

Organic Products Retailer

July/August, 2007

Organic

PRODUCTS

RETAILER®

News & Information For Retailers of

Organic

& Earth-Friendly Food & Products

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July/August 2007



THE *Organic* SNACK ATTACK

Also Inside:

Organic Entrepreneurs
Meat, Poultry & Seafood
Pasta, Rice & Bread
Spirits, Wine & Beer

FRONTIER NATURAL PRODUCTS CO-OP

P.O. Box 299/3021 78th St. ■ Norway, IA 52318 ■ (800) 669-3275 ■ www.frontiercoop.com

Frontier Natural Products Co-Op relies on the guidance of its numerous wholesale customers/owners. It started as a two-person operation in a cabin along the Cedar River in eastern Iowa 30 years ago. Today the co-ops' customers have kept the company alive.

"These customers provide the capital for the business to operate and take responsibility as member/owners of Frontier through an elected board of directors. We feel this special relationship of ownership is at the heart of our success," said Steve Krusie, Frontier's director of public relations.

According to the company, it has experienced annual growth of 10 to 15 percent that has been sustained by new product development. Even though a product line or two didn't quite take off, the company now offers spices, seasoning mixes and aromatherapy products. It also offers loose leaf teas and bulk herbs. However, its biggest success has come in the area of aromatherapy.

"Early in its history, Frontier accommodated its customers by buying bulk quantities of essential oils and rebottling them into one-half ounce glass bottles. This line grew steadily as the concept and practice of aromatherapy became increasingly popular," the company said.

Frontier then responded to this trend, with the 1993 acquisition of Aura Cacia, an aromatherapy and natural personal care products company, with a full line of items such as essential oils, massage and body oils, mineral baths and lotions.

The company is also active today in maintaining a social responsibility program. It has re-established a tallgrass prairie at its Norway, IA site and develops sustainable cultivation methods for medicinal herbs that had their native populations threatened by wildcrafting. Frontier gives back one percent of the sales of its organic spice brand, Simply Organic, to



Quality Products for Natural Living

support organic farming causes.

In April, Frontier introduced Well Earth, its new program to find and develop ethical sources of high quality products. The program screens potential suppliers with an extensive questionnaire and on-site visits to thoroughly evaluate their product quality, operational sustainability, environmental practices and social responsibility.

Frontier works with suppliers accepted into the program to help maximize high quality, organic agriculture and support environmental and social progress in their communities. There are ongoing financial incentives for improved performance in both areas.

GUAYAKÍ

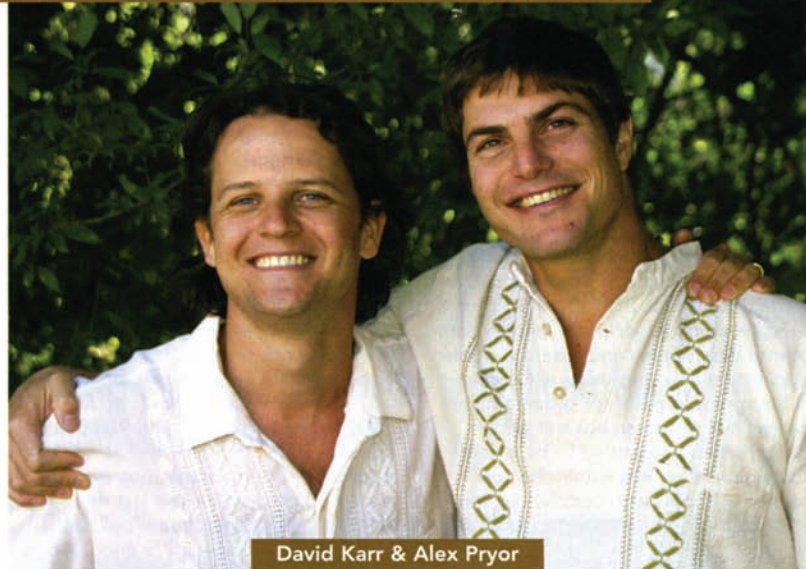
6784 Sebastopol Ave. ■ Sebastopol, CA 95472 ■ (888) GUAYAKI (482-9254) ■ www.guayaki.com

It's been 10 years since Guayakí co-founders Alex Pryor (a native of Argentina) and Californian David Karr first launched a yerba maté drink in US natural food stores and coffee houses. The Guayakí (Gwy-uh-KEE) name honors the Aché Guayakí people. The Aché live in the sub-tropical rainforests of Paraguay, Argentina and Brazil, home of the yerba maté tree and the direct source for Guayakí's maté.

"It's not coffee, it's not tea. It's yerba maté," explained Karr, a drink category new to domestic soil, but an old staple in Central and South America. "I personally had no doubt that it would take off here. At first everyone wanted to lump it with tea, but it's not even the same plant. Now people can choose between maté, coffee and tea."

According to Karr, Guayakí's yerba maté, which is available in tea-sized bags, loose mate and single serve bottles, keeps consumers coming back because of its health benefits (loaded with antioxidants) and "it gives them a cleaner high than caffeine. It doesn't over-stimulate the nerves."

But the company didn't simply steal a name and a drink from the South America people. Karr says Guayakí has developed partnerships with local farmers. "We have a Market Driven Restoration Plan for Guayakí. Pushing



David Karr & Alex Pryor

consumer demand for our product directly supports positive economic cycles for the farmers in South America. It relieves the pressure of the need to cut down the forest to raise cattle or other crops," Karr explained.

He said Guayakí is involved in three projects to support the Aché Guayakí people, whereby some 16,000 yerba maté seeds have been planted in the

rainforest. The company expects the plants to be ready for harvesting next year. In Argentina, for example, Guayakí is working with a grower to reforest the land to plant trees for shade. Karr said there are about 10 active projects to date.

"We just want to continue to innovate with yerba maté beverages," said Karr, who added that the company will launch new bottled drinks in 2008.

WHAT'S FOR DINNER?



Where's the Beef?

With the continued growth of the organic meat and poultry market, there have been a number of new natural and conventional meat companies taking up high market share as they launch organic meats—and stores, both natural and conventional, have been stocking their shelves with the popular products. Greater availability has also driven higher sales, shares McCarthy, while adding more convenient forms of packaging also helps, pointing to Grateful Harvest line of grass-fed pre-packaged steaks. In fact, according to the FMI study, consumers are looking for more variety (40 percent), as well as smaller portions and package sizes, suited for the large number of one- and two-person households, including many baby boomers.

Organic meat will grow with items that are convenient and portion controlled, reveals Heilmann. "Organic Prairie has been doing organic meats for 10 years, and has found that consumers are just now becoming strongly interested in them on a mass market level. In the past, organic food was strongest in the natural foods channel, which traditionally does not have a strong meat offering." He adds, however, that natural food stores are expanding organic meat selections at a much faster rate than conventional stores.

Elliott adds, "Organic consumers are searching for 'Beyond Organic' standards. Those include traceability, humane and fair, and healthy treatment. Wholesome Harvest offers a complete traceability program that

Add a Little *Spice* Tonight!

To follow are a few spice products you may want to consider placing next to your meat and seafood section.

Shake, Rattle & Rub

Red Monkey (Mt. Vernon, MO) flavor blends, grill flavors and organic spices are all natural, low in sodium and contain no MSG. So whether your customers crave for curry or just a burger with some Cajun flare, Red Monkey, has the flavor they're looking for. The company offers a range of Flavor Blends, Gourmet Organic Spices, Grilling Planks and Rubs/Seasonings.

Contact Red Monkey Foods at (417) 466-9109



Cinnamon, Oregano, Paprika, Rosemary, Thyme and Turmeric.

Contact Pinch Plus at (866) 746-2475

Just a Pinch Will Do

Pinch Plus Organic Herbs and Spices (Wooster, OH) are packaged in pre-measured one tablespoon pouches that are air, light and moisture tight, ensuring a shelf life of two years longer than traditional bottled or bulk bin herbs and spices. The collection includes Basil, Cilantro, Cayenne, Cumin,

Strike up the Grill

Simply Organic®, the all-organic brand of spices and seasonings from Frontier Natural Products Co-Op™ (Norway, IA) adds new Grilling Seasons® products to the line of organic grilling seasonings and marinades. The ready-to-use shake-on seasonings and convenient 30-minute marinades include a Garlic and Herb Marinade Mix and a Seafood Seasoning.

Contact Frontier Natural Products at (800) 669-3275



Go Wild! Organic Indian Spices Add Zest to Meals



Arora Creations' (New York, NY) product line boasts seven Organic Indian Spice Blends for the creation of traditional Indian cuisine. The Gobi (cauliflower), Rajmah (kidney beans), Bhindi Masala (green vegetables), and Punjabi Chhole (chick pea) blends spice up vegan dishes. For meat lovers there is Chicken Tikka Masala and Tandoori chicken. Lastly,

the Goan Fish Curry spice blend is recommended for flavoring any fish.

Contact Arora Creations at (212) 226-7101