

THE ORGANIC REVOLUTION ISSUE

THE BENEFITS OF ORGANIC

Why you'll improve
animal welfare when
you ditch the chemicals

GET SET FOR VALLEY FEST 2019!

Kick back at the South
West's best-tasting
music festival

ORGANIC'S ON ITS WAY UPSTAIRS

Organic cotton is
making a name for itself
in the bedroom

CLEAN HAIRCARE JUST GOT SERIOUS

Now you can get the
action of a chemical
shampoo – naturally



Buy an acre, save the world

EVERYONE CAN HELP SAVE OUR PLANET.

HALF THE WORLD'S TROPICAL FORESTS
HAVE ALREADY BEEN LOST BUT THAT MEANS
THERE IS STILL HALF LEFT TO SAVE

JOIN WORLD LAND TRUST IN HELPING
MITIGATE CLIMATE CHANGE BY
BUYING YOUR ACRE OF RICH
TROPICAL FOREST NOW

£100 an acre

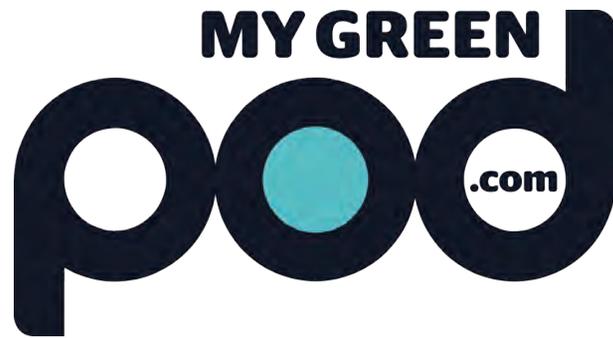


worldlandtrust.org

Registered charity 1001291

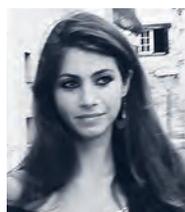
Patrons: Sir David Attenborough, Steve Backshall, David Gower & Chris Packham

World Land Trust, Blyth House, Bridge Street, Halesworth, Suffolk IP19 8AB



Welcome to My Green Pod Magazine!

It's hard to overstate the importance of organic. As well as keeping the bad stuff out, organic farming allows the good stuff to flourish – in our soils, water, homes and bodies – helping the very building blocks of life to operate in natural harmony. Every switch to organic is a revolutionary act of compassion.



Katie Hill
EDITOR-IN-CHIEF
katie@mygreenpod.com

About us

MyGreenPod 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 online searches. But they are on

mygreenpod.com. These Hero products and services support the shift to a more conscious lifestyle – and may help you save some cash (while having some fun) on the way!



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PHOTOGRAPHY ISTOCK



91%
less water
is used for
organic cotton

80%
of indoor VOCs
can be removed
by plants



1.85 seconds
advertised 0-60
of a Rimac
Concept Two
electric hypercar



IN ASSOCIATION WITH **octopusenergy**

P.E.A. AWARDS 2019

The UK's No. 1 sustainability awards is celebrating its 9th birthday!



To celebrate we've launched a new Health & Wellbeing category, in partnership with leading drinks brand Equinox Kombucha.

Nominate yourself or your heroes; entry is free and every entrant will receive a complimentary ticket to this year's event, at a prestigious venue in London. **Closing date for entries: midnight 30.06.19**

2019 CATEGORIES:

Arts - If you're using art to change the world – through music, film, fashion or any other medium – tell us what you've made and how you made it!

Energy - We're looking for innovations or technologies that help save power, reduce demand or generate clean energy. No supply businesses please!

Food - Glorious food: how can it save a planet, a community or a business?

Green Pioneer - Green beauty pioneer Weleda has led the way in sustainable beauty since 1921. The Weleda Green Pioneer Award will go to a person or group pushing boundaries with an inspiring green business idea.

Greenest Family - Parents – and kids – are reducing their family's carbon footprint by changing the way they live. What has your family done to go green?

Health & Wellbeing - We're looking for the products, teachers and leaders

inspiring change, and helping to make our world a healthier and happier place to live.

Nature - Calling Earth's superheroes! Whether you're saving the bees, birds or trees, the animals or the seas – now's the time to step forward and be recognised.

Money - Enter if you're shaking up finance in a bank, community, on your own or anything in between.

Product - Does a product you use, own, manufacture or distribute offer the best

outlook for our children's future? If so we want to know all about it.

Travel - Whatever you're doing in this sector – from helping us get from A to B more sustainably to running an eco-resort that's a perfect green getaway – we want to hear from you.

Vegan - Whether you're a vegan campaigner or wear cruelty-free trainers, we want to hear what you're doing to support the shift to plant-based lifestyles - in food, fashion and beyond!

THANK YOU TO OUR SPONSORS:





39



31



11

C O N T E N T S

HERO PRODUCTS

06 The My Green Pod **Heroes** of the Season, plus our **Top 5 Spring Switches**

NEWS

08 How buying **organic** can help to improve **animal welfare**

BUSINESS

11 The everyday **activists** who are saving the planet

MONEY

12 Here's a way to get a **return** while backing **businesses** that contribute to the **circular economy**

ENERGY

14 The partnership promoting equality, **sustainable development** and diversity in the workplace

16 Jordan Brompton on **EVs**, **renewables** and the shift in mainstream **consciousness**

CONSCIOUSNESS

18 Thoughts from **Jarvis Smith** on the age of **restoration**

ARTS & FASHION

19 Treats, beats and plenty to eat at **Valley Fest 2019!**

HEALTH & BEAUTY

20 **Janey Lee Grace** reveals how to spring clean your **skincare** routine

21 The **body butter** that's giving back; how **clean haircare** just got serious

24 Everything you need to know about **CBD oil**

25 There's no need to let **biting insects** scare the daylights out of you

26 The natural way to prevent **hay fever** and dust and pet **allergies**

27 Choosing a natural, ethical **deodorant** just got a lot easier



19

HOME & GARDEN

28 Why organic is racing upstairs to the **bedroom**

29 The impact and importance of buying organic **textiles**

30 How the power of **plants** can help to combat indoor **air pollution**

FOOD & DRINK

31 London's **Yeo Valley Café** is open!

32 How ethics and authenticity brew uncompromised **kombucha**

33 The organic London dry **gin** that's about as guilt-free as a drink could be

34 The **Culinary Caveman** explores how we might regulate a vast network of **chemicals**

35 This organic **jackfruit** is a versatile vegan staple

TRANSPORT

36 **Electric cars** are here to stay – prepare to be blown away

38 **Oliver Heath** and his family (plus dog) try out a **Jaguar I-PACE**

39 See every **EV** available in the UK at the **Fully Charged LIVE** exhibition

40 The **bamboo bike** company improving education in **Ghana**

COMPETITIONS

30 We've got a bumper selection of competition **giveaways!**

EDITOR-IN-CHIEF: Katie Hill **DESIGN:** Suzanne Taylor **PUBLISHER:** Jarvis Smith **PUBLISHING:** MyGreenPod/Printed by the Guardian

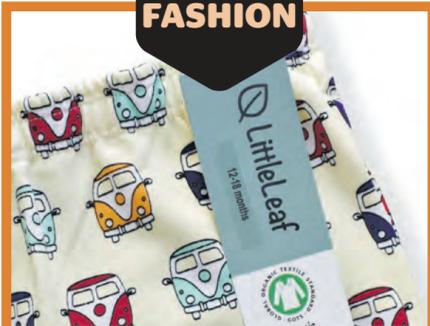
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MY GREEN
pod.com
HERO
SPRING '19

Introducing our Heroes of the Season!
It's the perfect time to spring clean your lifestyle
– ditch the products that are harming you and
the planet and go for these beauties instead.

View all our Heroes at mygreenpod.com/heroes

ARTS & FASHION



LITTLELEAF ORGANIC CAMPER VAN LEGGINGS

These baby and toddler leggings are made from GOTS-certified organic cotton, meaning you can trust it's been grown and sewn without pesticides or harsh chemicals. It's kinder and softer on your child's delicate skin, as well as being better for the environment.

[@my_littleleaf](https://twitter.com/my_littleleaf)
littleleaforganic.com

ARTS & FASHION



LITTLE HORSE PICTURE BOOTH

Introducing the first photo booth of its kind in the UK – 'neigh', the world! This solar-powered picture booth – a converted vintage horsebox – is perfect for events like weddings, birthdays, festivals and parties. Props come included – just bring your imagination!

[@littlehorsepb](https://twitter.com/littlehorsepb)
thelittlehorsepicturebooth.co.uk

ARTS & FASHION



WATERHAUL SUNGLASSES

The frames of these sunglasses are made from 100% recycled fishing nets intercepted from the ocean, and the lenses are of a quality usually reserved for high-end designer eyewear. Get 20% off Waterhaul's Fitzroy (pictured) or Kynace with code GREEN20.

waterhaul.co

VALLEY FEST

If your friends or family enjoy great organic food, live music, family fun and beautiful scenery, get them tickets to Valley Fest 2019. This small but perfectly formed festival (02-04 August 2019) takes place on an organic farm that overlooks a tranquil lake and rolling countryside. Packed with tractor-loads of entertainment, it's the ethical eco-party of the year. There's genuinely something for everyone – from great music and DJ sets to lazy lakeside vibes – all served up with top-notch food.

[@LoveValleyFest](https://twitter.com/LoveValleyFest)
valleyfest.co.uk



HEALTH & BEAUTY

FACE OIL BY SOFIA LATIF

This uplifting and luxurious face oil has been designed to hydrate, nourish and support the regeneration of skin. A return service is available for recycling the amber glass bottles.

[@sofialatif](https://twitter.com/sofialatif)
sofialatif.com



FOOD & DRINK

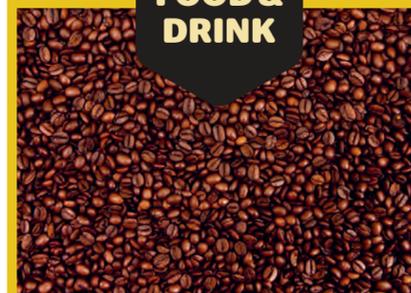
CLEARSPRING ORGANIC TOFU

This silken and smooth tofu contains just three ingredients: soya beans, spring water from Mount Fuji and nigari. It's extremely versatile and high in protein.

[@ClearspringUK](https://twitter.com/ClearspringUK)
clearspring.co.uk



FOOD & DRINK



NOT I BEAN LTD COFFEE

Not one bean of this company's coffee is roasted outside the developing nation that grew the coffee. Get a regular supply delivered to your office or buy a bag for anyone who enjoys speciality-grade coffee – either way you'll be helping to ensure a fair distribution of profits along the coffee supply chain.

[@NotIBean](https://twitter.com/NotIBean)
notibeans.com

FOOD & DRINK

VIVO LIFE PERFORM

This 100% plant-based protein powder is great for your health, good for our planet, tastes incredible and delivers massive results. Vivo Life is switching to 100% home compostable packaging; search 'Vivo Life' on kickstarter.com to pledge your support.

vivolife.co.uk



TOP 5 SPRING SWITCHES

1

Ditch the toxic household cleaning products and bring all the benefits of active botanicals into your home with the Tincture Starter Set.

[@TinctureLondon](https://twitter.com/TinctureLondon)
tincturelondon.com

2

Your skin absorbs what you put on it, so make sure you use natural products. To make it easier, all Weleda personal care products have been certified natural by NATRUE.

[@WeledaUK](https://twitter.com/WeledaUK)
weleda.co.uk

3

Switch your home to a renewable energy supply from Octopus Energy. As well as sleeping better at night, you'll almost certainly be rewarded with cheaper energy bills.

[@octopus_energy](https://twitter.com/octopus_energy)
mygreenpod.octopus.energy

4

Eat less meat of a higher quality. Rosewood Farm's meat is a by-product of organically managed conservation grazing in the Yorkshire Ings.

[@RosewoodFarms](https://twitter.com/RosewoodFarms)
rosewood.farm

5

As ice cream season descends, make sure your dairy products are from farms with excellent animal welfare standards. Yeo Valley products are '100% Yeoganic' – organic and then some.

[@yeovalley](https://twitter.com/yeovalley)
yeovalley.co.uk

WHY TO BUY *organic*

Organic isn't just better for your health – it's also an excellent indicator of fairer animal treatment

Buying organic has lots of advantages on top of reducing the pesticides and chemicals in the products you eat and use. Research from social enterprise Giki reveals that organic is an excellent indicator of fairer animal treatment.



PERSONAL CARE PRODUCTS

Organic personal care products are seven times more likely not to be tested on animals than non-organic personal care products.

	'NO ANIMAL TESTING' BADGE	NO BADGE
OVERALL	13.2%	86.8%
ORGANIC	80.5%	19.5%
NON-ORGANIC	12.2%	87.8%

Brand examples (with 'Organic' and 'No Animal Testing' Giki badges): Dr. Bronner's, Little Soap Company, Neal's Yard Remedies, Organic Shop, Urtekram, Weleda



MEAT & FISH

100% of organic meat and fish products have good animal welfare, compared with a handful of non-organic meat and fish products. Buying organic is an excellent indicator of good animal welfare.

	'ANIMAL WELFARE' BADGE	NO BADGE
OVERALL	6.8%	93.2%
ORGANIC	100%	0%
NON-ORGANIC	3.5%	96.5%

Brand examples (with 'Organic' and 'Animal Welfare' Giki badges): Daylesford, Good Herdsman, The Black Farmer, Helen Browning's Organic

PICK WHAT MATTERS

Giki rates products not on price, but on whether a product fits with what matters to you. Giki's mobile app contains 280,000 rated products; with a scan of the barcode, you can view a product's performance across sustainability, health and fairness – plus conduct your own Palm Oil Audit – to find alternatives that better match your values. Choose which Giki badges matter to you, and only pick the products that have won them.

The 'Animal Welfare' badge is only awarded after a product has been checked against certification standards from the Soil Association, RSPCA Assured and EU Organic.

The 'No Animal Testing' badge is awarded to products that have met the standards of Cruelty Free International, NATRUE, BDIH and the Vegan Society. A manufacturer's on-pack claim of 'no animal testing' is also acknowledged. ■

FIND OUT MORE

- Discover how Giki works at gikibadges.com
- Download the free app from Google Play or the Apple App Store



PHOTOGRAPHY ISTOCK

CLEAN & EASY

Buying clean products that are good for you and the planet is more important now than ever

Over the years, My Green Pod has provided a conscious community of readers with ethical lifestyle recommendations, and advised on the simple switches that together could make a huge difference to the health of our homes, families and planet.

They're the most ethical products and services we can find, from companies that use our money to change the world for the better. We use these products at home with our family. We love them – and they work.

By switching to clean products, you would help to speed up the change that is already underway – the conscious shift that might just save the world.

AFFORDABLE SWITCHES

Going clean just got a lot easier, because we've decided to take our mission to a whole new level.

We've hand-picked three sets of our favourite clean products, and we're offering them to you at seriously reduced prices that send the unaffordability dilemma packing.

We want to make it easy for you to give them a try: see the difference they make and we're pretty sure you'll decide to stay clean and green for ever.

These Clean Starter Packs contain products that are good for everyone – and your bank account.

1 PLANT-BASED CLEANING

Household cleaning products often contain ingredients that are toxic to the air, water, seas and land – not to mention every single living organism. We've picked the best cleaning products from Tincture London; they're free from nasties (hidden or otherwise) and use the power of plants to get the job done (while also giving your wellbeing a boost).

2 SUPPORT YOUR SKIN

60-70% of what you put on your skin sinks into your bloodstream, so 100% natural is the only way to go. We've partnered with award-winning Weleda UK to bring you a Men's, Women's and Children's Starter Pack. Each product inside is formulated on anthroposophic principles, supporting your body's innate ability to heal and replenish itself without becoming dependent on chemical fixes.

3 CLEAN HAIR

Nearly all mainstream haircare brands use harmful chemicals and synthetic polymers to create the illusion of healthy hair. Using a truly organic shampoo and conditioner changes everything. Organic hair pioneer Tabitha James Kraan is sending shockwaves through the haircare industry with luxurious organic haircare products that provide the action of chemical detergents.

Go to our crowdfunder page and choose the products you want, and encourage your friends and family to give them a try as well. You'll get a huge discount on gorgeous products that are good for us all – and the money raised will help to get these products out to more people.

The marketing spends available to these ethical brands can't compete with the budgets of multinational players, so it's up to us all to get the message out about the clean, effective alternatives that are available.



 **Crowdfunder.co.uk**
Where ideas happen.

We've partnered with Crowdfunder UK, the No. 1 rewards-based crowdfunding platform, where over £60m has been raised by thousands of businesses, social enterprises, charities, community groups and individuals across the UK. Crowdfunder helps connect people with the resources they need to make their idea happen.

With the Crowdfunder platform, clean products and pure people power, together we can bring about a huge change – and it's one we know you'll love.

Rewards start at just £5 - go to [crowdfunder.co.uk/my-green-pod](https://www.crowdfunder.co.uk/my-green-pod)



Disclaimer - None of these products uses single-use plastic.

MY GREEN
pod.com

Generation Share

‘My name is Greta Thunberg. I am 16 years old. I come from Sweden. And I speak on behalf of future generations. I know many of you don’t want to listen to us – you say we are just children. But we’re only repeating the message of the united climate science. Many of you appear concerned that we are wasting valuable lesson time, but I assure you we will go back to school the moment you start listening to science and give us a future. Is that really too much to ask?’

Benita Matofska looks at the everyday activists who are saving the planet

When 29-year-old Daan Wedderpohl’s house burned down in 2009, he lost his home, his belongings and his job. It was the catalyst for creating goods-sharing platform Peerby – because, he says, ‘the stuff we consume is the biggest contributor to our environmental footprint.’

Dan, like Greta Thunberg, is a changemaker – a new breed of everyday activist who believes we all need to radically change the way we live in order to have a future. Dan is part of what’s known as the sharing economy, which has garnered lots of media attention since its birth a decade ago. Little attention, however, has been paid to the social and environmental impact of the sharing economy and the changemakers who, through everyday activism, are saving the planet.

EVERYDAY ACTIVISM

With climate change firmly on the agenda, people like Ruth Anslow, founder of rebel supermarket HISBE (How It Should Be), show we can all do our bit through our everyday choices, from the clothes we buy to the food we eat.

‘We’ve built an alternative supermarket model through collaboration and caring’, Ruth says. ‘We’re about keeping profits in communities and in the hands of the producers.’

This everyday activism, driven by an understanding of the need to share precious resources, is not confined to the west. 29-year-old Aarti Naik grew up in Mulund, one of Mumbai’s biggest slums, where resource sharing was necessary for survival; a hot meal made from food shared by the slum community was provided every day. Aarti set up Sakhi School for Girls’ Education to empower slum-based girls and mothers.

‘Since I started the Sakhi School in 2008, no girl here has dropped out’, she says. ‘Every girl goes to school confidently and passes her exams. It’s created a big impact: you offer support, share your experiences and your life and you change others.’

IT’S ‘NOT ABOUT CHARITY’

This drive to make a difference through resource sharing led Dr Olga Kesidou, a 52-year-old ear, nose and throat specialist from Greece, to set up the Solidarity Clinic of Peristeri in Athens. The clinic treats patients who cannot afford to see a doctor, using surplus medicines that would otherwise go to landfill.

‘The solidarity movement is not about charity’, Olga explains. ‘It is about the belief that tomorrow, you could be in the same position as the person you are treating today. My dream is for a better society. I don’t want to be paid by my patients, I want to live in dignity and share my skills to help others in need.’



With idle resources worth over £3.5 trillion and enough surplus food to feed 10 billion people, the true power of the sharing economy is emerging. Changemakers like Dr Olga Kesidou, Aarti Naik and Dan Wedderpohl are demonstrating how everyday, positive activism can make a difference. With time not on our side, we need to unleash the activist in all of us.

GLOBAL SHARING WEEK

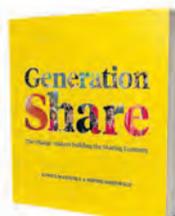
Generation Share, the largest collection of inspiring changemaker stories, is a collaboration between international speaker, changemaker and global sharing economy expert Benita Matofska and photographer with purpose Sophie Sheinwald. Printed sustainably from waste materials, each copy of *Generation Share* sold will help to educate a slum-based girl in India and plant a tree.

The book will be published by Policy Press on 17 June 2019 for Global Sharing Week (16-22 June). The Big Share, the UK’s grand finale to Global Sharing Week, will take place on Hove Lawns, Brighton and Hove Seafront on Saturday 22 June, 16.30-20.30. Tickets are free; sign up via Eventbrite (search ‘The Big Share’). ■



CLOCKWISE

Dr Olga Kesidou with surplus medicines at the Solidarity Clinic of Peristeri, Athens; Aarti Naik with schoolgirls at Sakhi for Girls Education; Ruth and Amy Anslow outside Brighton’s HISBE



FIND OUT MORE

- Pre-order your copy of *Generation Share* at [Bit.ly/BuyGSPolicyPress](https://bit.ly/BuyGSPolicyPress)
- Find and register sharing events near you at globalsharingweek.org
- Information about Benita is at benitamatofska.com and [@benitamatofska](https://twitter.com/benitamatofska)

FINANCE FOR THE MANY

The alternative businesses we need have a new way to raise finance – and you have a new way to back them

Our current systems seem incapable of delivering the results we need. The UK has a target to recycle 50% of its waste by 2020, but the rate has hovered at around 45% for the last seven years. Though the UK's renewable energy sector is growing, we still rely on fossil fuels. In 2017, a Morrisons report revealed Britain was only 52% self-sufficient in food, with just 23% of the fruit and vegetables eaten in Britain actually grown here.

We need to reinvent our food, waste and power sectors – as a start – but there's a significant shortage of funding for UK businesses, particularly those seeking the innovative solutions we so desperately need. 'Over the years, and since 2008, banks and institutions haven't had any appetite to take on risk', says Ben Prior, CEO of environmental fund manager Earthworm. 'Financial institutions are also geared to invest in large projects – a scale that new technologies often don't achieve.'

FINANCE FOR THE FEW

Mainstream finance will need to reevaluate the way it lends if it wants to serve all types of business. Ben saw this for himself while working in the City; as he began to understand how



Find out why Earthworm Environmental Bonds are a My Green Pod Hero at mygreenpod.com/heroes

'I completely believe in the power of humans to change the world'

finance worked, he drew the conclusion that it was mostly structured for the few, not the many. 'Any environmental and social governance was pretty much a box-ticking exercise', he remembers. 'The finance industry should be there to serve industries and nurture innovation; instead it became an industry in its own right, which focused on serving itself.'

Ben doesn't believe the mainstream sector will be able to move fast enough to compete with the disruptive financial models that are coming to market, such as crowdfunding and challenger banks. 'If an industry is not serving its customers well enough, which you can definitely argue in the case of banking and investment, then change is inevitable', he tells us.

DEMOCRATISING INVESTMENTS

Ben founded Earthworm to provide finance to help start-ups and scale-up businesses that contribute to the circular economy while delivering a good return for investors. For the last 10 years, Earthworm has focused on the food, waste and power sectors.

Its first project, back in 2008, was a 30,000 tonne per annum composting facility. £2m was raised to build the facility through an EIS (Enterprise Investment Scheme) fund, and the composting plant was completed on time and on budget.

In 2014 Earthworm raised £3.34m in EIS funds to launch Earthworm Energy, its solar development business. This was followed by Reliance Energy, Earthworm's back-up power development business, which raised £5m in EIS funds. In 2018 Earthworm submitted plans to build the UK's largest vertical herb and salad farm in Crowland, Lincolnshire, marking the beginning of Earthworm Food.

To democratise ethical investments and provide an antidote to the corporate investment culture, Earthworm has launched a Bond that's open to everyone, not just career investors. Access and Growth Bonds are available, with interest rate options between 4.75% and 7.5% a year. The investment terms range between three, four and five years. 'We are growing and have ambitious plans for our product range', Ben says. 'Every new offering will help everyone in our community, at the centre of which are the companies we support and our investors.'

ABOVE AND LEFT A pavement cleaner treating block pavings; Earthworm's composting plant

While it can be a challenge to keep a healthy pipeline of investment opportunities, Earthworm is looking at somewhere in the region of £100m of potential projects, meaning it's ready to invest funding at any time.

DE-RISKING ETHICAL PROJECTS

The composting plant was selected as Earthworm's first project because Ben felt it was important to show investors that Earthworm could build and operate a site from scratch. 'A lot of our competitors don't have the practical, day-to-day knowledge of physically operating sites, and we feel that this gives us a big advantage', Ben explains. 'Not only can we help and advise companies seeking finance because we've 'been there and done that', but the knowledge we have should also de-risk the project from an investor's perspective.'

When Earthworm's original EIS fund was launched, Ben was 'elated': 17 investors had been prepared to give Earthworm a chance to succeed. 'When the project exited the overriding feeling was relief', Ben remembers. 'We put a lot of pressure on ourselves to ensure that investors received the best possible outcome from our projects. When we achieved that exit, it did feel like a validation of our idea – and a big victory over the numerous banks and institutions who weren't prepared to give us the time of day when we were seeking funding.'

CONSCIOUS CAPITALISM

Ben believes it's only a matter of time before ethical finance goes mainstream. 'It will happen quicker than you think', he says, 'driven by the younger generation who will simply insist on it. If I had to put a timescale on it, I'd say in the next five years.'

Of Earthworm's original investors, Ben estimates that around 90% of their decision-making revolved around achieving a financial return and 10% about the additional environmental or social benefits. Today Earthworm has nearly 1,000 private investors, and Ben would put the ratio at 70/30.

Conscious capitalism isn't a contradiction in terms because renewable and socially beneficial technologies carry so much financial opportunity. 'I completely believe in the power of humans to change the world', Ben tells us. 'We feel that our job is to identify the right projects to help them to do this.'

When it comes to the future of finance, Ben sees democratisation as key. 'We are seeing the rise of the prosumer in all walks of life as technology empowers people with the information they need to make an informed choice. This will happen for savings and investment too, with savers becoming financial prosumers.'

Earthworm plans to support this trend, equipping people with the information and tools they need to make an informed choice. 'We can all do our bit and earn money at the same time – it's the basis of our motto – from the ground up', Ben says. 'We aim to open up sustainable investment opportunities to everyone who saves. However small the investment, together we can become a community collaborating on a shared vision.'

We would encourage everyone to take independent financial advice because with investments like bonds and stocks and shares ISAs your money is at risk. ■

FIND OUT MORE

- View all Earthworm's ethical financial products at earthwormgroup.com/products
- Information about Earthworm's projects is at earthwormgroup.com/projects

Here are just two of the projects Earthworm has helped to finance and develop.

CONSTRUCTION OF A 15MW SOLAR PARK



DEVELOPMENT PARTNER: Aspen Infrastructure Limited

Aspen Infrastructure offers a fully integrated range of services, from concept to connection. It has been developing energy projects in the UK and Ireland since 2010.

Through its in-house team of financial experts, engineers, construction and project managers, every step of a project's progress is controlled – adding value and

guaranteeing quality and efficiency of delivery.

Construction budget:	£7.5m
Loan offered:	£8m
Project sale value*:	£11.25m
APR:	9.5%
Loan coverage*:	£3.75m
Margin:	1.29x

CONSTRUCTION OF COMBINED HEAT AND POWER (CHP) AND WASTEWATER TREATMENT PLANT



DEVELOPMENT PARTNER: Sycamore Planning Limited

Formed in 2017, Sycamore Planning Limited helps clients to develop infrastructure that contributes towards achieving a circular economy. To date, Sycamore has experience in developing solutions for the energy, waste and food industries. Its senior management team has a successful track record in the delivery of major infrastructure projects, site identification and acquisition, planning and environmental permitting, finance, fundraising and asset management.

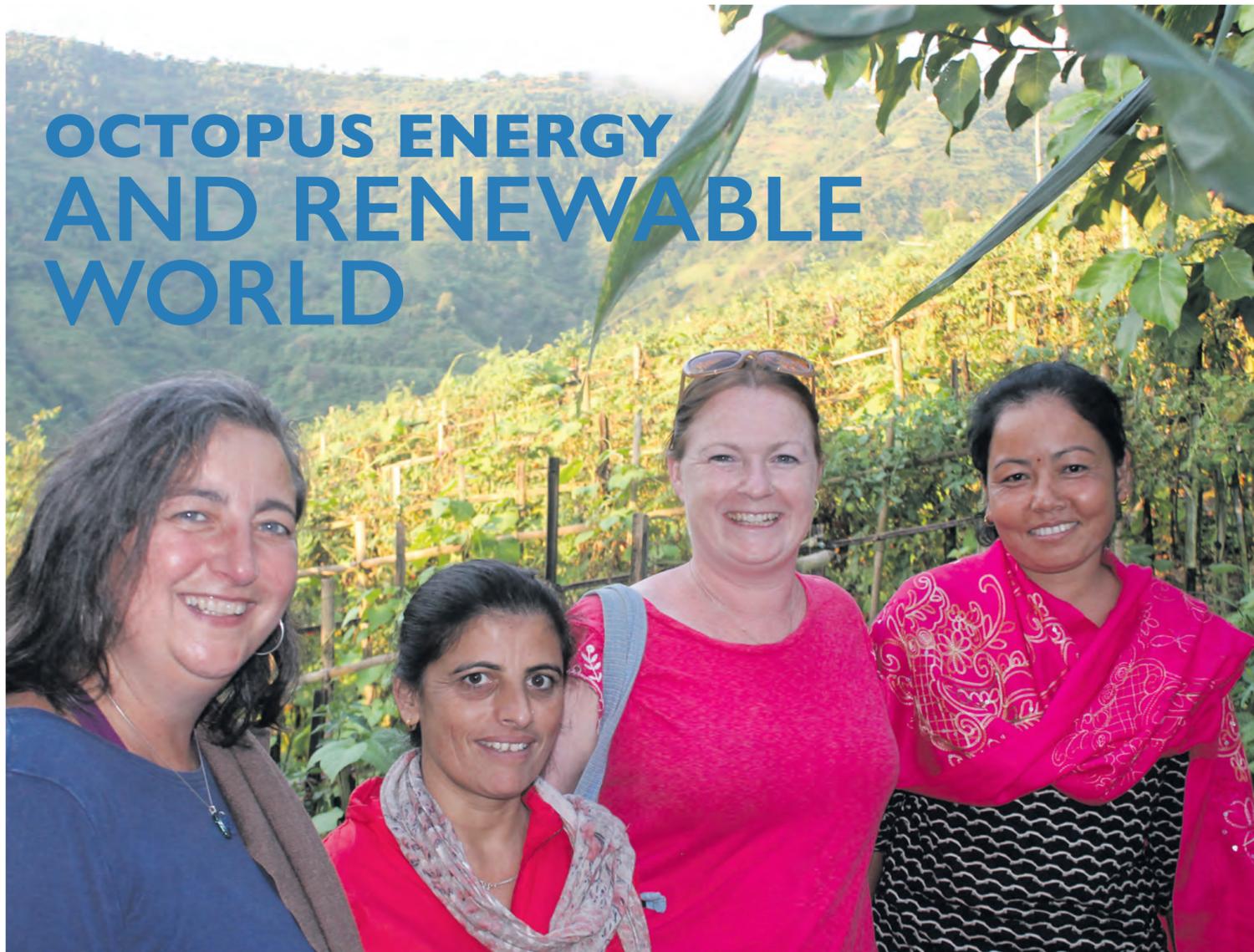
Sycamore is currently developing four biomass combined heat and power (CHP) and wastewater treatment plants

throughout the UK that will treat up to 400,000 tonnes of waste per annum. The first two facilities are in the final stages of construction and commissioning.

Construction budget:	£30m
Loan offered:	£35m
Project sale value*:	£45m
APR:	9.5%
Loan coverage*:	£15m
Margin:	1.18x

*On the following basis: value of Asset once constructed (sale value) assuming one-year construction period.

OCTOPUS ENERGY AND RENEWABLE WORLD



The partnership that's promoting equality, sustainable development and diversity in the workplace

The core mission at Octopus Energy is to make renewable energy standard – an expectation in every UK home – but this green energy supplier is also innovating with renewables to solve problems in fuel-poor communities around the world.

Octopus customers can pay a little extra and go Super Green, offsetting the carbon emissions of any gas used in their homes. To do this, Octopus is funding solar energy microgrids in areas with limited access to electricity, or where there's heavy reliance on dangerous and polluting fuels, such as kerosene, for power.

When the team at Octopus Energy heard from Renewable World, a small, Brighton-based charity that works with local renewable projects in communities in countries including Kenya and Nepal, it was all ears.

A LIFE-CHANGING EMAIL

In the energy supplier's welcome email, its CEO Greg Jackson thanks new customers for choosing Octopus Energy, and provides his email address in case anyone wants to get in touch to provide feedback.

When Helen Russell, grants manager at Renewable World, did just that, Greg replied to say, 'Great; come up and see us.'

Helen and Marie Hounslow, head of fundraising at Renewable World, left their Brighton office to meet Greg in Soho, London more than two years ago. Since then, Renewable World has become Octopus Energy's official carbon offsetting partner, meaning that for customers who choose its Super Green tariff, the carbon produced by their home is offset by Renewable World projects.

'We were struck by how passionate Greg and the entire Octopus team were with regards to renewable

forms of energy, sustainability and diversity', says Marie. 'It really chimed with our beliefs and mission, and very soon we were in discussions with Octopus Energy about how we might fulfil its pledge to carbon offset by supporting renewable schemes in the developing world.'

'We're very proud that Octopus Energy has chosen Renewable World as its carbon-offsetting partner', Marie continues. 'It means that the projects chosen meet the rigorous, internationally recognised Gold Standard. Octopus has been fantastic for us; the team believed in us from the word go, so we are enormously grateful.'

TAKING ON CHALLENGES

Marie has been working in the charity sector for around 30 years, and her career has largely specialised in fundraising. She worked at WWF for years, and her swansong was coordinating the charity's 50th anniversary. 'It was an enormous challenge', Marie remembers, 'but after doing it I felt I wanted new challenges; I went back to my first love, fundraising, on a freelance basis.'

Challenges are something that Marie takes in her stride. She and husband Kial have four daughters, one aged 17, and 15-year-old triplets – one of whom is on the autism spectrum – yet Marie laughs off any suggestion that she is a role model. 'It's just life, isn't it?', she says. 'I think any mum is a role model. Genevieve is slightly different but all kids are challenging in their own way.'

Marie does accept that having four daughters has honed her feminist instincts. 'I want my girls to be happy, to make their own decisions and live their lives on their own terms, not some perceived system of patriarchy or whatever', she says.

EMPOWERING WOMEN

It is this vision that informs Marie's work with Renewable World, which to her is all about tackling poverty and empowering women.

'We're active in the developing world, primarily in Nepal where we install solar-powered water pumps and also in Kenya, where we have a project building solar microgrids on the shores of Lake Victoria', Marie says.

Why is that a feminist issue? 'It's simple', Marie explains. 'These are communities where the work of building a life and bringing up children falls disproportionately upon the women. Women walk miles to collect water and carry it back; they are the ones who manage what money they get and are the backbone of their societies.'

In Nepal, for instance, there are entire villages populated mainly by women, children and the elderly. 'The men go overseas and the conditions can be appalling, with little pay, but they do it in order to send money back home', Marie tells us. 'So it is the women who ultimately pay the price with hard work and little resources. If we can support them in terms

of energy and water, we are helping to make their communities viable so the men won't need to leave – they can stay and work.'

Many communities wouldn't usually be able to farm outside of the rainy season, but Renewable World is creating an opportunity for farming to become a business and provide an income. 'This allows everyone to stay in the communities that amazing women are rebuilding', Marie explains. 'So yes, it is a feminist issue – as poverty so often is.'

A LIBERATING WAY TO OPERATE

Marie lives in Godalming, Surrey and commutes to Brighton three days a week, working from home one day a week.

'When the opportunity at Renewable World came up, it ticked all the boxes for me', she says. 'The values, the mission, the flexibility that allows me to combine a demanding home life with an important role. The approach to flexibility means that I can work from home or the office, and that I am happy and fulfilled.'

This notion of empowerment and diversity is something that sits very comfortably with Octopus Energy, where women represent 88.8% of the management team.

'I think we are unusual in that we treat people like adults', says Rebecca Dibb-Simkin, product and marketing director at Octopus Energy.

CLOCKWISE

Marie Hounslow (left) in the Naramgaun community in Gulmi, Nepal with Sushila Khana, Bishnu Maya Budhathoki and Lisa O'Doherty, who leads the Nepal Team. The lush kitchen gardens can be cultivated year-round thanks to access to water

Rebecca Dibb-Simkin planting trees, as part of an Octopus Energy initiative, at Boughton Leigh Junior School, Rugby



'Consequently, we get great work from people; they value the trust we place in them and go the extra mile for the company.' Octopus Energy has no human resources and doesn't clock-watch. 'People know how much holiday they can have and we trust them to know how to combine it with the needs of their work role', Rebecca tells us.

Another point of difference is in Octopus Energy's bespoke platform, Kraken, which allows its advisers to be a single point of contact for customers. 'Whether it is a billing issue or a meter reading, the same person will handle the issue, whatever it is', Rebecca explains. 'You won't be put on hold or transferred to accounts or credit control or anything.'

TECH FOR SOCIAL CHANGE

Octopus Energy has also championed a new department that it calls DigiOps. 'Our technology enables remote working, which means our DigiOps team is mainly made up of incredibly brilliant women, often returning to work after having children and looking for opportunities to build a career and balance family life', Rebecca tells us.

Octopus Energy recently appointed its first male DigiOps adviser – 'a guy who is perfectly open about mental health issues and anxiety', Rebecca reveals. 'He is somewhat nocturnal so chooses to work through the night.'

A DREAM COME TRUE

Marie's messages about the transformative nature of work and its ability to bring about social change really chimed with Octopus Energy; 'We see ourselves primarily as a tech company that is using tech to bring social change in terms of renewable energy for our customers', Rebecca tells us. 'But we're also using tech to liberate our staff to see work as more collaborative and fulfilling than a clock-watching time-sheet kind of place that it sadly is for all too many people.'

Effecting social change is precisely why Marie, too, gets excited about her projects. 'If we can ensure that communities become viable once again – and, in so doing, reduce the oppressive burden that has always fallen upon women the most – we are ticking all of my personal boxes', she explains. 'To partner with, and be championed by, such a wonderful organisation as Octopus Energy really was beyond our wildest expectations. To say it is a dream come true doesn't begin to cover it.'

And to think it all started with a casual email to Greg just shows the great way in which Octopus Energy chooses to operate. 'I cannot thank them enough', Marie says. ■

FIND OUT MORE

- Start your switch to Octopus Energy in under two minutes at mygreenpod.octopus.energy
- Information about Renewable World is at renewable-world.org

Driving THE SHIFT

Jordan Brompton fell into the renewables industry by accident; 'I started working for Lee Sutton with his previous company and I just joined to do a little bit of admin work', she remembers. 'I was teaching Zumba at the time and needed a daytime job to bring in some extra cash. I started a little role, for a little company out in Binbrook, and I ended up absolutely loving it.'

We spoke to Jordan Brompton, co-founder of myenergi, about EVs, renewables and the shift in mainstream consciousness



Jordan had found a sector that aligned with her ethics; she quickly saw renewable energy could address huge social and environmental issues: ending fuel poverty and reducing household energy bills while providing an alternative to fossil fuels. 'We do a lot of work with social housing', Jordan tells us. 'With our eddi lots of homes can have free hot water or storage heating from the surplus power from their solar panels, which is obviously amazing. Then with our zappi, if somebody has solar panels or a wind turbine they can divert the surplus power to charge the battery of an electric car. This means that sometimes you can be driving around - at no cost at all - on sunshine.'

On the one hand it sounds too good to be true - products that work together seamlessly to increase your return on investment in solar panels, reduce energy bills and protect the planet - but on the other hand it's hard not to smack your head and say 'why didn't I think of that?!'

One of the secrets to myenergi's success is that the product innovation is driven by co-founder Lee Sutton, and the gizmos he feels would make his own eco lifestyle a bit less of a battle. 'Lee's the genius', Jordan laughs, 'I don't know how the guy does it. He spots an issue and then gets with his team of electronics engineers and locks himself in a room until he's fixed it.'

Though she wouldn't say it, Jordan's skills are just as critical: it's her job to humanise the products that Lee creates. She gives them an identity, gets them on the market and puts them in front of the right people, ensuring that the life-changing benefits are properly understood.

PROBLEM-SOLVING TECHNOLOGY

Like Lee, anyone with solar panels will recognise the frustration of running in and out to plug the car in when it's sunny, or racing round the house to switch appliances on when the sun's out. Early adopters have taken the frustrations on the chin, accepting that an eco lifestyle may not be the path of least resistance. The difference is, when Lee spots an issue he resolves to do something about it.



People don't need to worry - it's in hand and we're a lot more advanced than people realise when it comes to EV infrastructure'

Jordan Brompton, myenergi

'What you might think is a niche idea can actually turn out to be a problem that a lot of people face', Jordan explains. 'When we thought of the zappi, Lee thought it would be niche than niche. You'd have to have an electric car, you'd have to have solar panels - how many people in the UK would that apply to? But he holds his hands up now because he couldn't have been more wrong: the zappi is absolutely flying off the shelves.'

Being first to market is a myenergi hallmark; the appetite for its products 'wasn't really there' when Jordan and Lee first started out - but, as Jordan explains, 'that's when you know you've got a really good product: when you can solve a problem that the customer never even knew they had.'

THE MAINSTREAM SHIFT

Myenergi has a famously good relationship with its customers - and it makes sense, seeing as the Lincolnshire-based company is dedicated to fixing the issues that can stand in the way of the cleaner lifestyle so many of us crave.

'We've had nothing but amazing support - you couldn't ask for better customers', Jordan tells us. 'They're early adopters, they're really friendly, they're really helpful - they're the type of people I'd want in my life, to hang out with and go for a drink with. They've got the same ethics and morals as us - they want to save the planet, they generally love animals and they like to save a few quid.'

Myenergi's products are designed to work together to maximise savings and efficiency; the company has a 'a whole roadmap of products' in the pipeline that will support the full, mainstream transition to a conscious lifestyle. But are people ready for such a big a shift? 'Absolutely', Jordan says. 'There's a conscious shift going on at the moment; as I sit here there are people campaigning in Manchester, there are climate change campaigners on the streets in London - the David Attenborough movement seems to be happening in a big way, and it's long overdue.'

Speaking as a pregnant millennial, Jordan has a firm grasp of the stakes and the urgency for action. 'We've got 10 to 20 years to try to do something to save our planet, not just for the sake of ourselves, but for the sake of our children. The thought of where the world's going, if we don't do something now, just terrifies me.'

Jordan feels that at last there's enough momentum to really make a difference. 'It's becoming mainstream now', she says, 'which

THE MYENERGI SOLUTIONS

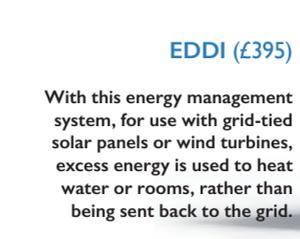
You can use the myenergi zappi or harvi on their own or combine them and add other products to create a complete eco smart home.



ZAPPI (from £695)
In FAST charge mode, zappi operates like an ordinary EV charging station - but its special ECO charging modes will benefit homeowners with grid-tied microgeneration systems, like a wind turbine or solar panels. The charging current automatically adjusts in response to on-site generation and household power consumption.



HARVI (£55)
This clever little device is an energy-harvesting wireless sensor that enables the zappi and eddi to be installed without a wired current transformer (CT) to measure the grid or generation power. Instead, the CT is connected to harvi, meaning no power source is needed. The energy from the CT is harvested and used to transmit the measurement signal to the zappi or eddi.



EDDI (£395)
With this energy management system, for use with grid-tied solar panels or wind turbines, excess energy is used to heat water or rooms, rather than being sent back to the grid.



HUB (£85)
Remotely control and monitor your myenergi devices with this hub, which displays device status and gives access to the latest firmware updates. In the near future the hub will also support time-of-use tariffs.



absolutely has to happen. The mainstream media will probably tell you the opposite, because there's so much money in oil and the big car manufacturers have currently got a long way to go to catch up with some of the EV companies. They want the revolution to slow down a little bit because it's progressing a lot faster than anyone ever expected.'

A GOOGLE EV?

Many see Tesla as the main force behind the growing demand for EVs because it has played such a crucial role in the proof of concept. Jordan agrees: 'Tesla has shown that you can have an amazing electric car - and you can have the range and you can have the style and you can have the performance - and now other manufacturers are scrambling to catch up.' As a result she feels EVs are destined to go mainstream; 'All the electric cars that are on the market are completely selling out', she says, 'they can't make them quickly enough.' She expects to see the market erupt over the next 10 years.

'I think we're going to see the likes of Google, Uber, Apple - big companies like that - change the game and bring out their own versions of electric cars', she tells us. 'There are rumours in the industry that Dyson's dabbling in EVs, too.'

Jordan and Lee share two company EVs - a new Nissan LEAF and a Jaguar I-PACE, which they're 'obviously always squabbling over' - because they absolutely believe that electric is the way forward. 'I wholeheartedly believe that if you've driven an EV you just can't go back', Jordan tells us. 'The

performance is just so much better - they're so comfortable, they're such a nice drive - the experience is just epic, especially when you've plugged into the zappi and charged up for free.'

EVs didn't stand a chance of going mainstream until the demand was there; now it is, the challenge is around creating the infrastructure that will allow a nation of EV drivers to charge their cars when they need to. 'We are developing smart chargers that can relieve pressure from the grid if millions of EVs are plugged in', Jordan says. 'We can charge the cars from as much renewable energy as possible, shift peak timing with the charging and work really cleverly and closely with the energy providers. People don't need to worry - it's in hand and we're a lot more advanced than people realise when it comes to the UK's EV infrastructure.'

THE DRAGONS' DEN MOMENT

Myenergi has seen rapid growth over a relatively short period, and has recently received investment from Sir Terry Leahy and William Curry. 'That was the massive moment for me', Jordan reveals. 'It felt like a defining moment - a *Dragons' Den* moment. A little bit of you feels like 'yes, I've made it!' This small-village guy from Binbrook and a small-town girl from Grimsby were there, in Liverpool, presenting to two of the most influential businessmen in the country, who were willing to privately invest their money into our business. It was a massive, amazing feeling and those feelings are addictive - you start craving the next big thing. So we've got lots of things in the

pipeline to take the company to an even bigger level.'

The next stage will be around the shift to smart eco homes that support the mainstream transition to a completely sustainable lifestyle. 'At myenergi that's what we strive for - the ultimate eco smart home. You'd be able to control your heating, your car charging, turn appliances on and off, divert the energy where you want it to go - and you'll be able to do it all remotely from your phone.'

More education is also required to get everyone fully on board with the movement to an eco lifestyle. 'The government was at one point really pushing solar', Jordan explains. 'I'd like to see more of that. The technology's there, so why not just include microgeneration with every new build, and retrofit it on social housing?' When the social, financial and environmental benefits are fully understood, it's hard not to fall in love with renewables completely - just as Jordan did right at the start. ■



FIND OUT MORE

- Find an installer local to you using the map at myenergi.com/find-an-installer
- Information about individual myenergi products is at myenergi.com/products



Jarv's
RULES

THE AGE OF RESTORATION

Dear Gaia, our Earth.

We want to thank you for showing us the way.

Now the emergency on planet Earth is here and no one can ignore your calling.

What if we are too late? How should we choose to live out our last 12 years?

We need to shift from an individual state to a state of unity – from ‘me’ to ‘we’.

Please show us the way.

We choose Life.

We choose Unity.

We choose Reforestation.

We choose Restoration.

We choose You.

We choose Us.

We commit to raising our consciousness by being mindful and in tune with your needs.

We choose to be in service to all people and all things for all time.

We commit to stop supporting businesses and political agendas that abuse you.

There is space to plant 1.2 trillion trees – we understand we must use it.

We are deeply sorry for putting ourselves before you.

We regret supporting those who care about nothing but themselves.

Most of all we're sorry that we didn't act sooner.

From today we commit to living in co-creation and harmony with you and all nature.

We hope we have enough time to fix this together.

In deepest gratitude,

Us

FIND OUT MORE

- Go to mygreenpod.com to discover five things you can do today to help put us on the right course
- Address deforestation by supporting the World Land Trust at worldlandtrust.org
- Help TreeSisters plant trees by visiting treesisters.org
- Use the **Giki app** to choose products that match your ethics

Valley Fest, the best-tasting music festival in the South West, has a punchy programme: Basement Jaxx (DJ set), Razorlight and Tom Odell are headlining.

The festival (02-04 August 2019), which takes place alongside Chew Valley Lake, also showcases the region's finest produce. From charcuterie to cheddars and ciders to sausages, it's hedge-to-hedge Somerset style and sizzle.

AN ETHICAL ECO-PARTY

The festival, now in its fifth year, has always helped people to have fun while also reducing their environmental impact. Held on an organic working farm, Valley Fest is committed to being as environmentally sustainable as possible.

As well as sourcing local food, sending no waste to landfill and banning single-use plastics, the festival programme is packed with talks on green topics. Among others there will be sessions on wildlife filmmaking by the producers of *Our Planet*; bee-friendly gardening and veganism – yes or no for the environment? An expert panel, including My Green Pod's editor and co-founder Katie Hill, will discuss clean beauty and what it really means.

LIVE ACTS

Valley Fest's lineup has always included some big names as well as plenty of rising stars. This year Nubiyán Twist, Stealing Sheep, Henge, Dutty Moonshine Big Band, The Magic Numbers and Honeyfeet are on the bill.

DJ SETS

Valley Fest has got a much bigger DJ lineup this year. Norman Jay MBE will be serving up some good times, Leftfield will perform a DJ set and masters of turntablism and musical innovation The Nextmen are playing, too. Expect some big boss tunes!

LAZY LAKESIDE LUSHNESS

Consistently, Valley Fest's biggest crowd-pleaser of all is the view. Part of the festival's appeal is the lazy lakeside vibe, which will be amplified by artists such as Ishmael Ensemble and Three Cane Whale, whose debut album was chosen by Cerys Matthews as one of her Top Five Modern Folk Albums.



Treats, beats and plenty to eat!



FOOD GLORIOUS FOOD

Each night the region's culinary heroes and heroines will cook up feasts that can be booked in advance. Owner of the Michelin-starred Pony and Trap, Josh Eggleton, will join Rob Howell, head chef of Root (which recently won a Bib Gourmand award) at the helm on Saturday night.

Regionally sourced tapas will be served all day in tipis by The Monmouth Table, run by Annie Coplestone – of Moro, River Cottage and River Café fame – and Carlotta Paolieri.

The Artisan Market will be stuffed with goodies – expect treats, beats and plenty to eat! There will be workshops galore, cooking demonstrations plus more street food than you can shake a stick at. In short there will be something to tickle everyone's taste buds.

WELLBEING

Weleda will be on site to offer naturally pampering Skin Food facials, and yoga, massage, meditation, mindfulness, reiki and singing workshops will be available to help rejuvenate and refresh. There will also be talks on body confidence.

The event is perfect for food lovers, first-time festivalgoers and both young and maturing families. There are plenty of activities for everyone and no long treks across the site. Expect Somerset sparkle and plenty of nonsense with a spectacular soundtrack. This is West Country wildness at its best. ■

FIND OUT MORE

- Tickets are £125 (plus booking fee) and can be bought in instalments to spread the payment from valleyfest.co.uk
- Discover photos and news at [@lovevalleyfest](https://www.instagram.com/lovevalleyfest)

PHOTOGRAPHY LOUIS SMITH AND JEAN-LUC BROUARD



Find out why Valley Fest is a My Green Pod Hero at mygreenpod.com/heroes

JANEY LOVES

Natural beauty expert Janey Lee Grace explains how to spring clean your skincare routine

It's been a good few years now since I began talking about natural and organic products; I sometimes joke and say I was writing about kale and coconut oil before they had their own publicists! But it has been incredible watching the growth of natural and organic products, especially in the beauty sector.

A few years back, a Mintel report revealed a 40% rise in spending on organic skincare across a two-year period. This isn't going to challenge the big players, but it still reflects an important trend. The recent Natural & Organic Products Europe show had an incredible footfall and more exhibitors than ever before, with amazing products.

The Soil Association has confirmed that customers seek natural and organic products not just because they are ethical and much better for allergies, but also because they are effective and aspirational!

I think there can be confusion around the word 'organic'. It's easy if a product is certified organic but not all can be – water, for instance, can't be 'organic' – but the most important thing for me is what the product doesn't contain! Opt for brands that clearly contain natural ingredients.

CLEAN UP YOUR SKIN

It's spring so now's the perfect time to clean up your skin – and your skincare routine. Start with the 100% natural Konjac Sponge, which has a soft texture. The cleansing sponge is sustainable, biodegradable and gently exfoliates face and body.

One of my favourite organic skin creams is the Pure & Light Organics Essential Face Cream. It has 27 active, certified-organic ingredients and



is naturally rich in antioxidants, flavonoids and vitamins A, B, C and E. It works to harmonise oil production, calm redness and irritation, improve your skin's moisture retention, regenerate skin damage by harsh UV rays and actively counter fine lines, wrinkles and the early signs of ageing.

Don't forget to look after the delicate skin around the eyes. Atlantis Skincare Eye Cream is handmade to order; it contains hyaluronic acid and deeply nourishes the very fine skin around the eyes.

Once you're cleansed and nourished, in the words of the great Baz Luhrmann: 'Don't forget the sunscreen'. Make sure it's natural, and how about with an insect repellent, too? I love the incognito 3 in 1 Sun Cream, recommended by the NHS and the World Health Organisation, which repels insects and moisturises as well. The innovative, environmentally friendly packaging is made from sugar cane.

It's also easy to make your own totally natural and organic skincare; you can't go too far wrong with some raw organic coconut oil and a few drops of organic essential oil: the perfect aromatherapy moisturiser!

FIND OUT MORE

- Read more of Janey's recommendations at imperfectlynatural.com
- Enter or vote for products in the Janey Loves Platinum Awards at platinumawards.co.uk



JANEY LOVES PLATINUM AWARDS 2019

My Green Pod is delighted to once again be the media partner for the Janey Loves Platinum Awards. The awards, now in their fifth year, champion and promote the best of the best in natural products and services. Award winners are selected after real-life testing by judges – including Jo Wood and Zoe Ball – who are key influencers, renowned celebrities and respected experts. If you have an organic, eco or natural brand, or if you are a therapist, coach or wellbeing author, do consider entering. Readers will be asked to vote, too!



LEFT TO RIGHT
Pure & Light Organics
Essential Face Cream
(£34), Atlantis Skincare
Eye Cream (£45), Konjac
Sponge (£8.99), incognito
Sun Cream & Insect
Repellent SPF30 (£12.99)

Committing to the nut

This new body butter has been a labour of love – and now it's giving back

After having her third baby last summer, Claire McKeever's eczema flared up – not helped by her dry skin. 'With a six-year-old and a four-year-old as well, there wasn't much time for my body to recover – let alone my mind', Claire tells us. 'I had so much to celebrate and to be thankful for, but I was constantly exhausted and stressed.'

Fortunately Claire's business, Pure Lakes Skincare, makes beautiful natural and organic products that smell divine, and the arrival of baby number three coincided with one of her most exciting product launches. It has been so helpful with her eczema and dry skin that Claire now finds she can't leave home without it.

The Mimosa & Petitgrain Body Butter combines organic shea butter with wonderful plant oils. Packed with fatty acids and vitamins, it's an incredible moisturiser that can also help with dry or problem skin.

A HIGH-MAINTENANCE NUT

The wild shea nut tree grows exclusively in the savannahs of the Sahel region of northern Africa, and the organic shea butter used by Pure Lakes comes from a women's co-operative in Burkina Faso. As well as being organic, this shea butter is made traditionally – physically refined with no solvents to ensure the precious vitamins and nutrients are protected.

READER OFFER

Use code **MGP20** to receive 20% off your first purchase at purelakes.co.uk.



Shea butter is a magical ingredient but it's made from a high-maintenance nut. 'On the days we make body butter I have to take a deep breath, ignore all calls and commit fully to the nut', Claire tells us. 'It melts extremely quickly and doesn't respond well to being overheated. Not unlike a toddler, it doesn't appreciate being left in the corner – instead requiring stirring every 15 minutes to obtain that smooth consistency.'

Mimosa and petitgrain have a deep, sweet, floral scent and for Claire the combination of the beautiful smell and enriched butter make for a wonderfully indulgent night-time ritual. 'When Shakespeare wrote 'to thine own self be true', I'm not sure he had a body butter in mind', Claire laughs. 'However, it's certainly true that many of us don't look after ourselves properly. How can we help others if we don't help ourselves?' ■



Find out why Pure Lakes Hydrating Hand Balm is a My Green Pod Hero at mygreenpod.com/heroes

FIND OUT MORE

- View the full Pure Lakes range at purelakes.co.uk
- Learn about Claire and Gareth's journey at mygreenpod.com/articles/living-pure-dream/

CLEAN HAIR

Indulge in the 100% natural action of this luxurious haircare range

Many of us have in the past been duped by 'natural' haircare; despite impressive online claims of clean ingredients, a product can arrive with a more comprehensive ingredients list that's far less appealing.

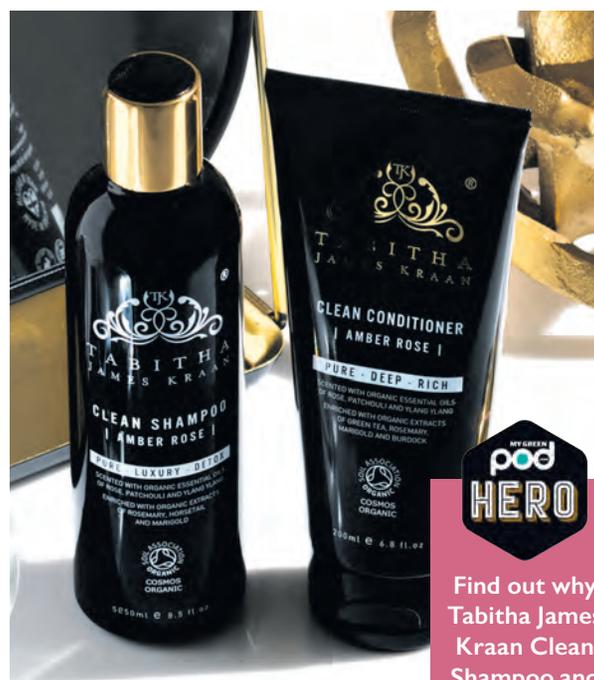
When Tabitha James Kraan says her organic hair products are natural, she means *really* natural. Her gorgeous salon in the Cotswolds – named Best Regional Salon in the 2019 Marie Claire Hair Awards – became an organic haven of luxury in 1999, and Tabitha has been a pioneer of organic hair ever since.

CLEAN AND SIMPLE

'To us, natural is pure, fresh, certified organic aloe vera juice squeezed straight from the plant, vacuum-sealed and sent to us to make the base of our Clean products', Tabitha explains. 'Natural is a truly 100% non-toxic preservative system, and no synthetic ingredients whatsoever.'

READER OFFER

My Green Pod readers can enjoy a 20% discount on the Clean Shampoo, in both Amber Rose and Golden Citrus. Enter code **mygreenpod20** at tabithajameskraan.com. Expiry date: 21/06/19



Find out why Tabitha James Kraan Clean Shampoo and Conditioner are My Green Pod Heroes at mygreenpod.com/heroes

Foaming into a rich, gentle lather and detoxing the hair without stripping oils from the lengths or scalp, Clean Shampoo is a must-have product for anyone who craves the action of a chemical shampoo without the nasty side-effects.

Certified organic, the intensely moisturising and award-winning Clean Conditioner acts just like your classic rinse-off, but the all-natural ingredients and truly chemical-free preservative system set it apart from the rest. It provides heat and colour protection and leaves your hair silky smooth and manageable.

The Tabitha James Kraan Clean range is innovative haircare at its very best, taking what we find hard to give up about the toxic washing lifestyle and reinventing it with an organic formulation that is kind to you and kind to the planet – leaving your hair looking it's very best, naturally. ■

FIND OUT MORE

- Find out about Tabitha's organic hair services at tjksalon.co.uk
- Call 01451 831 999 to book a consultation at Tabitha's salon
- Tabitha's secret to great hair is at mygreenpod.com/articles/the-secret-to-great-hair



SKIN FOOD NOW HAS YOU COVERED, TOP TO TOE



Cleaner Beauty since 1921

You're about to fall in love with Skin Food all over again.

Natural beauty pioneer Weleda is expanding the Skin Food line-up further, introducing three additional Weleda Skin Food products. All as highly effective as Weleda Skin Food Original and packed with sustainable ingredients to help soothe any dry and rough skin. Feed skin from top to toe.

#weledaskinfoodie

Available from Holland & Barrett, independent health stores and pharmacies or weleda.co.uk

THE BEST KEPT BEAUTY SECRET SINCE 1926:

- ✓ 100% certified natural
- ✓ Replenishes hands, elbows, knees and heels
- ✓ Protects skin from drying out



Lip Balm

Nourishing support for chapped lips



Original

One sold every 23 seconds worldwide

Light

Immediate comfort for dry skin

WELEDA

Since 1921



Body Butter

Perfect for all-over hydration. Vegan formulation



NEW Vegan



HIGH-FREE *healing*

What you need to know about CBD oil and why it's taking the food and health sectors by storm

READER OFFER

Readers of My Green Pod can get 20% off their first má order with the code **mygreenpod20** at **macbdoil.co.uk**. Add the code when you check out of the online shop.

It's no surprise to hear Patrick say 'everyone should try má CBD oil', but this isn't just a marketing line – he's got a point. 'How CBD works and what people use it for can vary wildly from person to person', he explains.

INGESTING CBD

CBD drops allow customers to ingest the oil; the drops can be added to drinks or food, or even mixed into moisturising creams or massage oils.

Just like wine or olive oil, CBD oils vary greatly. In addition to variations in size, potency and suggested serving sizes, different producers use different growers, different plant strains and different extraction methods, which will all affect the finished product.

'We seek out the best growers, using the purest and most natural extraction techniques', Patrick tells us. 'We only use premium oil suppliers that extract the CBD oil using a natural CO₂ process, rather than any nasty chemicals. Our hemp plants are also 100% organic. We have developed our vaping liquids to deliver the most relaxing effects that they can.'

Most people report feeling the relaxing effects of má CBD instantly, but it's also thought that building up the number of oil drops steadily over a few weeks increases potential benefits to your health and wellbeing.

'We're not doctors, and there aren't enough clinical studies on CBD to give any definitive information', Patrick tells us. 'We can only use anecdotal evidence. The most common advice is to start with one or two oil drops or a few vape inhalations to discover for yourself the best levels for optimum tolerance and efficacy. If you are taking any prescription medication it is always worth checking with your GP before you start taking CDB oil on a regular basis.' ■

FIND OUT MORE

■ View the full range of má CBD products at **macbdoil.co.uk**

Humans have been using hemp for over 10,000 years; it's found in everything from buildings and clothes to food and medicine. The popularity of CBD, which occurs naturally in the *Cannabis sativa* plant, has recently sky-rocketed: its fan club is now dominated by A-listers and a rising wave of individuals who seek natural solutions to old problems.

A recent study revealed that 44% of medical cannabis users stopped taking their pharmaceutical prescription medications – or used less of their conventional medication – in favour of cannabis and cannabis oil. However the way CBD oil is classified means it's currently sold as a food supplement; no medical powers can legally be claimed.

CBD: FOOD OR MEDICINE?

The huge CBD industry that exists today has grown in just 10 years; in 2009 a handful of CBD-dominant strains were discovered in a laboratory in California, fostering a cottage industry of CBD-rich products.

CBD oil is a relatively new phenomenon in the UK. The government recently reclassified CBD oil as a medicine, but it can't be sold as such until a full set of medical trials is carried out. This is a lengthy and very costly process, usually reserved for pharmaceutical giants seeking to patent a new drug.

'Politicians have classified CBD oil as a medicine because they recognise its efficacy', says Patrick Folkes, founder of má CBD. 'They accept that it has an effect, but the clinical tests have not been carried out. This is connected to CBD being a natural product that's available to any small producer, rather than a medicine created in a large pharmaceutical company's laboratory. Therefore it is still sold as a food supplement.'

HOW CBD WORKS

CBD is non toxic and, unlike THC, not psychoactive. This means the unique cannabinoid is legal in most countries and can be tested on humans – yet the clinical trials to back up CBD's benefits to health and wellbeing are only just beginning.

The cannabinoids present in hemp are similar to those present in the human body; our endocannabinoid systems are partly responsible for maintaining our immune system and many other important processes, including cognitive processes, emotions, healing, inflammation, mood and pain.



Find out why má Rejuvenate Premium Full Spectrum CBD Oral Drops is a My Green Pod Hero at mygreenpod.com/heroes

All-in-one *natural* protection

Don't let biting insects scare the daylights out of you – now you can get full protection against bites and rays

Travel to tropical destinations is on the rise, and with it the risk of catching mosquito-borne disease such as chikungunya, dengue, malaria, yellow fever and Zika.

The effects of climate change are also increasing the number of regions hospitable to mosquitoes and the diseases they spread; *Aedes aegypti*, the mosquito that can spread chikungunya, dengue fever, Mayaro, yellow fever and Zika (among others), already lives alongside half of the world's population and spreads diseases that kill millions of people every year.

Mosquitoes are also starting to become resistant to established chemical repellents. In February this year, the World Health Organisation called for 'urgent action' to prevent the development of further resistance to the four commonly used insecticide classes: pyrethroids, organochlorines, carbamates and organophosphates.

GOING NATURAL

Fortunately, as concern grows around products that contain DEET and chemicals that may cause health issues, there has been a rise in consumer demand for natural insect repellents. While some synthetic insect repellents can kill aquatic wildlife and damage mammalian brain cells, insect-repelling essential oils have low toxicity and do not harm the environment – they're also safe to use on younger children.

Java citronella – which is at least twice as effective as the common variety – is one of the key ingredients in the incognito range of natural insect repellents which, when used correctly, is effective against many of the 3,500 different species of mosquito. Unfortunately, it has historically been difficult to get full protection from biting insects in hot countries that also demand protection from the sun.

DAYLIGHT PROTECTION

While many of us are familiar with the night-time biting associated with malaria, viruses such as dengue and Zika are transmitted by mosquitoes that bite in daylight hours when the sun's beating down.

This is a problem: applying insect repellent on top of sunscreen can significantly lower your SPF protection – and reversing the order leaves you no better off. In fact, applying sunscreen over the repellent will reduce the efficacy of both.



Find out why incognito Sun Cream & Insect Repellent SPF30 is a My Green Pod Hero at mygreenpod.com/heroes

To get full protection you need to use a combined sunscreen insect repellent that has been specially formulated to deliver protection from both the sun and insects.

TRI-ACTION PROTECTION

Incognito's award-winning SPF30 combined mineral sunscreen and insect repellent is a groundbreaking natural product that can be used safely on children as young as two.

The Sun Cream & Insect Repellent SPF30 is a revolutionary tri-action sunscreen, moisturiser and insect repellent. Providing unprecedented broad spectrum SPF30 protection against both UVA and UVB rays, this non-greasy lotion will protect your skin against sun damage and ageing while also providing camouflage from biting insects.

It has been clinically tested to provide high protection for up to seven hours, with four hours of full protection against mosquitoes carrying dengue, malaria or Zika. Like the incognito spray, the Sun Cream & Insect Repellent SPF30 is available in various sizes so you can top up your protection when you're out and about enjoying the sun.

FIND OUT MORE

- Learn how to prevent insect bites at lessmosquito.com/pages/avoiding-insect-bites
- Other useful tips are at lessmosquito.com/pages/useful-information
- View the full incognito range at lessmosquito.com/collections/the-incognito-store

ETHICAL PACKAGING

Incognito is an ethical company that takes an extremely conscious approach to its products and the impact they have on the planet. It has won a Queen's Award for Sustainable Development for its efforts to ensure 'a better quality of life for everyone, now and for generations to come.'

In addition to the active ingredient PMD, which has been approved by the NHS and Public Health England, incognito's repellents are packed full of natural and organic ingredients, and certified Cosmos Natural by the Soil Association.

The company's ethics extend into its packaging; the plastic used in the new green tubes and bottles is made entirely from renewable sugar cane oil, which reduces greenhouse emissions by capturing carbon.

For every 1,000kg of green plastic produced, 2,500kg of CO₂ is captured, while the production of 1,000kg of conventional plastic, which is made from raw Earth oils, releases 2,100kg of CO₂ emissions.

Incognito also donates 10% of all profits to charitable causes. Now there's really no need for insects – or ethical dilemmas – to get in the way of a good holiday, at home or abroad. ■

Goodbye ITCHY EYES

This invisible, natural barrier can prevent hay fever by stopping pollen from entering your body



Many see hay fever as a trivial cause of irritation, but it's a condition with no cure that, for millions of children around the UK, can cause school absence, sleepless nights, mood changes and impossible exam conditions.

Studies show that GCSE students with hay fever are 40% more likely to drop a grade between their mocks and final exams – and the figure rises to 70% if they are taking sedating antihistamines. A poll conducted by HayMax allergen barrier balms asking 'Has your exam performance (or your child's) ever been affected by hay fever?' resulted in 44% replying 'yes'.

PREVENTION BEATS CURE

Everyone has a different tolerance level for pollen grains, and when it's exceeded an allergic reaction occurs. This can result in sneezing, a blocked or runny nose, itchy, watery, streaming or swollen eyes and an itchy nose and throat. One solution is to pump your – or your child's – body full of antihistamines or

RELIEVING HAY FEVER SYMPTOMS

AVOID:

Margarine, dairy, wheat

EAT:

Nuts, grapes, oranges, apples, fresh tomatoes, spices, garlic, horse-radish, green veg, whole grains, tofu, grapefruits, watermelon, yellow pepper, red onions, apples, pineapples, garlic and oats

TREATMENTS:

If you want to stay drug free, you can also try Qu-Chi acupressure bands, Bee Prepared immune boosters and nasal rinses like Sterimar or NeilMed. An eyebright product can help with sore eyes

steroids; another option is to use an organic wonder balm that works on the premise that prevention is better than cure.

Trapping pollen before it gets into the body will keep the sufferer below their trigger level for longer – and HayMax organic allergen barrier balms do just that. They blend beeswax and seed oils, plus essential oils or aloe vera leaf juice extracts, to create an invisible shield; when rubbed round the rim of both nostrils and the bones of the eyes, the balms catch pollen and stop it from entering the body, helping to prevent the reaction from taking place.

'IT WORKS!'

Max Wiseberg, MD and creator of HayMax, was a long-term hay fever sufferer who had tried most products with limited or no success. 'A series of circumstances led me to the idea of putting something on my nose to create a barrier or a trap to stop pollen getting into my body', he tells us. 'I made it for myself but then I thought there must be others out there in the same boat.'

When other sufferers said 'it works', it gave Max the confidence to trial the product and start marketing it; in late 2004 HayMax was born. 'It started with a simple trial and I was amazed when all the respondents who tried it in their season told me it worked', Max remembers. 'And they said it worked better than the pharmaceutical remedies they had been using. We exhibited at the Natural Trade Show in Brighton and won our first award – Best New (Non Food) Organic Product. I was amazed – my little idea had won an award.'

Despite rave reviews for his award-winning balm, Max was determined to get some 'real evidence' to underline the efficacy of his HayMax balms. He now has two successful studies from NPARU at Worcester University, the UK experts on airborne particles, and

two surveys by leading allergy charity Allergy UK. In the latest, when asked if, overall, HayMax worked, 80% of respondents said 'Yes'.

HayMax has gone from strength to strength: it has won 40 awards and recently celebrated its tenth anniversary with appearances on ITV's *This Morning* and *Lorraine* shows.

THE POWER OF ORGANIC

HayMax can be used by sufferers of pet and dust allergies as well as hay fever. The drug-free, organic and non-drowsy balms are suitable for children, pregnant and breastfeeding mums and those driving or operating machinery.

'From a marketing point of view, being organic is far from essential in this market', Max tells us. 'However, a friend suggested going organic very early on. I thought it was a good thing; when you cook a dinner and use the best ingredients, you get the best results – likewise using the best organic ingredients in HayMax produces the best product.'

Very few medical products contain organic ingredients so Max is pioneering organic in the medical arena. For Max, supporting organic isn't just about creating the most effective product, it's also about taking care of the Earth and the animals. 'If we all do more organic, the world will be better', Max says. 'Just as if we all eat less meat it will be better. We don't all have to be extremists; every contribution helps, and lots of little contributions can add up to significant change.' ■

FIND OUT MORE

- Practical tips for allergy sufferers are at haymax.biz
- Buy HayMax allergen barrier balms from haymax.biz/online-shop
- Read HayMax studies and surveys at haymax.biz/studies-surveys

Plastic pollution is never far from Krista Taylor's thoughts: she lives in Cornwall and spends a lot of time sailing round the local coastline with her husband, Rob. 'I love the outdoors and am constantly reminded of the waste that washes up on our beaches', she tells us. 'So much of it plastic.'

Krista founded Scence in the summer of 2018; she wanted to create a vegan and plastic-free range of skincare for those who care about the environment and what they put on their skin. 'Something had to change', Krista explains, 'and I had a vision about what I knew the future of packaging should look like.'

FUNCTIONING NATURALLY

In search of a 'new direction', Krista left graphic design and fine art and retrained in anatomy and physiology. 'I ran my therapeutic massage practice while developing the Scence range', she explains.

Krista learnt about the efficacy of plants in skincare – particularly the 'fascinating qualities' of essential oils – and began selecting the natural oils and butters she would use to replace the harmful ingredients so often found in mainstream skincare products.

'Aluminium would be top of my list here', Krista tells us. 'It's used in antiperspirants to block the sweat glands, but we don't feel that disrupting the natural function of the body is the answer. Parabens are also common preservatives in cosmetics. We don't use either of these, or palm oil.'

BEATING BO

Our sweat, produced from the apocrine glands, is virtually odourless – the smell is caused by bacteria breaking the sweat down into acids.

For Scence deodorants, Krista uses mineral powders that slightly alter the pH level of the skin's surface, making it difficult for bacteria to thrive. Organic arrowroot absorbs moisture and antiseptic qualities of the essential oils further neutralise the bacteria.

It all sounds wonderful, but if you lead an active lifestyle, can plant-based deodorants really be as effective as the mainstream chemical formulations? 'Absolutely!', reveals Krista. 'I originally developed the deodorant for myself; I needed a totally reliable and effective deodorant for the physical and close-proximity work I was doing as a massage therapist. It has been formulated to last all day and can keep you fresh for up to 24 hours. A tube will last for two to three months when used daily, so it's also great value.'

The addition of organic coconut oil helps to nourish and moisturise the skin and the essential oils bring specific aromatherapeutic benefits, meaning the balms are far more than just odour-busters.

THE PACKAGING DILEMMA

Krista's background in art and design proved extremely useful when tackling the challenge of plastic-free packaging. For four years she worked alongside a UK paper packaging manufacturer to design, develop and create the plastic-free, fully compostable paper tubes and jars used for Scence products.



GREAT SCENCE

Choosing a natural deodorant just got a lot easier: these balms are free from plastic and cruelty, and come crammed with therapeutic oils



Find out why Scence Cool Rose Deodorant Balm is a My Green Pod Hero at mygreenpod.com/heroes

For Krista the packaging dilemma has been the biggest challenge; 'It has taken years of stability testing and adjusting formulations to ensure the right balance of ingredients to deliver excellent and effective skincare in a paper container', Krista says. 'We had to ensure the product could withstand temperatures of up to 40 degrees without leaching through the packaging. It has taken a lot of time and patient observation in the laboratory to get this right.'

The result is a beautiful range with packaging that can be composted, recycled or even used as a seedling pot when the balm has run out. It has taken individuals and retailers by storm; 'We are truly overwhelmed by the positive response', Krista tells us. 'It has been an incredibly affirming experience that's made all the hard work worthwhile.'



RAISING THE BAR

With demand for natural products rising and the tide turning on plastics, things are moving quickly for Krista. She has loved being a part of a growing family of eco-conscious and caring people who have resolved to offer ethical alternatives to their customers.

'So many new zero-waste stores and existing natural health and organic produce shops have embraced Scence', she tells us. 'The people are lovely and every new store we supply feels like another success story!'

Scence is a family business which Krista hopes will continue for generations to come, with the same level of quality and sustainability. 'We have a sense of duty to enrich our environment and provide guilt-free alternatives for current and future generations', she says. 'It's our mission to lead the way and set an example in the cosmetics industry.' ■

FIND OUT MORE

■ View the full range of Scence products at scence.co.uk



Taking organic upstairs

The organic revolution is well underway in the food sector – and now it's racing upstairs to the bedroom

Philip and Lisa Ingram were well on their way to an organic lifestyle before turning their attention to cotton. When the husband and wife co-founders of LittleLeaf Organic detected 'a noticeable chemical smell' from some new, good-quality bed linen, they dug a bit deeper into what they had bought. 'We were shocked to discover the cocktail of hazardous chemicals used on conventional cotton', Lisa tells us.

16% of the world's pesticides are concentrated on cotton, which the Soil Association calls 'the world's dirtiest crop'. Skin, your largest organ, can absorb toxins – and the harsh chemicals used on cotton have been linked to infertility, respiratory and skin diseases and cancer.

IRRITANTS IN COTTON

Since we spend a third of our lives in bed, it makes sense to opt for bedding that's as chemical free as possible. Philip and Lisa were 'overjoyed' to learn about the many benefits of organic cotton – not least because one of their daughters suffers from eczema. When fewer chemicals are used it's less likely there'll be any irritants in the end fabric.

The Global Organic Textile Standard (GOTS) bans a long list of chemicals of concern, including toxic heavy metals, GMOs and their enzymes, formaldehyde, functional nanoparticles, azo dyes that release carcinogenic amine compounds, chlorine bleaching, discharge printing methods using aromatic solvents and plastisol printing methods that use phthalates and PVC.

IMPROVING QUALITY

Harsh chemicals also break cotton down; the quality of cotton is determined by the length and integrity of the fibres, so cutting the chemicals improves the quality of the bedding.

Certified organic cotton is made from long-staple unbroken fibres, and you can really feel the difference. LittleLeaf Organic bedding has a silky softness that retains its feel-good factor wash after wash. 'When people feel it they are amazed by how soft and luxurious it feels', Philip tells us. 'It also lasts longer and is kinder on your skin.'

ORGANIC COTTON FOR BABIES

The durability of sustainably made organic cotton bedding makes it a long-term investment that ultimately reaps rewards for you, for the people who grow and sew the cotton and for the environment. It also presents a classic opportunity for reuse, as

ORGANIC BEDDING MYTH-BUSTER



■ **Organic cotton is simply cotton without the hazardous chemicals – you can wash it as you would normally wash cotton**

■ **A higher thread count doesn't necessarily mean better quality. A 300 thread count provides the best balance in this respect, with lower thread counts compromising on quality and higher thread counts not necessarily delivering an improvement**

■ **Going organic with your bedding means stepping up in quality rather than compromising**

■ **Organic bedding doesn't have to be white. The GOTS standard strictly controls the dyes that can be used within the production of organic cotton, and the list of prohibited hazardous chemicals also applies to the dyeing process**

you can hand the bedding down through generations – just as our grandparents did.

In this spirit, LittleLeaf Organic has created a range of colourful, unisex baby clothes that are built to last and reusable by design. They can be passed on to brothers, sisters, cousins or friends – whatever the gender. All the benefits of organic cotton apply to the baby clothes: they're high quality, soft, kind on skin, ethically made and better for the environment.

GO FOR GOTS

Switching to organic cotton brings immediate benefits to the environment. It reduces CO₂ emissions, slashes water consumption, keeps hazardous chemicals out of our living space and helps to maintain healthy soils and our precious ecosystem.

As well as ensuring cotton has been grown organically, working with nature instead of against it, GOTS certification helps to improve the lives of the people who grow and sew the cotton. They no longer need to come into contact with hazardous chemicals, and can grow food alongside the cotton crop because the land hasn't been decimated by insecticides and pesticides. They can also drink and use cleaner water that hasn't been polluted by the chemicals associated with conventional, non-organic cotton.

GOTS-certified organic cotton bedding provides the best organic certification available and producers are regularly checked to ensure the cotton truly is organic – even the buttons and threads have to meet strict residue criteria. The standard also goes well beyond the organic requirements, setting high social and ethical standards to ensure fair wages and good working conditions across the entire supply chain.

'It's not always the case that you can make a change that is both ethically and environmentally positive', Philip tells us, 'and at the same time get a better product. When you switch to GOTS-certified organic cotton bedding, everybody wins.' ■



LittleLeaf Organic Cotton Bedding Set and Camper Van Leggings are My Green Pod Heroes – find out why at mygreenpod.com/heroes

FIND OUT MORE

- View the full range of LittleLeaf Organic bedding at littleleaforganic.com
- The LittleLeaf Organic babywear range is at littleleaforganic.com/organic-cotton-baby-clothes
- Information about GOTS certification is at soilassociation.org



CLEAN COTTON

Sarah Compson, Soil Association's international development manager, explains the impact and importance of buying organic textiles

Most people never consider that what they wear started life on a farm, but over 50% of the clothes sold in the UK are made of cotton – most of which was grown by some of the 100 million cotton farmers across the globe. Every year 29 million tonnes of cotton are produced: the equivalent of 29 T-shirts for everyone on Earth.

Not all cotton is the same. Working with nature rather than fighting against it, the approach to organic cotton farming is fundamentally different from the damaging impact of conventionally produced cotton, which helps to make fashion more polluting than aviation and shipping combined.

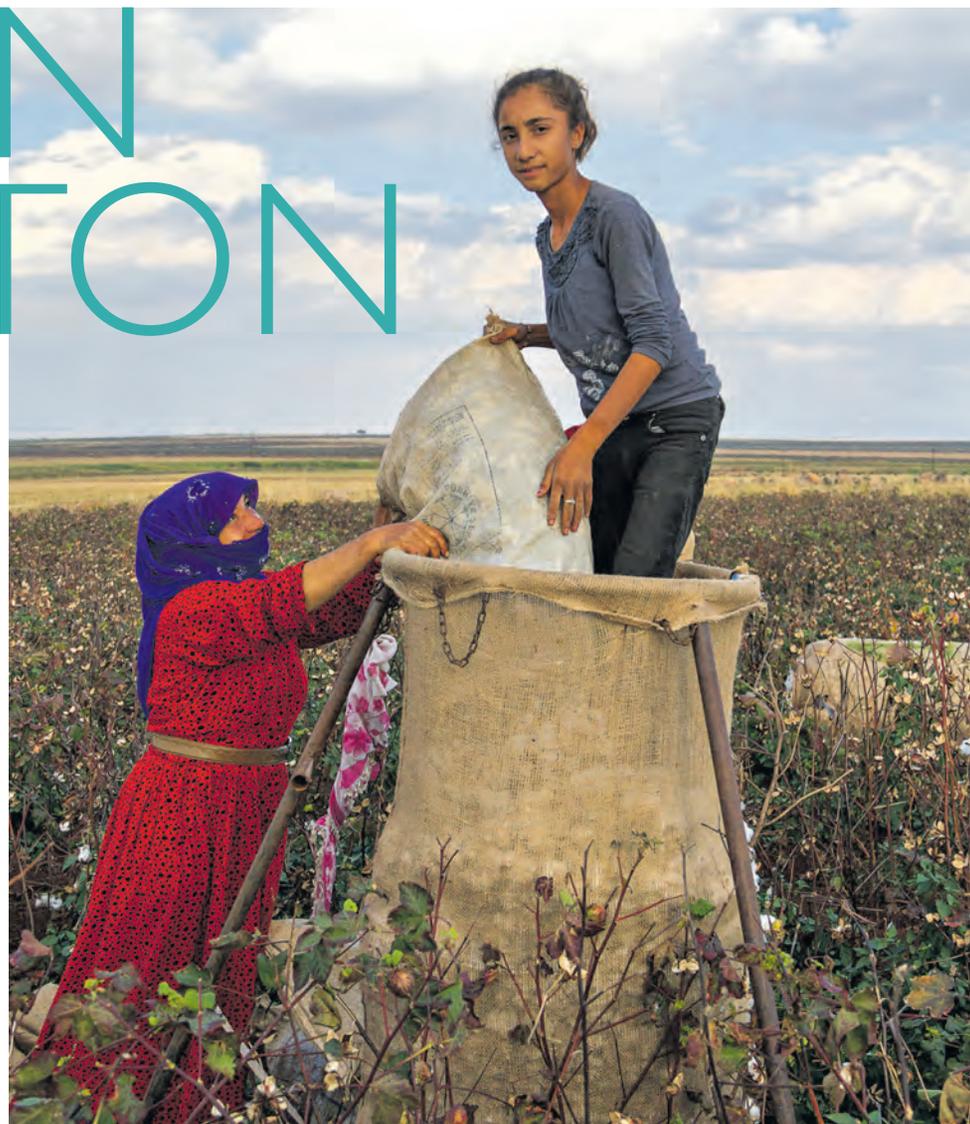
Cotton is a notoriously thirsty crop that requires about 3% of all the water consumed globally. It takes an estimated 10,000 litres of water to produce 1kg of cotton, often in countries where access to clean water is already limited. In contrast, a peer-reviewed lifecycle analysis found that organic cotton uses 91% less water, requires 62% less energy and results in 46% less greenhouse gas emissions.

WHY HEALTHY SOILS MATTER

It all starts with the soil. Organic farmers plant crops that naturally fix the nitrogen from the atmosphere – they don't rely on artificial nitrogen fertilisers that are damaging to soils and very energy intensive to produce. Organic soils have been demonstrated to be better at locking in carbon from the atmosphere, so farming organically has a lower impact on the ground as well as helping to mitigate climate change.

By using crop rotation – growing different crops each season – vibrant, healthy soils are created, meaning that crops can cope better in floods and droughts, something which is becoming even more important as climate change brings more extreme and unpredictable weather patterns.

Crop rotation also means that farmers grow a diverse range of crops alongside cotton. These other crops, grown without hazardous artificial sprays, can be a vital source of food that's safe for farmers and their families to eat, or it can be sold to provide an income. As a result organic farming plays a crucial



PHOTOGRAPHY ISTOCK

role in food security, something recognised by many NGOs, governments and the UN.

THE FAILURE OF GM

The majority of conventionally grown cotton is genetically modified; despite the hype, GM has failed farmers around the world. In India, the world's largest producer of cotton, widespread crop failures have resulted from pest infestations because target pests have quickly become resistant to the GM crop, or other pests have attacked the cotton. This has had a devastating impact on families and rural communities across the country and has led to thousands of suicides.

People involved in non-organic cotton production are at risk from toxic chemicals in the field and in the factory. Around 14% of all insecticides sold globally are used on cotton, despite cotton only using 2.5% of the world's arable land. Many are hazardous to humans and wildlife and applied by people who can't afford equipment to protect themselves.

In factories workers can also be subject to horrendous working conditions, and toxic dyes and inks can seep into rivers and wells, poisoning

drinking water and the natural environment. In contrast, under the Global Organic Textile Standard (GOTS), factory workers are treated according to criteria based on International Labour Organisation conventions and only low-impact dyes and inks can be used, with any wastewater being treated before it is released.

TAKING ON FAST FASHION

If you want to reduce the impact of the global fashion industry, an easy step is to buy organic cotton – preferably carrying the GOTS logo. GOTS is the gold standard for organic textiles globally, so you can be sure you're buying clothes made with at least 70% organic cotton, manufactured using low-impact dyes and inks and made in factories that meet strict social and environmental criteria.

The challenges posed by the global textile industry can appear daunting, but they can be overcome. Organic offers a positive solution that's gathering momentum across the globe. By buying organic textiles – whether clothes, homeware or personal care products – you can know that you are part of a solution that offers a kinder, cleaner and better future for people and the planet. ■

FIND OUT MORE

- Help save the Earth from the ground up at soilassociation.org/support-us/saving-the-earth-starts-from-the-ground-up
- Information about organic fashion and textiles is at soilassociation.org/organic-living/fashion-textiles

Awareness of our outdoor air quality is on the rise, but not so many people are talking about the fumes we breathe at home. We spend about 90% of our time inside, yet according to the Environmental Protection Agency the air inside a typical house, school or workplace is two to five times more polluted than the air directly outside. Toxic household products – from cleaners and plug-ins to room sprays – all add to the cocktail of chemicals inside your home.

TOXIC INGREDIENTS

‘Many so-called ‘natural’ or ‘eco’ household products still contain perfumes that are generally synthetic chemical molecules; these are combined with raw materials often derived from petrochemicals, as

ESSENTIAL OILS AND THEIR BENEFITS

SAGE: Antifungal, antimicrobial, antioxidant, antiseptic and anti-inflammatory

EUCALYPTUS: A fantastic immunity booster due to its antibacterial properties

CHAMOMILE: Treats skin diseases, stress and sleeping disorders

PEPPERMINT: Helps with digestive disorders, headaches and lack of concentration

FRANKINCENSE: A great antiseptic for minor wounds and insect bites

LAVENDER: A very potent antiseptic, best known for its general relaxation properties

many have been classed as sustainable’, explains Angelika Davenport, toxin free campaigner and founder of Tincture. ‘Ingredients such as phenoxyethanol can be naturally derived and synthetically produced, but in both cases its use is linked to eczema and severe skin inflammation.’

Another ingredient to avoid is benzisothiazolinone, which is an immune system toxicant and an irritant for skin, lungs and eyes. So why is it in ‘eco’ products? ‘Because it has been classified as biodegradable under the ‘eco’ labelling rules!’, Angelika explains.

ANCIENT MONASTIC WISDOM

Angelika began investigating common toxic products and ingredients through concern for her children; her son Freddie suffered from severe asthma and hay fever and her daughter Cosima developed dermatological problems. ‘I wanted to protect my children in their own home’, Angelika explains. ‘That is where my Tincture journey began.’

In her quest to create a range of affordable, 100% natural products, Angelika looked to ancient monastic wisdom. In their time, monasteries were not only havens of spiritual devotion but important centres of knowledge, learning and healing. Monks were highly educated individuals and pioneers of modern plant-based medicine.

And breathe

How to use the power of plants to combat the scourge of indoor air pollution



‘The monasteries used to operate large, complex cloister gardens growing medicinal plants’, Angelika explains. ‘We looked at all the herbal ingredients used to treat the sick and prevent the spread of disease and incorporated a blend into our natural raw material base, to enhance not only the product performance but also our wellbeing and health.’

THE POWER OF ACTIVE BOTANICALS

Today volumes of scientific evidence support the active properties of many of the botanical ingredients used in medieval times. Some active essential oils are known to have a number of healing and cleansing qualities, from antibacterial and antiseptic to deodorising and antidepressant properties.

Bergamot has been found to have both antibacterial and anti-fungal activity against campylobacter, E. coli, listeria and staphylococcus. Studies also support the use of bergamot for alleviating symptoms of stress, anxiety and depression. Bergamot is just one of the ingredients used in Tincture formulations, which on average comprise over 30 different plant extracts.

Some plants have been scientifically proven to reduce indoor volatile organic compounds (VOCs)

by as much as 80%. ‘My personal favourites are the golden pothos (*Epipremnum aureum*), a fast-growing vine, and the spider plant, which has been found to have one of the highest formaldehyde removal capacities’, Angelika tells us. ‘The peepal tree and areca palm can also give off oxygen for 24 hours, improving the overall air quality in your home!’

A SILVER BULLET

In addition to plants Angelika uses another natural resource, silver, to keep Tincture bottles free from bacteria. Silver is a known antimicrobial agent that works by attacking bacteria’s metabolism. The addition of silver makes the bottles safe for multi-use, as the plastic can’t leak into the formulations to contaminate water systems or household surfaces.

‘The benchmark for the development of our products has always been that they have to work and also outperform current eco standards’, Angelika tells us. ‘At the same time, the health of your family and pets – and that of our planet – is of utmost importance in everything we do and develop. We have taken great care in selecting totally natural ingredients that have been assessed for their quality and sustainability.’ ■

FIND OUT MORE

- View the full Tincture range at tincturelondon.com
- Information about the ingredients used is at tincturelondon.com/pages/our-ingredients

LONDON CALLING FOR YEO VALLEY



Yeo Valley products have been crowned My Green Pod Heroes – find out why at mygreenpod.com/heroes

Sarah Mead, the creative force behind Somerset's Yeo Valley Canteen, has taken the valley to London

When Yeo Valley opened its canteen to the public, visitors said it was 'possibly the best staff restaurant in the world'. Since then Sarah Mead has pored over plans, paints and menus, and opened Yeo Valley Café in London.

'The day we flung open our café doors was the culmination of many hours of hard work and last-minute rushing about', Sarah tells us. 'But the team pulled together and we got there.'

GLORIOUS FOOD

Yeo Valley Café at 20 Queensway, just a few metres from Kensington Gardens, builds on the dairy company's tradition of welcoming visitors with food.

Roger and Mary Mead first opened a small tearoom on the farm back in 1972. Its reputation grew, and in 2012 rumours of mouthwatering Yeo staff lunches led to the staff canteen opening to the public. It has been busy ever since. 'Regulars at our Yeo Valley Canteen in Blagdon will recognise the breakfast favourites

we've brought to London', Sarah tells us, 'including Warm Scotch Pancakes with Greek Yogurt & Seasonal Fruit Compote and a Denhay Bacon Butty on Fresh Farmhouse Bread.'

The menu, devised by Yeo Valley food ambassador Paul Collins, includes regularly changing lunches; examples include a Holt Farm Rare Roast Beef Sandwich with Organic Crème Fraîche & Horseradish and a Broad Bean, Pea and Ubley Feta Salad with Fresh Mint. There's plenty of tea and cake, too.

A TASTE OF SOMERSET

Championing organic and celebrating the best of British produce, Sarah and the team are taking some of their favourite Somerset producers to London as well as sourcing fresh produce from local suppliers.

While the glorious valley view would be trickier to transport, rest assured that if you've ever visited the canteen in Blagdon, you'll feel right at home.

'We know that millions of people are familiar with the Yeo Valley name and the quality it brings', Sarah explains, 'but fewer people know that Yeo Valley is

an actual place – a very beautiful place – where one family has been steadily building an organic dairy business and welcoming new friends since 1961.'

YEO VALLEY'S OPEN-DOOR POLICY

This isn't the first time Sarah has invited the public to take a closer look at how Yeo Valley operates; every year 50,000 visitors get to take a closer look. Sarah and her team spent 18 years transforming 6.5 acres of land into one of only a handful of ornamental gardens in Britain to be certified organic by the Soil Association. Everyone's welcome to take a stroll around the Organic Garden, visit the on-site tea room and chat to the gardeners.

Sarah's also the creative energy that fuels Valley Fest, the go-to festival for incredible organic food, great music and anyone who loves a party.

The café is one more example of the family-run farming and dairy company's commitment to sharing organic goodness with the public. 'As we now have a small number of staff based in our little London hub, it seemed they should enjoy great food, just as our staff in Somerset have done for years', Sarah tells us. 'By that same token, it's important that we extend our Somerset welcome to friends in London and those visiting from outside the city.'

Yeo Valley Café is open 07.30 to 18.00 Monday to Friday, and 08.00 to 17.00 at weekends. Expect the warmest of welcomes from the team. ■

FIND OUT MORE

■ For information about Yeo Valley Café or to make a booking, visit yeovalley.co.uk



We're very excited to share a bit of the valley with the capital – our very own London Café is open, and it feels like Yeo has really gone to town! Sarah Mead, Yeo Valley

With a background in finance, Daniel Spayne never imagined having a career in kombucha. The move came when he felt a calling to do something that would have a social impact. He was the first angel investor for Equinox and is now the kombucha company's MD.

'I discovered kombucha when travelling in the USA and connected to Equinox shortly after my return to the UK', Daniel tells us. 'I saw its potential and decided to invest; I love the way we craft brew in the traditional way, retaining all the benefits.'

IS ALL KOMBUCHA MADE EQUAL?

We're still waiting for the scientific studies to confirm kombucha's health benefits, but many advocates report the drink has assisted recovery from illness. Kombucha should deliver the living bacteria, yeast and organic acids that improve gut health – but not all varieties are created equal. Some companies mix kombucha with other ingredients, cultures and syrups at the end of the process instead of allowing them to develop naturally.

It's understood that the beneficial punch is only delivered by authentically brewed, fresh kombucha that isn't pasteurised or made from concentrate. 'Our fresh kombucha, made with our own cultivated SCOBY (symbiotic culture of bacteria and yeast) has to be chilled, which is a challenge for some buyers', Daniel explains. 'Kombucha is sold chilled in mature markets all round the world, but some companies don't seem to be following this precedent and instead sell their kombucha ambient.'

Daniel doesn't make any official health claims about Equinox but has found that people make their own connections between real kombucha, health and wellbeing. 'When people try kombucha they often feel refreshed and rebalanced in their vitality, but can't put their finger on why', Daniel tells us. 'I think this mystery is what's endearing about the experience of drinking it. Plus the reduction in sugar from traditional soft drinks or fruit juices is beneficial in itself, before you even start on the living bacteria.'

CRACKING WAITROSE

In the early days some saw kombucha as a fad, but the market's exploding and this once-mysterious elixir – which may have been carried in the belts of Japanese samurai warriors for pre-battle energy – is now going mainstream.



pod HERO
Find out why Equinox kombucha is a My Green Pod Hero at mygreenpod.com/heroes



Uncompromised kombucha

How Equinox is sticking to authentic brewing and ethical business practices, despite going mainstream

Making the leap from local markets to nationwide supermarkets is a huge step, but when Waitrose tested a few brands of kombucha it decided to go with Equinox. 'Since then things have gone from strength to strength', Daniel tells us. 'We messed up on a few logistical points at the beginning and I'm sure they were frustrated with us for a couple of weeks, but we are now flying on sales so I bet they're glad they stuck with us now.'

Equinox has remained true to its principles regarding organic ingredients and brewing methods; its kombucha is craft brewed, 100% raw, unpasteurised and plant based. Determined to walk the talk, the company is also in the process of becoming a B Corp to ensure its entire operation is as conscious and sustainable as possible.

FROM REBEL TO LEADER

The evolution from a market-stall niche to a premium soft drink brand hasn't been without its challenges; Equinox is shaking off its 'hippy' branding and opting for a clean and fresh new look instead. 'Our ethics remain the same, but moving to the mainstream has meant the way we run our business has changed', Daniel explains.

So what advice does Daniel have for readers who want to take their business to the masses without compromising their ethics? 'Stay true to your original product fundamentals and core values', he says. 'Don't cut corners or take risks with safety or quality – and don't make decisions that lack integrity just to grow. A trusted reputation takes years to build.'

Daniel believes the green sector as a whole is evolving and maturing; things that once had to be explained – like the benefits of organic farming, clean energy and water conservation – are now widely understood. 'Perhaps it's time for the green sector to evolve from the archetypal rebel into the transformational leader', Daniel says, 'so every sector can engage in a way that helps them to evolve, too. Operating in a sustainable and ethical way is good for everyone and everything on the planet.' ■

FIND OUT MORE

- View the full range of Equinox kombucha and stockists at equinoxkombucha.com
- More about the Equinox story is at equinoxkombucha.com/about-equinox-kombucha-uk
- Kombucha cocktail and mocktail recipes are at equinoxkombucha.com/kombucha-blog-uk



Is this the world's *best gin?*

The world's first organic London dry gin is an award-winning spirit that distils 300 years' experience

According to its makers, Juniper Green is the only organic London dry gin in the world that is distilled and bottled in London.

The family of Charles Maxwell, master distiller and managing director at Thames, has been making gin in London for eight generations. Charles inherited one of the oldest unbroken family involvements in gin distilling; he holds the accrued wisdom of 300 years' experience, as well as the keys to the unique family recipes of esoteric botanicals that create great London gins.

100% ORGANIC

Organic grain naturally creates fine alcohol because it has a better biological cell structure than grain grown with chemical fertilisers. The smooth, clean spirit produced is the perfect foundation for 'the world's first organic gin'.

Certified organic by the Soil Association, Juniper Green contains absolutely nothing but the world's finest organic grain, the purest water and a combination of organic botanical herbs sourced from around the world. Batch distilled and bottled in London, all these carefully selected and prepared botanicals are distilled in a small-capacity gin.

FIND OUT MORE

- Juniper Green stockists are listed at junipergreen.org
- View FairWild projects at fairwild.org



AN AWARD-WINNING DRINK

This dedicated care and attention has created one of the world's best gins; since first introduced in 1999 Juniper Green has won 20 international medals against all the world's gins, including golds in the UK and USA. Juniper Gin Trophy Organic and Wild Gin won the IWSC London Dry Gin Trophy 2015 & 2016, beating 90% of the world's best dry gins. It was selected as the winner after a series of blind tastings by seven world gin experts, who credited its 'lively green pine and leafy herbs', 'big, bold, robust flavours', 'brilliant juicy juniper' and 'smooth, woody spice' in the tasting notes.

FAIR BOTANICALS

The gin's botanicals – organic juniper berries, organic coriander, organic angelica root and organic savory – are sourced from around the world and distilled to a special recipe to give Juniper Green its unique flavour.

Certified-organic FairWild junipers are gathered from a forest in Poland; the FairWild certification ensures the junipers are sustainably harvested and that workers are properly paid.

Juniper Green is the only gin in the world that has this fantastic new certification for wild-harvested ingredients. It's a crucial scheme that's becoming increasingly important as demand for wild plants rises, whether for food, cosmetics, wellbeing or medicine.

SENSITIVE HARVESTING

The harvesting of wild plants poses major ecological and social challenges; the pressure on potentially vulnerable plant species can endanger local ecosystems and the collectors, who often belong to the poorest social groups in their countries of origin.

The FairWild Foundation works with partners around the world to improve the conservation, management and sustainable use of wild plants in trade, as well as the livelihoods of the rural harvesters involved in collection.

FairWild has a strict standard and certification system for the sustainable management and collection of wild plants. They're key tools in the protection of people, communities, plants and entire species as the cross-sector demand for wild ingredients and natural products soars – in everything from food and drink to cosmetics and beauty products.

The FairWild Standard also helps others in the sector to implement the existing regulatory frameworks provided by national resource management systems and international conventions. Everyone in the supply chain gets a fair deal – and in this case you get an award-winning drink that's about as guilt-free as it could be. ■

The Culinary Caveman explores how we can regulate the vast network of chemicals that fill our fields, tables and bathroom cabinets



Will there be any changes to food safety, agricultural chemicals or pharmaceuticals if we leave the EU?

The stark truth is this: so far not enough has been done to guarantee public safety anyway. According to a Global Burden of Disease study, the food we eat is now responsible for 20% of deaths in the west, where processed, denatured food dominates. Over 80% of the average diet's calorific content comes from rice, processed white sugar, wheat, cooking oil and corn.

Current UK and EU measures have done very little to abate the alarming year-on-year rise in the diseases of civilisation (such as cancers, heart disease, iatrogenics, obesity, diabetes, dementia and depression), so there's little hope of improvement without significant changes.

MONSANTO AND THE USA

We could adopt the USA's codes of business ethics and practices – though this would set us back over a century in terms of the regulation and control of global corporations, who are, irrespective of the political party in power, always calling the shots.

The biggest concern in the coming years will be the consequences of spraying the deadliest chemicals ever invented by mankind onto our food, with constant cover-ups of any negative scientific results that would affect sales.

The USA could lead the way with its current Monsanto court cases, during which glyphosate has been blamed for causing cancers. Having already lost the first two trials, and with another 620 plaintiffs ready to go to court and a further 4,000 thereafter, the tide could be turning. It needs to.

In America, following risk-based assessments of active substances in agricultural chemicals, 1,430 substances are considered safe for use on food, compared with 486 in Europe. This means the USA is using 1,000 substances deemed unsafe in Europe! Probably best not to stick with them then, is it?

IS EUROPE THE ANSWER?

A lot of hard work has been done to prepare a new Common Agricultural Policy (CAP) for Europe, though an individual plan for the UK will need to be

BREXIT AND FOOD SAFETY

drawn up if we leave. However, as a herbalist I see two regulations, both carrying a hefty €75,000 fine, that show the EU is also worryingly dominated by the same corporations.

In France there is a centuries-old regime of using a green fertiliser called *purin d'ortie*. Farmers cut down nettles, soak them in water and then spray the solution on fields as an effective fertiliser and insect repellent (a far nicer word than pesticide). It's an art, with different strengths for different purposes, but the EU made it illegal following pressure from lobbyists representing the £100bn per year fertiliser and £60bn per year pesticide industries.

The other alarming regulation is the result of intense pharmaceutical lobbying; Directive 2004/24/EC states that any countries wishing to join the EU, such as Croatia, must relinquish all traditional knowledge and practices involving wild plants! This is a clear attempt to wipe out the inherited cultural knowledge still possessed by many from Eastern Europe about foraging and traditional and effective herbal treatments and remedies.

This is incredible. Most drugs originally came from plants, but with cancer drugs worth over £150bn a year, pharmaceutical giants are hardly going to start shouting about the incredible scientific results coming out of Iran, China and Taiwan, which show dandelion root extract is effective against all major human cancer cell lines. It would be too bad for business – akin to Coca-Cola saying its products cause obesity and cancer.

GOING IT ALONE

Another option would be to go it alone – expecting divided political parties to unify into a singular entity devoted to the safety of its citizens.

Unfortunately, all we actually have is a minuscule band of devoted and selfless individuals determined to educate the public about the dangers we face in our modern age.

PAN (Pesticide Action Network) is the

UK's only independent watchdog on agricultural pollutants, and does a brilliant job on almost no funding. It has successfully made councils in East Sussex stop using the deadly glyphosate pesticide in public spaces. No such measure will be forthcoming from Whitehall, where progress is stalled for the sake of maintaining the economic status quo.

Our agricultural chemicals now come with a new agenda: they are part of your PPP (Plant Protection Policy), and carry brand names such as Clarity, Distinct, Dragon, Entrust, Finesse, Guardsman, Halo, Harmony, Justice, Liberty, Outlook, Powerforce, Resolve, Safer and Uppercut. With names like these, the average farmer can only think they are beneficial.

The EU has recently banned chlorothalonil – Britain and America's most widely used fungicide – not least because it's linked to the death of essential pollinators such as bees and hoverflies. So where do we go when out of the protection of the EU?

Groups such as Sustain need to be heard above the clamour of negativity, because if we do leave it will present a new chapter with potential. If we continue with the current unsustainable agricultural, food and pharmaceutical industries, there is no future – whether Brexit happens or not. ■



Find out why the Culinary Caveman's Green Gaia Goodness is a My Green Pod Hero at mygreenpod.com/heroes

PHOTOGRAPHY ISTOCK

FIND OUT MORE

- More about the Culinary Caveman is at theculinarycaveman.co.uk
- *The Seven Deadly Whites*, by Karl Elliot-Gough, is available from Blackwell's, Waterstones and online book shops
- Support the Pesticide Action Network at pan-uk.org

A *jack* of all trades

Suma's new Organic Jackfruit is a versatile vegan staple that is grown and harvested sustainably

Jackfruit, a vegan meat alternative, has been taking the cookery world by storm. The beauty of jackfruit is that it works wonderfully well in so many recipes. When it cooks it is terrific at soaking up flavour and takes on similar characteristics to pulled pork, so it pairs really nicely with pasta bakes, wraps, tacos, burritos and buns.

All you need to do by way of preparation is drain and rinse the jackfruit, tear it into chunks and cook in a flavour-packed sauce. Free from dairy, gluten, wheat, palm oil and artificial ingredients, it's a versatile vegan staple – a true jack of all trades.

WHAT IS JACKFRUIT?

Originating in south-west India, Jackfruit is a species of tree in the fig, mulberry and breadfruit family. When mature the huge trees can produce about 100 to 200 whopping oblong fruits in a year; they have a bumpy green exterior and can be eaten in both their ripe and unripe states. On the inside, jackfruit is full of plump, pale yellow petals.

Jackfruit has a high fibre content so it can help you to maintain a healthy digestive system. The seeds are nutritious and can be cooked, eaten on their own or ground into flour. Nothing is wasted because the leaves can be used for wrapping and steaming food.

GROWN BY TRUSTED FRIENDS

Suma's new Organic Jackfruit is young, tender and ethically sourced from a co-operative of organic growers in Sri Lanka. It's the same co-operative that grows Suma's coconut products, so the farmers have become trusted friends who source products in a transparent way, respecting the people who produce them and the places they are grown.

The farmers do great things, such as guaranteeing good working conditions and rates of pay for staff and farmers, paying a fair price for their crops and operating in accordance with sustainable growing standards.

'Jackfruit is a versatile part of a vegan diet, with a great texture and the ability to absorb the flavours of whatever it's cooked in. It continues to rise in popularity', says Giles Simon, co-operative member at Suma. 'We've wanted to sell our own for some time, and have been waiting to find a supplier that fits our criteria. Our jackfruit is organic, grown by a co-operative of farmers in Sri Lanka, canned in Sri Lanka and the tins are then packed in card rather than plastic, reducing the environmental impact.' ■

FIND OUT MORE

■ Learn about Suma's history, range and founding principles at suma.coop



mygreenpod
HERO

Suma's
Ecoleaf
dishwasher
tablets are
a My Green
Pod Hero –
find out why
at mygreenpod.com/heroes



As awareness of climate change and food provenance continue to grow, the demand for organic food is likely to keep on climbing, too. We've always done a wide range of organics, and that's truer now than ever. The bulk of our new products – like jackfruit and apple cider vinegar – are organic, reflecting the fact that we know people want their food to have fewer chemicals and be more in harmony with nature.'

Giles Simon, co-operative member at Suma





THE ELECTRIC CAR STARS

EVs are here to stay: prepare to be blown away

It's pretty accepted wisdom these days that electric cars are good for the environment; they produce zero tailpipe emissions, which means no harmful pollutants such as nitrogen oxides. In this world of Extinction Rebellion and Climate Emergency declarations, this is important.

Allied to this, the enforcement of stricter emissions targets, and the introduction of Ultra Low Emissions Zones in places like London, have shown that cars with a lower impact on the environment are the way forward.

But the one thing that will really drive the uptake of electric vehicles is, quite simply, how good they are. Electric vehicles are beginning to redefine what's possible in a car: the way they're built, the technology at their heart and the engineers driving the tech together mean that innovation in electric vehicles is moving at lightning speed.

THE NEW NORMAL

2019 has so far been a big year in the transition that will see electric vehicles become the 'new normal'. According to recent industry sales figures, electric cars are one of the only motoring sectors showing growth; new vehicles like the Tesla Model 3 have arrived with a very attractive price point of under £40k, and the Jaguar I-PACE dominated the World



CLOCKWISE
The Concept One, Rimac's first electric hypercar; the Audi E-Tron was Iron Man's vehicle of choice; the Model 3 has Tesla's 'most refined design and engineering ever'; Rimac is rumoured to have nailed 0-60 in 1.85 seconds

Car Awards in New York. When Tony Stark (aka Iron Man) binned off his iconic Audi R8 for a pure electric E-Tron in *Avengers: Endgame*, it was safe to say electric cars had arrived. With a whole host of new launches and innovations coming into the market, this is just the start.

TRADITION VS DISRUPTION

What's interesting is that there are two divergent types of company in the race to make it in the world of electric vehicles: the traditional vehicle manufacturers and the disruptors. The established

manufacturers have the know-how to get large volumes of cars off a production line, and they now recognise the need to move to battery electric models. The likes of the Porsche Taycan, the Audi E-Tron and the Mercedes EQ are all great cars that look set to carry the fight to Jaguar and Tesla at the luxury end of the market.

Then there are the disruptors that are really shaking things up. Tesla is undoubtedly the most high profile and has decent pedigree, with the Model S and Model X increasingly common sights on Britain's roads (and motorway service stations,



where their Supercharger network makes travelling long distances a breeze). Another is Rimac, a Croatian manufacturer specialising in electric hypercars and drivetrains.

ELECTRIC HYPERCARS

Rimac lives and breathes electric vehicles – and, like Tesla, has never built a vehicle with an internal combustion engine. Mate Rimac, the company's 31-year-old founder, established the company with the idea to build a world-changing electric hypercar; first with the Concept One and now the Concept

Two, which is rumoured to do 0-60 in 1.85 seconds. This is truly mind-boggling.

The technology that Rimac is developing for its hypercars is being adapted and rolled out across a range of manufacturers. Aston Martin, Red Bull, Koenigsegg and Porsche are all customers, and the brand new Pininfarina Battista runs on a platform developed by Rimac.

FIND OUT MORE

- Get great prices on a handpicked range of the world's best EVs at [octopusev.com](https://www.octopusev.com)
- Answers to common EV questions are at [octopusev.com/faq](https://www.octopusev.com/faq)

CUTTING-EDGE TECH FOR ALL

Granted, most of us will never in our wildest dreams be able to afford any of these cars, but the technology being developed to achieve this kind of performance is crucial in our transition to carbon-free transportation.

Porsche has recently invested in Rimac, buying 10% of the business. This is an atypical move by Porsche, which normally loves to build things for itself. For the German behemoth to reach out to another manufacturer speaks volumes about the way these new companies are innovating at a breadth and pace far beyond that of the traditional players. It also demonstrates the huge potential to integrate cutting-edge technology into vehicles at all levels of the market, not just at the top end.

There's little doubt that a Porsche Taycan will be running high-spec Rimac technology in a year or two, and it will trickle down through to the other marques in the group, like Audi and Volkswagen. KERS (or Kinetic Energy Recovery System, to give it its full name) was a big noise in Formula 1 a few years ago; you can now experience this same technology in a Nissan LEAF with the E-Pedal in a car you can buy today. You can experience a Carbon Monocoque like the Rimac Concept Two in a BMW i3 that's sitting on your local dealer's forecourt right now.

A NEW MOTORING FRONTIER

The technology we see in these vehicles is reaching real cars quickly because the rate of innovation in electric vehicles is rapid. The technology in a new electric car on sale today was probably tested only a year or so ago. The pace of change is so fast because this new frontier of motoring is a new sandpit for engineers to operate in.

And then, of course, there's Tesla. It has probably done more than any other manufacturer to make electric vehicles sexy, and its rate of innovation shows no sign of relenting. Tesla recently announced a change to its drive unit, which basically increases the battery pack. This was pushed out through an over-the-air upgrade.

No longer do you need to accept the car that you bought; your car evolves as technology evolves. So, as Tesla develops innovations for, say the new Model 3, it will also be able to release it to the rest of its inventory. Improvements to a vehicle can now happen overnight. If you drive a three-year-old Model X, the chances are it's nothing like the car you bought in 2016 – and you wouldn't have had to do anything to make the changes happen.

This is an innovative, fast-moving industry that is ripping up the rule book and challenging established business models. Electric vehicles are here – and they're here to stay, because they're going to blow people away. ■

A BREATH OF *fresh air*



Biophilic design expert Oliver Heath takes a family break in a Jaguar I-PACE (yes, with dog)



We're trying to head off for a week in the Cotswolds – the family plus 18-month-old pup – and I'm packing the car: a time that's usually filled with dread and spatial anxiety.

As a long-term electric vehicle driver, space in our saloon has always been at a premium: the car is usually filled to bursting well before the final bags, coats and toys are brought out.

NEXT-GEN EVS

For years the choice of electric vehicles may have suited a day out or a trip around town – but there has been little evidence of any understanding of the chaos and overwhelming baggage of family life and holiday travel.

Till now, that is – as I am packing the voluminous boot of the Jaguar I-PACE. The bags go in (plenty of room still), the food goes in (still good) the toys and games go in (getting fuller) and finally the coats and boots (and we're there!).

The difference is that I'll still be able to use the rear view mirror, and drive with relative ease without feeling stuffed to the gunnels. Plus there's a handy secret bag-sized storage compartment under the front bonnet – perfect, it turns out, for the stuff you thought you must have left at home.

At last, it seems, the next generation of electric cars is here, and they are bigger, better and have

a significantly longer range – though the Jaguar's factory spec of 292 miles turns out to be closer to 235 in Britain's cooler spring temperatures.

But the best bit: they are faster, sleeker and more fun to drive than ever; the I-PACE's sculptured body oozes style and aerodynamic efficiency.

ON THE ROAD

The first thing that I noticed when driving the I-PACE was its mass: at two tonnes (thanks largely to the batteries) it drives as if it's magnetised to the road, hugging corners and pulling smoothly out of the bends. It just feels so solid.

But don't think that stops it being fast and responsive; at 4.5 seconds for 0-60 it confidently manoeuvres standing starts and the fast lane when needed – and wow is it fun.

One word of warning: the lack of combustion engine, noise and vibration belie the I-PACE's speed and acceleration. Luckily it has a built-in speed camera notification sensor that 'pings' helpfully as you approach oncoming speed traps, should you *just edge* over the speed limit, which I obviously never did. (Honest. Really.)

FIND OUT MORE

- Discover leasing options for the I-PACE at octopusev.com/jaguar-ipace
- More about Oliver Heath is at oliverheath.com

Internally the cockpit is well thought out and easy to navigate – essential for today's tech-savvy kids, who don't read instruction manuals but still want to know if we're 'nearly there yet'. It's also ergonomically responsive, with fully adjustable height, width and lumbar supportive seats. They have the added surprise of blowing cool fresh air through the leatherwork to refresh the areas, where, well, where the sun don't shine. It's cool – really cool, if you can get used to it.

WHERE LUXURY MEETS FUN

Our week with the I-PACE was a glimpse into the aspirations of the electric car world; with a starting price of £63,495 it's setting the bar high at the luxury end in finish, tech and performance.

I have to say it left me with a slightly guilty feeling, questioning if cleaner, more environmentally conscious driving should really be this luxurious and this much fun. But what is clear is that the benefits will trickle down across the EV automotive industry and become accessible to many in the near-distant future – though perhaps not the in-seat air con, which could just be a breath of fresh air too far. ■

FULLY CHARGED LIVE

Robert Llewellyn's clean energy and EV consumer show will return to Silverstone this summer

This is your chance to see every electric vehicle available in the UK under one roof, as part of an 'exhilarating festival of clean energy tech and electric vehicles'.

Robert Llewellyn's *Fully Charged* will once again be brought to life at the the Fully Charged LIVE exhibition (Friday 07-Sunday 09 June 2019), which will take place at the world-famous Silverstone circuit at the heart of the UK's motorway network.

A CLEANER, CHEAPER FUTURE

Wider awareness of climate change and air pollution has seen interest in low-emission vehicles and low-carbon technologies soar – and with it the popularity of *Fully Charged*.

The show has a highly engaged global audience and averages around three million episode views a month. Its informative, entertaining take on the future of energy and transport has inspired a 1,000% increase in YouTube subscribers in the last two years – a surge that has allowed the second Fully Charged LIVE event to double in size.

The exhibition will bring all the elements of a cleaner, cheaper future together in one place. Visitors, who will be treated to electric vehicle transfers from the car parks, will see a comprehensive exhibition of the best clean energy suppliers and renewable technologies, alongside all the electric vehicles the UK currently has to offer. Around 3,000 test drives will take place on the Stowe Circuit. Visitors will get to hear from leading energy and transport experts in entertaining live sessions hosted by *Fully*

Charged presenters Robert Llewellyn (Channel 4's *Scrapheap Challenge*), Jonny Smith (Channel 5's *Fifth Gear*), Helen Czerski (BBC's *From Ice to Fire*) and Maddie Moate (BBC's *Do You Know?*).

LIVE SESSIONS

Mark Goodier will host the Fully Charged 500 business conference on Friday 07 June, and there's a great lineup of hosts across two theatres. 30 live sessions will take place, including: 'Shouldn't we be doing more walking, running and cycling?'; 'Wind, solar & storage'; 'Car ownership, but not as you know it'; 'Retrofit your own home, or build an eco-home?'; 'Electric vehicle myths busted'; 'How to stop burning money: efficiency and heat at home'; 'How can energy tariffs change your consumption?'; 'Plastic pollution, the circular economy and hyper-consumerism'; 'Scooters, e-bikes and motorbikes', 'Electric car round-up' and many more.

There will be a £1,000 prize draw each day, plus a Solar Edge live music stage with a Craig Charles Funk and Soul Show on the Saturday night. There's a Fun Zone for big kids of all ages, plus The Racing Bug, The Garages and The Paddock, all crammed with great things to see and do. ■

FIND OUT MORE

■ To reserve your tickets or learn more about Fully Charged LIVE, visit fullychargedshow.co.uk/fully-charged-live-2019



This time last year we were terrified and then more than 6,000 people descended on the show to hear all about the future of energy and transport. So this year we're really thrilled to be back, taking *Fully Charged* to another level. The *Fully Charged* team is working tirelessly to include the ingredients that our audience love in a live format and we are ludicrously excited about welcoming them on 07-09 June. We've had huge support from our sponsors and exhibitors, without whom Fully Charged LIVE would not be possible.'

Robert Llewellyn, Fully Charged

my Boo

Europe's largest bamboo bike brand has arrived in the UK

Germany-based social bicycle brand my Boo has at last started distributing its high-quality bamboo bikes in the UK. More than five years after founding the company and selling fantastic bamboo bikes successfully in Germany, Austria and Switzerland, co-founders Jonas Stolzke and Maximilian Schay have decided to have a crack at building a strong dealer network in the UK, too.

EDUCATION IN GHANA

My Boo is combining applied social responsibility and environmentally responsible behaviour to an innovative and high-quality product series.

The social brand from Kiel, northern Germany works with Boomers – The Yonso Project, a social NGO in Ghana, to produce its bamboo bike frames. The project helps to reduce the high rate of unemployed young people in the Ashanti region, and the income helps to fund scholarships for children. In cooperation with The Yonso Project, my Boo has been able to award over 250 scholarships since 2015.

Education in Ghana is often a privilege of only the wealthier families. The Yonso Project and my Boo are working together to change that by helping to

provide a good education for as many children as possible. The Yonso Project Model School is currently under construction; on completion it will provide high-level education for up to 1,000 children.

My Boo has also joined forces with UNICEF for the Bike to School programme. 150 children in Ghana have been given a bamboo bike to ride to school, to simplify the journey from often faraway villages.



TEST RIDE OFFER

Visit a partner dealer or my-boo.com to arrange to test ride a my Boo Bamboo Bike at home.

WHY BAMBOO?

My Boo Bamboo Bikes are handcrafted and unique, so it takes up to 80 hours to produce each frame. 35 Ghanaians are employed in my Boo frame production, and all receive fair pay and a social insurance.

The bamboo for the frames grows naturally in the Ashanti region in Ghana. 'Bamboo is a perfect material. It's as stable as steel, light as aluminium and more comfortable than carbon', says Jonas Stolzke. 'All my Boo frames are weatherproof, UV-resistant and provided with a scratchproof varnish!'

The frames have a five-year warranty; they meet the EU's EN 14764 requirements and are continuously tested in a European lab. They are all assembled in Germany before being shipped.

The model range includes City, Trekking, Urban, Road and even electric bikes with a Shimano Steps mid-motor. The customer can decide between a trapeze or a diamond frame and each is available in seven frame sizes. Gates Carbon Drive belt upgrade options are also available.

My Boo currently has more than 10 dealers all over the UK, and there's also an option to test drive your my Boo bamboo bike at home. Prices start at £1,399. ■

FIND OUT MORE

- View the full my Boo range at my-boo.com
- Details of my Boo's work in Ghana are at my-boo.com/our-story.html



CLOCKWISE

My Boo and UNICEF Ghana partnered for the Bike to School scheme; building bike frames reduces unemployment in Ghana; my Afram Speedhub Bamboo Bike from my Boo



Find out why the my Tano Deore Bamboo Bike is a My Green Pod Hero at mygreenpod.com/heroes



Competitions

We've got our hands on a bunch of prizes from fantastic companies that are choosing to do 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 bumper selection of green pearls – from surf sessions and a bamboo bike to festival glamping tickets and even your company's summer party – to help you celebrate the sunshine.

No catch. No pressure. Just enjoy!

You can enter all our competitions and view more prize details – plus any terms and conditions – by visiting mygreenpod.com/competitions.

Share them with friends, spread the word and update us with your experiences if you're one of our winners.

Good luck!

To enter, visit mygreenpod.com

WIN

A PHOTO BOOTH PACKAGE!



Now's your chance to get the UK's only solar-powered horsebox photo booth at an event near you! Little Horse Picture Booth will be transported to the lucky winner's event, where guests will be able to use the booth (plus props!) for three hours. A sharing station will allow guests to send their favourite picture to friends and family via email, SMS, social media and even AirDrop!

Deadline for entries: 13.09.19

WIN

A FULL SET OF ORGANIC HAIRCARE!



Five lucky My Green Pod readers will receive a set of gorgeous haircare products from organic hair pioneer Tabitha James Kraan. Each set, worth £150, contains a signature Hair Oil, Clean Shampoo, Clean Conditioning Mask, 4-in-1 Conditioner and Dry Shampoo, in a choice of Fair or Dark. You'll never want to go back to chemical formulations again.

Deadline for entries: 13.09.19



WIN
A CORA BALL!
 Saving the world just got as easy as throwing a ball in with your washing. The Cora Ball is the world's first microfibre-catching laundry ball – it protects the ocean, its creatures and our human food web. We've got five to give away!

Deadline for entries: 13.09.19



WIN
A SOFIA LATIF SKINCARE SET!
 Five winners will receive a yet-to-be launched clean and green skincare set worth £90. It contains Sofia Latif's signature Face Oil (30ml) and new Eye Oil (10ml), plus a rose quartz face roller for a mini-facial at home.

Deadline for entries: 13.09.19



WIN
10 SURF SESSIONS WITH COACHING!
 The Wave is an inland-surfing destination where anyone can surf on safe waves, all year round. Each hour provides as many rideable waves as eight hours in the sea. One winner will receive 10 sessions with expert coaching.

Deadline for entries: 13.09.19



WIN
ONE OF 10 SCENCE NATURAL SKINCARE HAMPERS!
 Get your hands on a hamper containing each Scence product: Face, Deodorant, Hand, Body and Lip Balm. Choose from best-selling Rose or Cedarwood aroma profiles.

Deadline for entries: 13.09.19



WIN
A PAIR OF WATERHAUL SUNGLASSES!
 Two winners will receive a pair of sunglasses made from 100% recycled fishing nets, intercepted from the ocean by Cornish social enterprise Waterhaul.

Deadline for entries: 13.09.19



WIN
A MY TODZI BAMBOO BIKE!
 Get your very own bamboo bike – handmade in Ghana, assembled in Germany – from my Boo. Bamboo is stable as steel, light as aluminium and more comfortable than carbon.

Deadline for entries: 13.09.19



WIN
KOMBUCHA COCKTAILS!
 Join the kombucha revolution! One lucky winner will receive 160 bottles of Equinox kombucha and a case of Juniper Green Organic Gin for the perfect cocktail party. Five runners-up will receive 20 bottles of Equinox.

Deadline for entries: 13.09.19



WIN
TICKETS TO VALLEY FEST!
 This is the ultimate glamping experience. One reader will get to take a friend to Valley Fest, where they'll sleep in a bell tent (complete with a case of Thatchers cider), eat at the Sunday Feast and enjoy Skin Food Facials!

Deadline for entries: 28.06.19



WIN
YOUR COMPANY'S SUMMER PARTY!
 We've teamed up with the Bugbar, the Brighton-based 'pop-up' bar company, to give you the chance to wow clients and friends with the perfect one-stop summer party. Excellent organic drinks, great music and lots more!

Deadline for entries: 28.06.19



WIN
A TINCTURE HAMPER!
 Get set to enjoy cleaning with this hamper from Tincture. It includes Floor Concentrate and Bathroom, Washing Up and All Purpose Tinctures, plus a full set of Travel Sprays – all made from 100% natural ingredients.

Deadline for entries: 13.09.19



WIN
A FULL SET OF HAYMAX BALMS!
 We're giving away 10 sets of the full range of organic, natural, drug-free allergen barrier balms from HayMax. The balms trap pollen, dust and pet allergens before they can enter the body and cause a reaction.

Deadline for entries: 13.09.19



WIN
A CLEARSPRING GOODY BAG!
 Win a bag of delicious, organic and plant-based goodies from fine foods specialist Clearspring! It includes miso, tofu, jackfruit, pumpkin seed oil, tamari and teriyaki sauce – with no artificial additives, preservatives or refined sugar.

Deadline for entries: 13.09.19

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