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**FIXING THE NITROGEN PROBLEM**

Become a climate activist and tell the government to fix fertiliser use on UK farms

**TAKING ORGANIC BEAUTY MAINSTREAM**

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# ORGANIC SEPTEMBER

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# Welcome to My Green Pod Magazine!



Katie Hill, EDITOR-IN-CHIEF  
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Every year Organic September celebrates the benefits of organic food and farming – and this year’s month-long campaign will put a firm focus on the use of synthetic nitrogen fertiliser – ‘the overlooked driver of climate change’ – on UK farms.

According to the Soil Association, if the whole of Europe switched to an organic or agroecological food and farming system, we would see a 40% drop in emissions. Half of this drop would result from a cut in the use of fossil fuel-based nitrogen fertiliser.

Organic farming works with natural cycles, including the biological nitrogen cycle, without any need for synthetic fertilisers. It also brings countless benefits to the environment, improving soil structure to guard against flooding and boosting biodiversity to create a rich patchwork of habitats, all vibrant with life. Organic crops also have built-in climate resilience and will be better able to withstand shocks of extreme weather events.

Each time you buy organic you are operating as a climate activist; you are using your purchasing power to support organic farmers while diverting income from a system of farming that doesn’t serve us or our planet. This issue shares some of the simple ways you can support organic this September, and join a growing group of climate activists who are dumping polluting products and turning to the growing list of companies that focus on all-round health. Enjoy making the switch!



## ABOUT US

My Green Pod Ltd is an independent, family-run UK business, founded by Katie Hill and Jarvis Smith. We want to share the real stories behind the brands and people working tirelessly to offer ethical alternatives to mainstream products and services. You might not see these options on the high street and they may not be the first to appear in on-line searches. But they are on mygreenpod.com.

Use the search bar to find conscious lifestyle inspiration – and you could save some cash along the way!

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Europe has lost over **half a billion birds** in **40 years**



Only **16%** of England’s inland freshwater bodies are close to their natural state



Over the last year, three of the UK’s biggest fertiliser suppliers have made **£5.45bn** in profit



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'Leading with purpose in today's world is very challenging; for me, Spirited Business has been the missing support that I needed to deeply empower real change within me as a leader and consequently within my business.'

**TABITHA JAMES KRAAN** FOUNDER AND CEO, TABITHA JAMES KRAAN ORGANIC HAIRCARE



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# FIXING THE NITROGEN PROBLEM

This Organic September, become a climate activist and tell the government to fix fertiliser use on UK farms

**F**ossil fuel-based nitrogen fertiliser has changed the face of farming, allowing extremely high yields of nitrogen-hungry crops to be grown under intensive conditions. Demand is being driven by the vast quantities of animal feed required by livestock systems that have undergone parallel intensification.

With bags of this fertiliser, farmers can grow 'cash crops' of cereals and oilseeds year after year, without pausing to harness the power of manure and plants such as clover, peas and beans to fix nitrogen back into the soil biologically.

This cycle incentivises the overuse of fertilisers – the Defra Soil Nutrient balance shows that in the UK almost half (45%) the nitrogen applied to farmland is surplus – and has created a system of farming that is acidifying the land, stripping soil of its nutrients, polluting our air and water and damaging biodiversity for generations to come.

## NITROGEN OVERLOAD

All life on Earth requires nitrogen, but too much of it is bad for the planet – and the use of fossil fuel-based nitrogen fertiliser has allowed more to enter the environment than would naturally be restored to the soil through nitrogen-fixing plants used in traditional, rotational farming practices.

While we're all by now familiar with agricultural emissions of methane and carbon dioxide, nitrogen has somehow managed to slip under the radar.

A recent report from the Soil Association paints nitrogen fertiliser as 'the overlooked driver of climate change'; its manufacture requires fossil fuels and the soils on which it is applied emit nitrous oxide. This powerful greenhouse gas

persists in the atmosphere for an average of 114 years and is up to 300 times more potent than carbon dioxide.

Farming produces more nitrous oxide than any other sector; despite the significant greenhouse gas emissions from these fertilisers, the UK government does not have any plans to set targets to reduce their usage and they are not mentioned in the net zero strategy.

## REACHING NET ZERO

Achieving net zero emissions by 2050 means near zero emissions of nitrous oxide. The UK ambition to reach net zero by 2050 does not factor in 'consumption emissions' – the lifecycle emissions from imports such as fruit, vegetables and animal feed, along with their associated nitrogen footprint.

These consumption emissions make up 46% of the UK's total carbon footprint, meaning we're failing to account for a large chunk of embedded nitrous oxide emissions further down the supply chain.

## POLLUTING HABITATS

A quarter of all nitrogen used for fertiliser makes its way back into the air and water as pollution; the global cost of this wasted nitrogen is estimated to be \$100bn annually, in fertiliser alone.

Reactive nitrogen is soluble and when it gets into waterways can lead to huge algal blooms that reduce life in our rivers and seas and put coastal communities at risk.

Most of the UK's protected habitats, such as marshes, bogs, meadows and woods, are at critical levels of nitrogen pollution, despite rarely having any nitrogen directly applied to them.

The government's 25-year Environment Plan for England includes an ambition to return 75% of waters to a near-natural state; currently only 16% of England's inland freshwater bodies are close to their natural state.

Without firm targets on reducing total nitrogen input this target might not be achievable; the Environment Agency's own assessment is that, at the current rate of progress, the goal will take over 200 years to achieve.

## IMPACT ON BIODIVERSITY

The intensification of agriculture has stripped farming of its biodiversity; the broad range of grains, plants and animals that traditionally made a patchwork of farmland has been reduced to a handful of varieties and breeds, packed so tightly there's no chance of light – or life – reaching the field floor.

These dense crops are more vulnerable to fungal infections, making farmers more reliant on synthetic pesticides that are unintentionally devastating populations of bee and earthworm,







among many other natural allies to farmers. Plants like cornflowers, once abundant on arable land, are on the verge of extinction, dropping 99% in 50 years. UK farmland birds have seen a 48% decline over the same period and Europe has lost over half a billion birds in 40 years. Pesticides and fertilisers have been singled out as the biggest cause, and global biodiversity assessments show excess nitrogen in the air and water as one of the most significant threats to biodiversity.

### HOW TO FEED THE WORLD

The UN Environment Programme's Colombo Declaration recently launched a global 'Halve Nitrogen Waste' campaign, highlighting how improved nitrogen efficiency supports climate, nature and health goals, while saving \$100bn globally annually.

The Soil Association is clear that if we're going to fix the nitrogen problem, we need to start measuring fertiliser use and helping farmers transition to a system of farming that recycles nitrogen, closes nutrient loops and prioritises healthy soil – all while providing the right food to supply a healthy, sustainable diet to a growing global population.

We can feed the world without relying on the overuse of harmful synthetic fertilisers. In fact, even with the nitrogen use we see today, millions of people are malnourished. Modelling suggests that in Europe, feeding a growing population a sufficient diet is possible (subject to dietary changes) without the need for synthetic nitrogen, and while recognising planetary boundaries.

Agroecological farm systems work within natural cycles, like the nitrogen cycle, and help to improve soil health for nature, climate and food security through a shift to the circular use and management of nutrients. A recent model by think-tank IDDRI laid a pathway for Europe to become agroecological by 2050.

Without the shortcuts of synthetic nitrogen inputs, agroecological systems rely on the health, quality and structure of soils to support crops. It is these healthy soils that absorb runoff, filter nutrients and have a higher volume and diversity of soil microorganisms to break down nutrients more effectively.

It's not an impossible ask; Soil Association Certification has been certifying farmers that grow healthy food – without synthetic fertilisers – for over 50 years.

### FERTILISER SUPPLIER PROFITS

Over the last year, three of the biggest fertiliser suppliers in the UK have made an incredible £5.45bn in profit. This shocking revelation comes at a time when much of the UK farming sector is in crisis.

Last year's report by Sustain uncovered the tight profit margins for many farms, leaving little in the bank to buffer against volatile markets and few reserves to build on-farm resilience to the unstable and changing climate, leaving many farmers considering leaving the sector.

We have recently seen that governments are prepared to intervene on food access, availability and distribution. It's time for the government to step up and set targets for reducing nitrogen fertiliser use, and support farmers to transition to nature-friendly farming methods, like organic, in order to reach their net zero targets.

### BE A CLIMATE ACTIVIST

By buying organic this Organic September, you'll be helping to support a wholesale shift away from damaging and polluting farming practices, and towards an approach to farming that respects and promotes all-round health. A recent study revealed that on average an organic farm system uses recycled nitrogen for 50-100% of total needs, while conventional systems, usually dependent on synthetic fertilisers, recycle only 10-30%.

Buying organic is a form of climate activism; in fact, it addresses many of the key environmental issues on which Brits want to see more government action.

Organic agriculture protects green spaces, slashes CO2 and other greenhouse gas emissions and reduces air pollution. At the same time it boosts biodiversity and soil health, helping land to become more resilient to the threats of extreme weather. All while creating food that prioritises animal welfare and generates nutritious food that tastes delicious.

### Find out more

- More about how to fix the nitrogen problem is at [soilassociation.org](https://soilassociation.org)
- Support climate and nature this Organic September; sign the petition to tell the government: 'there's no net zero without fixing fertiliser' [soilassociation.co/mygreenpod](https://soilassociation.co/mygreenpod)

### CLOCKWISE

Synthetic fertilisers allow farmers to grow cash crops year after year, but biodiversity pays a heavy price; a bag of ammonium nitrate in pellet form



# TAKING ORGANIC BEAUTY MAINSTREAM



We spoke to Weleda MD **Jayn Sterland** about organic beauty – and how a once niche sector is now inspiring mass-market brands

**J**ayn Sterland, MD of Weleda UK, is an energetic environmental activist and a campaigner for responsible business. We talked costs, greenwash, the plastic free movement and why organic beauty's here to stay.

**You're regularly ranked #1 in the Who's Who in Natural Beauty list; what drives you to keep pushing for positive change in the sector?**

**JS:** 'There is so much more to do! Certified organic beauty accounts for less than 5% of the total market in the UK, but we can be fooled into thinking many more products are natural and organic because of beguiling claims and the natural plant images used on the packaging. We call this 'greenwash': we buy a product thinking it's natural, when it isn't.

'There is little legislation to stop this happening. It isn't fair for the purchaser – or for brands like Weleda that go the extra mile and certify every product.'

**How does Weleda go beyond organic, and why?**

**JS:** 'Organic refers to how an ingredient is grown (using no artificial chemicals) whereas the regenerative farming methods we use at Weleda (called biodynamic agriculture) go beyond this, incorporating the whole biosphere – such as the health of the soil microbiome, the biodiversity of nature and the unseen planetary rhythms (such as the phases of the moon).

'We operate a triple bottom line policy for our decision-making, taking into account the economics, plus the impact our choices will have on the environment and culturally for people. It isn't easy but it's the only way a responsible business can operate.'

**What's organic beauty's role in the wider shift to sustainable living?**

**JS:** 'Buying organic is an essential part of the shift to sustainable living. Every organic purchase does three things: it gives you a better product, it supports regenerative farming



practices – and the organic movement as a whole – and it also sends an important message to retail buyers to invest in and grow their organic offering. A virtuous circle. I like to think of an organic purchase as the simplest form of climate activism.'

### What are the main challenges facing the organic beauty sector?

**JS:** 'Thanks to a desire for 'cleaner' beauty products, the organic sector of the cosmetics industry has grown significantly over the past few years. This is great news on the one hand; on the other it has encouraged conventional, mainstream brands that use synthetic ingredients to jump on the bandwagon and make out they are more natural than they really are. This is greenwashing and it is a huge problem. It can be hard to know that what you are buying is the real thing.'

### What do people need to look out for when choosing organic beauty products?

**JS:** 'Greenwashing in the beauty industry includes on-pack claims that don't bear close scrutiny and even product names that make formulations sound much more organic than they really are.'

'It's good to be aware of reputable organic standards that match our personal expectations, such as the NATRUE certification which appears on packaging and is a guarantee of a strict level of naturalness.'

'Third-party certification labels or logos are currently the only way to easily tell if a product meets a high standard. For example NATRUE-certified organic products contain at least 95% organic content (the remaining 5% still being all natural) and water is not included in that analysis.'

'Often respected certifications also stand for other things as well as the organic level of ingredients – for example with NATRUE, certified formulations are free from artificial ingredients, petrochemical derivatives, microplastics and GMOs.'

### Is it enough for a company to create products that contain organic ingredients, or should we, as shoppers, demand more?

**JS:** 'Switching to organic ingredients is an important step towards producing more sustainable products, but it is only the first step on the journey. The next step is organic product certification through an independent body such as the Soil Association, COSMOS or NATRUE.'

'From there a company should be setting itself annual targets to reduce its carbon and water footprint and the amount of waste it generates, as well as looking to pay fair wages. It should get these activities certified, for example with the Living Wage Foundation, the Union for Ethical BiTrade (UEBT) and B Corp. At Weleda these practices are a given, but we are conscious that we can always do more. Becoming sustainable is a journey, not a destination.'

### Is the plastic free movement a distraction from deeper issues in the beauty industry?

**JS:** 'Yes and no. Frankly the plastic used as packaging is a small part of a huge systemic problem. If all the plastic packaging used for beauty products stopped tomorrow we wouldn't fix the problem. However, there is another big plastic issue here, not just packaging, and it isn't as visible.'

'Many personal care products are formulated using semi-solid or liquid plastics and modified hydrocarbons. Not the obvious solid plastic microbeads. These other synthetic polymers aren't natural and may impact human health – especially if they enter the body.'



CLOCKWISE

For Jayn Sterland, every organic purchase is a form of climate activism; Weleda's all-natural Skin Food is a favourite with celebrities and makeup artists

'The European Parliament is currently looking into the evidence of the impact that these ingredients have on the body, and their potential carcinogenic effects, which may result in new legislation.'

'Unless our industry is forced to clean up the environmental damage caused by these ingredients, such as coral reef destruction, water contamination and microplastic pollution, nothing will change. In the meantime, as consumers we all need to be super aware and simply not buy any product that contains these nasties. Look for beauty brands that have 'Zero Plastic Inside' certification from the Plastic Soup Foundation.'

### Is organic beauty feasible in the midst of a cost-of-living crisis?

**JS:** 'This depends on many factors. Firstly, every purchase is a drain on limited resources and should be seen as an investment. Many of the products we buy today aren't 'essential' and are over-consumed. For example, washing hair daily with two applications of product can easily switch to every other day with one application, thus reducing our consumption of shampoos and conditioners by 75%!

'By applying the mantra 'buy less, buy better', we can reduce what we use, invest in higher quality products that deliver better results and at the same time look after ourselves and the planet. For example, we sell a tube of Weleda's top-selling cream Skin Food every five seconds and our sales have increased during this economic crisis because it is such a great multitasker! We have to think about value over price for every purchase.'

### How has the sector evolved since you joined Weleda?

**JS:** 'I've been at Weleda for 15 years and during this time we have seen 'organic and sustainable' beauty go from being niche and only available in specialist retailers like health food shops, to being not just widely available but also widely copied by mass-market mainstream brands. Why? Because we have all become more aware of what goes into our beauty products and the direct link between this and our health and that of the planet.'

'There are also so many more young startup brands available, which is fantastic to see, with great innovations and new ways of challenging the industry. Every brand in the industry benefits when the bar is raised with more choice and more competition.'

### What's next for you – and Weleda?

**JS:** 'That's such an interesting question because there is so much to do. For me personally, it's about ensuring we are all informed about what we are putting on our skin so we can make informed choices. I'd love to see certain chemicals banned from personal care products now we have scientific evidence of the harm they do, for instance.'

'For Weleda, it's to become a better citizen-company by improving the footprint of our packaging to 'do no harm' by 2030. And we need to do much more to show the world the benefits of regenerative agriculture for sure.'

'We are constantly looking to increase the organic certified content of our products – currently over 80% of our ingredients are organic, which is hard work but a very important goal for us. And just as Yeo Valley has in the yoghurt category, I'd love to see a Weleda heritage product like Skin Food become the bestseller in beauty, to prove that organic is no longer niche but can be mainstream, too.'



Find out why Weleda is a My Green Pod Hero at [mygreenpod.com](https://mygreenpod.com)

### Find out more

Information about Weleda's history, products and values is at [weleda.co.uk](https://weleda.co.uk)



# Liquid plastics

Your shampoo is still full of plastic – here's what you can do about it



**A** hair appointment is many things: an escape, an indulgence – and also an opportunity to change the world for the better.

Hair care might not be the most talked-about culprit in sustainability conversations, but the energy, water and chemicals we use to maintain our hair create a potentially huge environmental footprint.

The irony is that all the money and resources we're spending might actually be a cause of poorer hair (and environmental) health in the long run.

## **SYNTHETIC POLYMERS IN HAIR CARE**

We're all by now aware of the devastation caused by plastic pollution – sales of plastic-free shampoo bars and refillable beauty products have gone through the roof as a result – but what about the plastics inside the products?

Synthetic polymers, or 'liquid plastics', are used in shampoos and conditioners to give a coating to the hair – that glossy shine we see in the ads. Each time we wash our hair they are sent down the plug hole and into our waterways; what happens next is up for debate. 'The big open question is what happens to them once they are used and washed off into the sewers', said David Santillo, senior scientist at Greenpeace Research Laboratories. 'Do they degrade as part of the organic matrix, or do they persist and maybe even clump together to form microplastics? I don't think anyone really knows their fate with any certainty.'

The 'precautionary principle' exists so that precautionary measures can be adopted when scientific evidence about an environmental or human health hazard is uncertain and the stakes are

high, as would appear to be the case with the use of synthetic polymers in hair care products. So we asked three top-selling UK shampoo brands – TRESemmé, L'Oréal Elvive and Head & Shoulders – all of which use synthetic polymers in their shampoos – whether they had conducted research at a company level to ascertain the environmental fate and impact of these liquid plastics, and whether they had any plans to replace them in future formulations.

A spokesperson at Unilever said: 'The majority of polymeric ingredients used in TRESemmé products are naturally derived with a small number containing synthetic polymers. As part of our commitment to make all our formulations biodegradable by 2030, we are in the process of removing solid polymers and replacing them with natural or biodegradable alternatives.'



The spokesperson added that all Unilever products are tested by Unilever's Safety and Environmental Assurance Centre (SEAC), Unilever's global centre of excellence in safety and sustainability science, but didn't respond to a follow-up request to see the conclusions of any research conducted specifically into the fate and impact of synthetic polymers.

At the time of going to press we still hadn't received a response from L'Oréal Paris or Procter & Gamble (Head & Shoulders).

### DOING HAIR DIFFERENTLY

So what are we getting in return for taking these risks with the environment? An unbreakable personal care regime that ties us to unnecessary financial costs and suffocated, unhealthy hair, according to 'hair whisperer' Tabitha James Kraan.

'Over-washing the hair with a detergent-based shampoo can leave us stuck in a dangerous cycle', Tabitha tells us. 'Shampoo has been designed to work as a degreasant and remove all traces of oil; the ingredients in the base formula to most shampoos are molecularly the same as industrial floor cleaner and engine degreasant. If we remove all traces of oil from the scalp, the body will work hard to put it back again. This leads to over-washing; I know cases of men who wash their hair twice a day, and this can lead to other problems such as extremely dry areas and a flaky scalp.' Over-washing our hair also means longer showers and more water. 'We leave our showers running while we apply shampoo – often twice, which is another fallacy', Tabitha says. 'One good wash should be more than enough; any advice to wash hair twice is just about making you use more product. You could also use a leave-in conditioner to avoid more water and more rinsing.'

Tabitha's advice? Let's all slow down, and treat hair care like the ritual it was in ancient times: an opportunity for some self care. 'We can train our hair and scalp to be washed less and once a week could be a good goal', Tabitha suggests. 'Most of us grew up with a weekly bath and this would have been the norm then anyway. The trick is not to rush the process as our bodies have had years of creating excess sebum (the oil that sits on our scalp). Any changes to our routines will need to be undertaken gradually to allow the body to catch up. If you are a daily washer, try extending to every other day to start with. After a few months, extend by a day at a time, allowing the body to adjust. Full cell renewal in our bodies takes a full month cycle, and such a big shift can take a few months. The result is so liberating, though: you'll get to wake up with hair that doesn't feel dirty and instead you'll feel good about your hair and your choices.'

### IN-SALON EDUCATION

Tabitha has been working on this space for 30 years and uses her salon on the Farncombe Estate, Worcestershire to help educate her clients about the importance of organic hair care. Sitting in Tabitha's chair is itself an exercise in doing hair differently; intricate gold mirrors reflect opulent plants and natural light, and the air is filled with a warm,



Find out why **Tabitha James Kraan's** organic hair care is a **My Green Pod Hero** at [mygreenpod.com](http://mygreenpod.com)



luxurious mix of Tabitha's signature essential oils. Fresh, organic smoothies and herbal teas are available on demand. It's a far cry from many salons, where hair dryers heat air thick with hairsprays, serums and ammonia.

'Every appointment is an opportunity to educate', Tabitha explains. 'I'm building a community of hairdressers dedicated to using less in their salons, and crucially sharing ideas with their salon guests on how to have more sustainable routines at home. There are so many simple life hacks that could be shared via hairdressers who are in a great position, being up close and personal with their in-salon guests. It is such an empowering experience for everyone.'

The education goes both ways; you can ask your hairdresser to adopt greener practices, and Tabitha has created a page with advice on keeping these conversations alive (see 'Find out more', below).

### Find out more

- Get advice on organic hair care and sign up to more sustainable hair practices at [tabitha-jameskraan.com](http://tabitha-jameskraan.com)
- More about Habia, including courses and membership, is at [habia.org](http://habia.org)

### CLOCKWISE

A '50s-inspired look created by Tabitha, using her organic hair care products; Tabitha in her salon; many mainstream shampoos contain synthetic polymers, or 'liquid plastics'

### SPOTTING SUSTAINABLE SALONS

One-to-one education can be very effective, but we need more people on the case if we're going to effect a broad shift in the way we treat our hair. Habia (the Hair and Beauty Industry Authority) is the standard-setting body for the hair and beauty industry, and develops national occupational standards that form the basis of UK qualifications in hair, beauty, nails, spa and aesthetic beauty.

Habia has championed wrap-around education in hair care, helping hairdressers to use the physical and emotional closeness of a hair appointment to support their clients' broader health. Early signs of skin cancer can be detected on the scalp and face during hair appointments and conversations can encourage dialogue around mental health. Habia also supports the idea of getting sustainability on the syllabus for hair care qualifications, but acknowledges that change can take several years.

'There's not currently a huge amount of sustainability in the majority of qualifications, but we encourage people to teach beyond the qualification,' said Joan Scott, CEO and chair of Habia. 'Instead of waiting for qualifications to be reviewed, why not enhance and enrich the curriculum with sustainability knowledge? We encourage hairdressers across the industry not to wait, but to start being more sustainable right now.'

Joan and Tabitha are now exploring the potential for a sustainability certificate to enhance training courses; it would allow students and qualified hairdressers to gain additional expertise around eco-friendly hair care, and let potential clients spot sustainability-trained salons on the high street. We'll be following Tabitha and Joan's progress, to help you use future hair appointments to make a positive impact on your health, bank account and the environment – all while getting the hair you've always wanted (naturally).

# Embrace Organic September

Natural beauty expert **Janey Lee Grace** shares her top recommendations for organic skin and hair care



**O**rganic September can really help us on our journey towards sustainable living and conscious consumerism. Throughout the month, we are all encouraged to make conscious choices

when it comes to the products we buy and use.

The campaign, from the Soil Association, has been created to raise awareness of the benefits of organic products and to rally support for the brands that prioritise ethical and eco-friendly practices. It seeks to educate us about organic farming, sustainable living and the importance of organic principles.

By choosing organic products, we are all able to contribute to a healthier planet, support biodiversity and reduce exposure to the harmful chemicals commonly found in conventional products.

It's really worth reminding ourselves about the organic certification process and the standards that brands must meet to earn the organic label, so we can make truly informed choices.

At one time we only thought about 'organic' in relation to food, but now it's clear that we want natural beauty and personal care brands that meet this high standard, too. Let's embrace Organic September and make a positive impact through our everyday choices. Here are some of my top picks to try, whether you're looking to switch to organic beauty or just want to try something new!

## AEOS REFRESHING HYDRATING MIST (£55)

AEOS stands for Active Energised Organic Skincare, and this brand uses ancient techniques, the spagyric tinctures of crystals and gems and super-hydrating ingredients. All of this, alongside cutting-edge technology, creates supercharged, award-winning skincare that delivers therapeutic benefits to the body, mind and soul.

The AEOS Refreshing Hydrating Mist, designed to hydrate and revitalise the skin, is a perfect option for summer. The delicate mist gives instant moisture to the face, leaving it feeling refreshed. It can be used as a toner after cleansing or as a quick pick-me-up throughout the day to rejuvenate and hydrate the skin. It's enriched with biodynamic spelt oil, rose water and crystal essences to hydrate while also soothing and balancing the skin.

## AWAKE ORGANICS SEA QUARTZ EXFOLIATING MICRO-POLISH (£14.99-33.98)

Awake Organics is a growing family business, making innovative products that are organic and have sustainable ingredients. Products are always



CLOCKWISE  
Kind2 Rebalancing Shampoo Bar; Green People Irritated Scalp Conditioner; Awake Organics Sea Quartz Exfoliating Micro-Polish; AEOS Refreshing Hydrating Mist

natural, with no parabens, SLS, aluminium or petrochemicals, and the short supply chain ensures 89% of the ingredients and packaging are made in the UK.

With the Sea Quartz Exfoliating Micro-Polish you can rock your daily cleanse with the power of organic spirulina and clear quartz crystal powder. This smooth paste transforms to a milk on contact with water, and has been formulated to slough away dead surface cells to reveal glowing skin.

Spirulina is rich in nutrients, vitamins and antioxidants, helping to decrease inflammation. This mighty superfood tones the skin, oxygenates, detoxifies and encourages cell turnover to promote a more youthful-looking complexion.

Each pot contains superfine, artisan-milled, genuine clear quartz powder to infuse it with positive energy and give your skin a perfect gemstone polish. The aroma is of sweet orange, chamomile and coconut.

## KIND2 REBALANCING SHAMPOO BAR (£12.50)

After a summer of allowing your hair to dry out in sun, sea and chlorine, now's the time to give your locks some love.

The KIND2 Rebalancing Shampoo Bar has been formulated with natural and organic ingredients and specifically designed to bring balance to the scalp and hair. The compact and easy-to-use bar is free from plastic packaging and helps to reduce bathroom waste.

This shampoo bar cleanses the hair without stripping away natural oils, leaving your locks feeling refreshed. It has a unique blend of botanical extracts and nourishing oils, but rinses out easily without leaving any residue behind. It's suitable for various hair types, including oily or combination.

## GREEN PEOPLE IRRITATED SCALP CONDITIONER (£16)

Green People has a wide range of organic personal care products, and says it prioritises the use of natural and certified organic ingredients. I love the Irritated Scalp Conditioner, which is a soothing and nourishing solution for those with a sensitive or irritated scalp. It has been formulated to provide relief and hydration to the scalp, while leaving the hair soft, smooth and manageable. Free from harsh chemicals and synthetic fragrances, this conditioner adds moisture but feels light to use.



**Find out more**

■ Discover more natural beauty tips from Janey at [imperfectlynatural.com](https://www.imperfectlynatural.com)



**P**eriod pants, shampoo bars and deodorant sticks are just some of the ways we've been able to innovate around plastics in personal care – all crucial moves considering we only recycle 50% of our packaging in the bathroom (compared with 90% in the kitchen). But what about pregnancy tests?

12.5 million pregnancy tests are taken in the UK each year, and after they've served their purpose they're almost always sent to landfill.

Lara Solomon – who confesses she is 'a bit of a serial entrepreneur' – created Hoopsy, a new pregnancy test made from 99% paper, after spotting a yawning gap in the market.

'In 2021 I did two donor embryo transfers to try to get pregnant and joined a number of Facebook groups of women trying to conceive', Lara tells us. 'I kept seeing lots of photos of sometimes as many as 15 plastic pregnancy tests, and couldn't believe the amount of single-use plastic that was being used for literally five minutes. I looked into it and discovered there was no sustainable alternative to the standard midstream pregnancy test – the most popular type – and decided I was going to do it.'

#### SWITCHING PLASTIC FOR PAPER

The standard plastic midstream tests break down into polluting microplastics in a process that takes around 30 years in landfill. 'In some cases, when a

# A POSITIVE RESULT FOR THE PLANET

The first paper pregnancy test is helping to combat plastic pollution

woman gets pregnant her mum's pregnancy test will still be in landfill somewhere', Lara points out.

The Hoopsy test is essentially a larger version of the strip tests designed to be dipped into a cup of wee, but unlike standard tests they are made from 99% paper. 'We have reduced the amount of plastic as much as we can without developing a new material', Lara explains. For context, most midstream plastic tests contain about 9g of plastic, while the Hoopsy test contains just 0.02g.

The obvious question: are plastic-free tests as effective as their conventional counterparts? 'Yes!', Lara assures us. 'Hoopsy is over 99% accurate – just as accurate as the other tests sold.'

As with all pregnancy tests you get the most accurate results when the test is taken the day your

period is due, but you can use Hoopsy to test up to five days earlier. The results are also easy to read, with one red line for negative and two for positive.

#### CREATING HOPE FOR THE FUTURE

The Hoopsy test material is more like card than paper; 'It dries out nicely', Lara assures us, 'so if you want to save your positive test in a scrapbook you can. The tests are also easy to write on, which is useful if you want to keep a record of results.'

If you don't want to keep the test after use, you simply cut it in half and throw the dry end into paper recycling and the rest in the bin.

The Hoopsy pregnancy test costs no more than a standard midstream test on a per-test basis, so if you need to take multiple tests it won't cost you a small fortune. They are sold in packs of three, five or 10 to help keep costs and unnecessary packaging down.

One of the hardest parts of this journey for Lara was coming up with the brand name; 'Eventually I came up with Hoopsy because the word 'hoop' means 'hope' in Dutch, and I think when you are taking a test you are always hoping one way or the other. I added 's' because going through your fertility journey (and life) involves a lot of jumping through hoops'.

Thankfully this is one product that makes the journey that little bit less stressful; whatever result you're hoping for, it will add up to a better result for the planet.



#### Find out more

- Information about the Hoopsy Eco Pregnancy test and where to buy it is at [hoopsy.com](https://www.hoopsy.com)





Model twins **Brett and Scott Staniland** celebrate the beginning of the end of impossibly cheap clothing

**E**arlier this year, the EU overwhelmingly voted in favour of ending fast fashion in a move that stood in sharp contrast to the notorious neglect we have seen from legislators and officials over the last few years.

Governance in the fashion industry has fallen behind; as a result, we have watched an abused industry accelerate to the bottom, exploiting people and the planet while changing our approach to the way we dress every day.

But this news from the EU has the potential to shift the industry in a more positive direction. The proposed measures would essentially take away all the tools fast fashion brands use to operate the way they do.

Climate targets will be measured and quantified and there will be tougher restrictions on the use of hazardous chemicals. Brands will be required to consider biodiversity and animal welfare and, central to all this, fast fashion will come under the microscope for its labour abuses and purchasing practices.

This means the exploitation of garment makers and the price manipulation on suppliers will no longer wash. The changes will eat into key areas where manufacturers' margins lie, and shake the very foundations of impossibly cheap clothing.

### BACKING UP GREEN CLAIMS

Over a month earlier this year, Boohoo twice requested price reductions on orders. Its suppliers are being squeezed, which creates a race to the bottom, and garment makers are bearing the brunt of the competition for cheap labour.

New legal obligations on brands may finally allow for some change in the power that fast fashion brands hold. Another important development will be around brands' sustainability claims, which are often tantamount to greenwash. Building on the Green Claims Code released last year by the Competition and Markets Authority, claims will need to be backed with evidence-based research. This change has already caused many brands to completely remove some of their eco messaging.

### SPOTLIGHT ON TRACEABILITY

The first thing each brand will have to invest in is traceability. As it stands, many brands are unaware of the exact factories their clothes are made in, with many factories sub-contracting to help with the demanding orders.

Everyone will suddenly be able to see where clothes come from, which should be the bare minimum. A transparent supply chain could make for some startling revelations, and possibly result in legal action on brands that have been shown to break labour laws and source materials from unethical places.

California and New York have begun to change how the fashion industry can use materials already, introducing bans on the 'forever chemicals' used in many garments. This may pave the way for a large switch to natural fibres and change the industry's reliance on oil-based clothing, most notably polyester.

With this in mind, there could be a shift towards organic and recycled textiles, which would be a huge step for the industry.

### THE FUTURE OF ORGANIC FASHION

Is the future bright for the organic fashion world? Perhaps. We have spoken in a previous issue about organic content and this year we have seen a pivotal moment in the form of Shein's controversial influencer trip to its factory. The aim was to use influencers to paint the picture of a clean, ethical and responsible supply chain. Rather surprisingly, practically no one bought it, and the influencers found themselves under scrutiny with many of them stepping away from their work with Shein.

In terms of organic content this year, we appear to be moving in a direction where even creators need to source the most organic and natural collaborations, stop the churn of constant outfit rotations and be held accountable for any misleading and greenwashing content online.

BELOW  
Influencers were invited to visit Shein manufacturing facilities earlier this year



**Find out more**

Stay up to date with Brett and Scott on Instagram: [@twinbrett](#) and [@twinscott](#)



# Connecting with the 'Greatest Love'

**Alexia Cito**, managing co-director of the Love Peace Harmony Foundation, reveals how Dr and Master Sha is helping to heal humanity through Tao Calligraphy 'Da Ai'

**G**rounded in age-old wisdom and guided by love and empathy, Tao Calligraphy 'Da Ai' embodies a profound love that surpasses any limitations.

Contributions from Dr and Master Zhi Gang Sha, a world-renowned spiritual healer and teacher, serve as conduits for the transformative power of the 'Greatest Love' in the realm of spirituality and self-exploration, and have been created with a goal to nurture and restore humanity.

At the root of Dr and Master Sha's teachings lie the 'Ten Da Greatest Qualities', which encompass virtues such as love, forgiveness, compassion and light. These qualities form the foundation of Tao Calligraphy and when embraced, they have the potential to bring about meaningful transformation.

A good starting point to explore these qualities and learn how to integrate them into our lives is Dr and Master Sha's latest book, *Tao Calligraphy to Heal and Transform Depression and Anxiety*.

## CREATE A SACRED SPACE

Tao Calligraphy 'Da Ai' is an expansive energetic field that radiates the frequency of the 'Greatest Love'. Individuals who connect with this field have reported that they experience tremendous healing, inner peace and a sense of harmony.

Through Tao Calligraphy, a unique form of calligraphy infused with good energy and the principles of the Ten Da, individuals can access and activate the 'Da Ai' field within themselves.

The Tao Calligraphy 'Da Ai' field acts as a catalyst for personal growth and the transformation of depression and anxiety into joy and wellbeing.

Dr and Master Sha has created a 'Da Ai' Calligraphy Card and 'Da Ai' Signed Print to support individuals on their spiritual journey and help them connect with the power of the 'Da Ai' field. These offerings are not mere artistic representations but powerful tools infused with the frequency of 'Da Ai – Greatest Love'. By having these items in one's presence, individuals can create a sacred space that resonates with the energy of the Greatest Love. They serve as reminders of the immense power within and the potential for healing and transformation.

## GUIDES TO SUPPORT SELF-HEALING

As the proverb goes: 'Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime'. Dr and Master Sha's books serve as profound guides on the path

of self-healing and self-transformation. Through his teachings and practices, individuals can learn to unlock the power of 'Da Ai' within themselves and embrace the Ten Da Greatest Qualities.

Dr and Master Sha provides valuable information infused with spiritual wisdom and practical techniques that enable individuals to navigate their personal challenges, overcome depression and anxiety and cultivate a more joyful and fulfilling life.

This is a unique and powerful approach to healing, transformation and self-discovery. By delving into *Tao Calligraphy to Heal and Transform Depression*

and *Anxiety*, individuals can tap into the profound energy of Tao Calligraphy and experience its positive impact.

With the support of products like the 'Da Ai' Calligraphy Card and 'Da Ai' Signed Print, individuals can surround themselves with the vibrational frequency of the greatest love, creating a sacred space for healing and growth.

Dr and Master Sha's books continue to serve as invaluable resources for authentic transformation by providing guidance and techniques for individuals to unlock the power of 'Da Ai' and cultivate a divine life of joy, love and balance.

## ABOUT DR AND MASTER ZHI GANG SHA

As a medical doctor trained by Xi'an Jiaotong University in China, a Tao Grandmaster and 11x *New York Times* bestselling author, Dr and Master Zhi Gang Sha has shared global stages with the likes of Deepak Chopra and earned recognition from some of the world's most visible leaders, Grammy winners and CEOs, including the late Maya Angelou, Roberta Flack and David Meltzer.

He established the Love Peace Harmony Foundation in 2008 to serve all humanity and to make others happier and healthier. The Foundation partners with other aligned organisations and nonprofits to offer assistance and support on numerous local and global humanitarian efforts.



Dr and Master Zhi Gang Sha creates 'Da Ai' Tao Calligraphy to disseminate the 'Greatest Love'

## Find out more

- Information about Dr and Master Zhi Gang Sha is at [drsha.com](http://drsha.com)
- Discover the work of the Love Peace Harmony Foundation at [lovepeaceharmony.org](http://lovepeaceharmony.org)

# HERO PRODUCTS

Introducing our Organic September Heroes!  
We've picked these products because we believe they are all best in their class for people and the planet. They represent simple, sustainable switches that will help to keep you, your home and the planet healthy – without compromising on performance!

View all our Heroes at [mygreenpod.com/heroes](https://mygreenpod.com/heroes)

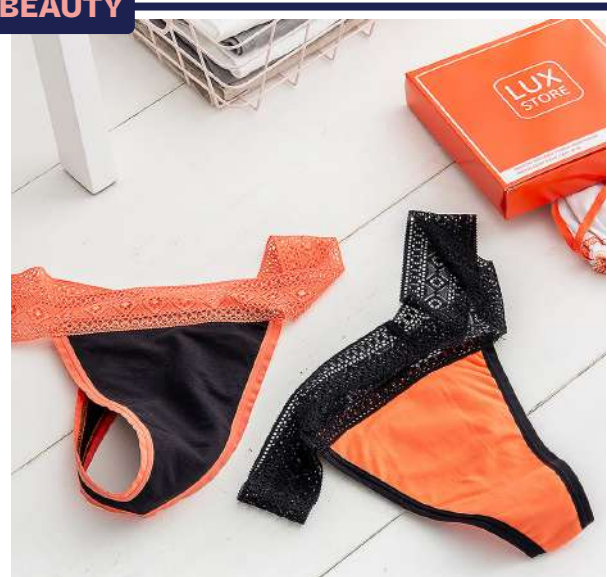
## HEALTH & BEAUTY



### TABITHA JAMES KRAAN CLEAN SHAMPOO & CONDITIONER

Get the action of a regular shampoo and conditioner, using 100% natural and 73-85% organic ingredients.

[mygreenpod.com/heroes/tabitha-james-kraan-clean-shampoo](https://mygreenpod.com/heroes/tabitha-james-kraan-clean-shampoo)

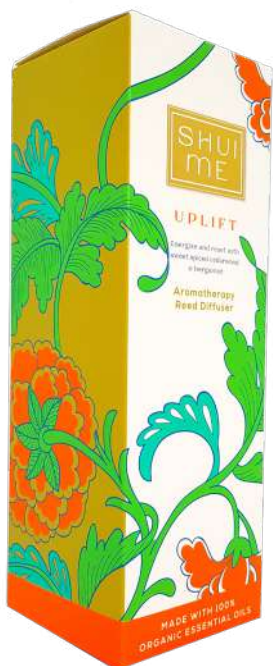


### LUX PERIOD PANTS

These reusable, organic, vegan period undies offer up to eight hours of protection (depending on your flow).

[mygreenpod.com/heroes/lux-period-thongs](https://mygreenpod.com/heroes/lux-period-thongs)

## HOME & GARDEN



### SHUI ME ORGANIC REED DIFFUSER

These reed diffusers, made with 100% pure organic essential oils, last about twice as long as leading alcohol-based reed diffusers.

[mygreenpod.com/heroes/shui-me-reed-diffuser-range](https://mygreenpod.com/heroes/shui-me-reed-diffuser-range)



## FOOD & DRINK



### YEO VALLEY ORGANIC MILK

From British Friesian cows and the UK's largest family-owned dairy business.

[mygreenpod.com/heroes/yeo-valley-1-litre-semi-skimmed-milk](https://mygreenpod.com/heroes/yeo-valley-1-litre-semi-skimmed-milk)



### SIN GUSANO LAMPARILLO

100% agave spirit, made from sustainably harvested wild maguey lamparillo.

[mygreenpod.com/heroes/sin-gusano-lamparillo-zona-del-silencio](https://mygreenpod.com/heroes/sin-gusano-lamparillo-zona-del-silencio)

## TOP 5 ORGANIC SEPTEMBER SWITCHES

1

Switching to organic wine is good news for the farmers, the soil, biodiversity – and you! Try the mixed case of six Organic Everyday wines from Vintage Roots.

[@VintageRootsLtd](https://twitter.com/VintageRootsLtd)  
[mygreenpod.com/heroes/vintage-roots-organic-everyday](https://mygreenpod.com/heroes/vintage-roots-organic-everyday)

2

Need to buy someone a present? Tree2MyDoor offers long-lasting, eco-friendly alternatives to mass-produced gifts – the trees and plants are perfect for weddings, births, birthdays or even just to remind someone they're special.

[@tree2mydoor](https://twitter.com/tree2mydoor)  
[mygreenpod.com/heroes/tree2mydoor-tree-of-life-gift](https://mygreenpod.com/heroes/tree2mydoor-tree-of-life-gift)

3

Natural and organic skincare products will help get your skin in tip-top condition so your natural beauty can shine through. Try Weleda Skin Food for an instant and all-natural glow.

[@WeledaUK](https://twitter.com/WeledaUK)  
[mygreenpod.com/heroes/weleda-skin-food/](https://mygreenpod.com/heroes/weleda-skin-food/)

4

Want to know the impact of your spending? Carbon track and offset your transactions with Algra, a feature-packed ethical finance app.

[@myalgra](https://twitter.com/myalgra)  
[mygreenpod.com/heroes/algra](https://mygreenpod.com/heroes/algra)

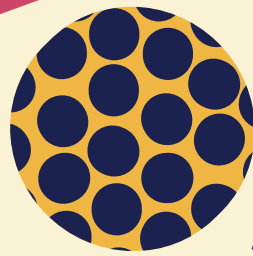
5

If you're about to buy a product you don't really need, you can save some cash by putting it back and planting a tree instead!

[@treesisters](https://twitter.com/treesisters)  
[mygreenpod.com/heroes/treesisters](https://mygreenpod.com/heroes/treesisters)



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**TIME:**

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6.30pm Awards  
and Dinner

*Please note all food will be  
plant based, any allergies  
let us know by emailing:  
[hello@mygreenpod.com](mailto:hello@mygreenpod.com)*

**VENUE:**

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Butler's Wharf Pier,  
Shad Thames,  
London SE1 2YE



**CARRIAGES:**

11.30pm-12pm  
Tower Millenium Pier,  
Lower Thames Street,  
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**TICKETS:**

[peaawards.com](http://peaawards.com)

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**LIVE  
OR  
LET  
DIE**

**OUR THEME:** Bond 007

**YOUR MISSION:** Dress to Impress

**OUR HOST:** Hugh Fearnley-Whittingstall

**Celebrating and honouring the world's greenest heroes for 13 years!**

# Championing organic

River Cottage's **Julia Johnson** explains why organic food and farming should be at the heart of any sustainable food system

**A**t River Cottage we celebrate all things organic, all year round – it is at the core of everything we do.

We are proud that our farm carries organic certification, accredited by the Soil Association, and is managed under Countryside and Environmental Stewardship, schemes run by Natural England. These schemes help land managers look after natural habitats and biodiversity, in cooperation with food production.

We grow high-quality organic fruit and vegetables on 1.5 acres of the farm, providing a wide variety of produce for our kitchen all year round. Our talented chefs make good use of the season's harvest in our menus at the River Cottage Kitchen & Store, and at our dining events.

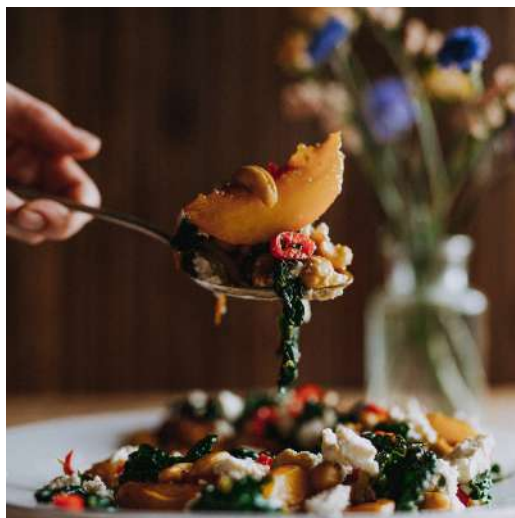
## GROW YOUR OWN

It's no secret that Hugh's a proud champion of organic, and it's something that's been engrained into the very essence of everything we do here at River Cottage for many years.

Provenance is a passion for our chefs; if you attend one of our cookery courses or dining events you will hear where your ingredients came from (if not from our own soil) and a little about why we believe eating seasonally and sustainably is not only important, but also tastes better.

We believe growing your own veg has the power to change your life. In these times of intensive farming, reliance on harmful pesticides and their detrimental impact on our environment, we need to be more reliant on our own patches of safe soil.

On our gardening courses, we teach people the importance of looking after soil health and lots of other organic tips and tricks to take away and start growing organic veg at home!



PHOTOGRAPHY MATT AUSTIN



## RIVER COTTAGE COLLABORATIONS

We believe that the way we produce, source, package, distribute and consume food is intrinsically linked to our health, the environment, the economy and more.

So, in a bid to push for change – to innovate and nudge the food system even further in the right direction – we have collaborated with organic producers we respect and trust to create a thoughtful selection of organic food and drink products, including kefirs, kombuchas, yoghurts and ciders. You can shop the River Cottage Organic range via Milk & More or Abel & Cole, and in Waitrose and selected independent retailers.

Hugh Fearnley-Whittingstall will host this year's P.E.A. Awards and is looking forward to an evening celebrating and honouring the individuals and teams behind the products, services and businesses that are changing the face of our planet.



**CLOCKWISE**  
Chefs at River Cottage are passionate about provenance; learn why to eat seasonally and sustainably on a River Cottage cookery course; a selection of products in the River Cottage Organic product range; Hugh Fearnley-Whittingstall is a champion of organic

## Find out more

■ View all the courses available at River Cottage at [rivercottage.net/courses](http://rivercottage.net/courses)

**‘Organic is really important to us here at River Cottage – it's how we raise our livestock, how we grow all our produce and it's at the heart of all our cooking and teaching. We love to show people how to cook and eat sustainably and affordably with organic produce. We're also incredibly proud of our growing range of delicious organic products.’**

**HUGH FEARNLEY-WHITTINGSTALL**





# ORGANIC ON A BUDGET

Yeo Valley Organic reveals five ways anyone can participate in Organic September

PHOTOGRAPHY ISTOCK

**S**hopping organically doesn't have to break the bank. As a family-run organic dairy brand, Yeo Valley Organic is passionate about all things organic, and believes Organic September is a great opportunity for everyone to learn more about organic farming – including its costs and its benefits.

Yeo Valley Organic strongly believes that eating organically is for everyone; here are five ways it says anyone can participate in Organic September – whatever your budget.



Find out why Yeo Valley Organic is a My Green Pod Hero at [mygreenpod.com](http://mygreenpod.com)

## 1 EAT LESS AND EAT BETTER

Reducing your meat intake is one of the single best things you can do to help the environment. As dairy farmers, Yeo Valley Organic is passionate about the nutritional benefits of animal products, but by reducing your meat intake, and eating better quality (organic) meat, you'll be ensuring a higher standard of animal welfare and environmental protection.

## 2 HAVE A PLAN

Meal prepping is a great way to increase the number of organic products you cook each week. At the start of the week, make a plan for each meal and work out what you'll need to buy. This way when you're in the supermarket you won't be overwhelmed by all the different options, or have to throw away leftover food at the end of the week.

If you need some recipe inspiration, Yeo Valley Organic has listed some of its favourites on its website, ranging from showstoppers and summery specials to speedy suppers (see below).

### Find out more

- Search and discover delicious organic recipes at [yeovalley.co.uk/recipes](http://yeovalley.co.uk/recipes)
- Visit Yeo Valley's Organic September hub at [yeovalley.co.uk/organic-september](http://yeovalley.co.uk/organic-september)

## 3 USE YOUR LOCAL SUPERMARKET

Many big-name supermarkets now stock a wide range of organic products. Buying from your usual supermarket means it's easier to make the swap in your weekly food shop.

## 4 JOIN AN ORGANIC COMMUNITY

It's much easier to change habits when you have a support group. If your local area doesn't have an organic community group, why not set one up? That way you can share tips and tricks on how to get the best organic products at affordable prices. You could also chip in and bulk-buy products to cut costs!

## 5 GET YOUR FINGERS GREEN

To be truly sure of the origins of a product, why not grow your own? It can be so fun and rewarding; the whole family can get involved and learn more about the organic movement while growing nutrient-rich food to eat.





# The scoop on calvados

We take a closer look at the tasty French tippie that doesn't give the planet a hangover

**W**e're all getting smarter when it comes to the environment – but have you ever thought to question the gin in your G&T? Or the vodka in your martini? Like all things, even our favourite tippie has an environmental impact.

## SPIRITS AND THE ENVIRONMENT

All spirits start life as agricultural products, most of which are grown in fields. The issue is that gin, rum, vodka, whisky and tequila – the most popular and widely available spirit options – are almost always made from industrial monocrops, which are a far cry from how mother nature designed her ecosystems. Monocropping involves planting and growing one variety of crop across a huge area of land. This is great for maximising yield, but it harms biodiversity and is a net emitter of CO<sub>2</sub>. Monocropping also leaves the land entirely reliant on chemical pesticides and fertilisers, some of which end up in our air, streams and rivers.

Calvados is different for a number of reasons; the apple brandy – produced in Normandy, France – is made from apples grown in traditional orchards, which might just be one of the most sustainable ingredients from which to distill a spirit.

## A CLIMATE-POSITIVE SPIRIT

The Normandy orchards that grow Avallen's apples suck CO<sub>2</sub> from the air and lock it up in their trunks, roots, branches and the soil for the rest of their lives. They benefit the local area and are integral to production methods that work alongside nature, rather than against it.

These sustainability credentials are why Avallen decided to launch a modern take on calvados: a fresh, vibrant spirit that does a lot of good for the planet. Avallen has been able to prove its spirit is climate positive; each bottle sequesters more carbon from the atmosphere than it produces.

The spirit is made from over 40 varieties of apple from 200 different orchards. The only other ingredients are water and time, making this one of the purest spirits out there.

LEFT to RIGHT  
Avallen is a climate-positive spirit that supports the protection of bees;  
Avallen & Ginger cocktail;  
Avallen calvados now comes in a FrugalPac bottle made from 94% recycled paperboard;  
the Hedgerow cocktail



Discover why Avallen is a My Green Pod Hero at [mygreenpod.com](http://mygreenpod.com)

## THE BEE-AUTY OF APPLES

As well as being climate champions, Normandy's apple orchards are also a haven for biodiversity. They are quite literally buzzing with life – home to healthy populations of wild bees that pollinate the apple trees.

Bees have been declared the most valuable living being on the planet, and they're critically endangered. Avallen's impacted production methods nurture the orchards and their wider habitats, and 2% of the company's revenue is donated to the Bumblebee Conservation Trust.

Add to that B Corp certification, apple pulp labels and the option to buy Avallen in a game-changing paper (yes, paper) bottle, and you start to get a picture of the extent to which Avallen is driven by its environmental ethos.

## Find out more

■ Discover where to buy Avallen calvados at [avallenspirits.com](http://avallenspirits.com)

## HOW TO DRINK CALVADOS

20 October will mark World Calvados Day, and to celebrate Avallen has shared the recipes for two of its favourite calvados cocktails.

Alternatively, get crafty in the kitchen by adding some French flair to your cooking – give your tarte Tatin a decadent twist with a splash or two of Avallen!

### AVALLEN & GINGER

50ml Avallen  
150ml premium ginger ale

**Method:**  
Build in a highball glass over ice

**Garnish:**  
Apple slice

### HEDGEROW

40ml Avallen  
10ml apricot brandy  
15ml fresh lemon juice  
5ml sugar syrup  
Top 50/50 ginger beer & dry cider

### Method:

In a highball glass filled with ice, add all ingredients except ginger beer and cider. Gently stir the drinks. Top with half ginger beer and half cider.

### Garnish:

Candied ginger and lime



Let me say at the outset that I love the B Corp movement. It has been foundational in forming our company purpose and culture, but I believe business leaders need to go beyond B Corp if we are to make a significant impact on the world.

My company, Cotswold Fayre, was part of the launch cohort of around 40 UK B Corps. To our credit we had created a company where benefiting both our people and the global community was just as important (if not more so) than profits – though a company must make a profit in order to effect positive change.

I had come into business from the charity sector; having spent years mopping up the mess created by business and government policy, I was determined to start a company that put people front and centre. I had been doing that, albeit in a flawed way, for 15 years before discovering the B Corp movement.

To encounter other businesses putting people and planet first was a revelation. Here were many other companies (largely in the USA at the time) who felt exactly as I did about business and were incredibly successful from a financial perspective, too.

### WHAT IS A B CORP?

The B Corp certification tool measures how good companies are for the world in five areas: Governance, Workers, Community, Environment and Customers. There are around 150-250 questions, depending on a company's size and sector. Evidence must be provided wherever points are scored; if the company reaches a score of 80 points, it is entitled to submit for audit to become a B Corp.

From the small start in 2015, the UK B Corp community is now the fastest growing in the UK, with around 1,500 companies now certified. B Corp has a particularly strong influence in the food and drink sector within which we operate; around 25% of current UK B Corps are food and drink businesses. Cotswold Fayre has 60 B Corp suppliers, which we believe to be the highest of any B Corp.

### B CORP AS A BEGINNING

All this is very good news, of course, but if certifying as a B Corp is a destination rather than a beginning then we will fail.

Companies can treat the certification like an ISO standard, tweaking a few things but largely carrying on as before. This is only the case in a minority of B Corps; Brewdog, which has been ejected from the movement, is one widely reported example.

A fellow CEO wisely counselled me that even these businesses are better than they were due to the changes they had made as part of the certification process. However, to effect radical change in our businesses and the world we need something more than a certificate.

### CHARACTERISTICS OF GOOD LEADERSHIP

Excited by our first few years as a B Corp and wanting to encourage more businesses to become a force for good in the world, I wrote my first book, *Forces for Good*, which was published in 2019.

However, in the writing of that book I came to the strong realisation that if we are going to change the world for the better – socially and environmentally – then we also need to change ourselves. We must become people and leaders with more compassion, more heart and more soul.

Change starts with the mind and setting new intentions for our businesses, but real change involves deepening into more love and spirituality, whatever that word means for you.

Typically, good business is measured on the triple bottom lines of people, planet and profit – I have added personal change as 'The Fourth Bottom Line', and that is the title of my second book – on 50 characteristics of good leadership.

### BRINGING HEART TO BUSINESS

Our main business as a wholesaler of speciality food and



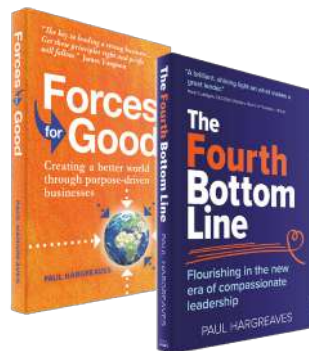
# BEYOND B Corp

Cotswold Fayre founder Paul Hargreaves explains why B Corp certification is only the beginning for purpose-driven business

CLOCKWISE Customers at Flourish notice heartfelt interactions with staff; the purpose-driven retail and restaurant business opened in 2021; Paul Hargreaves' books reveal how business can be a force for good

drink diversified in 2021 into a 7,000 sq. ft retail and restaurant business called Flourish. In that busy customer-facing environment, the face-to-face interactions between leaders, workers and customers are seen every minute of every day. Customers notice heartfelt interactions and it is very evident that we are different from other businesses they visit.

Yes, the B Corp framework is a fantastic tool for becoming a better business, but we need more than that. We need leaders and businesses that are reaching out in compassion and love to nature and people. Will you join me?



### Find out more

- View the menus and upcoming events at Flourish at [flourishatglenavon.co.uk](http://flourishatglenavon.co.uk)
- Browse and buy books by Paul Hargreaves at [paulhargreaves.co.uk/books](http://paulhargreaves.co.uk/books)



# Get set for GLOBAL DONUT DAY

Doughnut Economics Action Lab has launched a day to celebrate local action and global connection through Doughnut Economics



LEFT to RIGHT  
Donut Brasil was created in May 2021; Regen Melbourne is bringing Donut Economics to Australia; The Amsterdam Donut Coalition



**O**n 13 November 2023, Doughnut Economics Action Lab (DEAL) will celebrate its first Global Donut Day, online and in-person around the world.

The day will be marked with local, community-led festivals centred around *Doughnut Economics*, which offers a vision of what it means for humanity to thrive in the 21st century.

## UNITING CHANGEMAKERS

A unifying day of local action and global connection, Global Donut Day will showcase keynote speakers such as *Doughnut Economics* author Kate Raworth, sessions with members of DEAL and opportunities for international connection.

From Beijing to Mexico City and Vermont to Brazil, Global Donut Day will bring communities

together around Doughnut Economics, to learn, make visible, connect, celebrate, imagine and inspire a future in which we all thrive within the doughnut's social and planetary boundaries.

## 21ST-CENTURY ECONOMICS

*Doughnut Economics* proposes an economic mindset that's fit for our times. It's not a set of policies and institutions, but rather a way of thinking to bring about the regenerative and distributive dynamics that this century calls for.

Drawing on insights from diverse schools of economic thought – including ecological, feminist, institutional, behavioural and complexity economics – *Doughnut Economics* sets out seven ways to think like a 21st-century economist to transform economies, local to global.

Doughnut Economics Action Lab (DEAL), a Community Interest Company co-founded by Kate Raworth, was set up in 2019, with an online Community Platform launched in 2020. It supports changemakers – in communities, cities and regions, education, business, government and more – who are turning the ideas of *Doughnut Economics* into transformative action to bring about change.



## Find out more

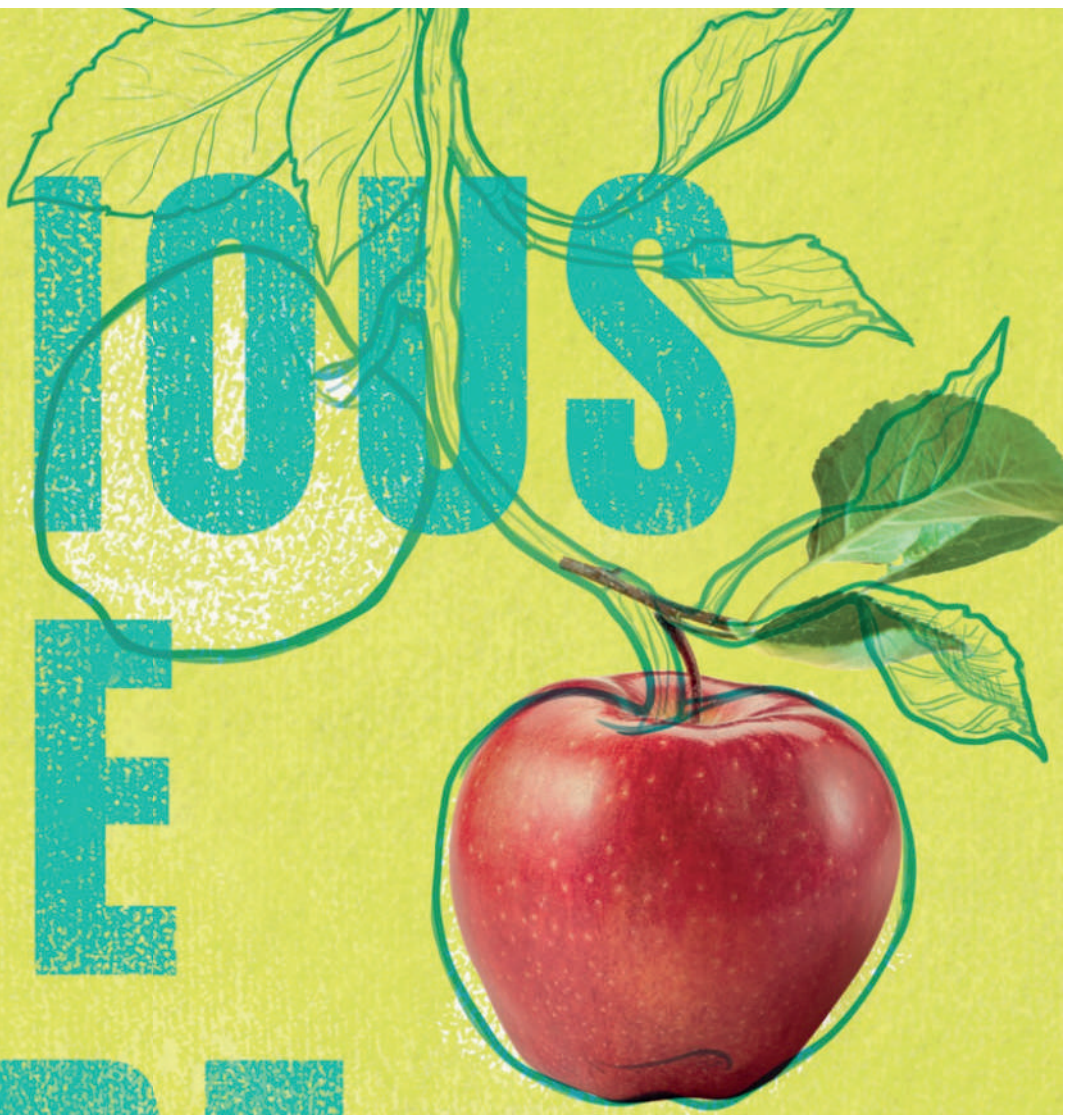
■ Sign your community up to Global Donut Day at [doughnuteconomics.org/globaldonutday](https://doughnuteconomics.org/globaldonutday)

**‘Doughnut Economics is proving to be an idea that connects people – from communities to education, business, local government and more. We’re excited to see how Global Donut Day can be a moment to celebrate this connection and provide an opportunity to learn from one another, both within our localities and from others around the world.’**

**ROB SHORTER**, COMMUNITIES & ART LEAD, DEAL



# DELICIOUS TO THE CORE



MADE WITH  
NOTHING BUT APPLES  
WATER AND TIME

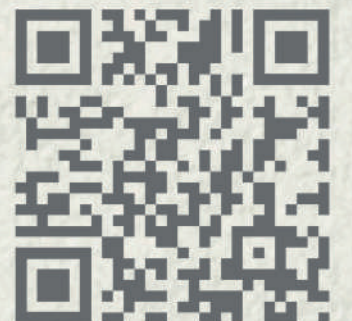
*Bee more,  
drink Avallen*



[Twitter](#) [Facebook](#) [Instagram](#) @AvallenSpirits

Serving suggestion Avallen | Tonic

PLEASE DRINK RESPONSIBLY





# CLEANER, CHEAPER POWER

**Mark Millar**, CEO of Puredrive Energy, explains how new technology has the power to protect your planet, property and pocket

**A**s homeowners strive for more sustainable lifestyles and home energy solutions, innovative green technologies are emerging to reduce carbon footprints and energy bills.

One of the solutions from Puredrive Energy is the groundbreaking PureStorage II Battery 5kWh and PureCharger 7kW-T, which together represent a perfect combination of energy storage and electric vehicle (EV) charging.

As well as delivering significant savings, these solutions use automation to support a greener and more efficient lifestyle – all seamlessly integrated through the Puredrive app to make low-carbon living easy.

## LOW-COST ENERGY

The PureStorage II Battery 5kWh uses LiFePO<sub>4</sub>, the highest performing and safest chemistry available, and revolutionises residential energy storage with its exceptional performance.

Designed for longevity, this battery can withstand an impressive 10,000 cycles (a typical household uses one cycle a day) and can withstand faster charging speeds than its competitors.

In today's evolving energy market, faster and more durable batteries unlock even greater savings than ever before. Dynamic energy tariffs are gaining popularity, presenting opportunities to charge home battery systems with low-cost grid energy during periods of low demand. This generates additional savings by ensuring that the energy purchased from the grid is always the cheapest and cleanest energy available, saving you money and reducing pressure on the grid.

## SWITCH TARIFFS AT ANY TIME

At the same time, smart software inside the Puredrive app means you don't need to schedule charging, and substantial savings can be made on utility bills through automation.

With the Puredrive app you don't need to worry about when to start or stop battery and EV charging sessions; Puredrive uniquely operates energy supplier variable rate tariffs, creating greater independence for your home.

Rather than being tied to an energy supplier, Puredrive customers are free to switch tariff at any time, with no stipulations.

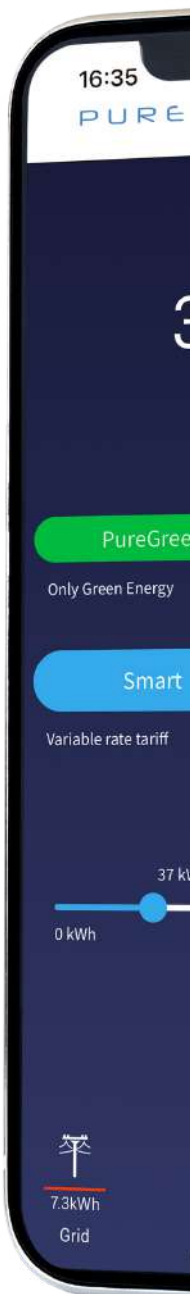
## UNDERSTAND YOUR ENERGY

Acting as a centralised hub, the app seamlessly connects the PureStorage II Battery 5kWh, PureCharger 7kW-T and all components in the Puredrive Energy ecosystem.

This integration empowers homeowners with comprehensive and easy-to-understand insights into their energy usage patterns, allowing them to make informed decisions and optimise their energy consumption.

## CUTTING-EDGE EV CHARGING

With the rapid transition to electric cars, an efficient and versatile EV charging solution is essential. The PureCharger 7kW-T sets itself apart from the competition with market-leading



The PureStorage II Battery and PureCharger EV charger work together to provide the perfect combination of home energy storage and EV charging





ABOVE  
The Puredrive app has been designed to make low-carbon living easy



Find out why Puredrive Energy is a My Green Pod Hero at [mygreenpod.com](https://mygreenpod.com)

integration with solar and battery systems. The Puredrive app presents a range of charging modes tailored to meet the diverse needs of homeowners. This flexibility ensures optimal home energy management, making it the ideal choice for EV owners looking for a cutting-edge charging solution.

### EV CHARGING MODES

PureGreen mode allows you to charge your EV exclusively with clean, green energy. This mode lets you prioritise free green energy for your EV charging, and contribute to a more sustainable and eco-friendly mode of transportation.

GreenBoost mode enables you to make use of your free green energy and top up from the grid if necessary. This ensures your car will always reach the desired state of charge while also maximising the use of solar energy – the perfect balance of sustainable energy use and efficient EV charging.

Smart mode is yet another gamechanger in EV charging technology; in this mode you will only purchase the cheapest and greenest energy available. This intelligent feature not only saves you money but also eases the burden on the grid during periods of peak demand. With seamless integration with any variable rate tariff, you can enjoy automatic and hassle-free savings while optimising your charge.

TimedBoost brings an extra level of convenience, as you can set a minimum energy requirement by a specific time. By combining GreenBoost, Smart mode, and TimedBoost, homeowners get maximum use of the cheapest and cleanest energy available.

### SEE YOUR SAVINGS

Puredrive Energy's app is tailored to the user. It provides access to real-time energy monitoring with customisable timeframes, a full overview of your home's energy consumption, scheduled battery charging, intelligent system overview and full control of the Purecharger, with seamless integration of the data from the PureStorage II Battery 5kWh and the PureCharger 7kW-T.

You get to see your energy generation, storage and EV charging all in one simple interface. Additional features, like the green report and historic overview, provide valuable insights into your energy usage trends over any timeframe.

Puredrive's tech team is using AI and machine learning to continuously improve the automation processes within the app, meaning customers can spend less time worrying about manually operating their systems and more time looking at how much money and carbon they have saved.

### RAPID RESPONSE

Puredrive is uniquely positioned to provide outstanding customer support. We have over 70 members of staff just outside Cheltenham in the UK, and our in-house manufacturing has created a perfect channel for manufacturing staff to progress to front-facing support roles. This provides an opportunity to engage with members of the team who understand the products inside and out.

Deep layers of support are available because the brains behind the products are in the UK, resulting in rapid response rates. We answer the phone in under 30 seconds on average – challenge us this week, Monday-Friday, 09.00-17.00: 01386 577845.

### Find out more

■ Contact the Puredrive sales team on **01386 577845** or email [sales@puredrive-energy.co.uk](mailto:sales@puredrive-energy.co.uk) to discuss the products and how they work

SCREEN-PRINTED  
GLASS  
REFILLS

VEGAN  
& CRUELTY  
FREE

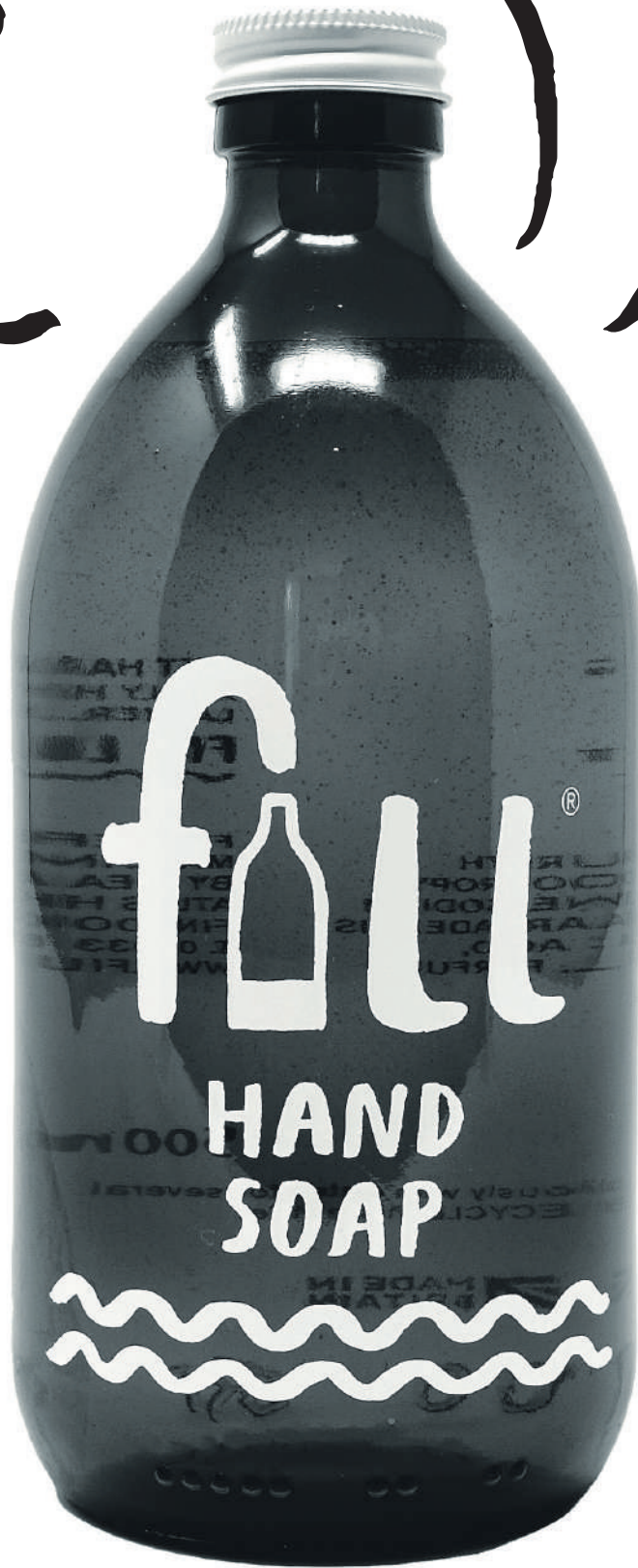
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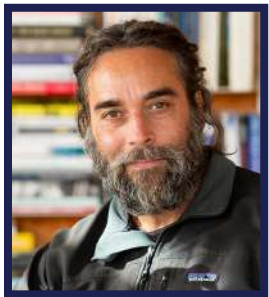
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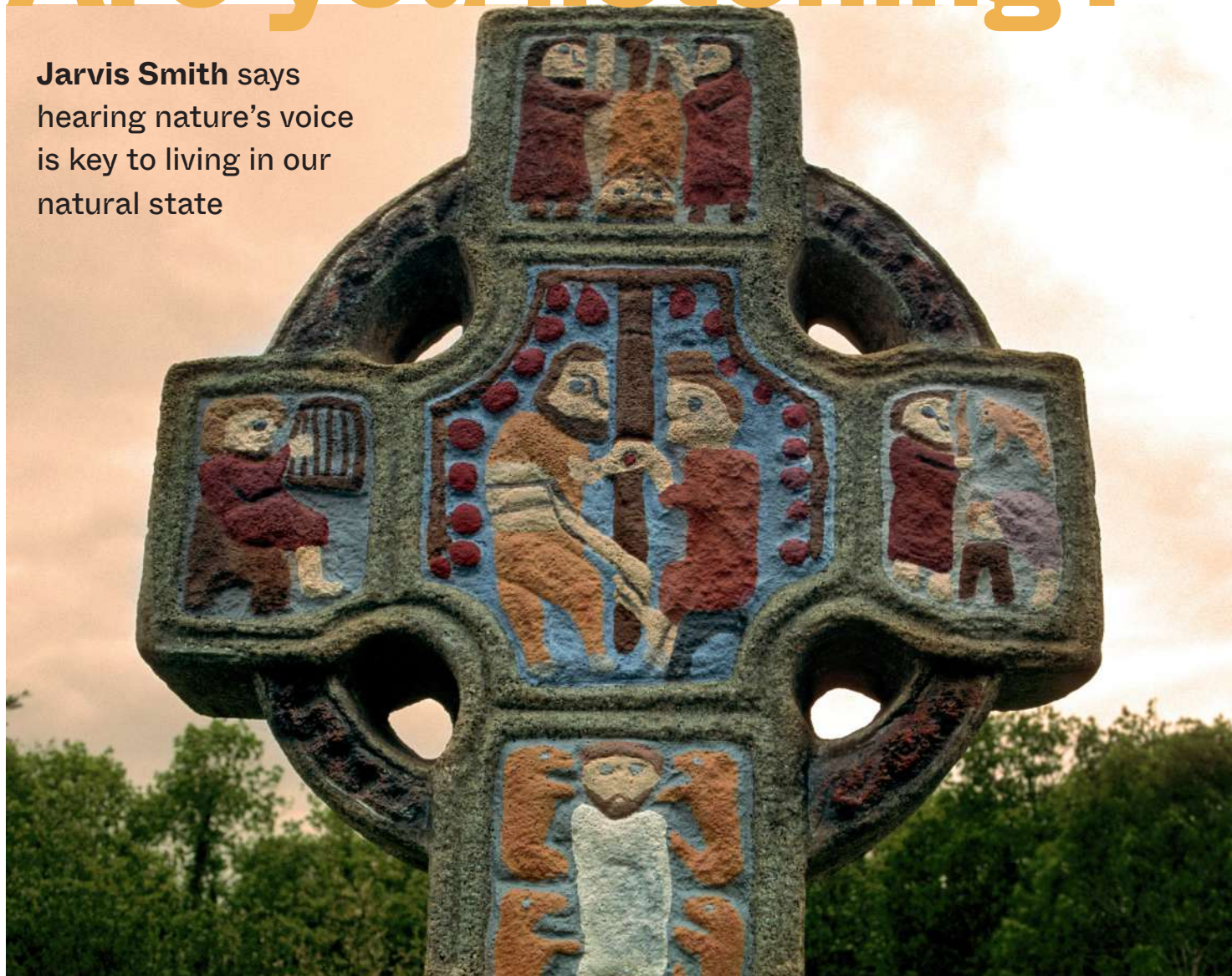


## Jarv's rules



# Are you listening?

Jarvis Smith says hearing nature's voice is key to living in our natural state



As systems crack and break beneath the pressures of climate breakdown, and our awareness of the madness we all support becomes a reality, more and more of us are waking up to the fact and feeling that an enormous change is necessary.

### RETURNING TO OUR NATURAL STATE

The greatest lesson from my spiritual teacher, a female shaman indigenous to the UK, was the art of listening to nature – a skill now etched in my DNA as a natural state of being.

The way of the shaman is to dance with life and to be in co-creation with nature, knowing deeply and profoundly there is no separation from the Earth – and that, in fact, we are the Earth. We are the soil, the wind, the water and the sunlight. If 'it' is us and we are 'it', then of course it makes sense we should be able to hear nature's voice.

It took me years and years – well over a decade of deep meditation and hours of daily yoga – to disconnect from the human noise and fall back into a rhythm of what I would describe now as a natural state.

Everything natural on Earth has a rhythm – day and night, the in and out breath and of course

our heartbeat. But is that rhythm always in harmony with the Earth's rhythm? I feel it can't be.

Earth Overshoot Day recognises that we are using up 12 months' resources by the middle of the year, revealing in a very basic form that our rhythm is beating faster than that of our planetary sponsor, the Earth.

We are moving at a speed that has disconnected us from a natural state of being. This puts a stress on our mental, physical and emotional states, yet each day we fall back into the same misalignment.

### HARNESSING OUR SUPERPOWER

The natural state is connected to what I call the fourth element, the element beyond the mental, physical and emotional states. It is the spiritual state; the place where intuition is strong, and when you know if a decision you are making is right or wrong. It involves being guided by source, or that inner knowledge of what you must do in order to get the job done.

Each and every one of us has this innate superpower because it's part of our natural state of being – a truth that can never be manipulated or distorted by any of the external machines that now seem to be spiralling out of control.

If we choose to accept and allow the fourth element, that spirit-body connection, then the art of listening, trusting and acting from it can instantly put us back in control.

Perhaps this is what nature is trying to teach us: we have fallen off the bumpy old wagon, and she is nudging us to stir and awaken, brush ourselves off and get back on. We need to recommence our life journey with not just open eyes and ears, but with full sensory awareness – ignited by connection, trust and an understanding that we must live love for everything there is.

One key thing nature told me is that if we can at the very least honour and respect her for everything she has given us – if we can slow down our abuse of her resources and give her a moment to breathe again – she will correct the course we are currently on and take us in a new harmonious direction, bringing about what many texts have called 'Heaven on Earth'. That seems to me to be something worth striving for.

### Find out more

■ Jarvis Smith is co-founder of My Green Pod and founder of the P.E.A. Awards. Upcoming events are at [jarvismith.com](http://jarvismith.com)





CLOCKWISE  
 A Waitrose HGV running on Bio-CNG; the world's largest public-access biomethane refuelling station in Avonmouth, near Bristol; refuelling a Waitrose delivery truck with biomethane; the Avonmouth refuelling station is helping major brands to reach net zero targets



# Decarbonising HGVs

**ReFuels and John Lewis Partnership collaborate on the first biomethane HGV refuelling station in south-east England**

**A** new state-of-the-art biomethane refuelling station for heavy goods vehicles (HGVs) has entered construction in Aylesford, Kent.

The site – with the capacity to fuel more than 500 trucks per day and save almost 60,000 tonnes of CO<sub>2</sub> a year – is set to make low-carbon logistics a reality for dozens of fleets in south-east England.

## MEETING NET ZERO

The news was announced by ReFuels N. V., one of Europe's leading suppliers of renewable biomethane (Bio-CNG) for decarbonising HGVs, just days after the UK government published its long-awaited biomass strategy. The strategy backed biomethane as an attractive fuel for HGVs and other harder to decarbonise fleets which could be more challenging to electrify.

'Bio-CNG is the only fuel available today that can decarbonise the UK's HGV fleet at the scale and pace required to meet net zero', said Philip Fjeld, CEO of ReFuels. 'Well over one hundred fleets across the UK are now adopting the fuel en masse and our new site in Aylesford, built on land acquired from the John Lewis

## A ONE-OF-A-KIND FLEET

The station in Aylesford is a joint venture between CNG Fuels, the infrastructure arm of ReFuels, and Foresight Group, a sustainability-led investment management company.

Serving major UK trunk routes including the M20 and M2, the site is being built on land acquired by ReFuels from the John Lewis Partnership (JLP), adjacent to Waitrose's south-east England distribution centre. This will enable the retail giant to rapidly grow its fleet of biomethane-powered HGVs, which is already the largest fleet of its kind in the UK.

'John Lewis Partnership took delivery of its first dedicated CNG trucks in 2015 and now operates 400 CNG trucks, which is the largest biomethane-powered truck fleet in the UK', said Justin Laney, general manager of Fleet at John Lewis Partnership. 'We are delighted that CNG Fuels has started construction of a high-capacity Bio-CNG station in Aylesford, where Waitrose has its south-east distribution centre. John Lewis Partnership is committed to all of its 520 heavy-duty trucks running on biomethane by 2028, and the Bio-CNG station in Aylesford is another important step towards realising this goal.'

## FUELLING 6K HGVs PER DAY

The new site – featuring 12 fuel pumps capable of delivering 19 million kg of Bio-CNG annually – will add to the company's existing network of 12 refuelling stations across the UK. In total, this network can refuel more than 6,000 HGVs daily, saving more than 750,000 tonnes of CO<sub>2</sub> emissions compared with diesel.

By 2026, the company aims to have 30-40 stations in operation, with a total capacity of up to 15,000 HGVs refuelling per day and more than 600 million kg of biomethane dispensed annually – equivalent to cutting UK HGV CO<sub>2</sub> emissions by 8%.

## OTHER FLEETS SWITCH TO BIO-CNG

Demand for Bio-CNG from fleet operators is growing rapidly. In July 2023 alone, 3,799 tonnes of Bio-CNG were dispensed across CNG Fuels' stations, equivalent to an 80% increase compared with the same period last year.

In addition to John Lewis Partnership, ReFuels supports over 80 other major fleets switching to Bio-CNG including Aldi, Amazon, DHL, Lidl, Royal Mail and Warburton's.

ReFuels has one other station under construction in Bangor, North Wales, which is due to start operations in the next month. At least two further stations are expected to commence construction this calendar year.

## Find out more

■ Information about ReFuels and how it's reducing fleet emissions is at [refuels.com](https://refuels.com)



Partnership, is a testament to this growing demand and the value fleet operators place on the enabling refuelling infrastructure.'

## FUEL FROM FOOD AND MANURE

HGVs account for 4.2% of UK carbon emissions, making the sector a key player in the UK's goal to achieve net zero by 2050.

Renewable biomethane – derived by ReFuels from food waste and manure – is the lowest carbon, most cost-effective alternative fuel to diesel available to HGVs today, cutting emissions by over 90% while providing up to a 40% saving in lifetime fuel costs.



# LET'S LEAN INTO CLEAN

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# COMPETITIONS

We've got our hands on a bunch of prizes from fantastic companies that are doing things differently. We love them all and we want to give you a chance to get to know them, too – so we're running these competitions so you can have a go and see for yourself!

We've hand-picked this selection of green pearls – including sustainable spirits, organic and natural personal care products and tickets to the P.E.A. Awards 2023 – to help you celebrate your journey to a lighter lifestyle.

To enter and view any Ts & Cs, visit [mygreenpod.com](https://mygreenpod.com)



**WIN**

## TICKETS TO THE P.E.A. AWARDS

Two readers will receive a pair tickets to the hottest sustainability awards of the year, hosted on Oceandiva London by Hugh Fearnley-Whittingstall.

Deadline for entries: 01.10.23



**WIN**

## A BOTTLE OF AVALLEN CALVADOS

Get your hands on a bottle of this planet-friendly spirit, which now comes in a revolutionary paper bottle.

Deadline for entries: 01.12.23

**WIN**

## A PACK OF FIVE HOOPSY ECO PREGNANCY TESTS

Save some money and the planet by winning one of 10 packs of Hoopsy Eco Pregnancy tests.

Deadline for entries: 01.12.23



**WIN**

## REVITALISING HAIR TONIC FROM WELEDA

10 readers will receive a bottle of this certified organic tonic to strengthen hair and invigorate the scalp.

Deadline for entries: 01.12.23





# CLEANER THAN YOUR AVERAGE POLITICIAN



THE ETHICAL ONLINE STORE