



June 7, 2010
5:08 PM

I'm so thankful for the cool breeze that's blowing through town this week, and last night's rain. Baking alone today because Noah is coming back from NYC (and stopping through Norfolk to pick up a bread slicer!!!). This week's 'zine is dedicated to info about the organic food industry. Flip this page around for a handy graphic of which indie-sounding organic food producers are actually owned by multinational corporations (and a bit more of an explanation on the last two panel of this page)

What we baked this week

Half-wheat sourdough sandwich (840g/loaf)

Contains: Water (36% by weight), Organic whole-wheat flour (30%), Organic white flour (30%), Vegetable oil (3%), NC Honey (1%), Salt

Whole-wheat sandwich bread (840g/loaf)

Organic whole-wheat flour (56%), Water (30%), NC Honey (5%), Vegetable oil (5%), Molasses (2%), Salt (1%), Yeast

Artisan wheat & bulghur (790g/loaf)

Organic whole wheat bread flour (47%), Water (36%), Cooked bulghur (17%), Salt, Yeast

Tierra Negra Summer Squash Muffins (470g/half-dozen)

Organic whole-wheat pastry flour (33%), Yellow squash from Tierra Negra farm (23%), Organic coconut milk (14%), Vegan egg substitute (12%: water, ground flaxseed), Fair-trade sugar (12%), Baking soda, Vegetable oil, Lemon juice, Salt, Vanilla, Baking powder, Nutmeg, Cinnamon

Ciabatta baguettes (375g each)

Water (43%), Organic unbleached bread flour (41%), Organic whole-wheat flour (14%), Salt (1%), Yeast

Corporate Ownership in the Organic Food Industry

Before the federal government instituted a national (USDA-run) organic certification program, there were a number of third-party organic certifications. Because there was no national standard, folks found out about what organic food brands to trust through word of mouth, and the concept of 'organic' was more strongly tied to a political movement and small-scale food producers. Once the national standard was enacted, any manufacturer meeting a lowest-common-denominator set of standards could slap the word 'organic' on their product and buy into the positive associations consumers have, assuming 'organic' implies artisan, local, just, small-scale, etc.

Naturally, major multinational food conglomerates rushed to do just that. Between 1997 and 2003, as the USDA standard was implemented, most of the successful organic brands consolidated, either by selling out to major multinationals like Kraft, or forming large-scale conglomerates like Hain Celestial Group.

Nowadays most of the brands on the shelf at a store like Whole Foods (which itself grew through buying out nearly 20 different locally-based organic grocery store chains) are owned by multinational food conglomerates. Their packaging never mentions that, of course. Most of these brands use what's called 'stealth marketing' – disguising their true ownership in order to appeal to our desire for a good, cute back-story. Some brands (like Coca-Cola's Odwalla) have even mostly stopped using organic ingredients at all and are still banking that consumers will believe so strongly in the brand backstory that the organic 'feeling' will wash onto their non-organic offerings. Whole Foods' store brand, 365, does the same thing with many of its products.

Who Owns What? in the organic food industry

source: Philip Howard, Missouri State U.

everyone has the power to make positive changes in their lives"

"We are a small (after 25 years, still fewer than 70 of us) band of passionate people who believe right down to our bones that

-'Meet us' page on Kashi website

"Our California-based Kashi team certainly has been earning its stripes. Kashi sales have quadrupled since Kellogg acquired the company in 2000. Its performance has been clearly aligned with the principles of Volume to Value."

-Kellogg Annual Report, 2003

		Boca	White Wave/Silk	Odwalla	Muir Glen	Morningstar Farms	MaraNatha	Imagine/Rice Dream/Soy Dream
Green & Black's	Dagoba	Back to Nature	Horizon	Honest Tea	Cascadian Farm	Bear Naked	Arrowhead Mills	Garden of Eatin'
Cadbury	Hershey	Kraft	Dean	Coca-Cola	General Mills	Kellogg	Hain Celestial Group	