

Global organic market slows

Global organic food sales have been increasing by more than US\$5 billion a year, exceeding US\$50 billion in 2008, according to Organic Monitor. However, single-digit growth could occur for the first time this year because the global economic slowdown is impacting organic product sales.

Organic food sales are being affected by the reduction in consumer spending power and declining investment levels. Consumers are curbing expenditure on food products because of rising price sensitivity, whereas investment from new entrants and financiers has dwindled. The UK market has been the most adversely affected, with just two per cent growth reported in 2008.

Organic Monitor finds another factor affecting market growth is increasing consumer sophistication. Consumers are demanding more from organic food products; they are increasingly looking at ethical sourcing, traceability, the carbon footprint, sustainability and corporate social responsibility. Thus, the organic production method only partially meets rising consumer expectations.

Melrose Health's fresh logo

melrose
Your partner in health

One of the health food industry's most recognised brands, Melrose has revamped its logo following extensive consultation through Melrose Health's retail store survey.

The name Melrose was chosen by founder Geoff Steincke, based on the street he grew up in suburban Melbourne. Melrose is now illustrated in fresh stylised font and remains key to the new mark.

According to Mr Steincke: "It was a hard choice to make the logo changes after 30 years but we are very pleased with the fresh look and feel of the new Melrose logo, and we are sure ... the new look gives the Melrose family business a more contemporary look and we feel the new slogan 'your partner in health' better reflects our company philosophy."

Melrose will introduce the new logo over the coming 12-24 months across all Melrose Health product categories from health foods and organics through to pet foods and massage oils.

Wild about natural food

Wild Food Natural Health Market is an organic fruit, vegetable, dairy and meat market with an aligned healthy café kiosk recently opened at Westfield Bondi Junction.

The store is a blend of a restaurant and retail environment.

The Wild Food brand was recently established by Peter Roach and his wife Deborah with the 2007 opening of the first Wild Food store in Bowral, followed closely by two smaller stores in Mittagong and Macarthur.

The Wild Food store located in front of Woolworths, incorporates a full gourmet production kitchen. The Wild Food Café is open for breakfast and lunch, offering organic gourmet food made fresh to order seven days a week from 8am. The kiosk area also features an organic juice bar as well as an organic coffee bar and a selection of gourmet delights. Shoppers are also able to purchase prepared meals made in the Wild Food kitchen and sold through the gourmet deli section of the Wild Food Natural Health Market. The prepared meals available from the deli cater for every diet with a special emphasis on allergy and gluten free foods.

The Wild Food Natural Health Market retail store located adjacent to Liquorland, offers a vast array of natural and gourmet products from leading organic and biodynamic suppliers. Products available include everything from fresh breads and organic meats to – only organic and seasonal – fruit and veggies. A full dairy range of milk, yoghurt, cheese, in addition to herbal teas and coffee ground fresh in-store, a variety of nuts, cereals, and bulk grains, gluten-free confectionery, organic pet foods and even groceries such as organic cleaning products!

The Wild Food store also offers a full naturopathic herbal dispensary, a resident naturopath on-hand for low-priced consultations, sports nutrition and discount vitamins at up to 50 per cent off everyday.



Zuii cosmetic range

Zuii Organic's 100 per cent Certified Organic Cosmetic range is made from the petals and buds of certified organic flowers – Rose, Jasmine and Chamomile. Zuii's timeless colour palette is created with the benefits of unique organic floral ingredients, essential oils, as well as vitamins and minerals. The range includes Flora lip tint, lipstick, eyeshadow, blush, powder foundation and liquid foundation in a wide range of colours to suit all skin tones. Zuii Organic is a unique Australian Organic cosmetic company inspired by a vision and commitment to nature and organics.