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NATURAL
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2009 industry favorites

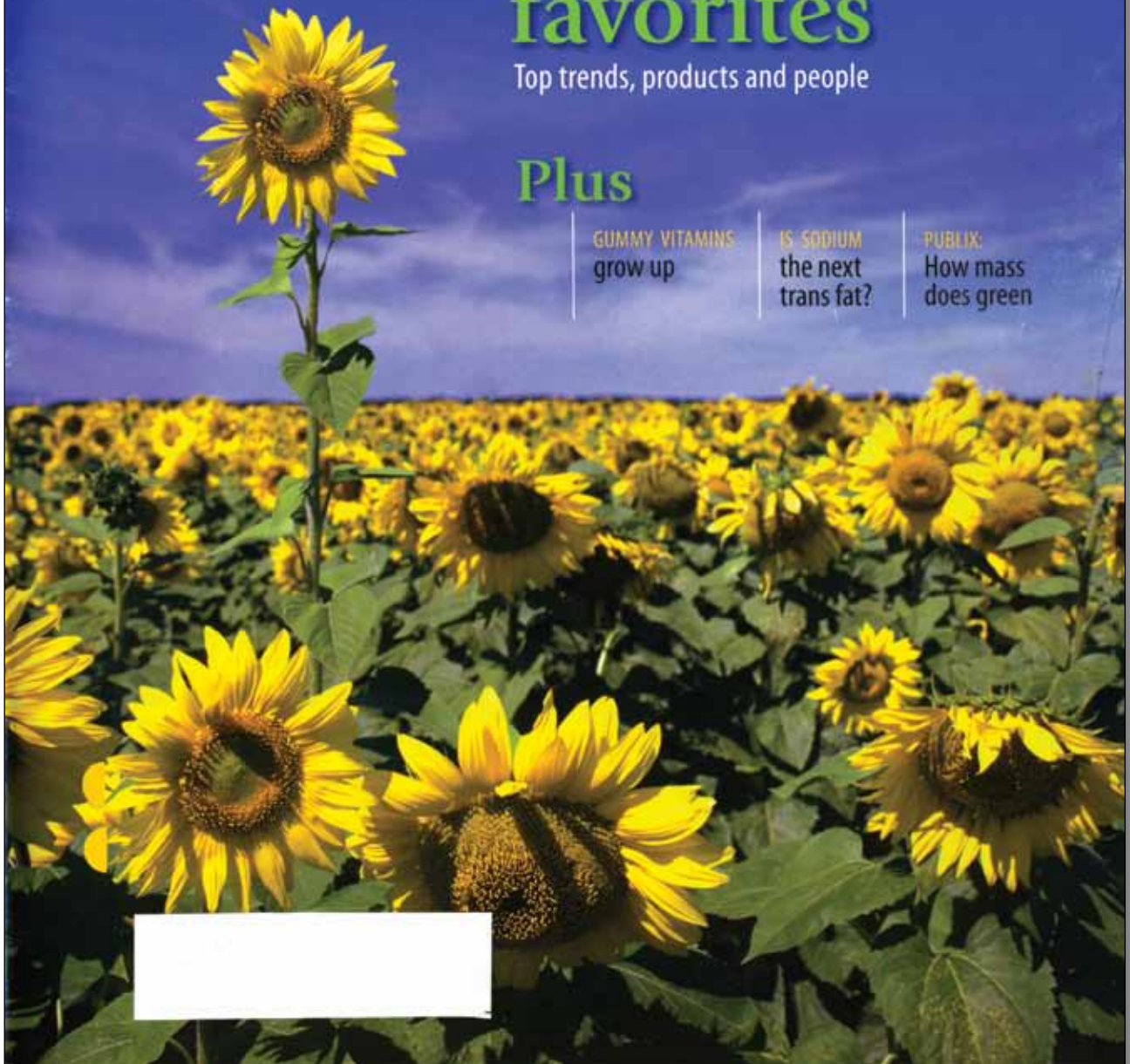
Top trends, products and people

Plus

GUMMY VITAMINS
grow up

IS SODIUM
the next
trans fat?

PUBLIX:
How mass
does green



check out



5 ways to promote Celiac Awareness Month

October is Celiac Awareness Month, and with the gluten-free category going strong—sales grew 28 percent last year according to Packaged Facts—you'll want to take advantage of the opportunity to get the word out. Here are some ideas to get you started.

1 Offer a crash course. Educate your customers with definitions of terms and links to useful resources in your newsletter, on your website and with shelf talkers near gluten-free products.

2 Highlight the label. Create an end-cap display of the products that feature Gluten-Free Certification. Although the U.S. Food and Drug Administration does not currently certify gluten-free products, the Gluten-Free Certification Organization (gfc.org) endorses products that meet its standards and verifies gluten-free food production with independent field inspections.

3 Host a cooking class. Invite a chef to demonstrate quick and easy gluten-free meal preparations. Offer the recipes to your customers as giveaways.

4 Turn employees into experts. Organizations such as the Celiac Sprue Association (csaceliacs.org) and the American Celiac Disease Alliance (americaneliac.org) are terrific educational resources.

5 Tune in next month. You won't want to miss NFMD's September special guide to gluten-free products, merchandising and market stats.

—Cara Hopkins

Editor's note



A few of my favorite things

One of my favorite jazz riffs is John Coltrane's "My Favorite Things." Coltrane turns the popular show tune on its head, creating something that is both familiar and powerfully unique. In the natural world, "favorites" translates to loyalty—shaping demand, moving product off shelves, embodying value and sometimes opening minds. Everyone likes to share his or her favorites, and at NFMD we're helping you do just that. Check out the results from our inaugural Your Favorite Things survey on page 14, and learn about what tops the lists of other retailers and industry experts.

—Anna Sorel, Editor
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FAIR TRADE: still popular, still growing

As consumers strive to define what sustainability means to them, fair trade is quickly becoming must-have purchasing criterion. In the natural channel, sales of products certified by a range of fair-trade organizations jumped 14.5 percent to \$37.6 million in the 52-week period that ended on May 16, according to SPINS, a market research firm based in Schaumburg, Ill. Translation: Fair trade is on the up and up. And we're not just talking about coffee and chocolate.

TransFair USA, the Oakland, Calif.-based United States certifier for ethically produced commodities and products, announced in March that in addition to sanctioning coffee, wine, tea and other commodities, it would offer certification for any product endorsed by Fairtrade Labelling Organizations International—TransFair's European equivalent. This will, in effect, broaden the fair-trade market to include nuts, olive oil, fruit and spices.

"We didn't think the market was right before, but now there's enough momentum and demand from the consumer," says Katie Barrow, spokeswoman for TransFair USA. The organization is partnering with Frontier Natural Products Co-op of Norway, Iowa, to bring the first line of Fair Trade Certified spices to market. Initially available only in bulk, eight Frontier spices—including black and white pepper, Ceylon cinnamon, cloves, mace, nutmeg, ginger and turmeric—sourced from Sri Lanka will bear TransFair USA's label.

Also keep an eye on body care. Barrow predicts Fair Trade Certified sugar, cocoa, tea and cocoa butter will start popping up in personal care lines from the likes of W.S. Badger, BeeCeuticals, Queen Helene and Anti-Body. —Katy Nemster



Top: Tea farmer picking tea leaves in India. Bottom: Frontier's Kai Stark meets Sri Lankan cinnamon farmers.

[SNAPSHOT]

Fair trade

- 9 in 10:** Number of American consumers who believe that companies should pay fair wages and ensure safe working conditions.
- 81:** Percentage who believe that companies working in developing countries should contribute to community development.
- 81:** Percentage who say that Fair Trade Certified labels positively affect brand perception.
- 57:** Percentage who say they would spend at least 5 percent more on certified products.

Source: TransFair USA and GlobalScan Incorporated

Company News cont.

Kearny, N.J.-based **Pharmachem Laboratories** entered the functional beverages market by opening a 130,000-square-foot Texas facility the company will use to process and bottle a new drink line.

Green Penguin Communications launched in May. The Oakland, Calif.-based communications agency

will serve businesses in food, fiber, flowers and forest products.

Cincinnati, Ohio-based **New Directions Industries** changed its name to **NDI Retail** to better reflect its brand. The company provides strategic retail design, management and manufacturing ranging from interior décor, signage, displays, store fixtures and casework to

meet the changing world.

Albert's Organics, headquartered in Bridgeport, N.J., plans to open its eighth distribution center on Sept. 14. The new facility is located in Charlotte, N.C., and will service the southeast, including North Carolina, South Carolina, Tennessee, Alabama, Georgia, Mississippi and southern Virginia.

Forest Park, Ill.-based **Athena's Silverland Desserts** are now distributed in 15 states by United Natural Foods. Athena's specializes in handmade, preservative-free, trans-fat-free brownies, dessert bars, nutritional bars, cookies and crispy rice treats.

Robert Craven, former CEO of Garden of Life and New Organic Ventures, and Ellen Schutt, president of Schutt Solutions, founded **LaunchNatural**, an executive coaching business to assist growing companies in the natural and LOHAS industries. Coaching options range from self-paced, online courses to monthly coaching sessions and retreats.

Simply Organic, based in Norway, Iowa, introduced gluten-free dessert mixes for **Cocoa Cayenne Cupcakes** and **Honey-pot Ginger Cookies** in June. The cupcake mix is made with fair-trade cocoa and cayenne, while the ginger cookies are made with Sri Lankan Fair-Trade Certified cloves. All Simply Organic products are **USDA organic**.



Dreamous Corporation, a maker of HGH supplements, anti-aging products and homeopathic remedies based in Torrance, Calif., is now represented by Optimum Sales in the Pacific Northwest markets.

The Sarasota Community Medical Clinic in Sarasota, Fla., was the first beneficiary of the **Natural Products Foundation's Healthy Match** program, which awards natural product donations to community health programs. Donations include nutrition bars, dietary supplements and health and beauty aids from companies such as Carbon Nutritional Supplements, NOW Foods, Aubrey Organics and Franklyn BioScience.

Organix-South, based in Bowling Green, Fla., gave the first prize award and \$1,000 in its YouTube video contest to an entry titled "I Love Neem" created by Joel Levinson. The video can be viewed on Organix-South's website.

San Diego-based **Numero Water**, which manufactures natural spring waters, and Midvale, Utah-based **Sibu Beauty**, which makes a full line of ingested and topical beauty products using sea buckthorn berries, hired Avatar Marketing of Kailua-Kona, Hawaii to be their National Sales Directors for North America.

WEDNESDAY, SEPTEMBER 23RD 7:30 PM
THE LIGHTHOUSE
 AT THE **SEAPORT HOTEL**
 \$125 PER PERSON, ALL PROCEEDS TO BENEFIT
FARM AID

NATURAL PRODUCTS EXPO EAST

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