Atkins
- La Nueva Revolución Americana
- Salud Masculina
- La Dieta y el Sistema Inmunológico
- Los Mecanismos del Envejecimiento y cómo manejarlos por medios naturales
- La Soya y la Menopausia
- Comida Lenta: El antídoto para la vida agitada
- Cuidando las Hierbas Medicinales
- Restaurando la Energía en sus cinco Órganos Vitales
- Comercialización Mágica
- Energizando con Medicina Qigong
- Libre de Stress y Salud Total
- Prácticas de Marketing
- Cómo salir de la Fatiga Crónica
- Tratamiento de Alergias
- Tratamiento de Artritis Reumatoide
- Revisión de la Nutrición relacionada con problemas hormonales femeninos
- Elimine de su cuerpo las toxinas medioambientales
- Introducción de esencias florales en otras terapias
- Cómo mejorar la forma de alimentarse
- El consumidor orgánico : ¿quién compra y porqué?



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- Envases y presentación en las tiendas: elementos para agregar valor
- Política de Precios
- Nuevos Horizontes en el sector orgánico
- Comercio ético : ¿ qué significa para el consumidor de UK?
- Destrabando el futuro orgánico – Sabor, Salud y Educación como llaves del crecimiento

Se asistió a las siguientes conferencias:

- Observando las Directrices
- El Futuro de los Productos Naturales
 - o El Consumidor Conciente
 - o Cómo vender al consumidor conocedor
 - o Influencias en las Tendencias e Innovación
 - o Exceso de Regulaciones
- Seguridad en productos de última generación
- La Nueva Revolución Americana
- Los Mecanismos del Envejecimiento y cómo manejarlos por medios naturales
- Política de Precios
- Destrabando el futuro orgánico – Sabor, Salud y Educación como llaves del crecimiento

A continuación se entrega una explicación sobre cada una de las conferencias a las que se asistió.

Observando las Directrices (relacionado el tema con Exceso de Regulaciones)

Gran polémica por las futuras leyes que regularían los productos naturales y en especial suplementos nutricionales. Según muchos expositores es el lobby de las grandes compañías químicas o farmacéuticas el que ha generado que en unos años más exista una legislación de suplementos naturales que prácticamente nadie o muy pocos podrán cumplir.

Hay cierta apatía en el público por esta situación lo que se atribuye a la poca difusión en la prensa del problema nuevamente influenciada por el lobby de grandes empresas.

Se menciona que también a los grandes comerciantes como cadenas de supermercados les da igual vender un suplemento sintético (no natural) que no funcionan igual que los naturales. Por ejemplo extractos naturales ricos en diversos elementos, minerales, vitaminas.

Los problemas de producir suplementos o productos naturales afectarán a empresas grandes del sector como a artesanos. Una asistente habló que ella fabricaba jabones hechos a mano desde hace 50 años y con la nueva normativa no podrá seguir en eso.

Por lo tanto es una situación que se transformará poco a poco en más política.

Aunque la legislación pretende

- Armonización del mercado
- Seguridad de los consumidores
- Honestidad del negocio

Se estima que ella está basada en fundamentos erróneos porque en los últimos once años por ejemplo ha existido un solo caso de efecto adverso en la salud, y atribuible quizás a condiciones particulares de la persona afectada.

Por otra parte la producción agrícola convencional ha hecho que el consumo de micro nutrientes ha disminuido considerablemente en el UK en los últimos 10 años.



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Uno de los problemas de las nuevas regulaciones por ejemplo es la obligación de rotular en 25 idiomas. Me parece en realidad un exceso que seguramente no va a estar en la norma final.

Otra situación perjudicial es que en la nueva ley habrá un listado de ingredientes aceptados y las condiciones para agregar uno nuevo serán casi imposibles de cumplir.

En fin un problema que quizás pronto lo tendremos por acá. Es más ya lo tenemos ya que si se exporta a Europa hay que cumplir su normativa.

El Futuro de los Productos Naturales

El consumidor conciente y el consumidor conocedor

Aunque necesario, el consumidor conocedor (de productos naturales y orgánicos) no requiere tanta información relacionada a beneficios para la salud sino más bien una calidad óptima y servicio de atención al cliente muy bueno también.

El consumidor conciente (quizás asimilable al conocedor) es aquel que sabe que productos y servicios saludables y protectores del medio ambiente son los que busca.

Hay un mercado de más de 68 millones de personas en USA que se agrupan en LOHAS (Lifestyles of Health and Sustainability) que son la base de un consumidor global más interesado en los productos naturales y orgánicos para proteger el medioambiente.

Es un mercado joven y con gran potencial de crecimiento.

Se mencionó como un gran logro que Kraft haya creado cuatro nuevas categorías de productos entre ellas orgánico, mejor nutrición y productos naturales, o que Citigroup no financie proyectos que atente contra el medio ambiente

Muy importante es decir que los consumidores concientes o conocedores no son hippies o fanáticos sino que son personas de ingresos altos preocupados del valor en salud (value health), del medio ambiente, de la justicia social, desarrollo personal y vida sustentable.

Además son personas que creen no sólo en la economía global (muy importante) sino que en la unión de mente, cuerpo y espíritu para alcanzar su pleno desarrollo.

En USA hay un 32 % de consumidores de éste tipo y un 39 % de nómades que tienen buena posibilidad de ser conquistados permanentemente.

Estos consumidores están dispuestos a pagar un 20 % más por productos sustentables y además a difundir sus beneficios.

Que existan este tipo de consumidores no significa que sean los únicos interesados.

Las ventajas de los productos naturales, orgánicos o sustentables son apreciadas por un alto % de las personas. Más de 85% del público consumidor cree que es bueno el producto sustentable, reciclable etc. aunque no lo usen.

Asegurando el acceso a productos de última generación

Protegiendo el límite

Esta conferencia trató sobre el difícil límite ente suplemento nutricional o alimento incluso con medicamento.

Hay muchas normas que intentan clarificar pero eso mismo lo complica aún más.



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Están las normas farmacéuticas, la de suplementos nutricionales, la de alimentos fortificados, la de nutrición deportiva., las Good Manufacturing Practices que son más estrictas que las exigencias farmacéuticas. También interviene el Codex Alimentario que puede fijar límites basado en investigación o soporte científico insuficiente.

Un caso algo extraño que se mencionó el cual no conozco en detalle pero pareciera cierto. La legislación de la UE menciona a las drogas perjudiciales definiéndolas de tal manera que esa definición puede aplicarse a cualquier alimento e incluso al agua.

Los Mecanismos del Envejecimiento y cómo manejarlos por medios naturales

Conferencia que planteaba que el envejecimiento es una opción. Sin duda es una posición más de marketing que efectiva ya que es indudable que el envejecimiento es inevitable. El tema fue tratado por lo tanto con una visión de marketing muy marcada. Lo positivo de esta conferencia fue conocer opiniones que indican que los productos naturales u orgánicos producidos sin tanto refinamiento que elimina nutrientes importantes ayudan a retardar el envejecimiento y a tener una calidad de vida muy buena aún a avanzada edad.

Especial hincapié se hizo en los alimentos funcionales y micro nutrientes. Los alimentos funcionales son aquellos preparados especialmente con materias primas naturales que aportan nutrientes específicos para mejorar la condición de vida. Pueden ser mezclas de alimentos cuya fórmula final es superior a un consumo individual de cada ingrediente ya que en la fórmula se incluyen en las proporciones más convenientes para el organismo.

La Nueva Revolución Americana

Esta conferencia fue en gran parte decepcionante. Su nombre y resumen del programa indicaban que podía ser una exposición muy interesante. Sin embargo se habló mucho de aspectos comerciales de una empresa y poco de lo que sugería el título. Se rescata una parte donde se habló de la aplicación de fluidos supercríticos para el proceso de extracción de productos vegetales que está teniendo gran aplicación en USA , tecnología que debe tomarse muy en cuenta si queremos competir en el futuro a nivel mundial.

Destrabando el futuro orgánico

A veces el público rechaza alimentos orgánicos porque los encuentra muy fuertes (mucho sabor). Y esto no significa que sea malo sino que se debe a que la industria convencional ha producido productos de sabor plano y poco acentuado. El público está acostumbrado a ése sabor irreal y no al verdadero que correspondería al de los productos orgánicos.

El efecto de la producción orgánica en las plantas es un mayor contenido de minerales, más vitamina C, más aminoácidos esenciales, más metabolitos secundarios mientras que el cultivo convencional produce en las plantas más nitratos y contenido de pesticidas

En los animales orgánicos se observa un mayor contenido de ácidos grasos insaturados , más ácidos grasos conjugados y más carotenoides, mientras que en los convencionales hay más bacterias resistentes.

Los alimentos procesados (no tiene condición orgánica) contienen más aditivos.

Los alimentos orgánicos tienen un menor contenido de Al, Pb y Hg y mayor contenido de Bo, Ca, Cu, Fe, Mg, Mn, P, K, Se y Zn.

Todo lo anterior intenta relacionar lo agronómico con los beneficios para la salud.

Lo anterior no está bien difundido por lo que la educación es fundamental para que basados en estudios científicos el público vaya teniendo antecedentes que le permitan tomar su decisión.



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Política de Precios

Interesante conferencia para conocer qué toma en cuenta el consumidor al momento de comprar y al mismo tiempo qué aspectos deben considerarse al momento de fijar un precio.

Las razones que tenían en cuenta los consumidores del Reino Unido para adquirir un alimento son.

Precio : 46 %
Sabor : 18 %
Calidad : 17 %
Otros : 19 %

Esta situación está cambiando poco a poco y actualmente los consumidores se fijan en el precio pero ya no es tan importante. También se fijan en la marca, fecha de fabricación (les interesa siempre algo fresco) y crecientemente la condición orgánica del alimento.

Aspectos que ayudan en el aumento de ventas:

- precio y promociones
- disponibilidad permanente
- entregar información al consumidor (comunicación)
- ventajas nutricionales
- posicionar las ventajas de un producto orgánico o natural (más saludable)
- ofrecer novedades
- promocionar los valores éticos del producto

El precio de un producto está constituido por el valor nutricional del alimento en sí, su valor ético, su valor por condición orgánica, el valor de la marca, y el valor del producto (materia prima , proceso, envases etc.)

Todo lo anterior contribuye a conformar el valor y luego el precio del producto, pero encontrar el balance entre ellos es difícil.

5. Áreas Productivas representadas en la Feria

- Aromaterapia
- Comida de guaguas
- Panadería, galletas y queques
- Cuidado personal y Belleza
- Libros y Revistas
- Comidas para el Desayuno
- Servicios
- Cereales
- Comida congelada
- Ropa y tejidos
- Condimentos y Aderezos
- Dulces y Snacks
- Servicios de Fabricación
- Leche y derivados
- Productos Dentales
- Postres
- Frutos secos y Nueces
- Comida Étnica
- Productos de Comercio Justo
- Ingredientes alimentarios



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- Productos Frescos
- Esencias Florales
- Alimentos Funcionales
- Jardinería
- Hierbas y Remedios
- Homeopatía
- Bebidas calientes, Té y Café
- Productos de limpieza
- Mermeladas y Miel
- Jugos
- Productos Cárneos
- Aceites y Grasas
- Productos Orgánicos
- Pastas
- Comida para Mascotas
- Materias primas (no alimentos)
- Sopas y Salsas
- Comidas preparadas
- Productos de Soya
- Nutrición para deportistas
- Granos
- Comida vegetariana
- Vinos y Cervezas

6 . Productos Novedosos

- Agua Reestructurada ultra pura (USA)
- Leche y derivados orgánicos
- Textiles orgánicos (frazadas, toallas)
- Juguetes orgánicos
- Aceites. Gran variedad con carácter orgánico
- Alimentos orgánicos libres de gluten
- Suplemento en base a alga cultivada
- Pan sin levadura de múltiples tipos
- Productos para la piel
- Suplemento dietético Omega 3

7. Itinerario de actividad realizada

La actividad se realizó de acuerdo al itinerario preestablecido entre los días 2 y 7 de abril de 2004, incluyendo los viajes de ida y vuelta.

La asistencia al seminario y feria fue en los días 4 y 5 de Abril de 2004 entre las 9:30 y 17 hrs.

8. Resultados obtenidos

Es muy importante la asistencia a ferias y congresos para el desarrollo de las empresas y personas. En este caso la actividad de asistir a este evento tiene un resultado muy positivo. Se escucharon conferencias de temas importantes, se conoció una exhibición de productos muy amplia y de alta calidad que además de entregar información permite renovar y actualizar el pensamiento y espíritu empresarial y en definitiva generar ideas para aplicar en nuestra propia actividad.



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Además podemos decir que de acuerdo a lo escuchado y observado existe la siguiente situación en Europa:

- Legislación muy exigente
- Lobby intenso de compañías de producción tradicional para frenar a los productos naturales y orgánicos
- Campañas intensas por parte de los partidarios de no tener una legislación excesiva
- Se estima que los productos orgánicos seguirán creciendo más que el resto de la economía
- Ecologistas extremos son perjudiciales para los productores de productos naturales y orgánicos ya que causan un rechazo en la autoridad
- Gran variedad de productos y muy elaborados (valor agregado, desarrollo de técnicas industriales que permiten mantener el carácter orgánico)
- Productos de alta calidad no importando el tamaño de la empresa
- Público muy instruido sobre el tema en gran % en producción natural orgánica y comercio justo
- Conferencias atractivas pero algo politizadas
- La feria no es la más grande de Europa pero es un buen referente del mercado y fácil de recorrer

Lo mencionado anteriormente permite tener una visión bastante más clara de cómo enfrentar una eventual venta de productos alimenticios al Reino Unido y Europa en general.

Ahora es posible para nuestra empresa estar alerta a ciertas condiciones de mercado que pueden variar drásticamente en el corto plazo. El conocimiento adquirido permite prepararnos en mejor forma para proyectos futuros y también para la forma de relacionarnos con clientes europeos.

9. Aplicabilidad – Detección de nuevas oportunidades

En Chile la actividad de producción de productos naturales y orgánicos, aunque creciente, está aún muy en sus inicios. Puede por supuesto crecer más rápido y con la calidad adecuada ya que existe el potencial para hacerlo. Disponemos de tierra y ambiente limpio, un buen prestigio como país, y en general en el cultivo de alimentos u otros productos no debiera existir problema técnico o de conocimientos.

Estimo que el país está débil en la parte industrialización. En general las grandes industrias no se interesan por este tipo de productos ya que existe una opinión que el mercado es chico y por lo tanto corresponde a una actividad generadora de pocos retornos. Además las industrias tradicionales piensan que el mundo no puede alimentarse sino sólo con la producción convencional.

Eso es cierto, pero la conclusión que sacan de esa aseveración es equivocada ya que en el peor de los casos la producción convencional más la orgánica o natural es un mejor negocio que la primera sola. A esto hay que agregar el beneficio ecológico y ético que aporta la producción natural u orgánica.

Estimo que es un grave error desestimar la producción natural u orgánica. El nivel de industrialización y sofisticación de los envases que se vio en la feria es muy alto. Además los productos más apreciados son los que tienen un valor agregado interesante y novedoso. Esto indica que una industria de pequeño o mediano tamaño puede desarrollar productos de buen nivel y tener un mercado donde ofrecerlos. Esas empresas no sobreviven por el sólo hecho de existir sino que porque hay un gran número de consumidores que buscan sus productos. Por otra parte debe tomarse en cuenta que el nivel social y económico de los consumidores de estos productos es alto, por lo cual la venta de los productos está prácticamente asegurada en cualquier circunstancia, por supuesto si el producto cumple con las características de calidad.

10. Material recopilado

Se adjunta fotocopia de catálogo del evento donde se incluye el programa de conferencias y expositores de la feria.



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11. Aspectos Administrativos

11.1. Organización previa al inicio de la actividad de formación

a. Apoyo de la Entidad Patrocinante

☒ X bueno ☐ regular ☐ malo

Aportó los dineros que correspondían en el momento adecuado. Dio las facilidades de tiempo para efectuar la actividad.

b. Información recibida por parte de FIA para realizar la Postulación

☒ X detallada ☐ aceptable ☐ deficiente

Bases muy completas

c. Sistema de Postulación al Programa de Formación de FIA

☐ adecuado ☒ X aceptable ☐ deficiente

La estructura general del sistema es muy buena, completo y seguro para un buen control sin embargo podría mejorarse el sistema para que la información se ingrese una sola vez y una planilla de cálculo complete las diferentes tablas requeridas.

d. Apoyo de FIA en la realización de los trámites de viaje (pasajes, seguros, otros)

☒ X bueno ☐ regular ☐ malo

Todo a tiempo aún cuando el proceso se realizó en pocos días.

e. Recomendaciones (señalar aquellas recomendaciones que puedan aportar a mejorar los aspectos administrativos antes indicados)

Sólo intentar automatizar el llenado de los diferentes cuadros y cálculos solicitados.

11.2. Organización durante la actividad (indicar con cruces)

Ítem	Bueno	Regular	Malo
Recepción en país o región de destino según lo programado	No había		
Cumplimiento de reserva en hoteles	X		
Cumplimiento del programa y horarios según lo establecido por la entidad organizadora	X		
Facilidad en el acceso al transporte	X		
Estimación de los costos programados para toda la actividad	X		



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12. Programa de Actividad de Difusión

La actividad de difusión realizada fue la programada. Se realizó una charla en el auditorio del colegio de Químicos Farmacéuticos el día 23 de Junio de 2004 a las 18:30 hrs.

Asistieron alrededor de 25 personas entre profesionales, ingenieros y técnicos de la industria aceitera, de la industria de materias primas para la industria cosmética, farmacéutica y alimenticia, académicos y estudiantes de la Universidad de Chile, agricultores y personal del FIA.

Por lo tanto podemos decir que asistieron un importante número de socios de la Corporación Chilena de Aceites y Grasas, personas que trabajan o estudian en la Universidad de Chile, agricultores, personas o representantes de entidades invitados por FIA y representantes del FIA.

La convocatoria fue abierta y se realizó a través de invitaciones vía e-mail realizadas por T&W Ltda., invitaciones realizadas por Corchiga y por el FIA.

Por desconocer la necesidad no tomé los datos de cada una de las personas asistentes por lo que agradeceré disculpar no entregar la información completa de ellos.

La charla se realizó con el apoyo de una presentación en Power Point. No se entregó información escrita a los asistentes. Se adjunta la presentación efectuada.

La exposición generó una interesante cantidad de preguntas, en general de buen nivel, lo que permitió profundizar un poco más en los temas.

El tema genera sin duda interés aún cuando siempre hay opiniones en contra o incrédulas.

Además se publicó en el sitio www.novbeltec.com de T&W Ltda. Un resumen de la actividad mencionando destacadamente el patrocinio del FIA.



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SHOW PROGRAMME

SUNDAY 4 APRIL

09.30 – 17.30

SHOW FLOOR OPEN
Grand Hall, Olympia

10.00 – 17.00

FREE Seminar Programme
Top-level speakers from the natural and organic industries address the key issues of the moment in four theatres.
See p16 – 23 for details

17.30 – 18.30

Fundraising wine tasting with proceeds going to the Save Our Supplements campaign. Donations at the door please.

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17.30 – 01.00

**The 11th
ANNUAL INDUSTRY
AWARDS DINNER**
National Hall
Olympia



MONDAY 5 APRIL

09.30 – 17.00

SHOW FLOOR OPEN
Grand Hall, Olympia

10.00 – 16.30

FREE Seminar Programme
Top-level speakers from the natural and organic industries address the key issues of the moment in four theatres.
See p16 – 23 for details

Welcome to the show



It's show time again and it gives me great pleasure in welcoming you to the natural and organic industry's premier event – Natural Products Europe, Organic Products Europe, and new for 2004, CAM expo.

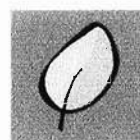
The show, now in its eighth year, is bigger than ever with nearly 500 exhibitors showing a fabulous range of products. From ancient ayurvedic herbal remedies, VMS, essential oils, and delicious organic food and drink, to natural household products and organic textiles, you'll find everything you need all under Olympia's stunning glass roof.

There are over 60 speakers taking part in this year's extended seminar programme which is spread over four separate theatres – Keynote, Retailer, Organic and CAM. So whether you're looking to enhance your business in the retailer workshop or start your day with Medical Qigong why not join Jenny Seagrove, Patrick Holford, Barefoot Doctor, Stephen Terrass and many more for two days of fascinating seminars. They're free to all attendees – just simply drop in.

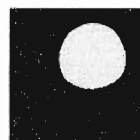
So, from all of us at Full Moon Communications, we hope you have a successful and enjoyable show.

Chris Down
Show Director

A stylized, handwritten signature in dark ink.



**natural
products
europe**



**organic
products
europe**

"From ancient ayurvedic herbal remedies, VMS, essential oils, and delicious organic food and drink, to natural household products and organic textiles, you'll find everything you need all under Olympia's stunning glass roof"

CHRIS DOWN
SHOW DIRECTOR



Two great shows in one!

"Great show, the atmosphere was electric, and I didn't meet a single person who wasn't excited and impressed. I'll definitely be there next year"

TREVOR SEARBY
AQUASAFE AND MOTHER NATURE

Anticipation has been growing for weeks now as the dates for Natural Products Europe and Organic Products Europe – the biggest annual gathering of natural and organic industry professionals in the UK – have grown closer. Now the show has finally arrived. And with nearly 500 exhibitors at Olympia this year, representing all aspects of the natural and organic industry – from the very best in organic food and wines, to the latest innovations in natural health care – it promises to be biggest and best show to date.

Creating a buzz

With over 7,000 health food industry professionals expected to attend the two-day show, Olympia is also sure to re-create the unique buzz and atmosphere that Natural Products Europe has become associated with.

Of course, Natural Products

Europe is much more than just the UK's biggest trade show for the health food trade – it's a total industry event. There are the legendary Industry Awards – the industry's biggest night out of the year. There's a packed seminar programme fronted by some of the best known names in the natural and organic business, with a brand new CAM theatre added for 2004. And there will be competitions, promotions, book signings and tastings galore!

A great deal for retailers

This year's Natural Products Europe is set to be a real bonanza for independent retailers in particular. In addition to being able to preview hundreds of exciting new products – many of them being unveiled for the first time at Olympia – they will be able to take advantage of a major new discount and promotions scheme. "THE BIG DEAL" cheque



Visit the New Products Showcase for a preview of the best new products

book will offer retailers the chance to save literally thousands of pounds by cashing in on a whole range of special offers – all of which will only be available at the show.

Two shows in one

For the second year Natural Products Europe is being co-located at Olympia with Organic Products Europe, the UK's only dedicated organic trade exhibition and a real must for anyone in the organic sector. Once again, the Soil Association is giving its full backing to the event and will have a major presence on the show floor, in the seminar theatres and at the Industry Awards – where it will co-host the Organic Industry Awards with Organic Products magazine. As a two-shows-in-one event Olympia is an even more effective way for retail buyers, distributors and manufacturers to see a whole industry under one spectacular roof.

One of the biggest attractions of the show is the opportunity to preview many innovative new products from overseas. This year there are new pavilions from France, Italy,

Sensational seminars!

Some of the best-know figures from the UK and international natural and organic industries will take part in the biggest ever seminar programme (see 16-23). Top name speakers include the popular *Observer* columnist and Taoist sage Barefoot Doctor, leading health writer Patrick Holford, and actress and natural health campaigner Jennie Seagrove.

Following on from the huge success of the 2003 seminar programme, this year's show has a strong focus on education and training. For the first time, seminar topics will be spread across four seminar theatres. Each of these have their own themes targeted at their



Top draws: Barefoot Doctor and actress Jennie Seagrove

respective audiences.

Highlights over the two days include the Retail Workshops on Sunday morning, featuring presentations and a panel discussion from some of the UK's top natural and organic retailers, and a special session on the Supplements Directive led by the shadow health minister, Chris Grayling MP.

Another new feature for 2004 is the Executive Briefing which takes place on

Monday morning. Join a top line-up of speakers introduced by HFMA director David Adams for a wide ranging discussion on the future of the the natural products industry both in the UK and on the international stage.

Spain and Turkey, joining those from Germany, Greece, the US, New Zealand and Australia. And there will be exciting products on show from companies from as far afield as Pakistan, Paraguay, Africa and Mexico.

Unique ambience

Staged in the impressive Grand Hall at Olympia with its famous vaulted glass and iron roof, Natural Products Europe has a unique ambience among trade shows. And when visitors want to take a break from the cut and thrust of the show, they can relax in the palm tree-fringed Organic Garden Café.

Natural Products and Organic Products
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natural products europe

— the launch pad for innovative new products



"One of the most effective methods of talking directly to our core markets. NPE brings us good business"

DONNA GAMBAZZ
HIGHER NATURE



Natural Products Europe has a new section dedicated to complementary medicine



Natural Products Europe is renowned as the show for sourcing an impressively diverse range of products. Everything from organic bodycare to special diet products and Ayurvedic herbs are showcased under one roof making it a must for retailers now matter how big or small.

The show is also a great way to spot emerging trends within the market so you can stay one step ahead of the competition. One of the main trends at this year's event is for low carb products. The Atkins Diet has taken the UK by storm and a number of companies have launched products specifically for people following a low carb diet.

First time exhibitor, Atkins Nutritionals is launching its range of products including energy and breakfast bars,

milkshakes and bake mixes for bread and pastry. It also includes some VMS products designed for people following a low carb diet such as essential fatty acids and multivitamin supplements.

Natural Products Europe regular, EAS, will also be exhibiting its recently launched range, Carb Sense — a range of drinks and snack bars in a variety of flavours.

"We are aware of the importance of the Atkins diet and wanted to ensure that there is something in the EAS portfolio to meet people's low carb requirements," says a spokesperson.

Power Health is also exhibiting two new supplements which are designed to support dieters on low carb diets. Its Low Carb Diet Supplement Multi Vitamin and Mineral Capsules contain royal jelly, ginseng and garlic. And the

Natural Products

Number one for natural products professionals

Launched in 1993, *Natural Products* is the leading magazine covering the multi-billion pound UK natural and organic products industry.

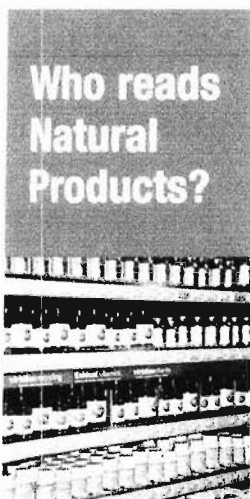
Each month *Natural Products* offers a lively mix of news, comment and analysis. Then there are our highly regarded Health File and Food Focus features, together with regular industry debates in which leading retailing and natural health experts offer their unique insights into the big issues of the day. And because we are constantly talking with store managers around the country our Retail Business section is second to none.

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Low Carb Diet Supplement Psyllium Capsules contain the powdered seed of the plantago plant which is high in fibre.

Brighton based company Solaray is exhibiting its new range of supplements for people on a low carb diet — Carb-X — which is made from white kidney bean extract.

"The show is very important for us to gain leads and it will open us up to greater exposure in the London area which is key to our business," says Gianni Quaglieri of Solaray.

Sports nutrition

Sports nutrition is another booming sector within the industry and there are plenty of new launches at this year's show. As well as show regulars such as EAS, Health and Diet and Nutrisport, there are new companies making a name for themselves and launching their new ranges.

First time exhibitor Body Edge will be showcasing its Activit Spin product which is designed for joint health. The company currently supplies football teams AC Milan, Real Madrid and a number of UK Premiership teams with the

product which is designed to treat damaged joints.

"This show gets the right people through the door and we want to see if we can get the retailers on our side," says Paul Douglas, md of Body Edge. "It is a great way for us to dip our toe in the natural products market," he adds.

Another first time exhibitor Ultralife will be showcasing its range of sports nutrition and special diet products.

New exhibitors

There are over 150 new exhibitors at the show this year bringing a range of exciting new products including everything from herbal tinctures to homeopath and bodycare.

First timer Esencia is showing its range of bodycare products including soaps. Founder Alicia Ayala, makes the soaps using essential oils and herbs that she grows herself.

"I am hoping to make contacts with aromatherapy clinics and specialist pharmacies and retailers," says Ayala, who has been selling the soaps at Greenwich and Spitalfield markets in London.

The Holistic Clinic based in

Ludlow, Shropshire, another first time exhibitor at the show, will be exhibiting its new range of body muds and scrubs which are designed to improve joint health and help the detoxification process.

"We want to promote our products and the clinic," says md Emma Kenchington. "We are marketing the range to retailers, clinics and spas as well as practitioners," she adds.

"The Holistic Clinic range is totally mineral based — there is no chemical extraction and we don't add anything to it," says Kenchington.

CAMexpo

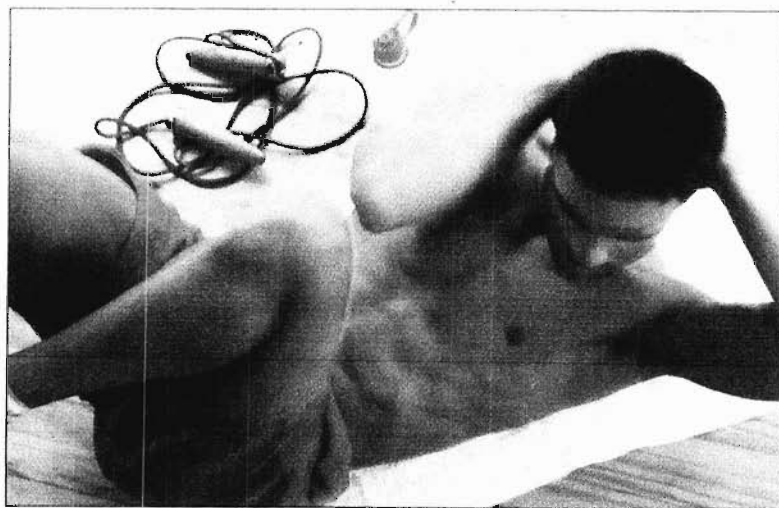
This year sees a brand new CAM theatre dedicated to discussing the latest developments in



Aromatherapy will feature in CAMexpo

complementary medicine. This complements the new CAM Expo section of the show — an area developed with practitioners and specialist manufacturers in mind.

The CAM pavilion has been designed to provide a platform for companies who sell clinic supplies, courses and clothing to the practitioner community, clinics and health spas. Exhibitors on the pavilion will be showcasing products including Chinese medicine, Ayurvedic products and aromatherapy products.



Sports nutrition is racing ahead at Natural Products Europe 2004

Organic Products

Essential reading for organic industry professionals

This high quality supplement to *Natural Products* magazine has quickly established itself as a 'must read' for organic industry professionals. Its readers — specialist organic retailers and buyers, producers and processors and organic policy-makers — all value its innovative coverage of issues and industry debates, its unique Round-up section and in-depth sector surveys.

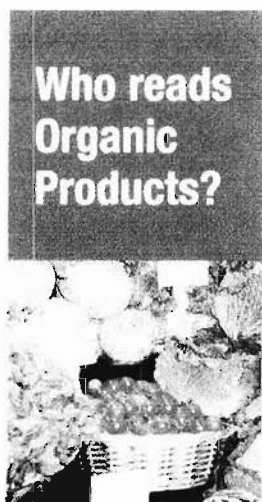
In addition to its comprehensive product coverage and topical Retail Features, *Organic Products* also regularly publishes interviews and people profiles, such as the popular More Than Just a Job column — all part of our commitment to report on life in the organic industry at the sharp end.

Brought to you quarterly by an experienced editorial team, backed up specialist freelancers and leading industry commentators, *Organic Products* is number one for the organic industry professional.



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organic products europe

— the UK's only dedicated organic show



"This is the only dedicated organic trade show in the UK, you cannot afford not to be there"

CLAIRE TAYLOR
WELSH DEVELOPMENT AGENCY

If you're looking to source more organic food and drink, or find out what's new in the marketplace, then Organic Products Europe is the place for you. Since its merger with Organex last year, it is now the only trade show in the UK dedicated to organic products and has become a firm fixture in the calendar for anyone interested in the sector. Co-located with Natural Products Europe, the combined event attracts some 500 exhibitors and 7,000 attendees over the two days.

Tastings and demonstrations

Organic Products Europe always provides a huge array of new products, with plenty of smaller companies showing innovative ideas alongside the bigger established companies. As well as being able to preview the very best in organic food and drink — with lots of tastings and demonstrations going on to really whet the appetite — visitors will also get a chance to see the latest developments in the fast growing organic beauty products and textiles sectors.

Once again, the Soil Association is giving its full backing to the event and will have a major presence on the show



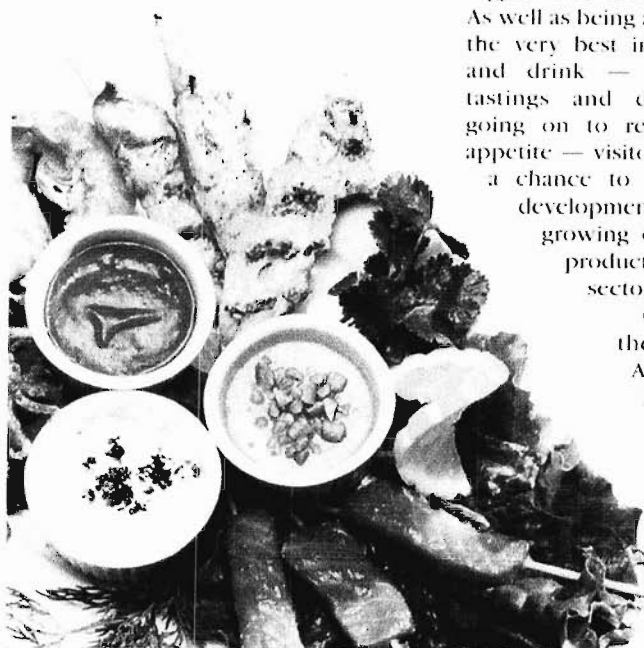
floor, in the seminar theatres and at the Industry Awards — where it will co-host the Organic Industry Awards with Organic Products magazine.

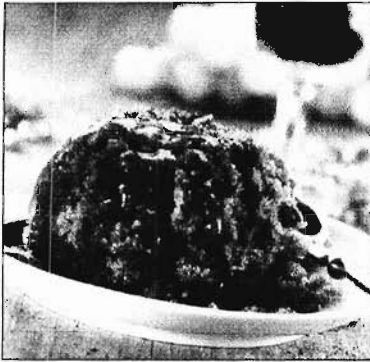
Wide range on show

There will be a wide range of organic products on show including everything from herbal remedies, to chocolate, cider and bodycare. Show regulars Soma Smoothies will be highlighting its new range of drinks and tomato-free products designed for people on special diets, Nomato.



Look out for the latest organic lines





See the latest packaging for The Organic Pudding Company range

Pertwood Organic Cereal Company will be showing products from The Organic Pudding Company, which it acquired earlier this year. It hopes to have prototype versions of new packaging for the puddings range on the stand. Also on display will be the full breakfast cereals range and the recently launched organic rapeseed oils. Visitors to the Pertwood stand will also be able to try other new products which are currently in development, including a 'crispy crunchy' museli.

Building Bridges will be exhibiting the organic version of the popular Argentinian dairy toffee spread Dulche de Leche, under its Che brand. Building Bridges md, Roberto Jellinek says: "Che Toffee has an extraordinary story attached to it. It took three years to come to market and almost put the Argentinian producer out of business. The product we are selling is produced by the only organic dairy in Argentina that meets EU and Soil Association standards. It was a complicated process getting certification, with obstacles at every stage."

Pukka Herbs will be showing its new range of organic yoga teas. Each has its own theme - Pleasure, Clarity, Love and Detox - and is created

from an innovative herb, spice and herbal combination. The Pleasure tea - or 'chocolate spice' - is considered the most daring taste development.

Ugo Foods will be launching its range of organic wheat and gluten-free spelt and chickpea pasta products.

"The show will give us a good opportunity to make contact with all the wholesalers," says Andy Low, organic products manager.

Organic and ethical

Organic bodycare is another area where there is currently a high degree of activity. Brighton-based Villa Natura is just one company showing new products at Olympia. Pride of place on the company's stand will go to its brand new fully certified organic bodycare range, Natura. Aimed at the ethical consumer - it is accredited by the Ethical Company Organisation - the range is made in Provence using only organic, natural oils, plants extracts and essential oils. Villa Natura md, Jerome Petit, said: "We have developed a luxury range in stylish packaging - but which is also 100 per cent organic, ethical and pure."

Innovative products

The Soil Association will also be hosting a pavilion for first time organic exhibitors. Dom Lane, Events manager for the Soil Association, says it will give a great boost for the companies involved but will also be good for visitors. G&G Foods will be exhibiting its recently launched product, Essential Food - a total food supplement containing barley, flaxseed, apple and quinoa. *For more information see p14 - 15.*

"One of our must do shows. Well organised, friendly and focused. The leader in its field and a great use of our time"

JEM GARDENER
VINCEREMOS



The Soil Association supports organic products europe



"We are pleased to be helping smaller companies break into the competitive organic marketplace — there are some great new products out there which deserve to be seen"

MARTIN COTTINGHAM,
SOIL ASSOCIATION

The Soil Association (SA) is once again giving its full support to Organic Products Europe and its organic seminar programme. Following the success of last year the SA is hosting an organic pavilion which enables small, organic producers and companies to show their wares. This gives retailers the opportunity to see a range of products that otherwise would not be at the show.

The Organic Marketplace has around 20 different companies showing a wide range of products including everything from beer, to chocolate and skincare. The Pitfield Brewery, Kai Organic Café and The Chocolate Alchemist are just a few of the companies exhibiting in the Organic Marketplace.

The SA's events manager, Dom Lane, says the Organic Marketplace is great news for visitors and exhibitors alike. "These are the kinds of



The Chocolate Alchemist's range of products

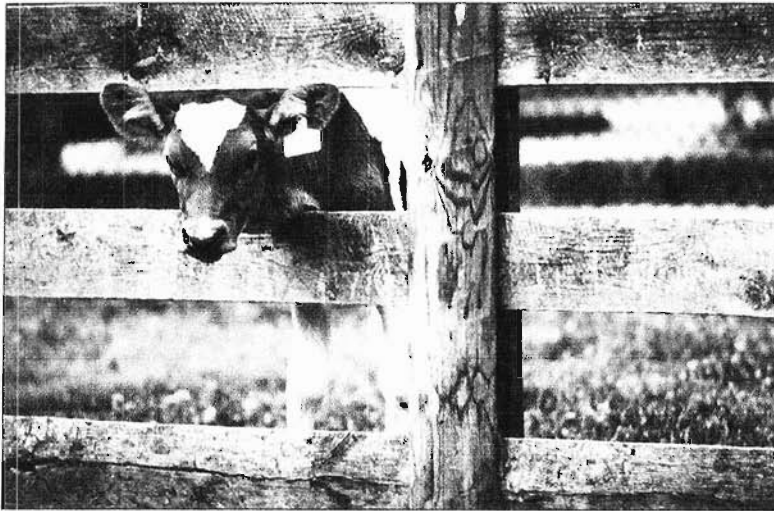
companies that you don't normally get to see at trade shows, so it's an opportunity to get new innovative products long before they hit the mass market," he says.

New organic products

The 20 companies taking advantage of the Organic Marketplace include a number of bakeries — Long Crichton Bakery and Neal's Yard Bakery.

New company Essential Care will be showcasing its range of organic skincare specially formulated for sensitive and allergic skins.

"Our products are made



The SA will be hosting its Organic Trade Conference at Organic Products Europe

using organic, cold pressed oils with shea butter and biodynamic herbs," says marketing manager Abi Weeds.

She adds that the chance to exhibit as part of the SA's pavilion is "a fantastic opportunity — we are hoping that it will lead to some wholesale contracts."

The SA pavilion gives companies from all over the UK a chance to exhibit their products, and Cornish company Carley's is taking advantage of the opportunity.

"We'll be showing our range of fresh, chilled pestos and humus," says director Kevin Gray-Roberts.

Small organic producer, Daisy & Co, will also be on the stand showing its range of organic cheeses.

"New companies like us don't have a huge range of

products so it is great to get the chance to just show a limited number of products," says co-founder of the family-run company, Caroline Harbord.

SA trade conference at OPE

The Soil Association is holding its annual Organic Trade Conference at Organic Products Europe again, taking advantage of the largest organic industry gathering in 2004. The conference takes the form of six informal discussions looking at different aspects of achieving success in the organic market place — from understanding the organic consumer to pricing policy, and from on-pack

Companies include:

- Allied Organic Foods
- Carley's
- The Dairy House
- The Chocolate Alchemist
- Compak (Packaging)
- Court Lodge Organics
- Daisy & Co
- Eastern Venture
- Essential Care
- Kai Organic Café
- Long Cichel Bakery
- Pots for Tots
- Neal's Yard Bakery
- Pitfield Brewery
- Seasoned Pioneers
- High Weald Dairy
- Mount Pleasant Windmill
- Yorkshire Farmhouse Eggs
- Ambrosian Vegetarian
- Bacheldre Watermill Organic Flours
- Chegworth Valley Juices

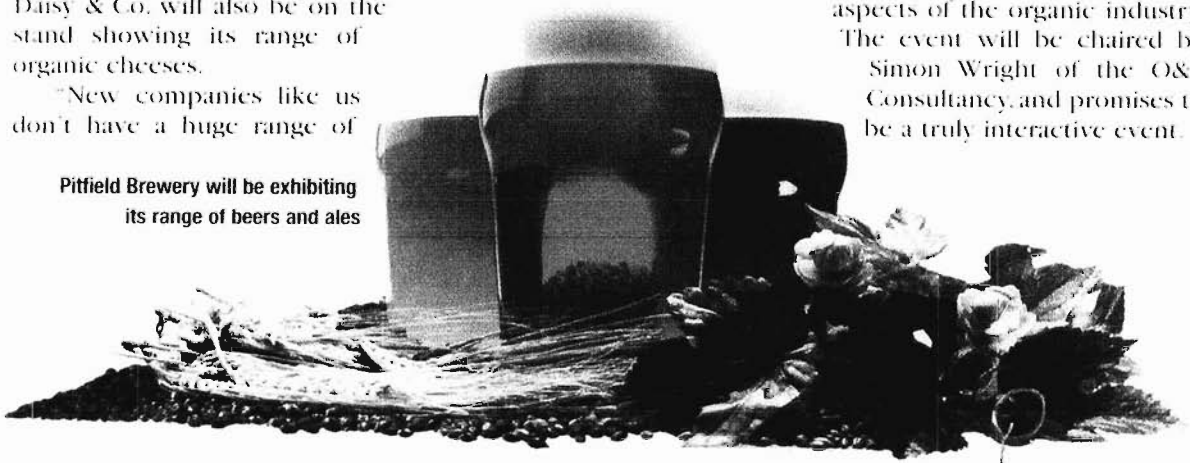
marketing to ethical trading.

The sessions bring together some of the leading figures from the organic industry, including SA policy director, Peter Melchett, Rence Elliot from Planet Organic, Clipper co-founder Lorraine Brehme and Neil Burchill of Rachel's Dairy.

From artisan food producers to major organic food brands; small specialist organic retailers to Tesco — this year's trade conference will cover all aspects of the organic industry.

The event will be chaired by Simon Wright of the O&F Consultancy, and promises to be a truly interactive event.

Pitfield Brewery will be exhibiting its range of beers and ales



keynote theatre

SUNDAY 4 APRIL

RETAIL BUSINESS WORKSHOPS

10.00 TALKING SHOP

Our ever-popular retailer workshop returns with more strategic advice on how to develop your store and increase profitability. If you're looking to grow your business, don't miss these invaluable sessions with four of Britain's top independent retailers.

ADAPT AND PROSPER
SEASONAL STRATEGIES
POSITIVE PARTNERSHIPS
BRAND AND EXPAND

Keith Woolley Boots Herbal Store
Mark Holme Organicfair
Marianne Cadbury Just Natural
Renée Elliott Planet Organic
Sue Croft CHC (chair)

hosted by

healthnotes

11.30 LOG ON TO LOW COST RETAILING

Expand your store's shelf space without extra floorspace — create a trading website! Hear how to increase your profits, without heavy overheads, from those who have already done it and are reaping the rewards.

Helen Galpin Cheltenham Nutrition, **Robin Holiday** CLF Distributions
Miles Flanagan Milestone UK
Keith Woolley Boots Herbal Store
Michael Peet Healthnotes (chair)

CAMPAIGN UPDATE

13.00 WATCHING THE DIRECTIVES

Actress Jenny Seagrove fronts this session on the state of play with the supplement directive and other impending legislation, and shadow health minister Chris Grayling will be launching a new national campaign — held in association with NAHS and CHC.

Jenny Seagrove Actress & campaigner
Chris Grayling MP Shadow Health Minister
Gareth Zeal Technical Director, NAHS
John McKee Hanover Health Foods
Sue Croft CHC (chair)



HEALTH FILE

14.30 OPTIMUM NUTRITION — THE NEXT GENERATION

Best-selling author and broadcaster Patrick Holford gives his unique insights into all aspects of health and nutrition around pregnancy, babies and children.

Patrick Holford Author and Broadcaster

16.00 BOOST YOUR PROFITS WITH HERBAL AWARENESS

Now back in the UK, and exclusive to Natural Products Europe, leading nutritionist Stephen Terrass discusses how understanding the benefits and risks, and the manufacturing and labelling of the many types of herbs now available, can lead to increased herbal sales and boost your store's profits.

Stephen Terrass MRTN Nutritionist



Renée Elliott



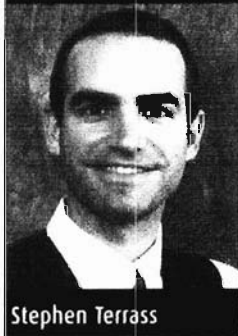
Michael Peet



Christopher Grayling



Patrick Holford



Stephen Terrass

KEY NATURAL PRODUCTS ISSUES DEBATED BY TOP INDUSTRY EXPERTS
PRESENTED BY **Natural Products** **Organic Products**

MONDAY 5 APRIL

EXECUTIVE BRIEFING

hosted by **HFMA**

11.00 THE FUTURE FOR NATURAL PRODUCTS

This high level executive briefing brings together key speakers looking at the future of natural products from the perspective of the growing consumer base, coming trends and NPd, and the likely impact of European regulation.

David Adams Director, Health Food Manufacturers Association (introduction)

Jim Manson Editor, Natural Products Magazine (chair)

THE CONSCIOUS CONSUMER

A new breed of consumer is developing: health-conscious, environmentally-conscious and spiritually-aware. More affluent, there's a lot of them about and the potential market is enormous. We hear from one of the world's leading experts on LOHAS (Lifestyles Of Health And Sustainability) and the new conscious consumer.

Frank Lampe President, Silvercliffe Media, USA

SELLING TO THE MAINSTREAM CONSUMER

There's also a huge range of mainstream consumers looking for solutions to health problems. Find out where this market is going from Europe's largest health food retailer and who will be buying what on the high street.

Peter Aldis Managing Director, Holland & Barrett

FADS, TRENDS AND INNOVATION

The natural products sector is being driven by both consumer demand and innovation by manufacturers. Diets and other fads have the power both to benefit and harm the industry but what are the likely trends over the next few years?

Speakers tbc

REGULATION OVERLOAD?

The Supplements Directive, the Herbal Medicines Directive and plenty more directives are in the pipeline. Could regulation halt the growth of the market, and what can we do as an industry about Europe's assault on the natural products sector?

Christopher Whitehouse The Whitehouse Consultancy

13.30 SAFEGUARDING ACCESS TO LEADING-EDGE PRODUCTS

This session will offer a European and global perspective of the legislative threats facing the industry, the medicinal regime being thrust increasingly on 'leading-edge' products, how the EU Directives interrelate and why it is so important to influence the Codex Alimentarius process.

Dr Robert Verkerk executive director, ANH

David Hinde legal director, ANH, **Peter Wilhelmsson** Alpha Plus

Julia Pendower MD, Vibrant Life Ltd, **Erica Murray** IAHs



alliance for
health

14.30 BRAND ACADEMY

Brand expert Flamingo International presents a live analysis and brand deconstruction of two well known brands and their impact on the consumer. A fascinating seminar for manufacturers, marketeers and brand managers alike.

Max Leefe Flamingo International



Jim Manson



David Adams



Christopher Whitehouse



Peter Aldis



Dr Robert Verkerk

retailertheatre

SUNDAY 4 APRIL



Dr Sarah Brewer



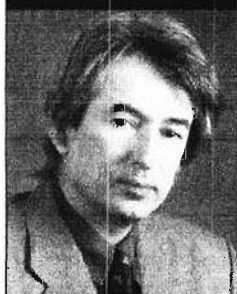
Herb Lewis



Ali Cullen



Patrice Percie du Sert



Dr Paul Clayton

10.00 EVERYTHING YOU WANT TO KNOW ABOUT THE ATKINS NUTRITIONAL APPROACH

Author, broadcaster and Health Journalist of the Year Dr Sarah Brewer discusses some of the specific advantages of a low carb lifestyle.

Dr Sarah Brewer

Hosted by Atkins Nutritionals (UK) Ltd



THE ORIGINAL LOW CARB LIFESTYLE

✓ 11.00 THE NEW AMERICAN REVOLUTION

Herb Lewis, chairman of New Chapter presents some of the exciting new trends in the US health food industry: Cultured Wholefood Supplements, Supercritical Extraction and MycoMedicinals.

Herb Lewis Chairman, New Chapter

Hosted by Wisdom of Nature



12.00 MEN'S HEALTH: WATERWORKS & MORE

As men are increasingly interested in improving their health and wellbeing, this interactive session will offer an insight into the factors behind men's ailments and how to tackle them successfully.

Ali Cullen Nutritionist

Hosted by Bioforce

13.00 DIET AND THE IMMUNE SYSTEM

Pollenergie specializes in bee pollen and bee-related products. Find out about the company's latest research into its remarkable properties.

Patrice Percie du Sert Founder Pollenergie

Hosted by Versailles

✓ 14.00 AGEING MECHANISMS AND HOW TO MODIFY THEM BY NATURAL MEANS

Ageing is Optional. It is not a biological absolute but is caused primarily by avoidable, pre-clinical illness. Drugs cannot relieve this process but micronutrients in functional foods and food supplements can. Find out about the company's latest research with Dr Paul Clayton.

Dr Paul Clayton

Hosted by Britannia Health Products

15.30 SOYA AND THE MENOPAUSE

Scientific research has shown that eating soya foods on a regular basis as part of a healthy balanced diet, offers both nutritional and health benefits. Discover convincing evidence that shows how women can reduce some of the main symptoms of the menopause.

Elphee Medici Registered Dietitian

Hosted by Alpro UK Ltd



TWO DAYS OF LIVELY DEBATE AND DISCUSSION ON EVERYTHING FROM ATKINS TO SLOW FOOD

MONDAY 5 APRIL

10.00 SLOWFOOD: THE ANTIDOTE TO LIFE IN THE FAST LANE

Forget fast food! If you haven't heard of Slowfood, it's because the idea is only just starting to take off in the UK. Originating in Italy, it encapsulates all that is good about the real enjoyment and appreciation of quality food. So why not take the time to properly savour the seminar!

Wendy Fogarty Slowfood UK

Hosted by Slowfood UK and Organic Products

Organic Products



11.00 SAFEGUARDING HERBAL MEDICINES

Based on the experiences of Pukka Herbs, Ayurvedic practitioner and medical herbalist Sebastian Pole talks about the importance of using sustainably harvested herbs. By being aware of the threat to wild medicinal plant species we can benefit from nature's pharmacopoeia for many years to come.

Sebastian Pole Medical Practitioner

Hosted by Pukka Herbs



12.00 RESTORING THE ENERGY IN YOUR FIVE VITAL ORGANS

According to the medical wisdom of the ancient Orient, it's not only your physical health but your psycho-emotional wellbeing too that's controlled and regulated by the energy passing through your five vital organs. This energy can be effectively manipulated for optimum vitality of body, mind and soul. The Barefoot Doctor will demonstrate on-the-spot techniques for instant energy restoring and rebalancing, and expound on the efficacy of his exciting new herbal drink Formula 5.

Barefoot Doctor



14.00 MERCHANDISING MAGIC

Do your customers ignore your displays? Are you maximizing potential sales? Top US retail consultant Mark Mulcahy helps you discover the secrets of how to create dynamic displays and store layouts that do the selling for you!

Mark Mulcahy Organic Options

retailertheatre

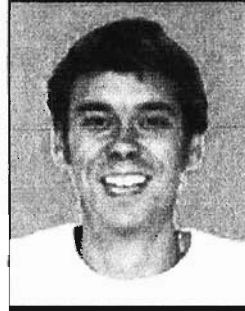
Don't miss this exciting series of company-hosted seminars presented by top speakers. All the sessions are free and seats are available on a first-come, first-served basis. The Retailer Theatre is situated directly on the show floor, opposite stand no 1111.



Elphee Medici



Wendy Fogarty



Sebastian Pole



Barefoot Doctor



Mark Mulcahy

CAMtheatre

SUNDAY 4 APRIL



Jazz Rasool

10.30 ENERGIZE WITH MEDICAL QIGONG

Start the day with moves that exercise your mind, body and spirit, leaving you totally energized and ready to look around the show. Also discover life-changing techniques for both you and your clients that can lead to total fitness. Exercise your entire spirit, not just the fraction that is the body, and become 100 per cent of the human you were meant to be.

Jazz Rasool Director, International Institute of Medical QiGong



Dr Alexandra Concorde

11.30 STRESS-FREE AND HEALTH-FULL

Do stress and negative emotions contribute to disease and disorders? Yes, almost certainly. The big question is, what can you do about it? Actually, a great deal! And in this seminar Dr Alexandra Concorde, world leader in Applied Transformational Psychoneuroimmunology explains how the rapid resolution of stress, stressors and negative emotions through her unique protocols achieves exciting results with MS, cancer, PTSD, learning difficulties and much more. This work changes lives.

Dr Alexandra Concorde Chief executive Octopus Group



Jayne Goddard

12.30 MARKETING YOUR PRACTICE

Marketing is fundamental to any business. In this essential seminar with the president of the Complimentary Medical Association, discover how to increase your client base and profits using a number of creative marketing techniques.

Professor Jayne Goddard President, CMA



Erica White

13.30 SAILING FREE FROM M.E.

Marking the launch of a new edition of her Beat Fatigue Handbook, Erica White, author of the popular Beat Candida Cookbook, talks about her approach to chronic fatigue which has enabled many sufferers to sail free into health by identifying and throwing overboard their debilitating cargo.

Erica White Director, Nutritionhelp

15.30 ALLERGY BUSTING

Chirokinetic therapy (CKT) embraces both naturopathic and chiropractic philosophies, and uses a basic form of kinesiology, as part of the diagnostic protocol. It is effective in reducing a range of symptoms due to intolerances and allergies such as anaphylaxia, asthma, eczema, hay-fever and IBS. Find out how you can integrate it into your practice with pioneering practitioner David Stevens.

David Stevens Practitioner and founder of the Chirokinetic College



David Stevens

CAMtheatre

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INSPIRATION AND EDUCATION FROM LEADING COMPLEMENTARY MEDICINE PRACTITIONERS

MONDAY 5 APRIL

10.30 BEATING RHEUMATOID ARTHRITIS

Follow Jayne Goddard's remarkable journey as she overcame and made a full recovery from rheumatoid arthritis using a range of complementary therapies.

Professor Jayne Goddard President, CMA

11.30 THE NUTRITIONAL APPROACH TO FEMALE HORMONE PROBLEMS

Hear about the nutritional approach to the most common women's health problems including infertility, fibroids, endometriosis, PCOS, PMS and the menopause. Learn about the most important supplements, herbs and tests for these conditions. Plus, discover the role of the gut and liver in controlling oestrogen dependent problems like fibroids, endometriosis and breast problems.

Marilyn Glenville Natural health writer and broadcaster

12.30 UNLOAD YOUR ENVIRONMENTAL TOXINS

We live in a pollution prone and chemically manipulated environment. Our bodies aren't designed to cope with the toxic overload of modern day life. Find out some handy tips on how you and your clients can easily reverse the damaging effects environmental toxins have on the body.

Sylvia Bennett Naturopathic Practitioner

13.30 INCORPORATING FLOWER ESSENCES INTO OTHER THERAPIES

Flower essences are now being brought into therapeutic practices of many types around the world. Acupuncturists, reflexologists, massage therapists, kinesiologists, homeopaths as well as mainstream doctors are successfully utilizing flower essences in their practices. Discover the tremendous research that has been done around the world in this field in the past 15 years.

Don Dennis International Flower Essence Repertoire

14.30 MAKING THE MOST OF THE MOUTHFULS

Nutritionist Ali Cullen talks about promoting good digestion in your patients and customers. Learn the importance of sensible eating, the effect of stress on digestion and how to judge the nutritional quality of food. Treatment plans and remedies will be outlined.

Ali Cullen Nutritional Therapist



Jayne Goddard



Marilyn Glenville



Sylvia Bennett



Don Dennis



Ali Cullen

hosted by

CMA

All seminars are on a first-come,
first-served basis, so make sure of your
place by being there on time

organictheatre

SUNDAY 4 APRIL

10.30 UNDERSTANDING THE ORGANIC CONSUMER

— WHO'S BUYING AND WHY

The secret of successful marketing is knowing your customer. The session aims to unravel the motivations of organic consumers and explore how organic businesses and retailers can maximise the appeal of organic products. Using market intelligence on the motivations of the most committed organic shoppers we'll explore who's buying what and how the industry can convert the 'dabbler' into a regular buyer. We'll also hear directly from a consumer about her own motivations.

Martin Cottingham Marketing Director, Soil Association

Mark Palmer Marketing Director, Green & Blacks

Jennifer Williams Organix Parents Panel

Simon Wright O&F Consulting (chair)

13.30 ON-PACK AND IN-STORE SUCCESS

— MERCHANDISING AND ORGANIC VALUES

Successful marketing of organic food and drink depends to a large extent not only on the quality of the products themselves but also on the way in which individual products are described, packaged and branded and the way in which the organic offering is positioned, displayed and promoted in store. Our panel will look at how to get the real organic and quality values across to the consumer without compromise.

Lynda Brown Author, *The New Shoppers' Guide to Organic Food*

Lorraine Brehme Director, Clipper Teas

Phil Haughton Founder, Better Food Company

Simon Wright O&F Consulting (chair)

15.30 PRICE POLICY — IS CHEAPER THE ANSWER?

The organic sector has long wrestled with the issue of pricing. Organic food costs more because it costs more to produce, and increasing numbers of consumers are buying it because they see the consequences of a cheap food culture on food quality, safety and the environment. Our panel will debate whether the price barrier needs to be lowered for the organic market to truly flourish, or whether discounting threatens to undermine both organic standards and organic food's quality positioning.

Richard Ali Food Policy Director, British Retail Consortium

Renée Elliott Founder, Planet Organic

Andrew Telford Senior Brand Manager, Go Organic

Simon Wright The O&F Consulting (chair)

**Join us for the largest,
most comprehensive,
free seminar programme ever!**



Simon Wright



Lynda Brown



Martin Cottingham



Renée Elliott



Carlo Leifert

THE SOIL ASSOCIATION ANNUAL ORGANIC TRADE CONFERENCE 2004



MONDAY 5 APRIL

10.30 NEW HORIZONS IN THE ORGANIC SECTOR

Organic doesn't just mean food. In recent years the sector has seen a burgeoning interest in certified health, beauty and textile products. Many consumers would also like to be able to eat organic when dining out. The non-food and catering markets offer good opportunities for pioneering businesses to carve out new and successful enterprises. We'll hear how the market for certified health and beauty products is growing and assess the prospects for growth in organic foodservice.

Maria Clancy Co-founder, Organic Express

William Lana Director, GreenFibres

Charlotte Vohtz Founder, Green People

Simon Wright O&F Consulting

13.30 ETHICAL TRADE — WHAT IT MEANS FOR THE UK MANUFACTURER

It is ten years since the launch of the Fairtrade Mark, and sales in the UK now exceed £100 million a year. So how can the organic movement in the UK learn from and build on the success of fair trade internationally? How can we ensure organic farmers get a fair price for their products? We hear from the first licensee to undergo the new pilot Soil Association ethical trading certification programme and discuss the concept that ethical trade values will ultimately be enshrined within core organic standards

David Croft Head of Brand, Co-operative Retail Group

Michael Marriage Managing Director, Doves Farm Foods

Peter Melchett Policy Director, Soil Association

Simon Wright O&F Consulting (chair)

15.30 UNLOCKING THE ORGANIC FUTURE — TASTE, HEALTH & EDUCATION AS KEYS TO GROWTH

An increasing volume of research suggests that health and taste are the most important factors driving market growth. We hear about the latest research on the health benefits of organic farming and how they can be translated into a healthy marketing vocabulary. The panel will discuss the importance of consumer education to build the market and how organic products should deliver a unique taste and quality.

Clare Gardner Organic Development Officer, The Eden Project

Carlo Leifert Professor of Ecological Agriculture, University of Newcastle

Andrew Whitley Founder, Bread Matters

Craig Sams Chair, Soil Association (chair)



Peter Melchett



Andrew Whitley



Craig Sams



Clare Gardner



Micheal Marriage

All seminars at Natural Products Europe and Organic Products Europe are on a first-come, first-served basis, so make sure of your place by being there on time – all sessions will start promptly at the scheduled time.

Top seminar speaker line-up

Over the next six pages you'll find a mini biography for each of the 60 speakers taking part in the 2004 Natural Products Europe and Organic Products Europe seminar sessions

Speaker colour coding: ■ **keynote**theatre ■ **retailer**theatre ■ **CAM**theatre ■ **organic**theatre



David Adams

David Adams became director of the HFMA last year. His previous experience includes being managing director of Nature's Best/Lamberts Healthcare and marketing & sales

director of Booker Nutritional Products. Having moved out of the trade for a while in the nineties, he is very pleased to be back in health foods.



Sylvia Bennett

Sylvia Bennett is an allergist, nutritional therapist and naturopathic practitioner. Her work focuses on the impact that environmental factors have upon people's health. She is a

popular international writer, broadcaster and lecturer and is renowned for her naturopathic approach to gaining optimum wellbeing.



Richard Ali

Richard Ali is director of Food Policy at the British Retail Consortium (BRC). Before joining the BRC in 2002 he was director in Europe, Russia and the Middle East for a food marketing

organisation. He has worked as an economic and policy analyst with the US Department of Agriculture, and for the Royal Bank of Scotland.



Lorraine Brehme

Lorraine Brehme co-founded organic fairtrade tea company, Clipper. She has introduced several organic products to the UK market, including instant organic coffee granules and

instant organic fairtrade hot chocolate. She continues to work closely with organic producers to drive the market forward with new product development.



Peter Aldis

Peter Aldis is managing director of Holland & Barrett and is at the forefront of activity surrounding forthcoming EU legislation. In his role as chairman of the HFMA he has

played a major role in the campaign against the Food Supplements Directive. He joined Holland & Barrett in 1991 after several years retailing experience.



Dr Sarah Brewer

Voted health journalist of the year 2002 by the HFMA, Sarah Brewer has written over 40 self-help books and appears regularly on TV and radio.

She was a full-time GP for five years and now works in nutritional medicine and sexual health. She is the first UK doctor to have been invited to join the Atkins Physician's Council in the US.



Barefoot Doctor

Barefoot Doctor is a healer, self-help expert, *Observer* columnist and best-selling author of the Urban Warrior handbooks. He has also created his own range of products including

bath and bodycare. He specialises in laying bare and popularising the fundamentals of oriental wisdom, in his unique style, and refers to himself as a 'Wayward Taoist.'



Lynda Brown

Lynda Brown is author of *The Shopper's Guide To Organic Foods* and *Organic Living*, which examine the benefits of going organic in every sphere of our daily lives. One of the

country's most respected food writers, she has written extensively for all major national newspapers and journals. She is a winner of the prestigious Glenfiddich Cookery Award.



Marianne Cadbury

Marianne Cadbury founded Just Natural, an organic food shop in North London with a firm ethical and sustainability commitment. She has been a schoolteacher and ran the restaurant at London's Roundhouse in the 1970s. An awareness of the impact of western civilisation has since led her to study permaculture design.



Ali Cullen

Alison Cullen is a nutritional therapist who has worked in the health food trade since 1987, starting out as a retailer before training in nutrition. As well as running her own clinic in Ayrshire she also works for Bioforce, and is involved in training, lecturing and research. She is a member of the British Association for Nutritional Therapy.



Maria Clancy

Maria Clancy set up Organic Express — an organic catering company — in 2001. Prior to that she worked in international project management for The Big Issue, including setting up The Big Issue in South Africa. She is passionate about good food and committed to introducing organic and fair trade produce into business and homes.



David Croft

David Croft is head of Co-op brand & technical for the Co-operative Group. He is responsible for the marketing, quality and safety for a wide range of own-brand products. As director of the Ethical Trade Initiative in the UK he is also involved in developing approaches to ethical trade and working alongside other businesses.



Dr Paul Clayton

Dr Paul Clayton designs clinical trials for nutritional therapies at leading teaching hospitals. He also lectures widely on nutrition and health, and has directed TV and radio programmes on health issues. He is a Fellow of The Royal Society of Medicine and a former Senior Scientific Advisor to the Committee on the Safety of Medicines.



Sue Croft

Sue Croft has worked in the natural health care industry for more than 30 years. Her career encompasses retailing, manufacturing, distribution and publishing. She is a director of CHC and runs a natural healthcare consultancy in Bristol dealing with legal and regulatory affairs, product licensing, and media communications.



Dr Alexandra Concorde

Dr Alexandra Concorde is a world leader in both Applied Transformational Psychoneuroimmunology (PNI) and Applied Clinical PNI. She has developed specialist PNI applications across the fields of health, business, education and professional development. She was named Complementary Practitioner of the Year 2003.



Don Dennis

Don Dennis is the mind of the International Flower Essence Repertoire, and co-author of *A Compendium of Flower Essences*. His knowledge of flower essences goes back 28 years and he is one of the UK's leading authorities on vibrational remedies. He has also been involved in creating a new line of orchid essences.



Martin Cottingham

Martin Cottingham is marketing director of the Soil Association. His primary focus is promoting organic food and farming to the public, as well as promoting the Soil Association policy agenda, membership and organic standards. Previously he was regional campaigns manager for Oxfam and head of media relations at Christian Aid.



Renée Elliott

Renee Elliott is founder of Planet Organic, the country's first organic and natural supermarket. Her responsibilities include buying, training, marketing and PR. As a trustee of the Soil Association since 1999, she has advised the government on organic and GM issues. She is currently working on projects to bring organic food into schools and nurseries.

Seminar Speaker Biographies



Wendy Fogarty

Wendy Fogarty is representative for the UK arm of the international Slow Food movement, whose aim is to celebrate, champion and safeguard local and regional food traditions and products. The movement supports local producers and helps re-discover flavoursome varieties of fruit, vegetables and other foods.



Dr Marilyn Glenville

Dr Marilyn Glenville PhD is a nutritional therapist specialising in the natural approach to female hormone problems. Author of several bestselling books on women's health, she is also a steering group member of the Forum on Food and Health at the Royal Society of Medicine. She runs clinics in London and Tunbridge Wells.



Helen Galpin

Helen Galpin has been involved in the health food industry for 28 years. She and her husband David own three health food stores in Cheltenham and Tewkesbury. They recently launched their website which will act as a marketing tool for promoting their business. She is speaking about online retailing and its role in the health food trade.



Clare Gardner

Clare Gardner is organic development officer at the Eden Project, one of the UK's foremost visitor attractions. Her job is to promote the benefits of organic food and farming to those visiting Eden and to help move the Project's own sourcing towards the use of more organic and local produce.



Jayne Goddard

Professor Jayne Goddard is President of the Complementary Medical Association (CMA), and a member of the Parliamentary Group for Alternative and Complementary Medicine. She works as a homeopath, psychotherapist, hypnotherapist and Reiki practitioner, and is currently lecturing students at Cambridge University.



Chris Grayling MP

Chris Grayling is Shadow Health Minister and MP for Epsom and Ewell. He recently launched what he hopes will be Britain's biggest ever online petition as part of a major new campaign to protect consumer access to natural health products. He will be discussing what retailers can do to minimize the threat of legislation.



Phil Houghton

Phil Houghton opened his first organic food store — Real Food Supplies — in Bristol in 1984. In 1991 he launched the Better Food Company home delivery service, which has since developed into a producer, retailing and distribution operation. He is a long term campaigner for better food, farming and communities.



David Hinde

David Hinde is a solicitor and legal director of the Alliance for Natural Health (ANH). He is responsible for overseeing its legal activities. He currently practices in London and specialises in civil litigation. His specialist areas are employment, professional negligence, judicial review and EU law.



Patrick Holford

Patrick Holford is Britain's best-selling writer and a leading spokesman on nutrition, food, environmental and health issues. His books on nutrition have sold over a million copies and are available in 15 languages. He is founder of the Institute for Optimum Nutrition (ION), the largest training school in the UK for nutrition consultants.



Mark Holme

Mark Holme started Organicfair two and a half years ago when he realised there was a lack of organic and fairtrade outlets in Cheshire. He had previously spent 10 years managing hotels and restaurants around the country and prior to starting his business had spent six years in the publishing trade. Organicfair won the Best Small Store award at the Natural Products Industry Awards 2002.



Frank Lampe

Frank Lampe is the president of Silvercliff Media and also serves as National Publications Director for Dragonfly Media. He was instrumental in identifying the \$225 billion LOHAS market in the US. He is an internationally known author, analyst and lecturer on natural foods, healthy living, socially responsible business and conscious consumerism.



Jim Manson

Jim Manson is editor of Natural Products and Organic Products magazines. He has worked as a journalist and editor for over 20 years in both trade and consumer magazines. He has written widely on environment and development issues for the national media as well as for specialist magazines, and previously was editor of the UK's biggest-selling practical arts magazine.



William Lana

William Lana set up organic textiles company Greenfibres and has worked with a number of NGOs and private individuals to raise the profile of organic textiles. As chair of the Soil Association's Textiles Standards Committee, he contributed to the development and launch of the standards at Biofach in Germany last year.



Michael Marriage

Michael Marriage founded Doves Farm Foods in 1978. He also runs a 320 acre organic arable/sheep farm in Wiltshire, which began organic conversion in 1976. He was a founder member of the British Organic Farmers and has served on the Soil Association Organic Agriculture Standards and Ethical Trade Committees.



Max Leefe

Max Leefe is a project director at Flamingo International, an international market research and strategy agency. She has worked with some of the world's largest brands, looking at how consumer insight can help them achieve business objectives. She is also the director of the Social and Ethical Business Team at Flamingo.



John McKee

John McKee has spent ten years managing Hanover Healthfoods in Edinburgh. He is currently vice-chairman of NAHS, a committee member of SHERA, and was involved in setting up First Nutrition — the fund raising supplements company launched to raise money for the Save Our Supplements (SOS) campaign.



Prof. Carlo Leifert

Carlo Leifert is Professor for Ecological Agriculture at Newcastle University and director of the Stockbridge Technology Centre. He does research and development in safety and cost reduction in organic food production and recently helped to develop a BSc Programme in Organic Food Production Science.



Elphee Medici

Elphee Medici is dietitian at Alpro. She advises health professionals and consumers about the nutritional value of soya and, specifically, the Alpro range. Before joining Alpro, she worked at Europe's largest liver transplant unit at King's College Hospital as the clinical lead in nutrition, liver disease and transplantations.



Herb Lewis

Herb Lewis is vice president sales of US company New Chapter. His responsibilities include driving product innovation within the supplement industry. As product formulator, national educator, director of sales and vice president of marketing, he previously built Natures Plus & Country Life from niche brands into prominent US supplement companies.



Peter Melchett

Lord Melchett has served as a Government Minister and has been Chairman of Greenpeace UK. He works part-time as policy director at the Soil Association, and is also md of an 890 acre organic farm in North West Norfolk. He is a member of the BBC's Rural Affairs Committee and the Government's Organic Action Plan Group.

Seminar Speaker Biographies



Mark Mulcahy

Mark Mulcahy is the founder of Organic Options, a leading organic education and consulting company. With over 20 years experience in the retail produce industry, he is known for his creative merchandising, training techniques and passion for produce. He is winner of the US 2002 Ecological Farming Association's Steward of Sustainable Agriculture Award.



Erica Murray

Erica Murray is a founder member of the Irish Association of Health Stores and currently runs a health store in Dublin. She is committed to providing information and education to facilitate informed choices, particularly in the field of health care. And she has played a key role in the campaign against EU legislation affecting the health food trade.



Mark Palmer

Mark Palmer is marketing director at Green and Black's, where he has helped the company develop from the niche of its organic roots to become a serious player within the premium confectionery sector. During his two year tenure, Green and Black's turnover has increased from £4.5m to £15m.



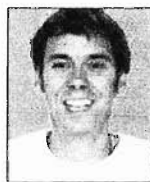
Micheal Peet

Michael Peet is co-founder of Healthnotes, a leading natural health information service provider. Previously md of Health & Diet/FSC, he led the £30 million company through its sale to GNC. Peet is a Fellow of the Institute of Health Food Retailing and has served on the Council of the IFEMA.



Patrice Percie du Sert

Patrice Percie du Sert is an agricultural engineer and professional beekeeper. He developed a freezing technique in 1991 that enables all the nutrients in fresh bee pollen to be preserved without deterioration during packaging and storage. An acknowledged authority on bee pollen he is regularly invited to conferences on diet and nutrition.



Sebastian Pole

Sebastian Pole is a leading medical herbalist, ayurvedic practitioner, traditional chinese herbalist and herbal director of Pukka Herbs, which produces a range of organically certified ayurvedic herbal remedies and teas. He has helped to establish a series of sustainable community farming projects in India and Sri Lanka.



Jazz Rasool

Jazz Rasool is the UK director of the International Institute of Medical Qigong. He studied astrophysics and molecular biology in preparation for astronaut training before deciding that learning about the forces Qi and Prana were worth pursuing more than space travel. He lectures internationally on the subject of mindbody medicine.



Craig Sams

Craig Sams is chairman of the Soil Association, and is involved with the development and maintenance of organic standards in the UK. He established Whole Earth Ltd in 1967 and more recently, Green and Blacks. He is currently involved in a project to convert a farm in Hastings to an organic community agriculture resource.



Jenny Seagrove

Actress and campaigner Jenny Seagrove was born in Malaysia and moved to England at the age of nine. She trained at the Bristol Old Vic Theatre before embarking on a successful acting career that has spanned theatre, film and television. She has recently taken a high profile role in the Save Our Supplements campaign.



Stephen Terrass

Stephen Terrass is technical and educational consultant to Kinetic Enterprises and Nature's Answer. He was previously technical director of Solgar and has 24 years of international natural products industry experience. One of the UK's leading authorities in natural medicine, he is also the author of eight books on natural health and an award-winning series of audio tapes.



Dr Rob Verkerk

Dr Robert Verkerk has worked for the past 20 years on sustainability issues in the agricultural, environmental and health fields. He established the Alliance for Natural Health (ANH) in 2002 as a means of protecting the natural products industry across Europe from legislative pressures.



Christopher Whitehouse

After working for 16 years in the Houses of Parliament, Chris Whitehouse launched the Whitehouse Consultancy in 1996. As an active player in national politics, a senior figure in local government, and a regular visitor to Brussels he has wide experience at every level of public policy development in the UK and EU.



Peter Wilhelmsson

Peter Wilhelmsson is a Swedish naturopath, nutritional practitioner and teacher with over 20 years of experience in this field. He is chairman of the Swedish Naturopath Association and sits on the board of the Swedish nutritional practitioners association. He is currently working to raise awareness for natural health.



Simon Wright

Simon Wright recently launched O&F Consulting, advising companies in the organic and fairtrade sector. He is a specialist in manufacturing, retailing, legislation and marketing of organic food and drink. A council member of the Soil Association, he is also involved in developing the forthcoming Compendium of UK Organic Standards.



Charlotte Vohtz

Charlotte Vohtz launched Green People in 1997 and developed one of the first organic bodycare ranges in the UK. She is a qualified nurse and has worked in the pharmaceutical industry, as well as studying acupuncture and herbal medicine. She started Green People as a direct result of her search for cures for her daughter's allergies and eczema.



Erica White

Nutritionist Erica White experienced full health for the first time at 53 through discovering how to beat candida. She trained at the Institute of Optimal Nutrition and established Nutritionhelp, a practice focussing on Chronic Fatigue Syndrome and candidiasis. She is launching her *Beat Fatigue Handbook* at Natural Products Europe.



Andrew Whitley

Andrew Whitley founded The Village Bakery in Melmerby which specialises in artisan, organic breads, after leaving the BBC in 1976. He was winner of the Organic Trophy in 1998, and now concentrates on teaching baking to individuals and teams as well as campaigning on issues surrounding food and health.



Jennifer Williams

Jennifer Williams is a full-time mother of two young children. She is a member of the Organic Brands Parents' Panel. Her first pregnancy prompted a deepening of her commitment as an organic consumer, fuelled by a growing concern about the impact of farm chemicals on our health.



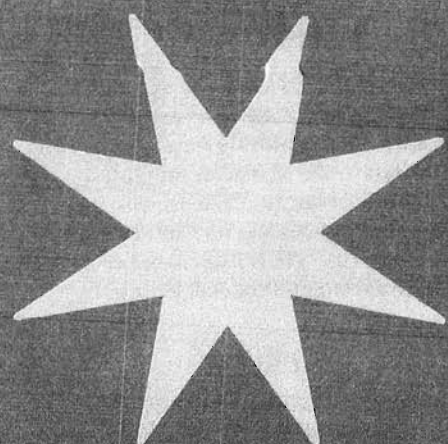
Keith Woolley

Boots Herbal Store was established in 1939 and Keith Woolley bought it in 1989. The decision to move the store to new premises last August was the catalyst for an explosion of online sales. He believes that retailers need to develop their online skills to sustain their business and that the internet can open up new sales opportunities.



Gareth Zeal

Gareth Zeal is a leading UK nutritional expert and author with over 20 years experience, advising patients and customers on the benefits of good nutrition and natural medicine. He has managed top London health stores, worked in the natural products industry as a senior nutritional consultant, and lectured at the College of Naturopathic Medicine in London.



THE ELEVENTH ANNUAL INDUSTRY AWARDS

Sunday 4 April 2004

National Hall

Hammersmith Road Entrance

Olympia

London W14

19.30 - 1.00

“ It's the
highlight of the
industry's year ”



Best Small Store Winner 2003
Bawtry Natural Health & Therapy Centre

NATURAL PRODUCTS AWARDS

HOSTED BY

Natural Products

Best New Food Product
Best New Non-Food Product
Best New VMS Product
Best Packaging Design
Best Large Store sponsored by Dr Gillian McKeith
Best Small Store sponsored by Ecover (UK) Ltd
Best New Store sponsored by HealthAid

ORGANIC INDUSTRY AWARDS

HOSTED BY



Organic Products

Best New Organic Food Product
Best New Organic Non-Food Product
Organic Packaging Award 2004 sponsored by Yeo Valley
Consumer Education Award 2004
Supermarket Of The Year 2004
Best Large Store sponsored by Yeo Valley
Best Small Store sponsored by Yeo Valley
Best Farm Shop sponsored by Yeo Valley
Best Delivery Service sponsored by Yeo Valley
Organic Retailer Of The Year 2004 sponsored by Yeo Valley
Organic Business Person Of The Year 2004 sponsored by Yeo Valley

INDUSTRY AWARDS

HOSTED BY

Full Moon
Communications

Best Advertising/Marketing Campaign
Sales Representative of The Year
Nigel Phipps Heart in Business Award

HOSTED BY

TV comedian
and magician
John Lenahan



awards supported by





Sit back and relax

Visit the Equal Exchange Organic Garden Café



Despite all the sampling of delicious new products it is not hard to work up an appetite at Natural Products Europe and Organic Products Europe. There are, however, plenty of places to eat and drink in the exhibition hall. And with lots of cafés and sandwich bars dotted around the show floor there is plenty of opportunity to take some time out and relax.

This year's Organic Garden Café is run once again by the London-based organic caterer Fresh!, and for the first time this year the Café is licensed to serve wine. Situated in the centre of the exhibition, the Organic Garden Café is an ideal location to meet up with

business contacts over lunch. It features an exciting, fully organic food and drink menu including an organic fresh salad bar, a range of organic soups, organic lasagnes, jacket potatoes, sandwiches, crisps and snacks. As well as made-to-order smoothies, juices and shakes.

"The Organic Garden Café is a great place to relax and soak up the atmosphere of the show," says Chris Down, show director.

Chantelle Ludski, owner of Fresh!, says: "We are extremely excited about running the Organic Garden Café. It is a great event and we are pleased that there is both a natural products and organic products show running along-



organic garden café

equal@bunqaxe

Fresh salads
from the salad bar
Soups
Lunch boxes
Juice, pie packed salad box
& crumpet or snack bar
Lasagne
Jacket potatoes
with a variety of fillings
Sandwiches
Cubolles
For more
Coffee & teas
Juices
Wine



fresh
organic food

"We are delighted to sponsor the Organic Garden Café — It's the focal point for the whole show and a great place for us to profile our products,"

SAM ROGERS
EQUAL EXCHANGE

For the first time this year the Organic Café will be licensed to serve wine

side each other. It is a great opportunity for us to showcase our organic products at a totally organic show."

Equal Exchange

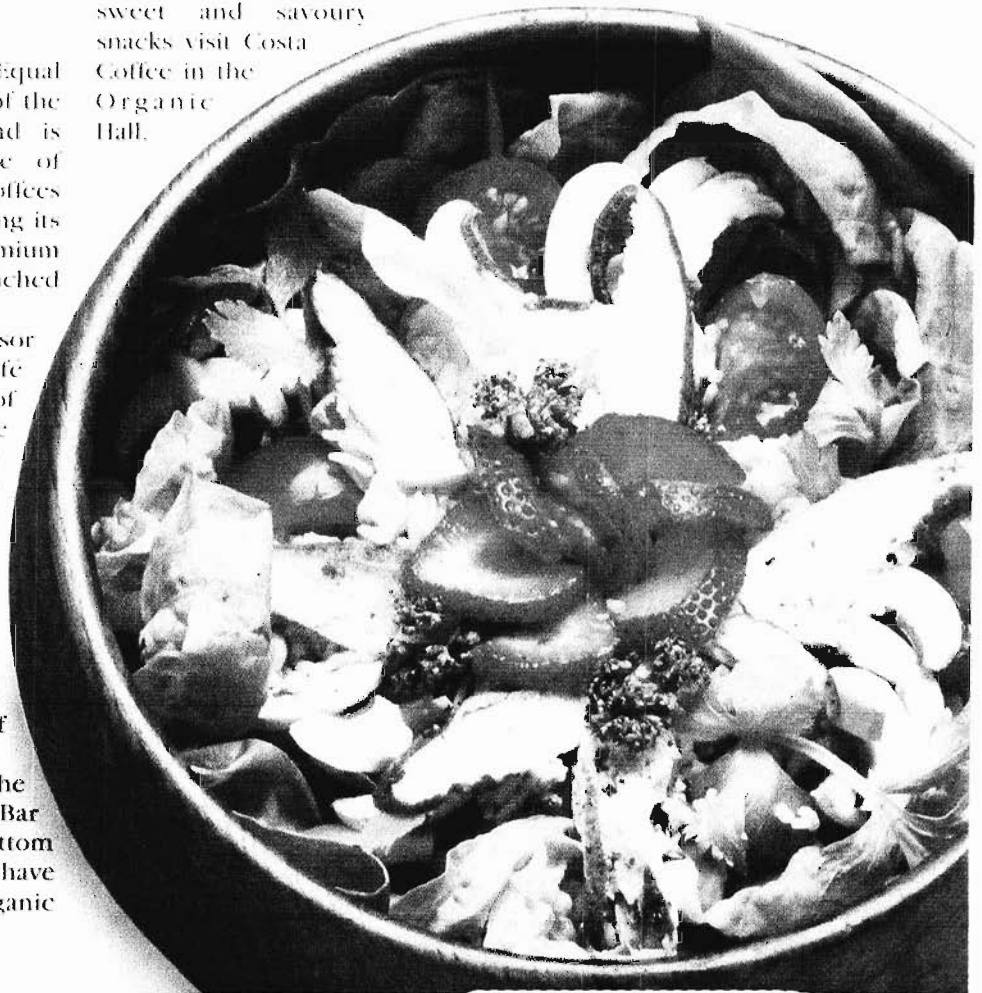
Fairtrade company Equal Exchange is the sponsor of the Organic Garden Café and is providing a wide range of organic Fairtrade teas, coffees and hot chocolate, including its Organic Espresso and premium teas, and the recently launched Its Our Coffee Range.

"We are delighted to sponsor the Organic Garden Café again," says Sam Roger of Equal Exchange. "It is the focal point for the whole show and a great place for us to profile our organic and Fairtrade products," she adds.

All of the food venues at this year's event cater for vegetarians, and some have adapted their menus to provide a variety of organic snacks.

The Soup Opera and the Carling-sponsored Salut Bar and Café (situated at the bottom of the Organizers stairs) have vegetarian and some organic

options on their menus. Pret A Manger is also offering some organic sandwiches. For soft drinks, coffee, croissants and sweet and savoury snacks visit Costa Coffee in the Organic Hall.



SHOW ORGANISERS

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General information

Organisers Office

The Organisers Office is located on the gallery of the Grand Hall above the main entrance to the show.

Press Office

The Press Office can be found adjacent to the Full Moon Communications stand immediately inside the main show entrance on the right.

Eating and Drinking

There are several places for eating and drinking in the show. Please see the previous page and the floor plan for full details and locations.

Cloakroom

The cloakroom is located in the top right corner of the Grand Hall. It is open from half an hour before the show starts and closes half an hour after the show ends.

Toilets

Please see the floor plan overleaf for locations of toilets including disabled facilities.

Lost and Found

Please enquire at the Organisers Office, which is located on the Grand Hall gallery level, for all lost and found property.

First Aid

The First Aid Centre, managed by the venue, is located in the Grand Hall South Gallery. Alternatively, please go to the Organisers Office for assistance.

Cash Points

Cash points can be found in the entrance lobby to the show

No Smoking

The show has a full no smoking policy including all catering areas, so please go outside the building if you wish to smoke.

Badge Colours

Please wear your badge at all times throughout the show. This gives you access to both shows and to all the free seminar theatres

Badges are colour coded as follows:

Red	Exhibitor
Green	Retailer/Buyer
Blue	Supplier/Distributor
Purple	Practitioner/Therapist
Yellow	Press
Black	Show Staff
Clear	Other Visitor

diversified

BUSINESS COMMUNICATIONS

ACCESS THE GLOBAL MARKETPLACE FOR NATURAL AND ORGANIC PRODUCTS

Diversified Business Communications (DBC), based in Portland, Maine, USA is the parent company of Full Moon Communications, organisers of **Natural Products Europe and Organic Products Europe**. The company provides information and market access through trade exhibitions, magazine publishing, and online resources on five continents.

DBC offers access to the global natural and organic marketplace through the other shows it produces in the sector. These include All Things Organic™ in conjunction with the Organic Trade Association in the USA (see the catalogue entry for details). DBC also produces over fifteen food exhibitions worldwide and serves a number of other industries including the commercial marine, electronics, investment and medical markets.



We have compiled a comprehensive listing of all the companies participating in Natural Products Europe and Organic Products Europe.

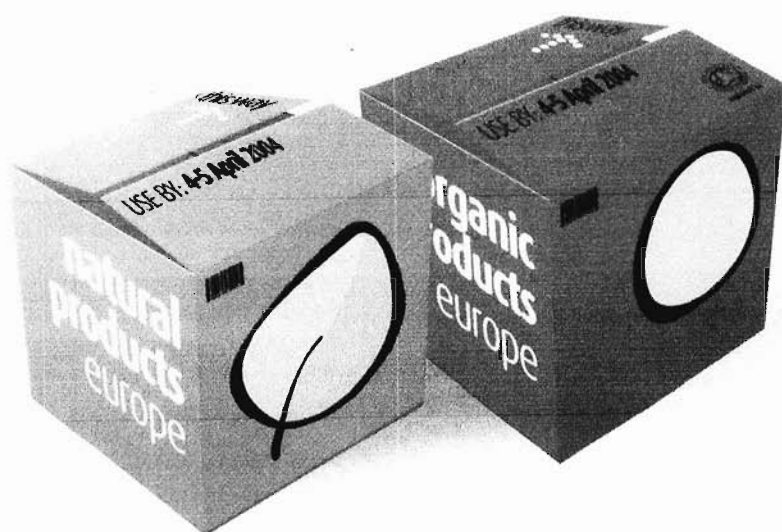
Each company is listed in alphabetical order with a description of the products they will have on display — it's the perfect guide for planning your exhibition visit!

Floorplan 36-40

Exhibitor listings 41-131 by company name

Distributors wanted 132

Exhibitor listings 133-146 by category

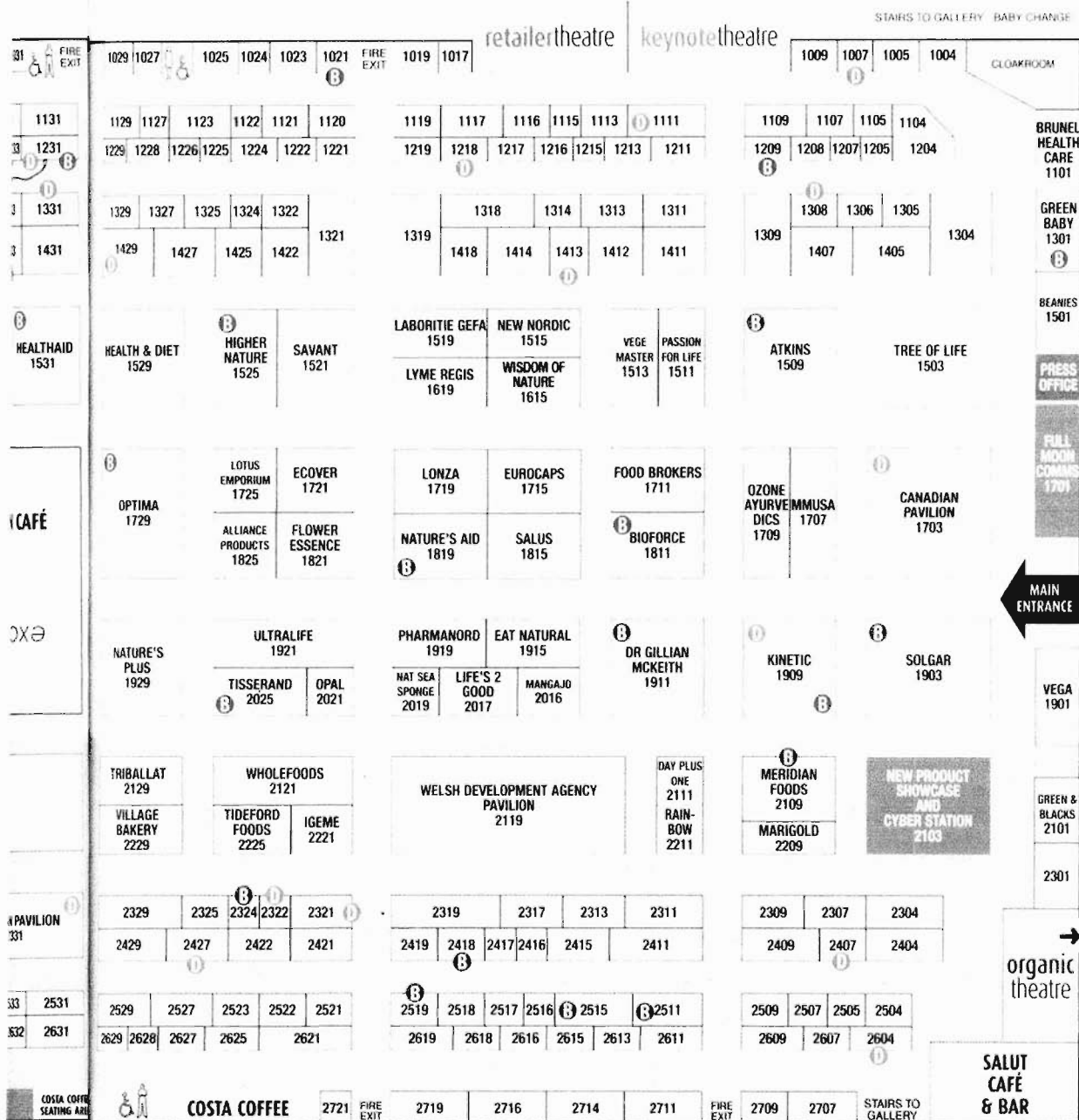


Special stand finder symbols

D



theBIGdeal



Alpro is the number one dairy-free brand in the UK and is pleased to be back at Natural Products Europe 2004. At this year's show we are offering the chance for three health store owners to win a weekend at a luxury health spa. See us on stand 1741 where you can try the latest products from Alpro and find further details about our great competition.



Stand Listings

A E Hobbs Ltd - Zambesia Botanica	1238	NPE	Bionetwork West Hellas	2151	OPE	Daisy & Co	2641	OPE
Absolute Aromas	1361	NPE	Bionsan SCCL	2331	OPE	Day Plus One Limited	2111	OPE
Absolutely Natural Ltd	2616	OPE	Biotech/Veromax	1308	NPE	De Bardo (Les Produits)	1747	NPE
Aconbury Sprouts	2505	OPE	Birt & Tang	2055	NPE	Dead Sea Spa Magik	1311	NPE
Acumag Eye and Pounding Massager	1671	NPE	The Blessed Seed	1673	NPE	Deep Books Ltd	1211	NPE
Adelphi Manufacturing	1221	NPE	Blue Mountain Aromatics	2161	NPE	Delugo Fresh Pasta	2613	OPE
Ainsworths Homoeopathic Pharmacy	1131	NPE	Bo Weevil BV	2357	OPE	Dieta Mediterranea S.A.	2341	OPE
Aiya Europe	1455	NPE	Bodegas La Purisima	2131	OPE	Diversified Business Communications	1701	NPE
Alara Wholefoods Ltd	2266	NPE	Bodyedge	1123	NPE	Domaine Spiropoulos	2151	OPE
Alimentos de Bolivia DBA Foods Ltd	2618	OPE	Booja Booja Organic Chocolate Co	2311	OPE	Doves Farm Foods	2611	OPE
All Seasons Health	1036	NPE	Bottlegreen Drinks Co	1009	NPE	Dr Baumann Skincare Range	1226	NPE
All Things Organic	1701	NPE	Brindisa Ltd	2538	OPE	Dr Gillian McKeith	1911	NPE
Allens & Co	1369	NPE	Britannia Health Products	2469	NPE	Dr Stuarts	1151	NPE
Alliance Products	1825	NPE	Broughton Pastures Fruit Wine	2607	OPE	Dream Workwear	1469	NPE
Allied Organic Foods Ltd: Produce	2641	OPE	Brunel Healthcare Ltd	1101	NPE	Dynamic Health Laboratories, Inc	1951	NPE
Aloe Jaumave SA DE CV	1434	NPE	Building Bridges (Ché Organics)	2604	OPE	E-Serve Ltd	1059	NPE
Alpro Soya	1741	NPE	Calon Wen Organic Milk Co-Operative	2119	OPE	Earth Friendly Products	1431	NPE
The Alternative	1133	NPE	Calthapharm Australia Ltd	1751	NPE	Earth Mother Botanicals	2161	NPE
Ambrosian Vegetarian Foods	2641	OPE	Cambrian Organics	2119	OPE	EAS UK Ltd	1318	NPE
Amet Agritech	1235	NPE	Canadian High Commission	1703	NPE	Eastern Venture	2641	OPE
Anglesey Natural Foods	2119	OPE	Canby Jute Bag	2466	NPE	Eat Natural	1915	NPE
Antica Pasteria - Biorigin	2631	OPE	Canus Goats Milk Skin Care Products	1703	NPE	Ecolarm - Chiemgauer Naturfleisch	2141	OPE
Aqua Detox	1466	NPE	Caregrange Natural Products	2366	NPE	Ecolarm Peloponese S.A	2151	OPE
Ara Vore	1033	NPE	Carley's of Cornwall Ltd	2641	OPE	Ecoficus	2341	OPE
Arcon Scandinavia	2169	NPE	Carlos Alharcha Riovelme Los Majos	2131	OPE	Ecological Path Pan	2151	OPE
Aroma Crystal Therapy	1771	NPE	Cartegu	2331	OPE	Ecover UK Ltd	1721	NPE
Aromatherapies	1669	NPE	Castell d'Age SA	2331	OPE	Ecozone (UK) Ltd	1237	NPE
Arslanturk	2361	NPE	Caterham Herbs Ltd	2309	OPE	EHL Ltd/Organic Grocer	1205	NPE
Artisan Bread Ltd	2539	OPE	Caurnie Soaperie	1872	NPE	Elswood Foods	1359	NPE
Association of Reflexologists	1471	NPE	Charm's Vegetable Dealer	2545	OPE	Emile Noel	1941	NPE
Atkins Nutritionals (UK) Ltd	1509	NPE	Chaudhry Trading Compn	2421	OPE	Enviroproducts Ltd	1021	NPE
Australian Bush Flower Essences	1461	NPE	Chegworth Valley Juices	2641	OPE	Enzo Nutraceuticals Ltd	1551	NPE
Australis Distribution Ltd	1751	NPE	Chharu Tshongdel Bhutan Foods	1357	NPE	Equal Exchange	2511	OPE
Babynat	2522	OPE	Chocaid Fairtrade Chocolate	1241	NPE	Esencia Handmade Herbal Soaps	1153	NPE
Bachelldre Watermill Organic Flours	2641	OPE	Chocolate Alchemist Ltd	2641	OPE	ESI Spa Italy	1347	NPE
Barefoot Botanicals	1333	NPE	Circaroma Ltd	2429	OPE	Essential Care	2641	OPE
Bartex	2069	NPE	Citrosept UK	1764	NPE	Essential Food G&G Vitamins	2555	OPE
Bavicchi Spa	2416	OPE	Clearspring Ltd	2515	OPE	Essential Trading Cooperative Ltd	2411	OPE
Beaming Baby	1127	NPE	Clipper	1941	NPE	Essiac Int (EU) Ltd	1331	NPE
Beanies Health Foods	1501	NPE	Colief Infant Drops	2469	NPE	Estate Brintziki	2151	OPE
Bel Zeb Inc	2161	NPE	Community Foods Ltd	1941	NPE	Estate Theodorakakos	2151	OPE
Bellwether	1321	NPE	Compak Packaging Ltd	2641	OPE	Eu-Zein Co Organic & Traditional	2272	OPE
Belvoir Fruit Farms	1329	NPE	Compassion in World Farming	2634	OPE	Euro-Nat	2417	OPE
Best Care Products Ltd	1449	NPE	Complementary Medical Association	1366	NPE	Eurocaps Ltd	1715	NPE
Best Hope Solutions Ltd	1371	NPE	Con C.A.B.I	2351	OPE	Extremadura	2341	OPE
Big Oz Organic	1324	NPE	Consejo Agrícola Ecologico	2131	OPE	Faith in Nature	1043	NPE
Bio Reu-Rella	1113	NPE	Consumers For Health Choice	1023	NPE	Fareshare	2711	OPE
Bio-Terra	1007	NPE	COPCA - The Catalan Trade Centre	2331	OPE	Farmhouse Freedom Eggs Ltd	2119	OPE
Bioagros-Bioproducers Union of Pell	2151	OPE	Coppercare Products	1222	NPE	Filiz Food Industries	2361	NPE
Biocampo	2131	OPE	Corporativo LG	1116	NPE	First Quality Foods	2059	NPE
Biocare	1427	NPE	Court Lodge Organics	2641	OPE	Five Year Freeze	2632	OPE
Biocentury SL	2331	OPE	Cremofruit	2131	OPE	Flexion Solutions	1055	NPE
Biodynamic Agricultural Assoc	2635	OPE	Dabur India Ltd	1319	NPE	Flower Essence Repertoire Ltd	1821	NPE
Bioforce	1811	NPE	Dairy House Ltd	2641	OPE	F.M's Aromatherapy	1271	NPE

1 OPE	FM Foods	1129 NPE	Heath & Heather	1107 NPE	Local Flavour	1031 NPE
1 OPE	Food Brokers Ltd	1711 NPE	Hellenic Foreign Trade Board (HEPO)	2151 OPE	London Fruit & Herb Company	1107 NPE
2 NPE	Food Safe - Veggi Wash	1234 NPE	HempGarden	1027 NPE	Long Crichtel Bakery	2641 OPE
1 NPE	Ford Barton	2615 OPE	The Herbal Apothecary	2609 OPE	Lonza Ltd	1719 NPE
1 NPE	Forever Natural	1703 NPE	Herbal Remedies Ltd	1766 NPE	Lotus Emporium	1225 NPE
3 OPE	Forever Young Products	1773 NPE	Herbalist Labs	1218 NPE	LPH Laboratories	1322 NPE
4 OPE	Frenchtop Natural Care Products	1971 NPE	Herbapol	2051 NPE	Lumiere De Sol	1747 NPE
8 NPE	Fresh Gourmet Organics	2714 OPE	The Herbarium	2161 NPE	Lyme Regis Fine Foods Limited	1619 NPE
3 OPE	Friends of Pyrethrum	1057 NPE	Herbatint	1969 NPE	Man Shuen Hong T/A Double Dragon	1325 NPE
11 OPE	Fruisana Fruit Sugar	2469 NPE	Hermes Dimarakis SA	2151 OPE	Mangajo Drinks Company	2016 NPE
36 NPE	Frutina Ltd	1703 NPE	Heron Quality Foods Ltd	2504 OPE	Manor Farm Organic Milk Ltd	2437 OPE
17 NPE	Full Moon Communications	1701 NPE	HFMA	1137 NPE	Marigold Health Foods	2209 OPE
31 NPE	Gaia Brands	2057 NPE	High Weald Dairy	2641 OPE	Marriage W&H & Sons Ltd	1149 NPE
28 NPE	GDI nv	1666 NPE	Higher Nature	1525 NPE	Maxim Pharmaceutical & Marketing	1871 NPE
31 NPE	GEFA Laboratoire	1519 NPE	Hildegard Health	2407 OPE	MD Vitalite - English Agent: CPE	1747 NPE
36 NPE	General Dietary Ltd (Ener-g Foods)	1331 NPE	Himalaya (UK) Ltd	1437 NPE	Medimax	1052 NPE
27 NPE	Generations Ahead Ltd	1249 NPE	Holistic Clinic	2369 NPE	Meridian Foods	2109 OPE
12 NPE	Genetic Food Alert	2633 OPE	Honey New Zealand UK Ltd	1551 NPE	Mesimvria Inopiliiki	2151 OPE
75 NPE	George Skoulikas Ltd Sunita	1336 NPE	Honeyrose Products Ltd	1141 NPE	The Metasys Weight Loss Programme	1541 NPE
41 OPE	Germany CMA UK	2141 OPE	Hong Kong Trade Development Council	1405 NPE	Microtech International UK Ltd	2061 NPE
35 NPE	Ginger Dragon Ltd	2317 OPE	IGEME - Export Promotion Center	2221 OPE	Millcreek	2065 NPE
41 OPE	Glebe Farm Organic Flour	2628 OPE	Il Molino	2351 OPE	Mineral Resources Int UK Ltd	1259 NPE
31 OPE	Global Links Exhibition/Conference	1966 NPE	Infinity Foods Wholesale	2409 OPE	Mini Mago's	2641 OPE
21 OPE	Gluten Free Foods Ltd	1341 NPE	Innocent Drinks	1309 NPE	Mirlo Verde	2341 OPE
51 OPE	Godminster Vintage	2547 OPE	Integral Artesans	2331 OPE	MMUSA Europe	1707 NPE
11 NPE	Golden Temple Natural Products	2307 OPE	Istanbul Chamber of Commerce	2361 NPE	The Mobile Massage Company	1561 NPE
37 NPE	Good Health Naturally	1120 NPE	Italian Chamber of Commerce	2351 OPE	Moducare	2469 NPE
35 NPE	Goodness Foods	2329 OPE	Jacolina S.L.	2341 OPE	Molino Oleificio Nicoli S.P.A.	2351 OPE
39 NPE	Graindrops by Bio SophiaGraindr	2515 OPE	Jarrow Formulas, INC	1207 NPE	Moocup	1216 NPE
31 NPE	Grapefruit Seed Extract	1413 NPE	Jessup Marketing	1229 NPE	Mother Earth 100% Natural Body Care	1243 NPE
71 NPE	Green & Black's	2101 OPE	John Masters Organics	2324 OPE	Mount Pleasant Windmill	2641 OPE
31 NPE	Green Baby / Tushies	1301 NPE	Jose Manuel Abellan Lucas	2131 OPE	Munchy Seeds	1255 NPE
11 OPE	Green People Organic Lifestyle	1451 NPE	Just Wholefoods	2519 OPE	Mycology Research Laboratories Ltd	1473 NPE
33 NPE	Greenfibres	2422 OPE	Kai Organic Cafe	2641 OPE	NAD'S No Heat Hair Removal Gel	1225 NPE
47 NPE	Greensleeves Clothing	1115 NPE	Keptin JR	1147 NPE	Nairn's Oat Cakes	1407 NPE
47 OPE	The Groovy Food Company	1156 NPE	Kernel Export S.L.	2131 OPE	Napiers Herbal Health Care Ltd	1159 NPE
35 OPE	The Ground Limited	1049 NPE	KHS Books For Health / Thorsons	1215 NPE	Natmed Limited	2161 NPE
41 OPE	Grove Fresh Limited	2529 OPE	Kikapu Ltd	1105 NPE	Natupain Prebaked Specialities	2627 OPE
41 NPE	Hadley Wood Healthcare Ltd	1109 NPE	Kiki - Natural Health Products	1219 NPE	Natural By Nature Oils Ltd	1351 NPE
51 OPE	Happidog	1041 NPE	Kinetic Enterprises Ltd	1909 NPE	Natural Chewing Gum (VAN)	1949 NPE
31 OPE	Harrison Europac Limited	2459 OPE	Kinvara Smoked Salmon	2536 OPE	The Natural Coffee Company	2537 OPE
72 OPE	Harvey Mercer	1154 NPE	Kiss My Face	1443 NPE	The Natural Health Practice	1566 NPE
47 OPE	Hawkshead Organic Fish	2507 OPE	Kisska International Ltd	1251 NPE	Natural Laboratories Ltd	2371 NPE
75 NPE	Health + Plus Ltd	1439 NPE	Knobbly Carrot Food Company	2119 OPE	Natural Products Europe	1701 NPE
41 OPE	Health and Diet Company Ltd	1529 NPE	La Bio Idea + Amazin	2515 OPE	Natural Products Magazine	1701 NPE
43 NPE	The Health Company Ltd	1539 NPE	Laboratorios Almond SI	2131 OPE	Natural Sea Sponge Company Ltd	2019 NPE
71 OPE	Health Perception UK Ltd	1535 NPE	Lakeland Willow Limited	1045 NPE	Natural Thinking Limited	1208 NPE
19 OPE	Health Sense Nutrition	1121 NPE	Lavera UK Ltd	2621 OPE	Natural-Immunogenics Corp	1951 NPE
61 NPE	The Health Store	1433 NPE	Lifeplan Products Ltd	1304 NPE	Naturally Essential	1571 NPE
59 NPE	HealthAid & Pharmadass Ltd	1531 NPE	Lifes2good	2017 NPE	Nature's Dream Ltd	1412 NPE
32 OPE	Healthnotes Inc	1701 NPE	Lifestream	1551 NPE	Nature's Path Foods Inc	2349 OPE
35 NPE	Healthpol (Delacet)	1236 NPE	Linhpharma Herbal Products	1327 NPE	Natures Aid Health Products	1819 NPE
21 NPE	HealthQuest	1231 NPE	Living Nature	1549 NPE	Natures Plus UK	1929 NPE
71 NPE	Healthy and Essential Ltd	1136 NPE	Llanboidy Cheese Makers	2119 OPE	Naturalitalia	2351 OPE

Stand Listings

Neals Yard Bakery	2641	OPE	Rainbow/Santaverde	2211	OPE	Timatic Ltd	1119	NPE
The Neem Team	2271	OPE	RDA Organic	2714	OPE	Tisserand Aromatherapy	2025	NPE
New Age Laboratories	1145	NPE	Real Organic Foods	2119	OPE	Totally Natural/Valuepharm Ltd	1313	NPE
New Directions UK	1751	NPE	The Really Healthy Company	1761	NPE	Treasures of the Caribbean	2161	NPE
New Nordic - Pharmabrand Ltd	1515	NPE	Red Seal Natural Health Ltd	1551	NPE	Tree of Life UK Ltd	1503	NPE
New Vistas	1769	NPE	Redwood Foods	1459	NPE	Triballat Noyal	2129	OPE
New Zealand Trade & Enterprise	1549	NPE	Region of Murcia	2131	OPE	Tribest Corp	2166	NPE
Noelville Ltd	2161	NPE	Renas-Naturals Skinfood Delis & Tea	1247	NPE	Trilogy Botanical Skin Care	1551	NPE
Nourish	1244	NPE	Revital Ltd - Biosun Hopi Candles	1139	NPE	Triodos Bank	2313	OPE
Nutrisport	1204	NPE	River Of Light Records Ltd	1233	NPE	Trioni Dairy	2119	OPE
Nutriworks Limited	1228	NPE	Romeu Organic Olive Oil	2322	OPE	Triple Software Ltd	1122	NPE
NVS - Himalayan Green Tea	1257	NPE	Rwustik Candles	2161	NPE	Tropical Forest Products	1129	NPE
Omega Ingredients Ltd	2211	OPE	Safe Remedies	2533	OPE	Tropical Wholefoods	1129	NPE
Omega Nutrition Canada Inc	1239	NPE	Sage Organic Limited	2509	OPE	Tropivita	2171	NPE
Opal London	2021	NPE	Salus UK Ltd	1815	NPE	Turtle Mountain Inc	1951	NPE
Optima Health & Nutrition	1729	NPE	Sauces of Choice	1875	NPE	UAS Labs/Probiotic Company	1425	NPE
Organic Earth Foods PLC	2625	OPE	Savant Distribution Limited	1521	NPE	UK Juicers	1019	NPE
Organic Products Europe	1701	NPE	Save Our Supplements Ltd	1023	NPE	Ultralife	1921	NPE
Organic Products Magazine	1701	NPE	Seacare Global GmbH	1349	NPE	Union of Agricultural Coop of Sita	2151	OPE
The Organic Spirits Company	2521	OPE	Seasoned Pioneers	2641	OPE	Urtekram	1418	NPE
Organic Trade & Services	2543	OPE	September Organic	2709	OPE	Vega Nutritionals Ltd	1901	NPE
Orka Tarim Ltd	2361	NPE	Serpiente Verde S.L.	2341	OPE	The Vegetarian Society	1104	NPE
Oshadhi Ltd	1343	NPE	Seven Seas Healthcare	1414	NPE	Veggiemaster	1513	NPE
Ozone Ayurvedics	1709	NPE	Shandiz Manufacturing Inc	1703	NPE	Versannes Ltd	1314	NPE
Panacea (Health) UK	1661	NPE	Shanghai Wanbei Industry Co Ltd	2064	NPE	Vida Organica	1005	NPE
Panda UK Ltd	1305	NPE	Sheepdrove Organic Farm	2436	OPE	Villa Natura	1004	NPE
Pano Fruits UK	2331	OPE	Shell Essences	1751	NPE	The Village Bakery Melmerby Ltd	2229	OPE
Passion For Life Healthcare Ltd	1511	NPE	Sheppy's Cider	2518	OPE	Vinceremos Organic Wines	2404	OPE
Penta Water UK	1429	NPE	Shinjukoh Japanese Incense	1029	NPE	Vintage Roots - Organic Wines	2304	OPE
Pertwood Organic Cereal Company	2321	OPE	Sikelfia, Volcanic Taste of Sicily	2535	OPE	Vita Bioresonance Ltd	1664	NPE
Pesticide Action Network UK	2523	OPE	Simply Soaps Herbal Skincare Deli	1213	NPE	Vita Verde Products with Bio Cert.	2427	OPE
Petra Extra Virgin Olive Oil	1850	NPE	Skinfood Skincare	1551	NPE	Vitacare Ltd	1549	NPE
Pharma Nord UK Ltd	1919	NPE	So-Shake Limited (Fruit Soya Drink)	2053	NPE	Vital Foods	1549	NPE
Pharmed Medicare	1411	NPE	Soil Association Certification Ltd	2641	OPE	Vitamer Labs	1422	NPE
Phoenix Products	1306	NPE	Solaray Nutritional Supplements	1117	NPE	Vogels Breakfast Cereals	2469	NPE
Pit Rok Ltd	1224	NPE	Solgar Vitamin and Herb	1903	NPE	Welsh Development Agency	2119	OPE
Pitfield Brewery	2641	OPE	Soma	2619	OPE	Werz GmbH & Co KG	1353	NPE
Planet Blue Distributors	1025	NPE	Sorig Tibetan Therapeutics	1357	NPE	What On Earth	2527	OPE
Planet Earth Logistics	1111	NPE	Spartan Diet	2151	OPE	William Ransom & Son	1047	NPE
Pont Packaging BV	1860	NPE	Suma	2121	OPE	Windmill Organics	2319	OPE
Popolini	1147	NPE	Sundance Partners	2541	OPE	Winterhaven Ranch	1951	NPE
Pots for Tots-Fresh Organic Baby	2641	OPE	Supreme Creations Ltd	1337	NPE	Wisdom of Nature Ltd	1615	NPE
Power Health Products Ltd	1453	NPE	T3 Therapy to Takeaway	1436	NPE	Wistbray Limited	1209	NPE
Princeps SRI	1961	NPE	Tawas Crystal Natural Deodorants	2066	NPE	Witsenburg Natural Products BV	2551	OPE
Probios	2707	OPE	Terrasana Healthfood BV	2439	OPE	Yaoh Hemp Products	1217	NPE
Prostabit For Men	2469	NPE	Theolife Ltd	2325	OPE	Yorkshire Farmhouse Eggs Ltd	2641	OPE
PT Indocare Citrapasific	1749	NPE	Thorncroft	1339	NPE	Yorkshire Hemp Limited	2419	OPE
Pukka Herbs	2418	OPE	Tian	1659	NPE	Zedz Foods	2119	OPE
Qi Herbal Health Ltd	2415	OPE	Tideford Organic Foods	2225	OPE			
Queensland Government	1751	NPE	Tilman Phytomedicals	2049	NPE			

The following pages are listings by company name, with contact details and description