



the Nibbler

Issue 56
Apr-Jun 17

Newsletter of Sound Bites
Derby's independent wholefood grocery
& info space (see map on back page)
A not-for-profit workers' co-operative

Yaffle Café & Books upstairs! 11–5 Mon–Sat (Thur eve meal nights)

The 'Fairer Food' *»» Edition ««*

Every year we hold offers and provide information for the wonderful initiative that is Fairtrade Fortnight (27th Feb-12th Mar) as we believe it to be such an important ethical choice. We learned a great deal, and even went on local radio to discuss it, but, these issues shouldn't simply be given a fortnight to discuss, they are part of our every day choices, all year around.

Fairtrade is a term only applied to those goods where the workers and growers are not being exploited, to protect those in the poorest countries. Chocolate, coffee, tea, sugar, bananas, cotton, flowers and even gold are certifiable! You might notice, these are all luxury items. Your choice to include these luxuries in your life has a meaningful impact on those that grow and produce them for you. Buying Fairtrade shows that people are committed to ending exploitation, and providing opportunities for those

with less than us. Did you know that more than 1/4 of fair trade workers are women? Did you know that more than 1/4 of this income is used to pay for education helping reduce child labour? How we spend our money, and where we spend our money changes the world. We don't always have the extra to give, but when we do, we should.....



**Remember...
Home Delivery
Available, inc
Veg Boxes &
Bulk Discounts!**

What's.....New?

On the Shelves

Well, we have had a very productive Spring period, lots of interesting Valentines and Easter goodies were found for you all to enjoy, and we've had some interesting new items join our shelves too:

- Pourable coconut cream for whipping and tinned coconut cream, both organic, both excellent creamy ingredients to bake and cook with
- Nakd Lemon Drizzle bars, these are limited edition, grab them while they are available— carrot cake has now gone into the void
- Raw Chocolate Company salted hazelnut bars are now in stock after popular request
- Montezuma mochachino hot chocolate buttons have replaced the chilli flavour buttons, makes for a tasty warming beverage
- Chia Pod pots of chia pudding can now be found in the fridge, in vanilla or mango flavours so far. Super healthy!
- Cultured food Company ruby red sauerkraut or carrot & fennel sauerkraut also found in the functional foods section of the fridge, for a boost to the gut health, enjoy with some kombucha!
- Sojade now make little yoghurt pots with a fruit puree layer!
- The 'Just Ginger' flavour of chocolate from Seed & Bean has now been replaced with the innovative flavour 'Sweet Orange and Thyme'
- Florentin spelt pitta breads are joining their wholemeal versions for an easy to digest alternative, great for summer pack lunches
- Our awesome range of Sweet Freedom products has now expanded to include the Choc Pot, a fruit based chocolate spread for a lower fat and calorie healthier treat!
- We also now have Geo Organics providing a tasty pot of chocolate flavoured peanut butter. Low in sugar, high in protein.
- The foundation of any vegan sotre is in its range of milk alternatives. We've just added two to ours; Good Hemp unsweetened hemp milk full of amazing omegas, Oatly Foamable for a greak coffee that doesn't curdle and Rude Health cashew milk. Unique!
- Jackfruit has been in the media a lot these days for being a super alternative to meat texture in cooking—how weird! Allegedly makes a tasty pulled pork version, Essential are canning organic young jackfruit chunks. We've had good feedback so far, what do you think??
- We're now doing flavoured packets of Sosmix; available in tomato & basil, or chorizo.



- Fab new glass sprouters available, multi tray plastic ones were prone to damage and these should last you a good long time! Lighter seasons are perfect for growing your little super seeds and eating with salads
- In the freezer you'll find massive cornish pasties, cheese and onion pasties or gluten free mountain chilli pasties. Sizeable enough for sharing when you just don't want to spend the evening cooking from scratch.

The Chocolate Covered Conscience

As Easter slips by for another year, I wonder if any of you, like me, have over-indulged a little on the chocolate front? With so much around to tempt those of us with a sweet disposition, it's easy to slip a treat or two in the shopping basket alongside our fresh fruit and vegetables.

But what's going on behind the wrapper? Chocolate is big business and the UK chocolate industry alone is worth £3.96 billion. In Britain, we eat an estimated 660,900 tonnes of chocolate a year, an average of 11kg per person per year. This equates to about 3 bars a week. Woah!

But what about the ethics of chocolate production? Sadly, child labour and slavery are still a part of modern day chocolate production. Vegan Blogger Jojo writes: "More than 70% of the world's cocoa is grown and harvested on cocoa farms in Western Africa and, as the demand for cheap chocolate grows, the conditions cocoa farmers are living in are declining. The average cocoa farmer earns less than \$2 a day, well below the poverty line, and because of this, often resorts to the use of child labour to keep costs down. Children are often sold to traffickers and studies have shown that human trafficking is still rife, particularly on the Ivory Coast."

Another big concern for us here at Sound Bites is animal exploitation. There is a huge amount of animal suffering in the dairy industry, with most calves in the UK removed from their mothers at a few days old and the adult females repeat the cycle until they are too exhausted to be of economic value any longer. So how does the chocolate in Sound Bites rate? When choosing products to sell we look at the ethics of the companies behind them, selecting those that care the most about the planet and the people and animals that inhabit it. We are interested in companies that care about paying suppliers a fair wage, use animal-free ingredients and have environmental aims in place. Let's take a look at some of the companies...

Plamil

Plamil are the pinnacle of ethical chocolate production, taking the top spot in Ethical Consumer's ranking guide since



2006. There is a comprehensive Ethical and Environmental Policy section on their website, containing everything from their commitment to use ethical banking to their policies against child labour and animal testing. They were the first chocolate manufacturer to be registered organic in the UK by the Soil Association. They source most of their Organic and Fairtrade cocoa from farming co-operatives in the Dominican Republic, and they make their chocolate in their own factory, which never uses dairy/animal, wheat/gluten or nuts. They are the only chocolate factory to be powered by 100% renewable energy.



Divine

Fairtrade pioneer Divine is 45% owned by Kuapa Kokoo, the 65,000 member strong Ghanaian farmers' co-operative that produces the company's chocolate. As owners, they get a share in the profits, a say in the company, and a voice in the global marketplace. Divine don't use palm oil in any of their chocolate in the interests of protecting the rainforest and they also look at ways of minimising their environmental impact, such as cutting down 'chocolate miles' in their supply chain, and sourcing almost all of their seasonal packaging locally in the UK.

Montezuma's and Kingdom

Founded by a duo of ex-lawyers turned independent chocolatiers. They have a fantastic 'Trading Fairly Policy', which covers everything from how they work with suppliers, how much packaging they use, how they dispose of rubbish to how ingredients are farmed. The cocoa in the Montezuma's brand is all certified organic and comes from co-operatives of over 9,000 small plantations in the Dominican Republic and Peru, whilst Kingdom involves a pioneering social enterprise in Uganda. Rather than have an annual advertising budget Montezuma's send this money to their favourite charity Children On The Edge.

Seed and Bean

Seed and Bean's mission since day one back in 2005 has been to create the most ethical, sustainable and delicious British chocolate. The Good Shopper Guide has many times ranked them the most ethical chocolate producer in Britain due to their organic ingredients,

support of fairtrade farming and transport and hard work to nurture good agricultural and artisan practices. They are committed to ensuring that there is no child labour in their supply chain. They are also committed to the use of biodegradable packaging. Their chocolate bar inner wrappers use NatureFlex™, a flexible cellulose film manufactured from renewable eucalyptus wood pulp, taking the cellophane concept to the next level by being fully renewable and certified compostable according to various industry standards.

iChoc

iChoc is the new kid on the vegan chocolate scene. Their range exclusively consists of products that take the classic milk chocolate concepts and reinvent them using new animal product free recipes. Everything is organic and they don't use any artificial flavourings or emulsifiers. iChoc is manufactured in the renowned Ludwig Weinrich chocolate factory Germany and is based on the 'Bean-to-Bar' principle - from the unroasted cocoa bean, to the finished product, everything takes place under one roof. They are dedicated to ensuring fair wages for suppliers and their cocoa is from well-structured farming co-operatives in the Dominican Republic. It is farmed in so-called 'mixed cultivations', which means areas in which the natural flora and fauna of the country is retained and no forest clearance takes place. They also use environmentally-friendly NatureFlex packaging.



Booja- Booja

Booja-Booja's organic-certified and GMO-free chocolate is all hand-made in Norfolk. Their entire range is also 100% vegan and is certified dairy, soya and gluten free, so perfect for those with food allergies. Whilst not certified fair trade they state on their website that they have developed longterm professional relationships of trust with their suppliers and many are longstanding friends.

Organica

An independent, small family business. They are huge supporters of organic living and the majority of their products have the Soil Association stamp. All of their products are vegan and approved by the Vegan Society. Some of their products are fair trade certified.

Conscious Chocolate

A little sweet something for people following a raw diet, or trying to reduce their consumption of sugar. The whole range is vegan and organically certified, as well as being free from gluten, soya and refined sugar, making it suitable for diabetics. They research their packaging in terms of its green credentials, using packaging that is biodegradable and compostable, as well as inks that are water and vegetable based. As all their ingredients are premium products they pay a price that is significantly higher than the market price, ensuring that the farmers get a fair deal.

What's Wrong With Supermarkets?

The 'High Street' is dying. There were 15 shop closures a day across the UK in the first half of 2016 and the number of new openings has fallen to the lowest level for five years, according to a report that highlights the pressure on the retail sector. Don't worry, this isn't our way of announcing our financial ruin and imminent closure. Business is actually ticking along nicely at Sound Bites HQ, but with the continuous upward pressure on prices Post-Brexit, it has given us more food for thought about what the future may hold.

Part of the challenge facing independent retailers is the mammoth growth of the supermarket. The Institute of Grocery Retailing reported that in 2016, 86.6% of total sales came from supermarkets, 16.5% came from hypermarkets and 10% came from other sources, inclusive of independents and co-ops. The landscape of supermarkets has changed in line with the time-poor nation we've become, so that they've become a one stop shop for everything.



Consider: at what point did we start buying our clothes, funerals, medication and kitchen sinks from supermarkets?

Yet despite their rising prominence, there are some murky, moral waters when it comes to supermarkets. Some people may be tempted to roll their eyes at this point and exclaim, "of course you'd say that from your privileged outlook, but I can't afford to completely shop in independent shops!" Put down the pitchforks. Even making small, but significant changes to our shopping habits can have a positive impact on local shops. Also, you're probably spending more money in supermarkets than you initially intended.

Supermarkets employ scores of marketing experts to ensure that you spend as much money as possible, by utilising some clever tricks. For example, have you ever noticed the lack of windows or clocks in supermarkets? Much the same as in a casino, this is a subtle ploy to convince shoppers to spend more time inside, thus giving products more opportunities to all but leap into their arms. Marketers are also really good at getting us to buy things we don't need. What supermarkets do, that small independents could never match, is to saturate consumers with options. The average supermarket has 64,000 products. As efficiency experts point out, the biggest enemy to efficiency is the paralysis we experience from the overwhelming amount of choices.

"It doesn't matter, supermarkets are still cheaper!" Yes and no. Supermarkets tend to have so called 'staple loss leaders', such as bread and milk, which are designed to entice customers with the idea that the entire shop is cheap. Don't forget that you actually pay 3 times: in shop, in taxes for subsidies to farmers and taxes cleaning up the mess from industrial agriculture, including the transport pollution aggravating climate change.

Here's where the waters really get murky.



Supermarkets wield immense power over how food is grown, bought and eaten and as a result many a small scale UK farmer has been bankrupted. Supermarkets rely heavily on cheaper imports, which in turn creates a monopoly of prices and forces prices down to a level where small producers are being paid less than the cost of production. Supermarkets also have the ability to find out how much things cost to produce and then hold blind auctions, so that some producers will undercut their own prices to ensure a sale. Even when producers can compete, supermarkets have been known to demand 'non-cost related payments': i.e. payments to ensure the continuation of business or better positioning on shop floors. With the immense pressure from supermarkets down the food chain, it's entirely possible we'll see an influx of intensive farming methods favoured in the USA. An article in the Nibbler could only skim across the top of all the issues and I recommend reading 'What's Wrong With Supermarkets' from the online publication Corporate Watch for a more in-depth understanding.

As well as supporting independent retailers, there are other changes we can all make to combat the rather bleak outlook of supermarket domination. For example, encourage other small retailers to stock locally produced goods and only buy imported foods when they can't be produced in this country. And remember, if you're going to be a conscientious—even conscious—shopper, you should know what you're up against.





Man with a Van

Sound Bites' driver Chris is available for jobs needing a van/driver - please call 07905 346271.

Derby Counselling Centre

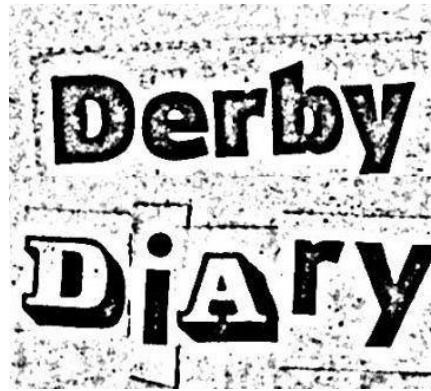
We have been operating in Derby since 1981, offering affordable counselling in a stress-free environment close to the city centre. See Tim @ Soundbites emails.

The Fig - Eagle Centre Market

A fab little stall (number 22) providing all manner of natural remedies and solutions to your herbal health needs. Don't forget to stop by and support other local small businesses!

Belper Heritage, Hills and Breakfast!

Beaurepaire-Belper town's name is thought to mean "beautiful retreat". Belper, being the place of my lovely home and new BnB. Come for a stay in my cosy mini Bed and Breakfast which is on the route of the Derwent Valley Heritage Way long distance walk, and near to the High Peak Trail and the Midshires Way. Can be found and booked on Air BnB, and all five star reviews so far!

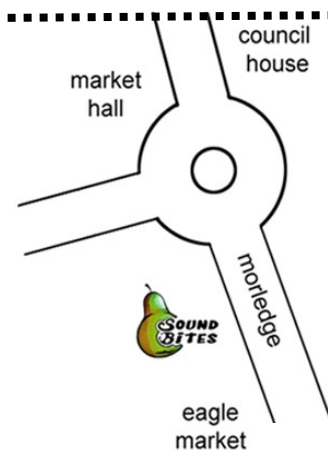


We are no longer hosting a green diary of events, as a phenomenal brain child has grown from a local community of people. The Derby Peoples Diary—found here: www.derbypeoplesdiary.org is a place for any and all to list their events and days of action, for groups to come together and make a difference.

CHARITY COLLECTION

Our most recent collection raised an awesome total of £127.30p for the Burrowed Hearts Animal Rescue which will be warmly welcomed. Thank you for your generosity!

Our next till collection will be for the Derby based charity—Padley. They do a huge amount of work with the homeless and vulnerable in our fair city, but alas, funding is disappearing for a great deal of social services in recent years, and they need help to keep operating.



Sound Bites, 11 Morledge DE1 2AW
Open Mon-Sat 9.30-6 (Thu til 6.30pm)

Getting to us: Derby bus station is only 200m away. There are cycle racks outside the shop, and disabled parking (other car parks nearby).

We also deliver by van to anyone in and around Derby (including Belper and Ilkeston). See our online shop, or email info@soundbitesderby.org.uk

*- or call **01332 291369***

www.soundbitesderby.org.uk