

# f o o d

*and lifestyle*

SUMMER/AUTUMN 2010

NEWS, VIEWS, REVIEWS AND RECIPES



## PACK YOUR BAGS WE'RE OFF TO THE RAINFOREST.



- **WIN** THE HOLIDAY OF A LIFETIME STAYING WITH THE HUAORANI IN THE ECUADOR RAINFOREST.
- BAKE LAMMAS LOAVES. HUNT MUSHROOMS.
- **WIN** A SUPPLY OF ECOVER PRODUCTS.



## Welcome to Food and Lifestyle.

A regular digest of food news, views, giveaways and recipes – many of the ingredients for which can only be found in your local high street and your independent Health Food store.

Organic food production has once again been hitting the headlines. One story concerned a report from the Food Standards Agency which concluded that organic food was not nutritionally superior to conventionally produced food, directly contradicting an extensive EU report concluding the precise opposite. Nor did it take into account the damage that conventional farming wreaks on the environment and for which the UK tax payer is ultimately responsible for paying to clean up. To add to the irony, 2010 is the United Nations International Year of Biodiversity during which we are all being encouraged to eat more organic foods in order to protect the variety of life on earth and the natural and fragile

ecosystems which provide us with food, fuel, health, wealth, and other vital services. The second equally lop-sided story related to some statistics erroneously being peddled by experts that world food production needs to double by 2050 to contend with the world's growing population, supporting the case for GM foods. This too appears to have been based on dodgy and unsound statistics which even the Government of the day expressed serious concerns about. In fact with fairer diets and better distribution of food, many independent experts believe that far from being inferior to conventional methods, the statistics prove that organic farming is likely to be our salvation.

## Really pushing the boat out.

Following hot on the heels of Provamel's announcement that their soya manufacturing process is now Carbon neutral comes another pioneering green initiative. In 1989 the Company had the foresight to build its state of the art Belgian factory in Wevelgem on the banks of a navigable canal. As a direct consequence, from the autumn of 2010 Provamel organic soya beans will make the journey from farm to factory almost exclusively by boat – saving both innumerable lorry journeys and lots of undesirable pollution.



## A LITTLE BUNDLE OF RENEWABLE ENERGY.

Scientists in America have managed to capture Bio-mechanical energy from tiny jackets fitted to hamsters exercising on wheels. Although currently it would take 1,000 hamsters to power a mobile phone, scientists believe that within 5 years the technology will be sufficiently advanced for it to be fitted to our clothes, enabling energy to be captured from even relatively small movements (making 'human dynamos' of us all).



## A STING IN THE TAIL.

According to the charity Plantlife, the abundance of stinging nettles in the UK is yet another sign of the damage done to the countryside by chemical fertilizers. An annual survey by the charity found that the common nettle was flourishing due to its ability to tolerate the relatively high levels of nitrogen from fertilizers whilst more delicate species such as wood sorrel, meadow clary and lady's slipper orchid were in decline.



## BEAN THERE, DONE THAT.

The soya bean is a little marvel. Not only is it a highly efficient and easy to grow source of protein but it's usefulness goes on and on. At Provamel, once every ounce of goodness has been squeezed out of them the 'spent' organic soya beans are used to create bio-gas to power the factory. And even then they're not done – the leftover mash is sent to farms for use as animal feed.

# Not in front of the children

## Provamel Organic Vanilla and Cherry Lollies.

Who said lollies were for children? These frozen desserts on a stick should definitely be kept for consenting adults only! Makes 6 servings. Preparation time: 20 mins plus 3 hours of freezing.

### Ingredients

350g frozen cherries  
500g pot of Provamel organic soya vanilla yoghurt alternative

### Preparation

Leave the cherries to thaw for 10 minutes. Place half of the cherries in a blender along with the Provamel vanilla yoghurt alternative. Whiz until smooth and spoon into a bowl. Place the remaining cherries in the blender and whiz until pulpy. Fold into the yoghurt mix. Spoon into lolly moulds and freeze for 2 hours, or until solid. Remove from the freezer 5 minutes before serving.



## Websites we like

Rather than consigning your old but serviceable sofa to the tip, freecycle will help you find someone locally who can give it a good home.

[www.uk.freecycle.org](http://www.uk.freecycle.org)

This fascinating website helps you to submit, receive and read answers to probing freedom of information requests to government departments and local councils. Such as whether the fish served by the MOD comes from sustainable stocks.

[www.whatdotheyknow.com](http://www.whatdotheyknow.com)

An interactive website that uses data supplied by visitors to record events such as the departure of swallows or the first spawning of frogs to map the progress of the seasons and climate change in the UK.

[www.naturescalendar.org.uk](http://www.naturescalendar.org.uk)

An absolute gem of a website for thought provoking eco-friendly gifts and energy saving electronics.

[www.guardianecostore.co.uk](http://www.guardianecostore.co.uk)

## DIARY DATES:

### LOCAL LOAF FOR LAMMAS

31 July/1st August.

Ancient harvest festival celebrating real bread made from the first grain harvest. Events around the UK.

[www.sustainweb.org/realbread/local\\_loaves\\_lammas/](http://www.sustainweb.org/realbread/local_loaves_lammas/)

### BRITISH BIRDWATCHING FAIR

20th - 22nd August.  
Egleton Nature Reserve,  
Rutland.

The world's first and largest international birdwatching fair and event.

[www.birdfair.org.uk](http://www.birdfair.org.uk)

### WHALE WATCH IRELAND

22 August 2010.

Headlands around Ireland

Annual, free land-based event led by experienced Irish Whale and Dolphin Group personnel. ([www.iwdg.ie](http://www.iwdg.ie))

[http://www.discoverireland.com/us/ireland-things-to-see-and-do/whats-on/listings/product/?fid=FI\\_15149](http://www.discoverireland.com/us/ireland-things-to-see-and-do/whats-on/listings/product/?fid=FI_15149)

### ORGANIC FOOD FESTIVAL

11th - 12th September.  
Bristol Harbourside.

Europe's premier celebration of sustainable lifestyle and organic food and drink with over 300 companies represented.

<http://www.organicfoodfestival.co.uk>

### HUMPHREY'S PYJAMA WEEK.

11th - 15th October

Children wear their pyjamas to school or nursery and donate £2 to The Children's Trust to raise money for children with multiple disabilities.

[www.thechildrenstrust.org.uk](http://www.thechildrenstrust.org.uk)

### ABERFOYLE MUSHROOM FESTIVAL

October. Aberfoyle.

Wild fungus forays, cookery demonstrations, ceilidhs, concerts and a special children's programme.

[www.mushroomfestival.co.uk/](http://www.mushroomfestival.co.uk/)



# WIN THE HOLIDAY

## Staying in an Eco Lodge in the Amazon Rainforest with the Provemel team

### A HOLIDAY THAT HELPS SAVE THE RAINFOREST

Much has been written about the clearance and destruction of precious rainforest to make way for soya plantations.

And yet for every villain in search of a fast buck there are others who take an altogether more ecologically sensitive and responsible attitude to the preservation of the rainforest.

At Provamel, sustainability, ethical sourcing, fair trade and the preservation of the rainforest are issues that are extremely close to our hearts and central to everything we do.

As is the belief that Soya is

principally a force for good and that the planet's resources are finite, precious and should be valued and treated with the deepest respect.

Indeed we have strict and unambiguous guidelines for sourcing our soya beans which ensure they are always organic and always purchased exclusively from small farmers to whom we pay a fair price and who practice strict crop rotation to prevent the impoverishment of the soil. And furthermore, never on the open commodity market where their origin is uncertain and never from rainforest areas.

In conjunction with the charity the World Land Trust we have also funded a pilot study to gauge the feasibility of replanting and restoring ancient rainforest in the Mata Atlantica in Brazil to undo the damage of previous generations.

Like Soya, tourism too can be a force for good and we are privileged to offer you a chance to win this remarkable holiday prize for two which directly helps to protect the Amazon rainforest and secure the future of the indigenous people for whom it is home.

We are in no doubt you will find the experience overwhelming and possibly life changing. Good luck from all of us on the Provamel team.

### A DAY-BY-DAY ITINERARY

#### Day 1:

Depart London for Quito via Miami. Transfer to your hotel in the historic part of the city. Evening pre-dinner presentation on The Huaorani and outline of your trip.

#### Day 2:

Morning at leisure followed by a half day city tour of Quito with your English speaking guide.

#### Day 3:

Head south through the famous 'Avenue of Volcanoes' to the town of Banos, the gateway to the Amazon

Basin and then eastwards descending down to the frontier town of Shell in time for lunch. In the afternoon fly by small light aircraft (max. 5 passengers per plane) on a breathtaking flight over the rainforest to land on the grass landing strip at the Huaorani community of Quehueri'ono. Transfer to dugout canoes on the nearby Shiripuno River journeying downstream to the Huao Lodge, your base for the next 4 nights.

#### Day 4-5:

Full days exploring the surrounding area with your Huaorani guide. Activities and excursions include daily guided walks through the forest learning about the flora and fauna, visiting the local Huaorani community of nearby Quehueri'ono, evening stake-out at a tapir clay lick, wildlife viewing in some of the river's many ox-bow lakes, swimming in The Shiripuno River, informal lessons involving traditional Huaorani life, including basket weaving, setting traps, building temporary shelters and carving a 10ft war spear from palm wood.

#### Day 6:

Set off in dugout canoes down The Shiripuno to the Huaorani community of Nenkepare. En route you may stop at one of the many ox-bow lakes, where there is a good chance to spot the unique Hoatzin (the only leaf-eating bird in the world) and lurking caiman. Afternoon spent at the small community of Nenkepare and walking to a stunning waterfall hidden in the jungle where you can swim in the plunge pool, known to be frequented by tapir. Overnight in jungle camp.

#### Day 7:

Continue downstream passing out of Huaorani territory and into the land of The Shuar people, the Huaorani's traditional enemies. Exchange dugout for 4x4 vehicle and drive up the infamous 'Via Auca' to the town of Coca on the Napo River from where you will fly back to Quito and re-enter the 21st-century world. Final night in Quito.

#### Day 8:

Back to the airport for return to the UK.

#### Day 9:

Arrive back in London.

# AY OF A LIFETIME

## odge in the Ecuador he Huaorani tribe.



### The story of the Huaorani tribe. The Guardians of the rainforest.



*The leaf-eating Hoatzin, one of the remarkable sights you may encounter in this incredibly bio-diverse and pristine rainforest region.*

This once in a lifetime holiday will take you to Quito in Ecuador and then to stay with the indigenous Huaorani people who inhabit this pristine rainforest and were one of the last of the major ethnic groups to be contacted by outsiders.

The Huaorani have inhabited the headwaters of this part of the Amazon for millennia. They live in an area of Ecuadorian

rainforest of some 680,000 hectares that is astonishingly rich in bio-diversity yet under continual threat from exploitation by the oil and timber industries.

In the early 1950's, having been 'contacted' by missionaries, this largely nomadic hunter gatherer tribe of approximately 3,000

people came to a profound and life changing decision.

The stark choice they faced as their surroundings irrevocably changed was to flee from the encroaching modern world or to embrace it in a limited and managed fashion to ensure their traditional lifestyle, culture and the pristine rainforest in which they lived survived.

Inspired by a number of visionary leaders, they developed the concept of limited community tourism that would generate precious income as an alternative to oil money and deforestation and would be invested in the community to help conserve the rainforest and the Huaorani's unique way of life.

The eco lodge in which you will stay is communally owned and has won international awards for its sustainability including the UK best Sustainable Tourism project in Latin America for the year 2008. For further information on this holiday and the Huaorani visit [www.responsibletravel.com/Trip/Trip100024.htm](http://www.responsibletravel.com/Trip/Trip100024.htm)

### The amazing things you'll be doing.

The aim of this unique trip is to experience and explore this pristine wilderness in the company of and through the eyes of your Huaorani guides.

#### Highlights include:

A totally unique jungle and river adventure,

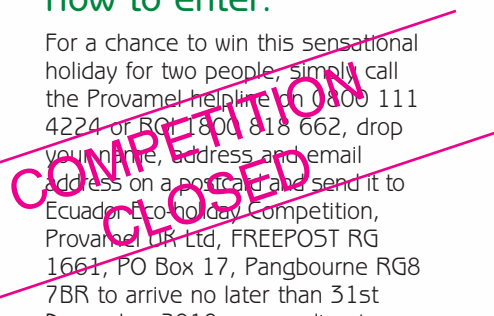
travelling by small plane, dugout canoe and on foot exploring a remote area of pristine rainforest with local Huaorani guides, the forest's traditional guardians.

Through daily guided excursions in the forest you will learn about its many wonders and from visiting the local Huaorani communities you will gain an insight into their unique way of life and customs. The first three nights in the jungle will be spent at the lodge, deep in Huao Territory, built as a joint project with The Huaorani, and the fourth night will be spent camping out on sleeping platforms further down river.

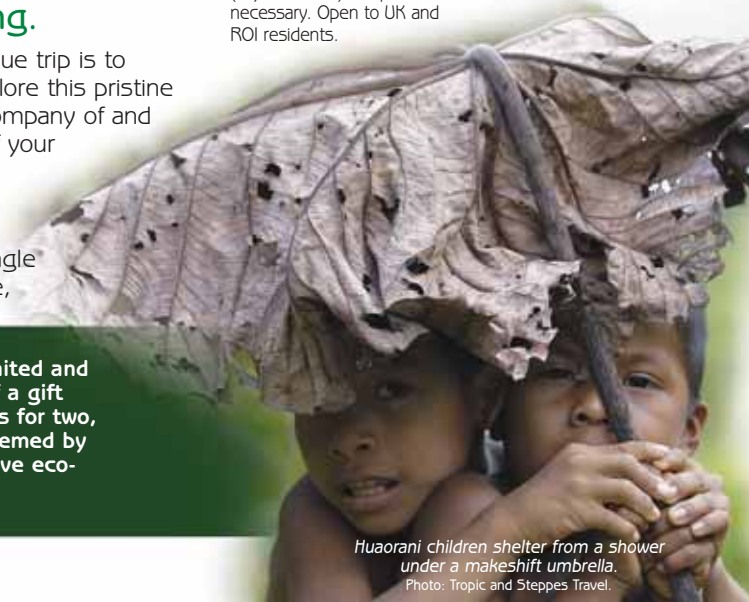
### How to enter:

For a chance to win this sensational holiday for two people, simply call the Provamel helpline on 800 111 4224 or RG 1800 818 662, drop your name, address and email address on a postcard and send it to Ecuador Eco-holiday Competition, Provamel UK Ltd, FREEPOST RG 1661, PO Box 17, Pangbourne RG8 7BR to arrive no later than 31st December 2010 or go online to [www.provamel.co.uk](http://www.provamel.co.uk) (my Provamel).

Full terms and conditions at [www.provamel.co.uk](http://www.provamel.co.uk) (my Provamel). No purchase necessary. Open to UK and ROI residents.



**PLEASE NOTE:** Places at the Eco lodge are very strictly limited and subject to availability. The prize, which is in the form of a gift voucher to cover the cost of flights and high season tickets for two, may, if there are no vacancies at a suitable time, be redeemed by the winner at [www.responsibletravel.com](http://www.responsibletravel.com) for an alternative eco-holiday to a similar value.



*Huaorani children shelter from a shower under a makeshift umbrella.*

# A SOYACCINO FROM THE MASTER BARISTA.

Gwilym Davies is the most unlikely World Champion Coffee Barista you could ever have the pleasure of meeting. When he's not plying his trade from his coffee cart in one of London's smaller markets he's to be found behind his beloved Nuovo Simonelli espresso machine in the window of a men's clothes shop in Shoreditch High Street. Not the most obvious of locations for a man acknowledged to be the world's



greatest Barista to be dispensing his wisdom and world class Cappuccinos, Espressos and Flat Whites. However Gwilym is nothing if not unconventional and his status as 2009 World Champ owes everything to his uncompromising passion for coffee. For those fortunate enough to own a cappuccino machine and a supply of Provamel soya milk, his tips for making the ultimate soyacchino or soya latte include:

- ☕ Light, fruitier coffee roasts can curdle soya due to their heightened acidity so either ignore the first 3 seconds of the espresso shot which is proportionately more acidic, or, choose a darker less acidic roast.

- ☕ When frothing Provamel spin the milk with the steam wand and don't allow the tip to touch the side of the jug.

- ☕ Aim for a smooth, rich texture, bursting the bigger bubbles

by tapping the jug on a hard surface.

☕ And needless to say always choose the finest quality coffee beans and soya milk.



## It all comes out in the wash

In addition to the 60% water that the average 21st century human body is made up of, we all now contain a cocktail of chemicals that would have been completely unknown to previous generations. Many have simply been absorbed by our skin from things we touch, the clothes we wear and the parabens, synthetic surfactants and optical brighteners found in the detergents we now use to clean them. Yet seldom has adopting a greener, more ecological sound alternative been quite so painless and pleasant. Modern, eco brands made from plant-based and mineral ingredients such as Ecover, are now

every bit as effective as their chemical based cousins, are delightfully and naturally fragrant and better for both you and the environment. To prove the point,



Provamel have 10 'Goody Bags' of Ecover products to be won. For a chance to win one, simply call the Provamel helpline on 0800 111 4224 or ROI 1800 818 652 drop your name, address and email address on a postcard and send it to: Provamel Ecover Goody Bag Competition, Provamel UK Ltd, FREEPOST RG 1661, PO Box 17, Pangbourne RG8 7BR to arrive no later than 31st December 2010.

Full terms and conditions at [www.provamel.co.uk](http://www.provamel.co.uk) (my Provamel). No purchase necessary. Open to UK and ROI residents.

10 Goody Bags of greener cleaners from Ecover to be won.



## INTERNATIONAL BIODIVERSITY YEAR.

2010 is the United Nations International Year of Biodiversity, celebrating life on earth, the diversity of species and the natural ecosystems that provide the life support systems on which we are so reliant. The website of the UK partnership supporting the IYB features some painless and hugely enjoyable tips on how to contribute such as opting for more organic food and going on an ancient tree hunt [www.biodiversityislife.net/?q=do-one-thing](http://www.biodiversityislife.net/?q=do-one-thing)

## A HEALTHIER START TO THE DAY

By Dietician KATE ARTHUR



A healthy breakfast is undoubtedly the best and most important meal of the day providing a much needed energy boost and helping to prevent snacking later in the day. Despite this many of us are skipping breakfast or choosing one which is high in saturated fat and sugar. Saturated fat is known to increase blood cholesterol, a risk factor for heart disease and our

intake in the UK diet is around 20% higher than official government recommendations. Choosing soya alternatives is a healthier choice and lower in saturated fat eg:

- 45g muesli with 125g greek style yoghurt = **9.2g saturated fat**.
- 45g muesli with Provamel natural yoghurt alternative = **1.2g saturated fat**.
- Croissant (45g) and Cappuccino made with 200ml semi-skimmed milk = **6.6g saturated fat**.
- Teacake and Cappuccino made with 200ml Provamel milk alternative = **1.2g saturated fat**.

To make the delectable warm salad on the front cover, toss 200g fresh salad leaves and some steamed broccoli with some Provamel lightly seasoned Tofu Pieces\* that have been fried in oil for 2-3 minutes and splashed with soy sauce for extra flavour.

\*Available from selected independent health food stores.



## NOT VERY NAUGHTY BUT STILL VERY NICE.

For many of us of a certain age, single cream was surely the one big treat of the week – an artery clogging indulgence that whilst indisputedly naughty was unbelievably nice. Now however there's an alternative that's positively saintly in comparison and yet every bit as delicious. Provamel organic alternative to single cream contains up to 45% less fat than traditional dairy cream. It's made from soya, is dairy free and can be used in much the same way as dairy cream - in cooking, soups and sauces or drizzled over fresh fruit. Furthermore being a long life product it's perfect for storing in the kitchen cupboard for a rainy day or an indulgent treat. Provamel organic alternative to single cream is available exclusively from Health Food stores (but not supermarkets).



# We don't buy our soya beans from any Tom, Dick or Harry.

Our organic soya beans are sourced exclusively from a network of small farmers, many of whom we've known and worked with for decades. They're part of our extended family. Whilst they provide us with the finest sustainably produced organic soya beans, we provide them, their families and communities with the guarantee of good prices, decent housing and the security of a long term relationship.



The Provamel soya and Tofu range is available exclusively from independent Health Food stores.



**Organically** grown. **Ethically** sourced. **Sustainably** produced. **Lovingly** made.

For further details call our Customer Careline on UK: 0800 111 4224 or RO: 1800 818 662 or [www.provamel.co.uk](http://www.provamel.co.uk)

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