

the
**GREEN
LIVING**
magazine

ISSUE 1



Is it Really Organic?

Healthy Outlook for NZ Natural Products

Eco Fashion

Hello Hanoi!

Organic Wine Growers of NZ

Meet NZs First Eco-Broker



3824

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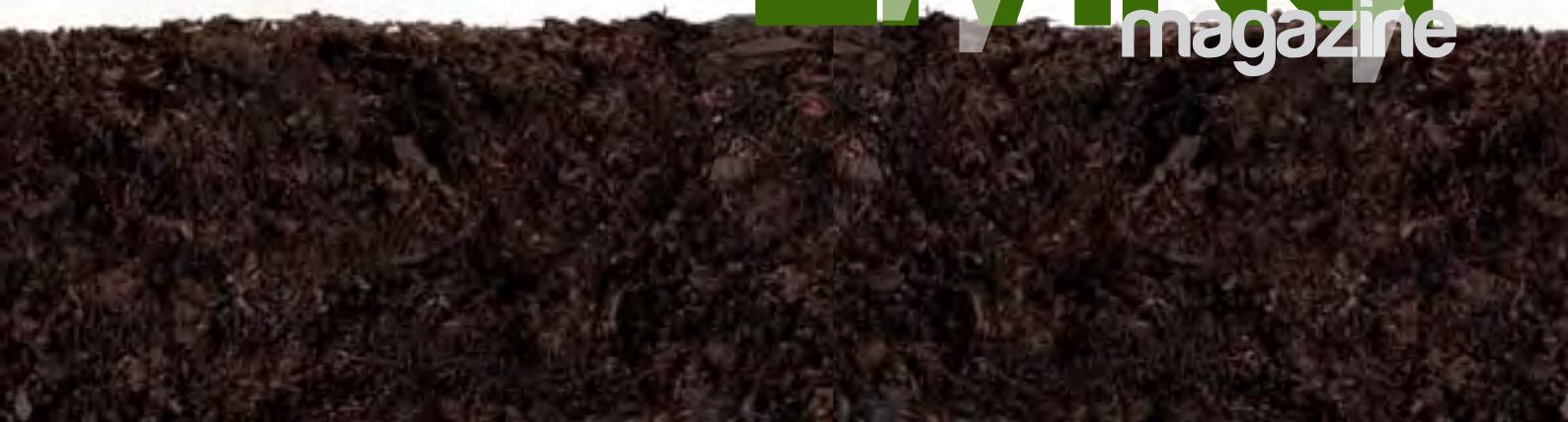
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the
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Want to know what will EXCITE Consumers and Businesses in 2011?



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The Green Living Show

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SUNDAY, 29TH MAY 2011 - 10AM - 6PM

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From the Editor



Welcome to GENERATION (D)IGITAL - *The Green Living Magazine*, an environmentally friendly, paperless magazine. I have been very busy lately, not only putting together this magazine but also spreading the good news of the New Zealand Organic Expo & The Green Living

Show which will be held on the 28th and 29th of May 2011; it's a consumer and trade show aimed at showing off companies who have taken the trouble to have products and services that will benefit us and the environment.

I get so many enterprising people ringing me and emailing me from New Zealand and overseas regarding new products they are planning to launch or discover at the show. I would very much like to encourage you to take up the challenge to open a new business, brand, re-brand and reinvent products, NOW is the opportunity to show off and educate customers at the expo where industry meets industry.

It will be a great event for anyone to attend, to buy, learn and be educated about all the great products which are available for you and your family. If you are thinking of opening a business, the expo will show you an array of products for you to become the agent for or

negotiate with the suppliers. Most of all, entry to the show and seminars is FREE for visitors.

I invite you to write to *The Green Living Magazine* and share your knowledge, your thoughts and feedback regarding any topics this magazine discusses.

It is easy to start being green with small steps. *The Green Living Magazine* will help you to be more environmentally conscious.

We are looking for volunteers to help with the Exhibition. If you can help, please email me. Enough of me. I hope you love these pages as much as we enjoyed putting them together. Delve in, read, be happy, pass it on to your friends and colleagues, be healthy and wise in your choices!

Tina

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The Green Living Magazine is a Green Living Network Publication

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GamARde

FOOD & WINE NUTRITION



is it really organic?



More and more people are choosing organic food over conventional food. This is because they believe it's healthier, more nutritious, of higher quality and tastes better. They may also choose organic because the way it's produced is good for the environment, cares for animals and encompasses the principles of social justice. Michelle Glogau, Chief Executive of Bio Gro, answers our questions:

What makes something organic?

Organics is more than just "spray-free" or "residue-free". Organic food is grown "naturally" and without the routine use of synthetic agricultural pesticides or fertilizers.

Organic farmers aim to produce healthy and nutritious food from a balanced living soil. Any processing retains organic integrity and natural goodness of food, and minimizes the use of additives. The production of organic food has a reduced effect on the environment. It means animals have been treated humanely and rural communities have been united and empowered along the way.

Standards have been developed to define what producers can or

can't do – the "cook books". These standards are often set by the certifiers and aren't necessarily at the same level.

At BioGro, New Zealand's leading certifier, we have set our organic Standards to reflect the organic principles we were founded on in 1983 – not based on convenience or minimum standards set up regulatory bodies. For example, New Zealand farms must go through a three year conversion period before they can claim to be organic and there is a twelve month stand down period for animals if a conventional treatment is used.

In New Zealand there is no specific regulation protecting the word "organic". Products can be labelled as "organic" without any requirement to prove this through certification.

So how can one be sure it's really organic?

Unfortunately, there's no "organic test" although you can test produce for undesirable pesticide residues – which are routinely done as spot checks. A certification mark is your assurance that the product meets a recognised standard. BioGro also

holds international accreditations (eg International Federation of Organic Agricultural Movements (IFOAM), ISO 17020 and ISO 65) which means our certification procedures and quality systems are independently audited. To be certified organic by BioGro, producers must document a full management plan and record all inputs used in their production. Producers are audited annually to verify that they comply with our high organic standards. This gives them the right to use our trademark which is trusted throughout New Zealand and around the world.

If the product isn't certified, ask the grower or retailer what they mean by organic and how they can prove to you that the product you're paying a premium for is really organic.

So, give organics a try. To ensure you are getting an authentic organic product look for a respected certification mark such as BioGro – your assurance that organic producers are using the best practices to deliver a quality organic product. 



organic wine growers of nz

James Millton, Millton Vineyards



Millton Vineyards Gisborne

"Wine is the new 'now' in terms of what is driving the organic movement," says James Millton, Chairman of Organic Winegrowers of New Zealand (OWNZ), and a pioneer in organic winegrowing in this country. "No other producer industry is better set to embrace organics."

In just three years, membership of OWNZ has increased from 8 to 200 growers, primarily because of interest from the wine industry as a whole, underpinned by global consumer demand.

During the 25 years that James and Annie Millton have been producing organic and bio-dynamic wines, they have earned the respect of their colleagues. James - "It's the wine quality that is getting consumer and producer attention, and this quality is the result of organic practices.

Consumers appreciate how organic wine tastes, and understand that it is better for them, their friends, and their environment."

At a recent meeting in Wellington, wine industry leaders, organic winegrowers, organic industry leaders, and certifiers met under the banner of 'Building Momentum'.

James - "New Zealand Winegrowers Ltd (the industry body) has developed a sustainable growing programme, and they see that there is good reason to co-operate with all parties, especially producers. We need to get together and if we can collaborate, then winegrowing can lead the way as a well balanced organic production model."

"Our (OWNZ) aim is to increase New Zealand organic wine production from the current 4% to 20% by 2020. This country has the opportunity, the imagination, and the expertise to produce organic wine and food for a global market that now recognises and values it. By using organic farming processes, we can let "Pure New Zealand" speak through our produce and confirm a sense of place for the consumer. We simply need to get on with it."



Andy Nurse, Managing Director of Two Gates

Two Gates Vineyard Hawkes Bay

"Our first premise is to make ultra-premium quality wine, and our second premise is to do it organically, because it's the best way," says Andy Nurse, Managing Director of Two Gates. "An 'x' factor is appearing increasingly in organic wines, proving that they have something serious to offer."

Andy suggests that the timeliness also relates to land-users wanting to care-take the land better, and the realization that farming organically can be more economical in the long

term because the natural processes are all working together. "From the consumer, there's a ground-swell of desirability for natural health, and an interest in the story of the produce they buy."

With Two Gates' location on the Gimblett Gravels, Andy concedes that organics isn't always an easy option, but notices that people who commit to it, are focussed. "Some of the pioneers, including James Millton, have been thorough, intellectual, and communicative, and have proved that it is not only possible, but preferable."

Colin Ross & Tom, Seresin Estate



Seresin Estate Marlborough

"The increasing interest in organic wines is linked to being part of a community of shared values," says Colin Ross, Estate Manager at Seresin Estate. "The wine industry is export driven and we sell our wines in top international restaurants. Brand New Zealand is pitching to a market that is educated and discerning and that has expectations about a product. They perceive New Zealand as a beautiful and fresh land. Organic farming mirrors that perception. The taste of a wine is intimately connected to the land, and the best taste comes from a living landscape."

Michael Seresin, the estate's owner, had a dream of creating an agrarian landscape where people are in harmony with their land. Colin: "Everything that goes into this place comes from this place, except fresh seaweed, and molasses (bacterial food source). We make compost using our own herbal teas, cow pats, vermicasts etc. We have organic vegetable gardens, fruit trees, olive trees, cows, and now two Clydesdales that will enable us to spread compost tea over 30 hectares. We don't farm this way because it's organic; we farm this way because it's the best way."

Lars Jensen & Max, Richmond Plains



Richmond Plains Vineyard Nelson

Lars Jensen of Richmond Plains Vineyard (certified both as organic and bio-dynamic) regards certification as crucial for organic vineyards. "We sell locally plus we export to several different countries, so certification is essential to guarantee the authenticity of our processes to our buyers. Certification requires going through hoops that are small and high, therefore as producers we also learn a lot about managing our own operation, both on the land and in the winery."

Richmond Plains Vineyard prides itself on being carbon negative.

"Because of the bio-diversity in our plantings, we fix more carbon from the atmosphere in our vineyard than we release in the production and delivery of our wine to market. We return everything possible to the soil to increase humus levels and create a carbon sink, and we transport our wine on ships that would otherwise be returning home empty."

Lars enjoys the complexity of organic winegrowing and the range of skills it requires. "It's not just about being green, it's about taste and quality and expressing the vineyard's terroir (individual character). Consumers now recognize this."





John Bell and Kaye McAulay - Vynfields Vineyard

I think the upsurge in demand for organics is related to recent food scares... It's driven by people concerned about their health and safety. Buying certified organic produce is as much guarantee of quality as you can get.

Vynfields Vineyard Martinborough

Kaye McAulay and John Bell of Vynfields Vineyard like to entertain customers as if they are friends, and serve their award winning organic wines with simple fresh food.

Kaye grew up with organics, so to her there is no alternative. She

and John set up their organic vineyard in 1991, and Kaye served as the Chief Executive of Bio-Gro (an organic certifier) for a while. "I think the upsurge in demand for organics is related to recent food scares. We've just returned from a marketing trip to Asia and interest in organics there is phenomenal. It's driven by people concerned

about their health and safety. Buying certified organic produce is as much a guarantee of quality as you can get."

Kaye says it's ironic that years ago, a valued customer asked them to make the word organic smaller on their wine label because of the connotations then. "We now get asked to make it bigger!"



Nick and Jo Mills - Rippon Vineyard

Rippon Vineyard Wanaka

Rippon Vineyard, steered by Nick and Jo Mills, is the fruit of a dream seeded by Nick's parents when they set up the organic vineyard in the early 1980s. In 2002, Nick progressed to bio-dynamics having worked in vineyards and studied bio-dynamics in France. Jo says, "This land has been in Nick's family since 1912, and we want to ensure it stays in good condition for another 100 years."

To this end, Rippon is in the process of bio-dynamic certification.

Jo: "Our goal is to become better farmers. We're not applying for certification as a marketing tool. What's in the bottle is simply a product of the way we farm."

In the eight years that Jo has been in New Zealand (from England), she says the attitude to organics and bio-dynamics has changed from scepticism to genuine curiosity. Jo: "Wines from bio-dynamic vineyards are amongst the best quality worldwide, so other winegrowers are paying attention. Here at Rippon, we also host music and art events to weave even more life into the land."



Margi Boswell, Vineyard Manager - Turanga Creek Vineyard

Turanga Creek Vineyard Auckland

Turanga Creek Vineyard hopes to be the first certified organic vineyard in Auckland, with their certification due in February.

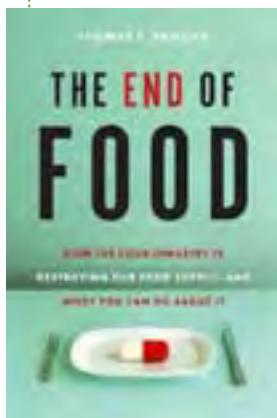
Margi Boswell, Vineyard Manager, says organic winegrowing in Auckland has its own challenges. "We have high rainfall and humidity which encourage disease so we need to ensure we have healthy soils and vines. We have set up herbal leys for beneficial insects, plus companion planting, and for the last three

years I've been using bio-dynamic preparations – because they work."

Margi brings 20 years of hospitality industry experience to Turanga Creek and is passionate about creating a beautiful vineyard environment. "We're creating an organic 'walk-of-art' which will include the vineyard, vegetable gardens, a pond, and the stream. The organic philosophy is all encompassing. I've noticed a change in the general awareness within agriculture and horticulture in New Zealand, and we're poised to lead the way in sustainable land use." 

book review:

By Sarah Ley



TITLE: The End of Food – The Coming Crisis in the World Food Industry.
AUTHOR: Paul Roberts
PUBLISHER: Bloomsbury Publishing 2008 London, New York, Berlin, paperback edition 2009

Why are we having to wash salad vegetables carefully in case of Ecoli contamination? And why are grower numbers fast declining whilst the world needs more food to feed a growing population?

This book is a riveting read explaining many of the questions about our food today. It tracks the development of modern food production processes and systems in a very easily read way. The author is an American and the book makes many references to the US food industry – the Midwestern corn belt, the Californian salad bowl, but given that America is such a predominant world food producer it is important from that perspective. It is a fascinating look at how the US started exporting its surplus food to Europe in the late nineteenth century, growing from a “trickle to a torrent”. As Europe’s population soared “the idea of food self-sufficiency seemed obsolete and impractical” to those nations. He discusses the emergence of the US farm subsidies system at that time. Then the author takes us to Kenya where small time farmers have

switched from growing a variety of crops to feed themselves and nearby villages to vast acreages of single export crops such as coffee or cucumbers. A tremendous lack of food security inevitably results. Efficient supply chains and high volume, low cost production has become the goal. Mega-grocers such as WalMart and their just-in-time model are now the norm providing consumers with an abundance of choice whilst leaving farmers precariously reliant on just a few very large clients for their food. The author points to the resulting abundance of food and food retailing helping to spawn the obesity epidemic in developed countries whilst developing countries worry about their next meal.

By the end of the book one could be forgiven for feeling quite depressed about the state of our food economy but luckily some glimmers of hope are contained in the epilogue. After covering a

number of likely devastating food related catastrophes in the future, the author points to the experiences of Cuba in the early 1990s. Faced with suddenly having to feed its 10 million inhabitants without depending on imports from the Soviet Union, Cuba developed alternative methods of farming based on integrated agro-ecological farming. He finishes with a discussion of regional, shorter distance supply chains and urban agriculture, the need to eat less meat and the importance of changing the way we think about food.

© Sarah Ley, MSc, NZ Reg Dietitian. www.dietitian.co.nz

sarah's tip

Wherever you are living, grow a few vegetables for yourself. Not only is it very rewarding to eat your own produce, but gardening is a relaxing pastime. There are all sorts of ways to garden with small spaces, even if you live in an apartment e.g. grow bags for potatoes and tomatoes, greens in pots or tubs and sprouts on the windowsill. ☺

berry good



Monavale Blueberries Certified Organic Orchard in Cambridge, Waikato

Region is only a two hour drive or less from Auckland.

Monovale is a family-owned business with full BioGro NZ status. The family believes that the land should be environmentally sustainable, natural, chemical free and its fruits healthy and organic certified.

Blueberries are a superfood full of antioxidant phytonutrients called anthocyanin and have numerous benefits for health.

Blueberries taste sweet to tart and are

seasonal. The season runs from late October through to April.

Monavale also hosts Pick Your Own Blueberries, an activity the whole family can enjoy, and afterwards you can enjoy food, drink and ice cream at their Cafe **Irresistiblue**, where all the food served has some blueberries in it. Try the blueberry pie, packed full of blueberries and so berry good for you.

The cafe also sells blueberry chutney, blueberry sauce, dried blue berries, blueberry jam, blueberry wine, blue juice (which is organic blueberry and apple juice to get you energised) and many more products including blueberry ice-cream.

It is a great place to relax and escape from the hustle and bustle of the city as well as enjoying the many health benefits and delicious taste of wonderful blueberries. ☺





GREEN BUSINESS

when the going gets tough, the tough get marketing

Creating brand value during a recession

Is the business slowdown affecting your bottom line? Are you wallowing in it? Are you reacting by slashing your marketing and advertising budget? Wait a minute! Have you considered the impact on your brand?

There are two approaches to managing your brand during hard times, you can either cut back and wait out the recession until there is more money in the kitty, or you can go full steam ahead and strike while your competitors are not and reinforce a strong brand identity. What are you choosing to do?

History has shown that a recession can be a good time to invest in a brand. The resilience that recessions endow on brands can be critical to their longevity. The fact that many of the world's top 100 brands are over 100 years old is significant in this context.

Some of the most successful brand campaigns in past decades began during economically challenged years. The marketing literature is full of examples of the power of brand promotion during times of economic crisis, and capitalizing on competitors pulling back. Many international brands, such as Proctor and Gamble, Persil, and Coca Cola, have maintained a philosophy of not reducing marketing spend during hard times and they have continued to make progress during every one of the major economic set-backs.

A recession calls for an increased focus on value and this periodic focus is critical for progress. Brands get a wake up call to look at the kind of value they are providing their customers. The brand must be perceived as having attributes unique enough to create a strong

and lasting value proposition. Otherwise, when money is tight, customers will make a necessary if unpleasant choice: they simply won't buy it.

Well-established brands that represent both quality and value to their customers will benefit during an economic slowdown. This is an opportunity to reassess and build up your brand. Brands must be seen to be more relevant, trustworthy and flexible, attuned to customers values, evolving needs and lifestyles. In a risk-adverse environment customers will commit to strong brands that deliver on their brand promise and guide them to making wise and prudent expenditure decisions. The bottom line for a brand facing a recession is that its owner must aggressively and tirelessly build a compelling case for the brand's singularity.



You have spent the better part of your time in business building your brand, so why stop investing in it now. Branding is not just a patina to be applied during times of growth. It is a constant maintenance job. Nurture it and your brand will grow; dismiss it and you'll start to see the immediate effects of neglect. There are key strategies to growing and nurturing your brand during hard times:

- Be passionate about your customers. The crucial connection to the customer is in no way depleted by changes in economic situations.
- Continue to spend money to spread the word about your brand.
- Audit your brand. Look at it objectively – and above all make sure it is applied consistently across all of your marketing efforts.
- Ask the customer what they aren't getting from your brand and others. Figure out what is missing in your business category and determine if you can deliver it profitably.
- Do not harp on your competitor's deficiencies. Instead explain how and why your brand is uniquely qualified to solve your customers' real problems.
- Focus on value across different aspects of your brand's operations that will identify better processes and/or lower costs. This will in turn return better value to your customers.
- Do not assume that lowering prices will motivate people to buy. Price cuts may miss the mark and cause serious problems if they reset buyer expectations about your prices, or go against a brand's image.
- No one wins a discounting battle and the brand that avoids discounting may just come out stronger because the competition's brand equity has been eroded through excessive discounting. No matter how painful, don't panic. Do not slash prices, do not reduce your marketing, and do not compromise on quality. Give your brand some credit as a viable long-term entity. Thinking long term is important for brands. Brands with a strategic perspective come out of recessions stronger with increased market share while weaker brands fall by the wayside. The ability to stand up for your brand, take positive action and focus on value provides the difference between success and failure. Tough times don't last but tough brands do.
- Term entity. Thinking long term is important for brands. Brands with a strategic perspective come out of recessions stronger with increased market share while weaker brands fall by the wayside. The ability to stand up for your brand, take positive action and focus on value provides the difference between success and failure. Tough times don't last but tough brands do.

Jan Bierman is a Director of RARE Design Ltd. RARE Design Ltd specialises in a fresh approach to branding, design and web development. Jan offers a brand consultancy service, and can help you develop a stronger interface with your target audiences. Contact jan@raredesign.co.nz or visit www.raredesign.co.nz 

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the basics on how to run an eco-business

part 1

By Jaime A. Villalobos

As the business world realizes that a move towards sustainability not only pays but is easy, if you are still just thinking about it then you might be lagging behind. Businesses have at their disposal a large number of tools and ways to monitor sustainable development in production processes and it is no secret that those that best employ them are usually leaders in their sector.

The first step towards running an eco-business is to understand the goal: sustainability. A number of ways to conceptualize sustainability exist but a practical one that can easily be employed by businesses is the Natural Step's Four System Conditions. The Natural Step is one of several organizations that work with businesses and institutions, including several in New Zealand, to help businesses in their move to sustainability. The four system conditions that managers must ensure and respect are:

- I. the environment must not be subjected to increasing concentrations of substances extracted from the earth;
- II. the environment must not be subjected to increasing concentrations of substances produced by society;
- III. nature's functions should not be systematically impoverished by physical displacement, over harvesting, or other forms of ecosystem manipulation that destroy the ecosystems ability to renew itself; and
- IV. to avoid violating the first three principles we should use natural resources fairly, efficiently, and responsibly with a goal of meeting human needs globally

These conditions must be respected throughout a business' operations process and anything it has an impact upon as the second step for an eco-business is to have a systems

perspective that prevents a focus only on certain parts such as end of pipe solutions. Thus, management can envisage their companies fitting within the concept of sustainability and picture the steps that must be taken to get there. For example, strategies can be employed that involve either dematerialization, which reduces the amount of resources, thereby increasing efficiency, or substitution, which tries to find more sustainable alternatives for resources currently being used. In looking for such alternatives, management should aim for resources that are abundant, renewable, natural, degradable, use up little space in production and consumption, come from sustainably managed sources, and that promote equity or to switch to a service oriented approach. Thus, throughout the spectrum of business' operations, areas of action can easily be found guided by some basic principles.

The following examples of easy actions to implement come from business.com which states that only about 15% of a computer's power is spent computing while the rest is wasted idling and that 40% of the energy used for electronics is used while these devices are turned off:

- Programming your computer to sleep after 30 minutes of non-use can cut power demand by up to 90%.
- Turn the computer off and unplug the surge protector if stepping away for over 30 minutes. (Booting up again uses the equivalent of only two seconds of run time and won't hurt the hard drive).
- Monitors are especially big energy drains. Be sure to turn them off after 20 minutes of non-use.
- Printers, scanners and peripherals that are only used occasionally should be unplugged until needed. ☈

fororganics

organic garments

Being an Irishman Mel Ferson believes in green tee-shirts...

Mel started his company, Fororganics Ltd, last year when he spotted a gap in the New Zealand market for quality organic clothing. Having lived in Wellington for several years Mel was well aware of the importance New Zealanders place on a clean green life style. He finds his environmentally friendly garments are hitting just the right note with companies here.



WHAT DID YOUR MARKET RESEARCH TELL YOU?

Talking to business contacts all over New Zealand I quickly realised they were struggling to find garments which combined quality, a low price and green credentials. Many of them had had to settle for inferior products or a limited choice. It was particularly difficult for those looking for smaller quantities of bespoke garments.

SO HOW CAN YOU HELP THESE BUSINESSES?

Fororganics offers a personalised service to the customer. Our sourcing office takes care to ensure we use only 100% certified organic cotton, our dye plant uses certified low impact dyes, minimises chemicals and waste and maximises use of renewable energy. According to customers' requirements, garments can be made in New Zealand or in hand-picked factories in Mauritius which are regularly inspected by our staff.

WHAT ABOUT PRICES?

Customers are pleasantly surprised by our competitive prices. Depending upon quantities

ordered we can often supply organic tee shirts for little more than a comparable non-organic tee shirt.

WHO ARE YOUR CUSTOMERS?

Many of our current customers are in the hospitality, tourism and retail sectors. Restaurants, wineries and tourism operators enjoy being able to design tee shirts for their staff or quality promotional garments, choosing from a range of styles and including their company logos. We also provide a range of eco-friendly clothing to sports organisations through our sister company Eco Sports Ltd.

WHAT SERVICES DO YOU OFFER?

We provide a one-stop shop to save customers' time and minimise costs. From first enquiry our friendly sales staff will offer advice, source fabric, provide samples, arrange production, printing, embroidery, labelling, packaging and work with the customer to provide just the right garment for their needs.

phone: (04) 977 6879 email: mel@fororganics.co.nz

www.fororganics.co.nz

healthy outlook for nz natural products

New Zealand's image as a source of pure natural ingredients and excellence in natural products manufacturing makes for a healthy prognosis for international health and wellbeing markets.

The natural product industry is thriving in New Zealand and is an increasingly significant contributor to export earnings with an estimated value of \$1billion in 2009. That makes natural products a larger industry than the New Zealand wool industry (\$500million) and is potentially larger than the NZ wine industry in 2010.

So what are natural products? Generally, the term covers products intended for oral use, or for application to the skin or hair that contain nutritional ingredients, food or end products derived from nature that are thought to have human health benefits and are available without prescription.

New Zealand has many unique plants and animals that go into making therapeutic products, many of which are featured on the world stage. Our natural products companies range from small one-man-band operations, through to large manufacturers with products ranging from hand creams and hair products to anti-microbial ingredients and health supplements.

The health properties of New Zealand Manuka honey are being recognised internationally and Te Awamutu based company Manuka Health, has a small team of people gathering the raw ingredients from Manuka trees, preparing the products

and delivering them to the four corners of the globe. From dark creamy Manuka honey, lollipops, lozenges and throat spray to bee pollen, royal jelly capsules, tablets tinctures and syrups, all products contain unique anti-bacterial activity which can be applied across many health issues.

Totarol, a naturally occurring plant extract from New Zealand's Totara tree, is a potent anti-bacterial agent and, combined with its anti-oxidant properties, is used in skin, body and oral care products for adults, teens, babies and pets. The Totara tree takes 150 years to develop the Totarol extract and it is extracted from dead wood using a patented process. Totarol is active against acne and tooth decay bacteria and it also acts as a natural preservative. Cosmetic giant, L'Oreal has admitted Totarol onto its general ingredients portfolio across the group's 18 brands with the first product to hit the market being a Vichy skincare treatment. This is a major coup for the six man company that focuses on environmentally friendly, natural New Zealand products.

At the other end of the spectrum is one of Australasia's largest health and wellness manufacturers, Vitaco, based in Auckland and employing close to 500 people. Its trusted brands, Healtheries and Nutra-Life have provided quality health supplements to New Zealanders for generations. The company's state of the art, internationally certified manufacturing

plant in East Tamaki produces over 1 billion products every year, exporting to over 40 countries worldwide.

Natural nutritional products manufacturer, Lifestream International recently won Auckland Exporter of the Year Award for its strong exports growth over the past year. Lifestream manufactures and markets more than 60 natural nutritional products such as Spirulina, Aloe Vera Juice, NZ Certified organic Barley and Wheat Grass

Powder, NZ Blackcurrant capsules and natural Calcium capsules. 65% of Lifestream's products go offshore to more than 20 countries including three new markets last year, being China, Greece and Mongolia.

New Zealand Natural Products executive director, Michelle Palmer says New Zealand has a strong competitive advantage with its unique bio-diversity and reputation for high quality, safe, natural products.

"With two major trends of ageing baby boomers wanting more non-medical products for skincare and dietary supplementation and growing interest by consumers and businesses about how their behaviours can contribute to reducing environmental damage, there is growing demand for natural products locally and internationally.

"The industry is in good health and is poised on the brink of massive expansion over the next five years," says Mrs Palmer. ☒



Michelle Palmer

“The industry is in good health and is poised on the brink of massive expansion over the next five years

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GREEN LIVING



vampire waves



Don't pay for wasted electricity at home

By Camilla Urdahl

No one would argue that electricity in our homes achieves some fantastic things for us, but there is some electricity use that does relatively little if anything of value. One of the worst forms of electricity waste is vampire appliances. These appliances draw electricity even when the equipment or the appliance is not in use. This type of electricity use in a typical house can cost well over \$100 per year, which is spent to benefit absolutely no one in your house.

This type of electricity use in appliances has grown in recent times, with higher functionality built into new appliances and equipment. New TVs, DVD players, computer equipment and set top boxes are the worst offenders. But it is also common in washing machines, microwaves and other white-ware.

Switching things off at the wall would eliminate this use. This may not always be easy, as access may be obstructed, but there are things that can be done. All the equipment

related to an entertainment centre can be plugged into a switched power board, where all is shut off with one switch. This is also a good idea for computer areas that can often include modems, printers, and speakers etc, which all typically draw electricity when not in use. There are also foot controlled switches that can be stretched out to a more accessible area.

Another hidden source of electricity use, are things like electronic doorbells and security systems. A security system is great if used, but if it is rarely used, it should be switched off until the time it is actually used.

Another hidden electricity draw is modern fridges, some of which have anti-crying heaters. These heaters are on the inside of the panels and heat the outer skin up so condensation does not form when there is high humidity. These heaters can be turned off and it will save around 7-10% of the fridge/freezers total electricity use. Turning this off may not be a great idea if your floors are

very sensitive to moisture, but if you have tiles, vinyl or linoleum floors, a few occasional drops of moisture won't hurt.

Lastly, a major form of energy waste is poorly insulated hot water heaters. You end up paying for the heat that escapes these tanks and it can add up to a significant amount. The same is true for the hot water pipes coming from the heater, if they are not insulated; you end up wasting some of the heat you paid to generate. If you can feel heat on the outside of your hot water tank and the pipes leading from it, then you are losing unnecessary heat. A tank wrap is relatively inexpensive and can save you a great deal on your monthly electricity bill. Insulation wraps for pipes are not hard to install either, just ask the people at your local hardware store and they can tell you what you need to do.

Energy Auditor at Carbon Method,
camilla@carbonmethod.co.nz or
027 246 0661. ☺

sustaining ourselves and our world with leadership practices

People are passionate about creating a more sustainable planet. We want a world where we are all nourished and healthy. We engage in living a more sustainable life in so many ways, yet many of us feel that we are limited in the actions we can take.

Many people have the commitment to a better world, or they have a sustainable project in mind, but they may not know what it takes to make it happen or may

not see themselves as leaders. They might think true sustainability is out of reach for us and difficult to attain on a global scale.

Still, every vision for sustainability counts – in your home, community, work environment and the world at large. The time is now. Your vision for sustainability is needed, and your leadership and commitment are vital to the ultimate goal of a sustainable world.

You are invited and encouraged

to step forward. If you are already leading, it's time to maximize your contribution, skills and actions to achieve your vision.

Whether you have a small or big vision of sustainability – within your organization or community – you must follow a set of leadership principles to achieve your goals. You need a clear vision, a clear strategy, an understanding of your landscape, and a set of practices to create a 'leadership eco-system.'



The four leadership principles to effecting any sustainable change are:

1. Create a clear vision. Do you have a very specific vision you want to attain in a particular amount of time (e.g. six months, a year, five years) that will represent 'sustainability success' for you? What does that look like? Define, sketch out and commit to this vision. Let it inspire you and others.
2. Build a clear strategy. Do you have a clear roadmap to fulfil your vision? What are the key goals, metrics and actions you need to take to get there? Determine how you can stay focused and sustain yourself in order to attain your vision.
3. Understand the landscape. Are you clear about your key stakeholders, issues, concerns, requirements, and current solutions and thinking? Surround yourself with thought partners, mentors and others

who have a complementary vision and can support your efforts.

4. Generate a 'leadership ecosystem'. Do you create within and around you a place where leadership can flourish? Do you see yourself as a leader? Understand your own strengths and weaknesses as a leader and do the same with others to ensure you all achieve the common goal. Then take this understanding out to the world to lead, engage and inspire others.

By putting leadership principles and practices in place, you are more likely to be successful in your efforts and make a bigger difference in your organization, community and the world.

In the next edition of this e-magazine, we will share more ideas and specific actions you can take to start bringing your sustainability vision to life.

Author Bio

Athena Williams-Atwood, managing director brings passion and commitment to leadership development and sustainability, with over 18 years experience working with leaders, managers, employees, educators and entrepreneurs across diverse fields including financial services, high-tech, government, law and non-profit. She assists her clients to engage in the right actions to generate long-term impact for their own organizations as well as their communities and the world as a whole.

At Amplify Leadership (www.amplifyleadership.com) we support leaders who are committed to a better world through sustainable thinking and action. For a free Leadership Practices Worksheet detailing ideas on how you can be a better leader, contact us at info@amplifyleadership.com 

meet nz's first eco-broker:



Lynn Lacy- Hauck

Passionate about environmentally sustainable homes, Bayleys Green Homes marketing specialist and Auckland West branch manager Lynn Lacy-Hauck was the first person in New Zealand to become a certified Eco-broker®.

Ecobrokers® take into account factors such as home insulation, window fittings, ventilation systems, and a building's design features, in order to guide their clients in how to maximize their return on investment by promoting these specific benefits to the growing number of environmentally aware buyers.

Lynn says she was first introduced to the possibility of becoming an Ecobroker® when she was browsing homes for sale in the United States, and came across a 'green' real estate agent. This training has given her

specialised knowledge in how to guide her clients toward solutions that can improve both the comfort and healthiness of their homes, as well as to introduce strategies that give their homes a market advantage through enhancing these additional eco-efficiencies.

Lynn was the first person in New Zealand to join the international

The industry is in good health and is poised on the brink of massive expansion over the next five years

trend of merging the marketing of residential property with environmental sustainability, and launched the Bayleys Green Homes website in March of this year (www.bayleysgreenhomes.co.nz).

"I've long had an interest in good architectural design and healthy living. Both my father and grandfather were Texas architects, and the idea of specialising in marketing more ecologically friendly homes intrigued me. On further investigation, I recognised the opportunity in this country to focus on this emerging market, and enrolled in the Eco-broker® online course, studying to become certified over several months during 2008." says Lynn.

"Being a green agent also fits with my own sense of professional ethics, and has provided me with a way of helping to improve people's lives through becoming aware of harmful materials that may be present in their homes and how to renovate using healthy and more environmentally sustainable materials."

"The demand for healthier and more energy efficient homes seems

to be on a constant upward curve as people are becoming more aware of their impact on the environment, and with energy prices continuing to rise, many home buyers are looking for a warmer, drier home that costs less to run, with lower additional heating requirements."

To add to her understanding of building design and function, Lynn took several papers at Unitec's Architecture programme, completed a paper in Building Biology through Aoraki Polytechnic and attended a Green Star (Level 1) professional training seminar where she has learned how designers and builders can plan commercial properties with the environment in mind.

People ask real estate agents all

the time how they can invest in their homes to get the best return when it comes time for them to sell, and Lynn provides them with data from overseas indicating homes with better eco efficiencies sell for more and in a shorter time frame than standard homes.

"When I first became an Eco-broker, I realised there are few avenues to market these types of properties in New Zealand, and with the recent establishment of the 'Bayleys Green Homes' property marketing website, Bayleys is at the forefront of catering both nationally as well as internationally to this increasingly popular market of buyers and sellers."

Lynn says that there is a lack of understanding in New Zealand about

what a 'green home' is comprised of, or costs. "Many people still think that an eco home is one with a sod roof or that the cost of construction outstrips that of a more conventional home. Both of these ideas are untrue. Green architecture is now dominating the design world internationally. We haven't really seen the beginning of the wave in residential building, but it's coming."

Lynn is very passionate about living her own life in a way that is continuously mindful of our responsibility to the environment. She lives in West Auckland's bush-surrounded suburb Titirangi, with her husband, daughter, 26 chickens and Sydney Silky dog named Milly. ☺

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PHYT'S
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turn your dream house into an eco home

By Eion Scott

One of the most popular free services of the Waitakere city and Auckland city councils – the advice of an Eco-Design Advisor – will continue under the new Auckland Council when eight councils in the region fold into one to form the “Super City” from 1 November.

The advisors offer independent advice on sustainable building practices such as how to choose better performing products and services for comfort, health and lower operating costs. They can review plans for new buildings or visit houses that owners want to improve.

Auckland City’s advisor Eion Scott, who has been in the role for two-and-a-half years, says that about half of the enquiries he receives are from owners of cold, damp homes, wanting information on insulation

and heating.

This is probably a result of raised awareness of government subsidies through the Energy Efficiency and Conservation Authority (EECA) for retrofitting homes with insulation and clean heating.

Starting last winter, the scheme aims to retrofit about 180,000 New Zealand homes over four years and is believed to be on target for 50,000 this year.

Home owners have until mid- 2013 to apply for insulation and heating subsidies and a solar hot water scheme has been rolled over for at least another year. A new scheme for heat pump hot water subsidies will be introduced in September after a successful pilot programme that ran last year. For more information go to www.eeca.org.nz.

The other major area of interest

for people seeking advice, says Eion, is home renovations, often looking to rearrange space to fit another bedroom. “Four bedroom configurations are most common in Auckland, more than three-bedroom homes but interestingly we’re not seeing many people wanting to build ‘McMansions’.”

Eion’s counterpart currently working in Waitakere city, Fred Baxton, reports that in his area other questions and solutions that usually come up during home visits or plan reviews include preventing draughts from doors, windows and ill-fitting curtains and advice on secondary glazing and double glazing. Others want advice on sourcing products and tradespeople. One regular source of enquiry is how to reduce moisture in the home, and the





Eion Scott giving advice in Grey Lynn

advisors often see opportunities for fixing a damp-proof membrane on the ground under the floor and installing extractor fans in bathrooms and kitchens.

Waitakere is also launching a Retrofit Your Home program on 1 September. Homeowners will be able to borrow up to \$5000 from the council, repayable through the property's rates, to help finance retrofitting.

Says Eion: "We have also been asked to review a lot of plans recently, particularly at concept stage, but also more detailed plans done prior to lodging building consent. I believe this results from a growing confidence in the eco-design advisor service. While it's more difficult to make changes with consented plans, we can influence the choice of materials, performance

of insulation and retrofitted systems such as heating and hot water.

"The soon to be introduced changes to the Building Act, which give D-I-Yers more freedom to do their own alterations, often without consents, will be another opportunity for the advisors to add value by ensuring that sustainable materials and systems are incorporated into their work."

In terms of people becoming more environmentally aware, there have been notable increases in the number of rain tanks being considered. For those building or extending bathrooms or laundries, advisors suggest they consider plumbing the toilet and washing machine to a rain tank, which is both easy on the environment and easy on the pocket.

In summary, the services offered by the advisors can help:

- Make your house healthier and more comfortable
- Make it cheaper to run
- Tap into rainwater and cut water bills
- Choose energy-efficient appliances
- Choose materials that are kinder to the planet
- Boost your house value with a performance rating

Councils offering the free service are Auckland, Waitakere, Hamilton, Tauranga, Western Bay of Plenty, Kapiti Coast, Lower Hutt and Nelson.

For more information go to www.ecodesignadvisor.org.nz or phone 0508 326 337. 

Scramble for sustainable motoring

By Rakesh Krishnan



Around 2000 years ago traffic in Rome went into gridlock. The congestion became so acute that a limit was placed on the number of chariots entering the imperial capital. No less a person than Julius Caesar had to introduce legislation in the senate to curb traffic growth.

Clearly; the more things have changed, the more they have remained the same. Today, cities around the world, from Mexico City to Los Angeles and Tokyo-Yokohama to Bangkok are faced with the same traffic snarl-ups, air pollution, respiratory ailments and road rage.

Closer home, Auckland's smaller size and relatively fewer vehicles can make you believe that the situation is under control here. But just hit the main arterial roads or the Northern Motorway during rush hour and you'll be crawling at 15kph.

Auckland's love affair with cars springs from its lack of a serious public transit system. More than half the city consequently commutes by car, which has boosted pollution levels. Congestion in greater Auckland costs New Zealand's economy about \$1 billion a year, says a Ministry for the Environment report.

Since expecting people to give up their cars is rather naïve, governments are encouraging greener cars. Australia will move towards lower vehicle emissions with the implementation of a recent policy

announcement by Federal Labour to introduce a \$2,000 Cleaner Car Rebate for motorists trading in older cars for new, lower-emission vehicles. This was long overdue – currently a new car sold in Australia is 41 percent more polluting than a new car sold in Europe.

hybrid car uses about 30-50% less fuel than an equivalent sized non-hybrid car with similar performance. For example, a Honda Civic hybrid uses around 30% less fuel than a non-hybrid Civic of the same year. In the Prius drivers easily achieve 20km/l.

Stung by the success of the Japanese hybrids, the rest of the pack is trying to catch up. Indeed, with people becoming more environmentally conscious there seems to be a worldwide scramble to manufacture green cars. German giant Volkswagen says hybrid and electric vehicles will account for 3 percent – or around 300,000 cars – of its global sales by 2018.

Luxury carmakers are also entering the electric lane. Porsche will be developing a series of electric vehicles based on the Boxster. Audi will also offer electric models and widen its hybrid offering.

To make charging easier, Evatran, a Virginia-based company, has developed a working prototype of a plugless induction charger for electric and hybrid vehicles. Indian carmaker REVA has introduced an electric car that can be serviced remotely via computer.

It's safe to say that in the years ahead virtually every carmaker will have a hybrid version in their showrooms. Truly, sustainable motoring is in overdrive. ☺

It's safe to say that in the years ahead virtually every carmaker will have a hybrid version in their showrooms. Truly, sustainable motoring is in overdrive

In New Zealand green cars are winning friends and influencing drivers. Cars like the Toyota Prius, the Honda Civic Hybrid and the Lexus RXH are pretty cool cars while delivering the following advantages:

- Use up to half as much petrol as an equivalent non-hybrid car.
- Produce up to 90% less noxious emissions (pollution).
- Don't need to be plugged in - just fill it up with petrol (occasionally).
- There is no compromise on performance, comfort, size or safety.

According to the Auckland-based Clean Green Company's website, a

sowingseeds

By Sarah Davies, Patch from Scratch.

If you haven't grown from seed before, give it a go this year.

Now is a great month to start.

By the time your seeds are ready to plant out as seedlings we will be well into spring and you will have saved yourself a packet.

Collect up some old yoghurt pots, egg cartons and seedling trays or buy a paper planter maker from www.ecostore.co.nz, a great way to recycle all your old newspapers too!

Plant the right companion flowers now to attract beneficial insects into your garden, ready for when the pests turn up once the weather gets warmer! If you only have a small vegetable patch you may want to plant the companion flowers in pots, by doing this you can also move them around the patch, putting them close to any vegetables that pests have taken a liking to. There are many companion plants you can use, here are my top three.

Phacelia has little purley-blue flowers that produce an abundance of pollen which attracts Hoverflies. The Hoverfly larvae will be your own little army of natural allies for a number of vegetable garden pests including aphids, scale insects, mealy bugs and psyllids.

French Marigolds are fantastic repellers of both soil living pests and flying pests. A hardy, annual plant, French Marigolds should have their dead flowers regularly removed to encourage new

Some relatively easy seeds that you can sow at the beginning of Winter are; Cauliflower, broccoli, lettuce, silverbeet, celery and spinach.

Towards the end of August you can begin to sow; Tomatoes, capsicum, melon and cucumber.

Just sow a few of each seed every couple of weeks so you will end up with a good succession of vegetables coming through and if you end up with too many seedlings, give some away to your neighbours.

growth. They have the ability to deter soil living nematodes as well as whitefly, and white cabbage butterfly. Known as a soil cleanser, you can just dig the remains into the soil once the plant has died- they are particularly good when planted amongst potatoes.

Sage is a fantastic culinary herb, and also does wonders for the vegetable garden.

Grow as a border plant or in a container, its fragrant leaves will attract beneficial bees into the vegetable patch and repel pests such as carrot fly and cabbage moths simultaneously. As a perennial it is still protecting your plants during autumn and winter when some of the other beneficial companions have died.

In addition to planting beneficial companions, it is a good idea to let some of your winter vegetables such as broccoli, bok choy, pak choy and mustard lettuce go to seed, their flowers will attract the beneficial companions as well.

Here's what to do:

- Fill small plant pots or a tray with damp seed raising mix.
- Sprinkle seeds evenly over the surface, leaving 2-3 cm between each seed.
- Cover seeds with a thin layer of seed raising mix and cover the top with a sheet of glass or glad wrap.
- Place on a well lit window sill and keep soil moist.
- As soon as the seedlings emerge, take off the glass/ glad wrap and continue to grow on window sill, keeping compost moist.
- When first true leaves appear (The 2nd set of leaves), seedlings are ready to be pricked out (replanted so they have more space to grow).
- Prepare a new tray or pots for re-planting by filling with seed raising mix.
- Using a pencil ease the little seedlings out of the tray, handle them only by their leaves as the stem and roots are easily damaged.
- Select the strongest seedlings with the biggest roots. Using a pencil or dibber make a big hole where each seedling is to be replanted. Leave approx 5cm between seedlings.
- Take each seedling gently by the leaves and put the roots into the hole where it is to be replanted. Using the pencil firm the soil around the seedling.
- Gently water the seedlings.
- Continue to grow on. Depending on the type of seedling, you may need to leave it outside in the day, keep it inside for longer or just bring it indoors at night.
- Once the seedling has got to 10cm high start leaving it outside for longer periods so that when you transplant it to the vegetable patch it doesn't get such a shock.
- Transplant to the garden once acclimatised

Space Savers

If you're struggling for space, try some of these space saving ideas.

- Grow a mini garden in a 1/2 wine barrel. Fill the barrel with compost and plant the following seedlings- tomato (stake when planting), basil, parsley and a cucumber plant.
- Potato bag. Buy a bag of compost, take 3/4 out, put 5 seed potatoes in bag and re-fill with compost to the top. Poke some holes in the sides and water regularly. You can do this using a bucket with holes drilled in the bottom also.
- 3 sisters. This is an age old companion planting system that works well. Plant sweet corn plants in a block 2 metres x 1metre about 30cm apart and stake each plant. Surround each stake with climbing beans and plant either squash, cucumber or melon in amongst the sweetcorn. The beans will grow up the sweetcorn and the fruit will meander around the ground creating a wonderful interwoven crop.
- Grow Vertically. Use bean poles and tepees, make A frames for meandering fruit. Make use of a wall or trellis, even on top of the carport or garden shed.
- Edible baskets. Use hanging baskets to grow strawberries and tomatoes- you will need to water them daily.



Slugs

Once slugs are in your garden, they multiply at an alarming rate. Slug eggs look like translucent little balls, dispose of them if you see them in your veggie patch. Here are a few ways to control these pests.

- If you are installing a new raised bed, surround it with broken shell to keep them from entering your veggie patch
- You can surround individual plants with any of the following as a deterrent. Broken egg shell, coffee grounds, coarse sand and sawdust.
- Catch slugs out with a beer trap. Put a container in the ground and ensure the top is flush with ground level. Pour in some dregs of beer and check in the morning.
- Put bricks and rocks in the veggie patch. Slugs will make a home underneath them and you can pick them all off and dispose of them
- Kill any that you find and leave them in the garden to deter their buddies.
- Tui Quash pellets are bran based slug repellents that are not harmful to the environment
- Eco store slug and snail repellent is safe to use around individual plants although you will need to replenish after a rainfall.
- Slugs like marigolds so you can use these as a sacrificial crop.
- Slug patrol - go out at night or after a rainfall, collect them up and kill them by drowning them in hot water.
- Use a plastic collar around seedlings- make by cutting a plastic bottle in half and putting holes in the top (Cloche).
- Spray seedlings with garlic spray – reapply after rainfall
- Grapefruit cut in half and placed upside down in the garden overnight. By morning the slugs collect inside it so you can easily dispose of them.

Slugs are a complete pest in the garden but once killed, they make a great compost activator so throw them in the compost bin. ☺



• grow vegetables & eat them
built in your backyard



hello hanoi!

By Tina Raines

Hanoi, city of the rising dragon, is a popular holiday destination. In June when we decided to accompany my Canadian cousin, Anita there with her daughter Vanessa who was eager to see Hanoi, Vietnam, her birthplace. We hadn't seen Vanessa since she was a cute little baby, she was now a bubbly 8-year-old. We met Vanessa, Anita and also her son, Chris, who is 13 years old, at the halfway point in Singapore, and from there we all flew to Hanoi.

We touched down to steamy 38 degree heat. We had a wonderful time in Hanoi. The Vietnamese are

We were also given a bottle of Vietnamese wine. The French colonialist's influence on the local wine making industry was obvious. We were surprised at the delicious taste of the wine, which was as good as the wines we get in New Zealand and perfectly matched to Asian food.

a happy and easy going people. They speak quietly and just go about doing their business, without worrying tourists. They are quick with a smile and easy to talk to.

The people of Hanoi do not believe in bargaining, however shopping is still inexpensive and conveniently you can pay in US dollars or Vietnamese Dong. I loved the beautiful embroidered tablecloths that were on sale and of course I could not help buying one..

Our hotel, the Hanoi Paradise Hotel in the Hoan Kiem District, was comfortable, clean and barely two years old, room rates were reasonable, fully air-conditioned, clean and the staff were just so friendly. In fact, we all said the same thing at different times: "I love the hotel and I would like to come back."

We enjoyed the exclusive use of the sixth floor, and the children ran in and out of the rooms. Little Miss Vanessa always had a speech

ready for us each day about her new and exciting feelings on being in her homeland, our various explorations of the place and our interesting and exciting encounters with the locals. Chris was always on the lookout for those American sneakers, t-shirts and other trendy type things. He only has 75 t-shirts in his closet back home!

Breakfast was fabulous every day – we tried everything on the lavish breakfast menu. The hotel lacked a restaurant but they did serve breakfast in the morning as part of our room deal. We also got fruit every day in the rooms, and every room had a computer with free internet. In fact, I was told you also get free local phone calls.

We were also given a bottle of Vietnamese wine. The French colonialist's influence on the local wine making industry was obvious. We were surprised at the delicious taste of the wine, which was as

good as the wines we get in New Zealand and perfectly matched to Asian food. Most hotels in Hanoi are competitively priced and the food is excellent and so inexpensive that it is really worth making the trip to Vietnam, to learn about another culture, and enjoy yourself.

This wasn't Anita's first trip to Hanoi. She knew what to expect for breakfast and she had a craving for the Vietnamese breakfast, the famous beef noodle soup called Pho, which is pronounced "phir". I was a little apprehensive at first to have this for breakfast but I decided to give it a go, and found it was delicious! It is an experience never to be forgotten – a piping hot soup that makes you sweat while the temperature outside was 38 degrees. Can you imagine that?

Everyday breakfast time was an interesting experience. The waiter would stroll out of the kitchen with big soup noodle bowls and pass them



to us at the breakfast table. But as there was no restaurant at the hotel, we began to suspect whether he was buying the noodles from the street vendor or from a restaurant across the road. We sent the children to follow him secretly. Sure enough, the waiter had his supplier outside the hotel but he entered through the back of the hotel, and brought the bowls of noodles to us piping hot as though it was from the hotel's kitchen.

Despite such trickery, we decided that as our tummies did not give us any trouble and the Pho was so hot it took us a while to dig into it, the soup was safe for us. The next treat that we had was the biggest croissant that we had ever seen – the French clearly did a good job here.

This was followed by their huge baguettes, round, warm and fresh with a hollow soft centre, with plain butter – absolutely divine. There was the lady on the bicycle with a huge open cart of bread who often persuaded

us to buy her extremely fresh bread, and again we wondered if the hotel bought it from her!

There was far too much food to eat on one holiday, but we weren't complaining.

In the last 10 years Vietnam has become the second largest global exporter of coffee after Brazil. Vietnamese coffee is served "neat" and is strong and very much like the Middle Eastern/Turkish coffee. Even though I am not a coffee drinker, I asked for a second helping nearly every day.

We very much enjoyed the sights and sounds of Hanoi, the shopping, the local food, and we had great fun with the local people. However, after spending a few hours in the heat we wished the city had more trees. Come evening, you could see the smog blanketing the city. Just imagine thousands of scooters flaring up their little engines and you'll know where the smog comes from.



We very much enjoyed the sights and sounds of Hanoi, the shopping, the local food, and we had great fun with the local people.



There is a lot to be done for the environment in Vietnam, and green experts from all over the world seem to have descended on the country to cash in on the environment projects and hopefully things will be moving fast before it is too late!

One evening we noticed a restaurant called Tamarind which was packed with foreigners, and decided it was a good place to have dinner. Although everything on the menu looked delicious, we suspected it

was a vegetarian restaurant. The photos on the menu looked so appetising and we decided to order anyway. Young Chris had been looking forward to a good steak and without any hesitation he ordered that. We were told that all the food was organic with no preservatives.

We chatted and eventually the food came. It was delicious but I could not stop laughing when I saw Chris's face as he had been served a vegetarian steak. However, when I tasted a little bit of his 'steak', I was

surprised that it was so delicious and the pepper sauce tasted like the real beef pepper steak sauce too. Thumbs up for this wonderful world of vegetarian eating!

Vietnamese food is fresh and light, with very little oil; it uses lots of fresh vegetables, sea food and many dishes are cooked with lime juice, lemon grass, galangal, Vietnamese mint, fish sauce and soy sauce.

We recommend the Tamarind Restaurant, run by French born Sylvie and Taiwanese born Luka

who knew that foreigners like a cosy setting and a hygienic place.

At night we went to the amazing Water Puppet Show for adults and children, a unique Vietnamese art form which was originally for the farmers entertainment and now showing in the cities as modern water puppetry, performed in a pool of water at the Thang Long Theatre Centre in Hanoi City. I am told that this art is only shown in North Vietnam.

A traditional Vietnamese orchestra provides the music accompanied

by singers of Cheo (a form of opera) whose songs are actually short ancient stories and legends of the old in the rural sector and is acted by the puppeteers who stand behind a screen and are in water. They control the puppets with long rods under the water. Some stories were humorous and somehow we could understand it all. There were English sub-titles projected. If you are in Hanoi, you should not miss this show.

On the next page is the recipe for Vietnam's national Pho soup with

noodles for breakfast that you could have for lunch or on a cold night.

If you prefer seafood you may substitute or add in your favourite organic vegetables and use vegetable stock.

You need to imagine you are eating this steaming hot beef soup for breakfast and that the temperature is 38 degrees!

This dish has been around for nearly 100 years and has gained from Chinese and French influence. Interestingly, it was originally a French soup "pot au feu".



Here is my version of Pho

Pho

Serves 4

Ingredients

- * Use the freshest piece of organic beef you can get and slice on a slant into thin half-centimetre pieces. To ensure a fresh taste, slice the meat just before cooking.
- * All the rest of the fresh ingredients were from my organic garden. Use organic products whenever you can, it is worth doing so.

- 300gm of organic beef that you can slice thinly
- Fresh flat rice noodles or dried rice stick 250gm
- 6 cloves
- 5 star anise
- 1 little finger cinnamon or half a cinnamon sticks (if you do not have cinnamon use 2-3 bay leaves)
- 8-10 pepper corns
- 1 piece lemon grass (optional), use the end of the stem or galangal powder - half a teaspoon
- Bird's eye red chilli or any red chilli, seeds removed (chilli is optional) this is for the garnish.
- 4-5 pieces of fresh 1/2 cm sliced ginger with skin on
- Limes quartered (or lemons) for garnish

Once you have your clear beef stock, add all the spices - cloves, star anise, cinnamon, pepper corns, lemon grass, sliced ginger and onions. Simmer for 40 minutes. Remove all the ingredients with a sieve so you get a clear broth and keep it simmering on low heat.

In the meantime get your noodles ready by boiling water in a pot; see the instructions on the packet of noodles. Transfer the noodles into the boiling pot; remove after 2-4 minutes and make sure they are not mushy. Add cold water so they will not stick. Rinse. Now add some noodles to each bowl, some vegetables, and thinly sliced beef and pour the very hot soup on top. Add the garnish of mint, coriander leaves, basil, bean sprouts, bak choy and sliced red chillies, with the lime wedges.

Eat with chopsticks and serve with an array of Vietnamese condiments and more cut chillies, fish sauce, soy sauce and lemon wedges. Eat while the dish is still steaming.

If you are having the above for a main meal, then you may want to serve a **Vietnamese Vegetarian Pan Fried Spring Roll** as a starter.

This is also great for vegetarians: bulk it up with oyster mushrooms and bean sprouts and any vegetables you like and some fresh fine rice noodles (if using dried noodles give them a quick dip in boiling hot water) and I know it as Mee Hoon.

Get some rice paper sheets and cut them into half, dip lightly into luke warm water. Lay the sheets on a clean kitchen towel and fill them with shredded carrots, shredded cabbage, fine cooked

rice noodles and cilantro if you wish and add a tiny bit of white pepper, a little fish sauce and fold and roll it all up. (I prefer mine without the fish sauce.)

Pan fry lightly with very little oil and serve warm with Vietnamese sauce (a little fish sauce, vinegar, a pinch of sugar, lime juice, a tiny bit of ground chilli and mix it all up). Grind a few peanuts and sprinkle on the top of sauce (optional) Enjoy!

You may want to try **Millton** River Point Vineyard Viognier, Gisborne, New Zealand. This is an organic wine that is delicious with Asian food.*

**(5 stars Winestate Magazine, Michael Cooper "Floral and fleshy. Intensely aromatic, with ripe-fruit characters of apricots and musk, excellent flavour concentration, a silver of sweetness and a deliciously oily, creamy texture.")* 



the latest on climate change

You'd be forgiven for being more than a little confused about climate change right now. Since all the fuss surrounding the big Copenhagen meeting late last year, you might have noticed little progress, except numerous media stories telling us quite different things about who to believe and what really is, or isn't changing with the climate.

To set you straight, here's how things stand:

Despite all this noise in the media criticising the United Nation's international panel of scientific experts on climate change, two separate independent investigations have found nothing to challenge their main findings: that average global temperatures

have risen over the past few decades, that the best evidence suggests pollution caused by humans is responsible for this, and that climbing temperatures will change the climate systems that support life on earth, with some very serious consequences for both people and nature.

But thankfully, those same climate change experts have made some pretty good estimates of what we need to do - and by when - to avert the worst of it.

There's no doubt our lifestyles will change - for the better - as we act to cut our carbon footprints. Cleaner and healthier modes of transport will take over our cities, our food will be produced closer to home, our communities will become safer and more friendly as we contract our needs

to be nearby, not a car ride away.

But there is a journey to take before we get there, which is what our global leaders are struggling with right now. There is the usual political tug-of-war going on over who will act first, who will be disadvantaged and who will take a risk to reap the long-term rewards. The Copenhagen meeting was the one at which, it was hoped, a leap would be taken. Alas, little was collectively agreed and the next in this series of high level meetings will be in Mexico, this December.

Meanwhile, various countries - like New Zealand, the USA and Australia - have recently been debating laws to set limits and/or prices on the greenhouse gasses their own industries and consumers emit. This is so they



can meet the promises they have made internationally to limit the carbon pollution in the world's atmosphere. This is what New Zealand's recently installed ETS aims to do.

So while the global politics of climate change are moving with glacial slowness, so too is the climate incrementally warming. The problem with this is the gases in the atmosphere will continue to warm it long after we've cut down on emitting them. The effects of global warming involve a 20-30 year delay. That's why the decisions need to be made quickly, and actions taken as early as possible.

There are a myriad of ways that greening our lifestyles can shave a little off our impact overall. The most impact we can have is on the things

we directly control – like leaving the car at home, taking fewer flights, and addressing the energy efficiency of our homes.

This year, on October 10 there is a worldwide day of action on climate change. The international groups 350 and 10:10 have teamed up to encourage a Global Climate Working Bee. You can get a group together and plan an action, or join with others who have already planned something. Check out www.350.org.nz for more details.

It is crucial that we, as citizens, show we are ready and willing to change so our governments can take the bold steps required to make it possible for us to live the greenest lifestyles we can.

Lee Barry is a Climate Change Campaigner for WWF-New Zealand.

About WWF

WWF-New Zealand is part of the WWF International Network, the world's largest and most experienced independent conservation organisation.

It has close to five million supporters and a global network active in more than 100 countries.

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

This is achieved by working on the ground with local communities, and in partnership with government and industry, using the best possible science to advocate change and effective conservation policy.

www.wwf.org.nz 

ECO FASHION





earthageclothing

Designers: Tabitha Maxwell / James Bristow

Tabitha Maxwell, Managing Director Earthage tells us her eco fashion story:

How did Earthage Clothing start?

After returning from the UK and studying at Whitecliffe College of Art and Design, I decided to build the EA label in 2008. Since then I have taken on a design partner and it has become an artist collective that inspires people to think more ethically in their everyday living, providing eco and unique artist design collections. My mother owned a knitwear label and ceramics business while I was growing up so I have been surrounded by fashion and art for a long time.

Tell us a bit about your environmental practices:

The eco ethic behind our label EA is to keep things simple and aim to create small personalised collections that embody environmental sustainability and utilise organic and recycled tribute pieces, edgy high end alpaca knits, and small production lines. This allows the label to have a feeling of vintage

that sits nicely alongside our collective of designers ethical values.

As the designers of EA are environmentally minded in their lifestyles, we choose to source production that is made with higher end, fair trade, and fair production fabrics, recycled or vintage materials, absolute minimum chemical/dye use and NZ manufacturing and yes, we truly believe you can see and feel the difference in the quality of clothing with richer natural hues found in our undyed alpaca knits, chunkier more luxurious quality knits, and finer fabric compositions. It makes sense that if it doesn't have a chemical trail it will feel softer against your skin.

Where do you see eco fashion heading:

Fashion with a conscience is the new black, and more labels are looking toward environmental sustainability and local production, pushing clothing into a world of eco knits, organic denims and up cycled vintage

creations. Swap parties and designer garage sales are the new Tupperware groups of the century, as ladies drink cups of tea and get style advice while perusing threads that have a worn vintage edginess to them. I hope this continues, and we move back into a day where quality and ethics become a love affair for the consumer.

What eco trends does Earthage support?

There is a reason why vintage clothing has always been so popular. The way clothing was made before mass production was considered, and constructed with a richness which you just can't find these days. I would like to think that designers are getting back to a place where hours are spent on a garment, rather than minutes, where pieces are hand tailored, and uniquely detailed by hand, like a work of art that becomes a commodity in your wardrobe for years to come.

What eco designers would you like to see in your wardrobe?

Apart from vintage essentials I would love to own a baby sitters satchel or tote from NZ label Company of Strangers 'Other peoples junk' range, and I have had my eye on an organic black and white tee from German designer Patrick Mohr for some time. New York fashion week fall 2010 also highlighted some beautiful eco trends in their green show and our Earthage 2011 winter range Salt n Vintage is introducing some of these trends such as hand painting which artist Jennifer Wen Ma used exquisitely at New York Fashion Week with her charcoal dappled prints featured in the green show. There are some lovely trends that eco designing offers and I feel as though the eco revolution is going to provide a whole new era of classic, quality style. 



HEALTH



BEAUTY

smarthabitsforbeauty

By Penny Vergeest, Founder of the NZ Skincare Company



You only have to witness nature rejoicing in the rain to realise the power of water. Your skin and body too, will rejoice when you take good care of it.

Water plays a vital part in maintaining and rejuvenating our bodies. Drinking plenty of water is really important and most of us know that water helps remove toxins in our body, but water also helps to maintain blood consistency, can reduce headaches, and assists with reducing the effects of ailments such as arthritis and heartburn.

Our skin is continually changing and seasonal changes can affect the general health and appearance of our skin. In the cooler months, our skin tends to dry out and look a little duller. Now is the perfect time to keep the skin hydrated and refreshed and this can easily be achieved at home with the help of some simple ingredients and glorious water!

Refresh your skin

Cleansing and refreshing your skin is an important daily routine, pollutants, impurities and environmental factors can contribute to the congestion of our skin. Gentle exfoliation and steaming is a great, inexpensive way to achieve a deep cleanse.

Exfoliate - Start by mixing 2 tablespoons of fine oatmeal into a bowl and add a good quality oil like grapeseed or sweet almond oil until the mixture is slightly wet in consistency. Gently massage this over your face and neck – rinse in warm water.

Steam Cleanse - Fill a bowl with steaming hot water and mix 2 drops of chamomile and 2 drops of lavender into the water. Place a towel over your head and inhale – the steam will gently

cleanse your skin. You can also use fresh lavender or chamomile flowers.

Relax your body

Soaking in a hot bath with soothing eye pads is a wonderful way to relax and unwind from your busy routine. Bath tea bags are a fantastic way to infuse the bath with fresh or dried herbs.

Make or purchase a small organza or cotton drawstring bag and fill with your favourite herb combinations, hang the bag over the taps while the bath water is running. Some of my favourites include:

- Relaxing - Chamomile flowers, lavender
- Revitalising – Rosemary, peppermint
- Aches & Pains – lavender, thyme and grated ginger
- Inflamed skin: marigold and thyme

Place soaked chamomile teabags in the fridge to chill for 5-10 minutes before you bathe. Place these cool, calming teabags over your eyes as you relax in the bath.

Don't forget to hydrate and nourish your skin. After your bath rub a good quality body lotion or body oil over your body while your skin is still damp.

Renew your commitment to good health

In the busyness of life, it is easy to lose sight of the important things: family, friends and good health. We have been given only one body and it is a good time to renew our commitment to taking care of it. A sensible eating plan, exercise, relaxation and of course, plenty of water will ensure you are on the road to success!

www.geoskincare.com 

why exercise?



Lack of regular exercise is more detrimental to your health than the top five risk factors including; hereditary factors, a family history of heart disease, high blood pressure, high cholesterol, and yes even smoking ... combined!

Have you ever asked yourself this question? There may have been many times in your life that you've been comfortably relaxing having intended to do something physical but instead found it easy to find reasons to stay seated? This is easy to understand because exercise does take effort. Starting an exercise programme can take you out of your comfort zone. And let's face it, you can always find reasons not to. Here are a few compelling reasons to make getting physical a daily priority.

Firstly, anyone who has ever seen a packet of cigarettes will have seen the health warning from the world's most influential health authority, the US Surgeon General. The warning advises that 'smoking can seriously damage your health!' Indeed, recent

statistics report that a chain smoker plays a very dangerous game of Russian Roulette, with a 50% chance of dying as a consequence. It's sad to say, but anyone who smokes regularly must have a death wish.

In 1996, I attended the IHRSA health and fitness convention in San Francisco. At the event the Surgeon General himself spoke to the audience of around ten thousand from around the globe. He told of the completion of a twenty year study by over one hundred of the world's leading scientists. The results were a staggering endorsement of the value of exercise for wellness and longevity.

The main highlight of the fifty page report could be summarised in one powerful sentence; Lack of regular exercise is more detrimental to your health than the top five risk factors



including; hereditary factors, a family history of heart disease, high blood pressure, high cholesterol, and yes even smoking ...combined!

The report continued to recommend that for ultimate wellness, you should moderately exercise MOST days of the week for at least thirty minutes.

Surely there is no one who wouldn't like ultimate wellness?

Since the time of that report further studies have resulted in a ramping up of this recommendation to sixty minutes of moderate exercise, most days of the week. Not only this, but twice weekly, individuals should complete a resistance work-out! This means lifting weights and this is as important to women as it is to men.

Now if the thought of doing an

hour's exercise a day immediately throws you into despair and rejection of this information, please hold on for a moment.

What I say to people is, if you are not exercising at the moment, anything is going to be better than nothing. Once a week is better than zero; and twice a week is better than once.

As a minimum I urge you to make a start by making a 'bite sized' attempt and starting small. This could even be a twenty minute walk with the dog, twice a week. The absolute key is, once you have made that commitment in your mind, stick with it. Never give up. You're going to need to be stubborn. The first six weeks will be the hardest. Your mind will play numerous tricks on you by giving you abundant reasons to quit. Don't listen.

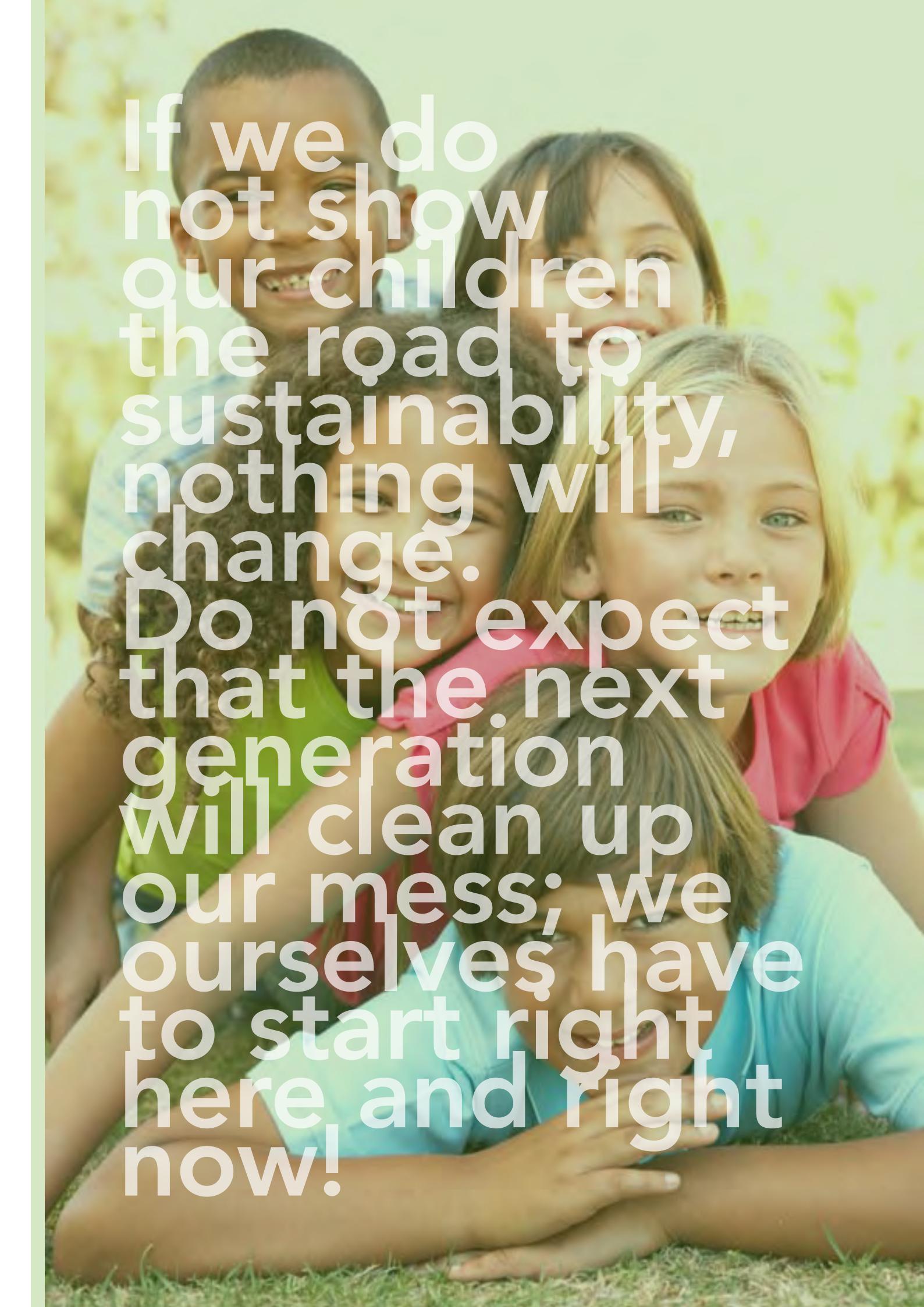
If it's raining, take a raincoat. If

you're tired, do it anyway. Don't complicate things, just do it! I guarantee you'll enjoy a euphoric feeling of elation, greater self esteem and you will be a lot less tired after the walk.

Once you are on track with several successful weeks under your ever loosening belt, increase the intensity. Increase you pace. Walk more often. Extend the distance. Heck, you could even join a gym?!

Start exercising, not tomorrow but TODAY and reap numerous long term physical and emotional health benefits. Show your mind who is the boss by becoming like a disciplined soldier with your exercise routine and I promise you, it will change your body and your life!

Paul Richards of Club Physical

A group of diverse children (two boys and two girls) are sitting on a grassy lawn, smiling at the camera. The background is a bright, out-of-focus green, suggesting a park or natural setting. The children are dressed in casual summer clothing: a boy in a light blue t-shirt, a girl in a pink t-shirt, another boy in a light blue t-shirt, and a girl in a pink t-shirt.

If we do
not show
our children
the road to
sustainability,
nothing will
change.
Do not expect
that the next
generation
will clean up
our mess; we
ourselves have
to start right
here and right
now!