



Students brush up on seed skills

"**GARDENING CAN BE** a magical experience for children. They love to help out and delight at ripening berries, blooming sunflowers, and gathering up lemons for lemonade".

So states the latest book - Seed to Seed Food Gardens in Schools - from seed and health experts who want to get young hands growing in the schoolyard.

The book is a practical guide on bringing the excitement of gardening to life in the classroom by explaining how teachers and students can work to develop their own food gardens.

Lessons on planning the garden, planting, maintaining, harvesting and saving seeds are all covered in a clear and informative style. Additional innovative activity ideas are included.

Directions on sourcing further information from books, organisations and websites for a comprehensive study of soil, seeds and gardening techniques is also provided.

Authors Jude Fanton (co-founder of Seed Savers) and Jo Immig (environmental scientist and co-ordinator of the National Toxics Network) developed the guide to address a notable deterioration of children's eating habits and what they describe as a degeneration of a general level of gardening skills.

"For children without a vegetable patch, or even a fruit tree, there's little opportunity to observe how food grows... In a supermarket it comes out neatly packaged, bears little resemblance to the whole plant and may be sold outside the normal growing season".

The book was inspired by the establishment of a food garden at Byron Bay Public School with photographs of the project demonstrating what a food garden can become.

Seed to Seed Food Gardens in Schools is available for free download as a coloured Adobe Acrobat document from the Seed Savers website - http://www.seedsavers.net/publications/1187091548_6844.jsp - or can be purchased in black and white for \$20 ph 02 6685 7560 email info@seedsavers.net.

Sweet Dreams – the Story of Green & Blacks

The irresistible story of Craig Sams

THE STORY OF Craig Sams, organic entrepreneurial success and co-founder of the global organic and fair-trade brand, Green & Blacks chocolate, offers a fascinating taste of a life of never-ending exploration.

In 1994 Craig Sams was behind the creation of the world's first fair-trade product – a dark chocolate bar containing organic cocoa produced by Mayan tribes in Belize. Sweet Dreams encapsulates the actions and thoughts of two people firmly convinced they could use business savvy to help change the world.

Craig, a one-time Middle-Eastern pilgrim and champion of the macrobiotic movement in the UK in the 1960's began his foray into food at an early age. He founded the pioneering organic brand 'Whole Earth Foods' with brother Gregory in 1967, but things took a slightly sweeter turn with wife Josephine Fairley in 1991.

Sweet Dreams is essentially their tale, and within its pages the pair describes the ideas, processes and marketing strategy that placed the humble chocolate bar at the forefront of the ethical trade movement.

Tackling everything from flavours, to the challenges and outcomes of taking on an industry renowned for exploitation, they attempt to turn things around, offering fair deals to South American farmers who



wanted to learn how to produce cocoa organically.

The resulting Green & Blacks brand is now synonymous with delivering financial and community support to growers in developing countries – something Craig sees as having explicit links with organic production.

"We never set out to become the world's first fair-trade brand – it was something that happened naturally because of the way we set up the project, the way we were growing, and a business strategy that resonated with organic production. The element of trade exploitation that creeps into many products just doesn't happen in organic production systems", he says.

- A book to be inspired by. Just make sure there's a block on hand to satisfy the inevitable cravings.

Sweet Dreams - the Story of Green & Blacks will be available in Australia from Random House publishers from August 16th 2008. Copies can be purchased online from www.amazon.com.